



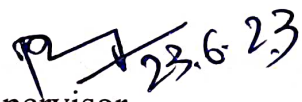
CERTIFICATE

This is to certify that the project report entitled “Adaptive selling & sales performance in FMCG industry” is submitted by Sri ASIM KUMAR PRADHAN in fulfilment for award of MBA to Fakir Mohan University, is a record of bonafide work carried out by him under my guidance.

The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

Signature of the Head of the Department


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