


CANDIDATE DECLARATION

I, **Sandeep Kumar** Enrollment No.: **UU152300048**, resident of VPO Kufri, Distt Mandi, (HP), hereby state that the research work on “**An Analytical Study of Brand Equity in Consumer Durables Segment with Specific Reference to the Washing Machines in Uttarakhand** ” carried out by me for the partial fulfillment of award of Ph.D. Degree from Uttarakhand University Dehradun, during the years 2015-2018 is the record of my work and that the thesis has not formed the basis for the award previously of any degree, diploma, associateship, fellowship or any other similar title.

Date- 16 May 2018
Place- Dehradun


Sandeep Kumar
UU152300048