


# **BRAND FRANCHISE IN PASSENGER CAR INDUSTRY OF INDIA**

**A THESIS SUBMITTED TO SNTD WOMEN'S UNIVERSITY, MUMBAI  
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY (PH.D)  
IN MANAGEMENT STUDIES**


Submitted by

**Ms. PINKEY MERCHANT**  
(B.Com, MMS,  
Proprietor: Sisodia Enterprises)

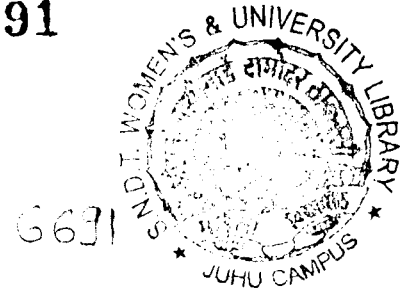
**UNDER THE GUIDANCE OF**

  
Dr. Sarika Kulkarni  
(Director, Suyash software Pvt. Ltd.)

**Forwarded Through**

  
PROF. Dr. Uday Salunkhe  
(Director)

**6691**



Research centre: Prin. L.N. Welingkar Institute of Management  
Development and Research, L Napoo road, Next to R.A. Podar College,  
Matunga-E, Mumbai-19

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