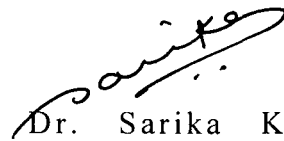


C E R T I F I C A T E

I certify that the thesis entitled “Brand Franchise in Passenger Car Industry of India” which is being submitted herewith for the award of the Degree of Doctor of Philosophy in management studies of SNTD women’s university-Mumbai is the result of original research work completed by Ms. Pinkey Merchant under my supervision and guidance. I find this work comprehensive and fit for the purpose of sending to the examiner. To the best of my knowledge and belief the work evolved in this thesis has not formed earlier the basis for the award of any Degree or similar title to this or any other University or examining body.

Place: Mumbai



Dr. Sarika Kulkarni
(Research Guide)