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CERTIFICATE OF PUBLICATION

This is to certify that the research article titled: "**UNIVERSAL HUMAN VALUES (UHV) OF FMCG COMPANIES IN SHAPING BRAND EQUITY: A QUANTITATIVE STUDY OF TOOTHPASTE BRANDS**"

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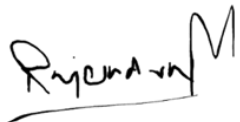
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