

CERTIFICATE OF THE GUIDE

This is to certify that the work incorporated in the thesis “**Impact of consumer preferences on ice-cream consumption pattern in Pune city. A critical analysis with specific reference to Amul**” submitted by **Mr. Pandit Mali** was carried out by the candidate under my supervision / guidance. Such material as has been obtained from other sources has been duly acknowledged in this thesis

Dr. V. H. Inamdar

(Research Guide)