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## CERTIFICATE

It gives me immense pleasure in certifying that the thesis entitled “**An Analytical Study of Brand Equity in Consumer Durables Segment with Specific Reference to the Washing Machines in Uttarakhand**” submitted by *Sandeep Kumar* enrollment no. **UU152300048** is based on the research work carried out under my guidance. He Has Fulfilled all the following requirements as per Ph.D. regulations of the University ;

- (i) Coursework as per the University rules.
- (ii) Residential requirements of the University.
- (iii) Regularly submitted Half-Yearly Progress Report.
- (iv) Published/ accepted minimum of two research paper in a refereed research journal.

I recommend the submission of the thesis for the evaluation and conducting Viva- Voce.

Date 16 May 2018  
Place Dehradun

  
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