



ACHARYA NAGARJUNA UNIVERSITY
ఆచార్య నాగార్జున విశ్వవిద్యాలయము



FACULTY OF COMMERCE & MANAGEMENT STUDIES

This is to certify that

Mr./Ms. Sudhakara Reddy Bandi

S/O Sivareddy

has been duly admitted to the

Degree of Doctor of Philosophy

in this University, he/she having been declared to be qualified to

receive the same with effect from 11 March 2019

in the Department of Commerce & Business Administration

Title of the Thesis :

**MARKETING STRATEGIES OF FMCG COMPANIES AND
ITS IMPACT ON RURAL MARKETS IN GUNTUR DISTRICT**

The Degree has been awarded in accordance with UGC regulations 2009

Given under the Seal of the University

Nagarjuna Nagar-522 510.

A. P. India

Date : **18 APR 2019**



K. Nani
Vice-Chancellor