



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Ref No : IJCRT/Vol 12/ Issue3 / 885

To,  
Dr. V. N. Santhisree

**Subject:** Publication of paper at International Journal of Creative Research Thoughts.

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal of Creative Research Thoughts - IJCRT (ISSN: 2320-2882). Thank you very much for your patience and cooperation during the submission of paper to final publication Process. It gives me immense pleasure to send the certificate of publication in our Journal. Following are the details regarding the published paper.

About IJCRT : Scholarly open access journals, Peer-reviewed, and Refereed Journals, Impact factor 7.97 (Calculate by google scholar and Semantic Scholar | AI-Powered Research Tool) , Multidisciplinary, Monthly, Indexing in all major database & Metadata, Citation Generator, Digital Object Identifier(DOI) | UGC Approved Journal No: 49023 (18)

Registration ID : IJCRT\_253823

Paper ID : IJCRT2403885

Title of Paper : Role of Celebrity Endorsement on Branding of FMCG Products in Tier II and III cities

Impact Factor : 7.97 (Calculate by Google Scholar) | License by Creative Common 3.0

Publication Date: 23-March-2024

DOI :

Published in : Volume 12 | Issue 3 | March 2024

Page No : h418-h432

Published URL : [http://www.ijcrt.org/viewfull.php?&p\\_id=IJCRT2403885](http://www.ijcrt.org/viewfull.php?&p_id=IJCRT2403885)

Authors : Dr. V. N. Santhisree, Eshwar Dattu Vudayaraju, Mahesh Gandavaram

Notification : UGC Approved Journal No: 49023 (18)

Thank you very much for publishing your article in IJCRT.

Editor In Chief

International Journal of Creative Research Thoughts - IJCRT  
(ISSN: 2320-2882)



An International Scholarly, Open Access, Multi-disciplinary, Monthly, Indexing in all major database & Metadata, Citation Generator

Website: [www.ijcrt.org](http://www.ijcrt.org) | Email: [editor@ijcrt.org](mailto:editor@ijcrt.org)