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## NOTIFICATION

It is hereby notified that, the thesis entitled, "A STUDY OF BRAND RELATIONSHIP MANAGEMENT, ITS EFFECTIVENESS AND SUSTENANCE FOR THE SELECTED PRIVATE LABEL BRANDS OF LEADING COMPANIES IN MAHARASHTRA STATE" submitted by Mr. Anil Ramrao Pande has been accepted by this University for the award of Ph.D. Degree in Management Science under the faculty of Management Science. Mr. Anil Ramrao Pande has been declared eligible for the award of the said Degree. The candidate submitted his thesis under the guidance of Dr. W. K, Sarwade, Research Guide, Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

Director
(BCVD)

12/15

P.T.O.