# Abbreviations

1. **ABC** - Affect Behaviour and Cognition
2. **ASSOCHAM** - The Associated Chamber of Commerce and Industry.
3. **BC** - Before Christ
4. **CAGR** - Compound Annual Growth Rate.
5. **FDA** - Foods And Drugs Administration
7. **INR** - Indian Rupee Rates.
8. **POP** - Point of Purchase
9. **TOI** - Times of India