Certificate of Publication



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

An International Open Access, Peer-reviewed, Refereed Journal

The Board of

International Journal of Creative Research Thoughts

Is hereby awarding this certificate to

Aniket Chothani

In recognition of the publication of the paper entitled

BRANDING OF OTC PRODUCT & AMP; A STUDY TO ANALYSE THE VICKS BRAND BY CUSTOMER BASED BRAND EQUITY MODEL

Published In IJCRT (www.ijert.org) & 7.97 Impact Factor by Google Scholar

Volume 9 Issue 4 April 2021, Pate of Publication: 23-April-2021

UGC Approved Journal No: 4902<mark>3 (18)</mark>

PAPER ID: IJCRT2104478

Registration ID: 206163

SSN 2320-2882 Thousand The Company of the Company

EDITOR IN CHIEF

Scholarly open access journals, Peer-reviewed, and Refereed Journals, Impact factor 7.97 (Calculate by google scholar and Semantic Scholar | Al-Powered Research Tool), Multidisciplinary, Monthly Journal



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | IJCRT

An International Scholarly, Open Access, Multi-disciplinary, Indexed Journal

Website: www.ijcrt.org | Email id: editor@ijcrt.org | ESTD: 2013



Certificate of Publication



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

An International Open Access, Peer-reviewed, Refereed Journal

The Board of

International Journal of Creative Research Thoughts

Is hereby awarding this certificate to

Shivani Pandya

In recognition of the publication of the paper entitled

BRANDING OF OTC PRODUCT & AMP; A STUDY TO ANALYSE THE VICKS BRAND BY CUSTOMER BASED BRAND EQUITY MODEL

Published In IJCRT (www.ijert.org) & 7.97 Impact Factor by Google Scholar

Volume 9 Issue 4 April 2021, Pate of Publication: 23-April-2021

UGC Approved Journal No: 4902<mark>3 (18)</mark>

PAPER ID: IJCRT2104478

Registration ID: 206163

ISSN 2320-2882 JCRT STORY OF THE PROPERTY OF T

EDITOR IN CHIEF

Scholarly open access journals, Peer-reviewed, and Refereed Journals, Impact factor 7.97 (Calculate by google scholar and Semantic Scholar | Al-Powered Research Tool), Multidisciplinary, Monthly Journal



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | IJCRT

An International Scholarly, Open Access, Multi-disciplinary, Indexed Journal





Certificate of Publication



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

An International Open Access, Peer-reviewed, Refereed Journal

The Board of

International Journal of Creative Research Thoughts

Is hereby awarding this certificate to

Dr.Bijal Zaveri

In recognition of the publication of the paper entitled

BRANDING OF OTC PRODUCT & AMP; A STUDY TO ANALYSE THE VICKS BRAND BY CUSTOMER BASED BRAND EQUITY MODEL

Published In IJCRT (www.ijert.org) & 7.97 Impact Factor by Google Scholar

Volume 9 Issue 4 April 2021, Pate of Publication: 23-April-2021

UGC Approved Journal No: 4902<mark>3 (18)</mark>

PAPER ID: IJCRT2104478

Registration ID: 206163

EDITOR IN CHIEF

Scholarly open access journals, Peer-reviewed, and Refereed Journals, Impact factor 7.97 (Calculate by google scholar and Semantic Scholar | Al-Powered Research Tool), Multidisciplinary, Monthly Journal



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | IJCRT

An International Scholarly, Open Access, Multi-disciplinary, Indexed Journal

Website: www.ijcrt.org | Email id: editor@ijcrt.org | ESTD: 2013

