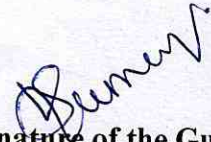


CERTIFICATE

This is to certify that the dissertation entitled "A study on the impact of Customer Relationship Management followed in Coimbatore" submitted to the Karpagam Academy of Higher Education in partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration is a bonafide record of original research work done by TARUN KUMAR. R during the period 2019-20 of their study in the Department of Management (UG) at Karpagam Academy of Higher Education, Coimbatore, under my supervision and guidance and the dissertation has not formed the basis for the award of any Degree/Diploma/Associate/Fellowship or similar title to any candidate of any University.

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