

**IMPACT OF CONSUMER PREFERENCES ON
ICE-CREAM CONSUMPTION PATTERN IN
PUNE CITY. A CRITICAL ANALYSIS WITH
SPECIFIC REFERENCE TO AMUL**

A thesis submitted by
Mr. Pandit Mali

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**Faculty of Management
University of Pune**

Under the Guidance of
Dr. V. H. Inamdar

Place of Research
**Prin. N. G. Naralkar Institute of Career Development &
Research, 536, Shaniwar Peth
Pune - 411030**

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