

DECLARATION OF THE CANDIDATE

I hereby declare that the thesis titled “**MARKETING STRATEGIES OF INDIAN OVERSEAS BANK**” submitted to the Alagappa University, Karaikudi for the Degree of Doctor of Philosophy is the original work done under the guidance and supervision of Dr. RM. Chidambaram, Professor and Head, Department of Bank Management, Alagappa University, Karaikudi and that it has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title of any University or Institution.



(RM. Chidambaram)
Supervisor

PROFESSOR AND HEAD
DEPT. OF BANK MANAGEMENT
ALAGAPPA UNIVERSITY
KARAIKUDI 630 004



(J. Sethuraman)
Researcher

Forwarded



RM. Chidambaram
Professor and Head
Department of Bank Management
Alagappa University
Karaikudi – 630 004.

29.06.2000