

**A STUDY ON CUSTOMERS BEHAVIOUR TOWARDS HIMALAYA  
PRODUCT WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT**

Submitted to Kongu Arts and Science College (Autonomous) in partial fulfillment of  
the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

**(Banking & Insurance)**

**To be awarded by Bharathiar University, Coimbatore**

Submitted by

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Under the Guidance of

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**March - 2021**

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## CERTIFICATE

This is to certify that this project report entitled "A STUDY ON CUSTOMERS BEHAVIOUR TOWARDS HIMALAYA PRODUCT WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT" submitted to BHARATHIAR UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce (Banking & Insurance) is a record of original project work done by S. PRASATH during the period of 2020-2021 of his study in the Department of Commerce at Kongu Arts and Science College (Autonomous), Erode under my supervision and guidance and the project has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

*K. P. L.*

Signature of the Guide

*Umbu*

Head of the Department

Submitted for the university Viva -Voce Examination held on 27-03-2021

*K. P. L.*

Internal Examiner

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