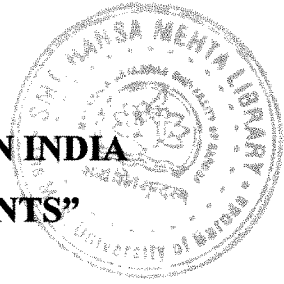


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**“SELECTED CELEBRITY ENDORSEMENTS IN INDIA
AND ITS IMPACT ON CONSUMER SEGMENTS”**



**BY
VILAS Z. CHAUHAN**

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**THE FACULTY OF MANAGEMENT STUDIES
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