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This certifies that the research paper entitled “**Impact of Television Commercials on the Buying Behaviour of Customers in the Nainital District (With special reference to FMCG Products)**” authored by “**Aditi Sahni**” was reviewed by experts in this research area and accepted by the board of “Quest Journals Publication” which has published in “**Quest Journal of Research in Business and Management**”, ISSN (Online): 2347-3002, Volume-10, Issue-3, Series-1, Page No.: 53-61, March-2022.

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