

DECLARATION

I declare that the thesis entitled “**Impact of consumer preferences on ice-cream consumption pattern in Pune city. A critical analysis with specific reference to Amul**” submitted by me for the degree of Doctor of Philosophy is the record of work carried out by me during the period from 18th June, 2005 to 15th May, 2010 under the guidance of **Dr. V. H. Inamdar** and has not formed the basis for the award of any degree, diploma, associate ship, fellowship, titles in this or any other University or other institution of Higher learning

I further declare that the material obtained from other sources has been duly acknowledged in the thesis.

Signature of the candidate:

Date:

Name of the candidate: Pandit Mali