

**SCHOOL OF STUDIES IN COMMERCE
VIKRAM UNIVERSITY, UJJAIN (M.P.)**

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With Kind Regards

Sneha Rangare

BBA [H] VII Semester

School of Studies in Commerce Vikram University, Ujjain (M.P.)

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CERTIFICATE

This is to certify that **Sneha Rangare**, a student of **BBA [H] in School of Studies in Commerce, Vikram University, Ujjain**. She has completed the research work under my guidance. The topic is "**Life of Chai (LOC) business life cycle, growth strategies and consumer behavior of a chai startup**". This work is a true result of his hard work and enthusiasm.

Submitted to and Guided By

Dr. S.K. Bharal

Head Of The Department

[School of Studies in Commerce]

Dr. Parimita Singh

Faculty

SCHOOL OF STUDIES IN COMMERCE
VIKRAM UNIVERSITY, UJJAIN (M.P.)

APPROVAL

This is to certify that **Sneha Rangare** the student of **BBA[H]** has carried out the research on the topic entitled "**Life of Chai (LOC) Nagpur business life cycle, growth strategies and consumer behavior of a Chai startup.**" under the guidance of **Dr Parimita Singh**. The study performed for the submission as dissertation work at the **School of Studies in commerce 2025-26**. This dissertation is an independent work and does not constitute part of any material submitted for any research degree or diploma here or elsewhere.

DR. S.K. BHARAL
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VIKRAM UNIVERSITY, UJJAIN (M.P.)**

DECLARATION

I declare that the dissertation "**Life Of Chai (LOC) Nagpur business life cycle, growth strategies and consumer behavior of a Chai startup.**" has been completed by me under the guidance of **Dr. Parimita Singh** one of the tasks in the **fourth year of the degrees of Bachelor Of Business Administration from School of Studies in Commerce, Vikram University, Ujjain is the 2022-26 academic year.**

This research work is my original and is an unpublished work

Date:

Location: UJJAIN, M.P. (456010)

Researcher - Sneha Rangare

BBA [H] VII Semester

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" Life Of Chai (LOC) Nagpur business life cycle, growth strategies and consumer behavior of a Chai startup. "

Dissertation submitted for the award of Degree of Bachelor of
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