

**A STUDY ON BRAND LOYALTY WITH SPECIAL  
REFERENCES TO SUDHAN YARNS, CHENNIMALAI**

**PROJECT REPORT**

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

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by

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**(Reg. No: 19PMBA016 )**

*Under the Guidance of*

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**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**



## CERTIFICATE

This is to certify that the project entitled **A STUDY ON BRAND LOYALTY WITH SPECIAL REFERENCES TO SUDHAN YARNS, CHENNIMALAI** submitted to the **BHARATHIAR UNIVERSITY, Coimbatore** in partial fulfilment of the requirement for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** is a record of original research work done by **G. KAVIN KUMAR (Reg. No.: 19PMBA016 )** during the period 2019-2021 of his 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

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PRINCIPAL



Internal Examiner

External Examiner

Date of the Viva Voce Examination 19.01.2021