

**A STUDY ON BRAND AMBASSADOR (FMCG) IN FAST MOVING
CONSUMER GOODS**

Major Project Submitted to Manonmaniam Sundaranar University in partial fulfilment of the
requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted By

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Under the Guidance of

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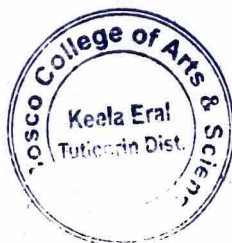
**DEPARTMENT OF COMMERCE
DON BOSCO COLLEGE OF ARTS AND SCIENCE**

Accredited with 'B' Grade by NAAC

(AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI)

Keela Eral.

APRIL 2024




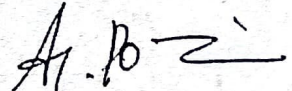

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CERTIFICATE

This is to certify that the project report entitled "A STUDY ON BRAND AMBASSADOR (FMCG) IN FAST MOVING CONSUMER GOODS" is submitted by ANTONY PACKIA ATHISTARAJ D (20212041301209), KARTHICKRAJA.S (20212041301221), KRISHNAKUMAR .G (20212041301223), PRAVEENKUMAR .M (20212041301237), SIRANJEEVI. S (20212041301254), SUBASH. R (20212041301259) in partial fulfilment of the requirement of the degree of Bachelor of commerce is an independent research work carried out by him during the period of 2023-2024 under my guidance and supervisions and this project or my part thereof has not been submitted elsewhere for any degree.


Guide and Supervisor
(Mr.B. Karthick)


Head of the Department
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DECLARATION

We hereby declare that the MAJOR PROJECT entitled as "A STUDY ON BRAND AMBASSADOR (FMCG) IN FAST MOVING CONSUMER GOODS" submitted for the degree of Bachelor of Commerce is our original work. It has been submitted to any institution for the award of any degree.


Place: Keela Eral

Date: 02/05/2024

Signature of Students

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