

## CERTIFICATE

This is to certify that the Dissertation Report titled **A study to understand the branding strategies of leading cosmetic companies in India** is a bonafide work carried out by **Ms. Chhavi** of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi- 42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

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## DECLARATION

I, **Chhavi**, student of MBA 2014-16 at Delhi School of Management, Delhi Technological University, Bawana Road, Delhi- 42 declare that the Dissertation Report titled **A study to understand branding strategies of leading cosmetic companies in India** submitted in partial fulfillment of Degree of Masters of Business Administration, is the original work conducted by me

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Chhavi

Place:

Date:

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## **ABSTRACT**

Many players in the field cosmetics are competing aggressively to capture more and more markets. The purpose of this study is to investigate the branding strategies of various cosmetics brands of female consumers in India. The study was carried through primary data collection and through the analysis of primary data, it was concluded that that the most frequently used brands in India are Lakme, whereas the most desired brand is MAC. The six factors of brand value that were taken into consideration were: Emotions, Mental Association, Brand Loyalty, Accessibility, and Brand Performance. Questionnaires were distributed through Google forms. Then with help of secondary analysis, the strategies behind the market trend were found out.

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