BIBLIOGRAPHY

Books:


Journals:


Websites:

1. www.Shodhganga.inflibnet.ac.in
2. www.Wikipedia.com
3. www.PepsiCo.in
4. www.Coca-Cola.Co.in
5. www.Coca-ColaIndia.com
7. www.Tncities.co.in
8. www.Soft drinks beverages india.com
9. www.Kalimark.co.in
10. www.Kalis.in
11. www.Parle Agro products.co.in
12. www.Manpasand Beverages.co.in
13. www.Your article library.com
15. www.Euromonitor.com