

**A STUDY ON BRAND EQUITY AND CUSTOMER LOYALTY
WITH SPECIAL REFERENCE TO
EXCEL MEP INSTITUTE, BANGALORE**

PROJECT REPORT

*A Project Report submitted to the BHARATHIAR UNIVERSITY
in partial fulfillment of the requirements for the award of the Degree of*

MASTER OF BUSINESS ADMINISTRATION

Submitted by

B. GAYATHRI

(Reg. No: 19PMBA009)

Under the Guidance of

Dr. G. KARTHI M.B.A., M.Phil. M.H.R.M., PGDCA., Ph.D.,

Assistant Professor

Department of Management Science

**KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)**

Affiliated to Bharathiar University, Coimbatore

Approved by UGC, AICTE, New Delhi & Re-accredited by NAAC

DBT STAR college scheme

(An ISO 9001:2015 Certified Institution)

Nanjanapuram, Erode – 638107

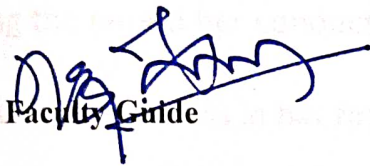
DECEMBER- 2020

KONGU
Assuring the Best



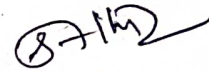
CERTIFICATE

This is to certify that the project entitled "A STUDY ON BRAND EQUITY WITH SPECIAL REFERENCE TO EXCEL MEP INSTITUTE, BANGALORE" submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by B.GAYATHRI (Reg. No.:19PMBA009) during the period 2019-2021 of her study in the Department of Management Science 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 any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.



Faculty Guide

(Dr. G.KARTHI)



Head of the Department

(Dr. V. G. SUMATHY)



PRINCIPAL



Internal Examiner

External Examiner

Date of the Viva Voce Examination 19.01.2021