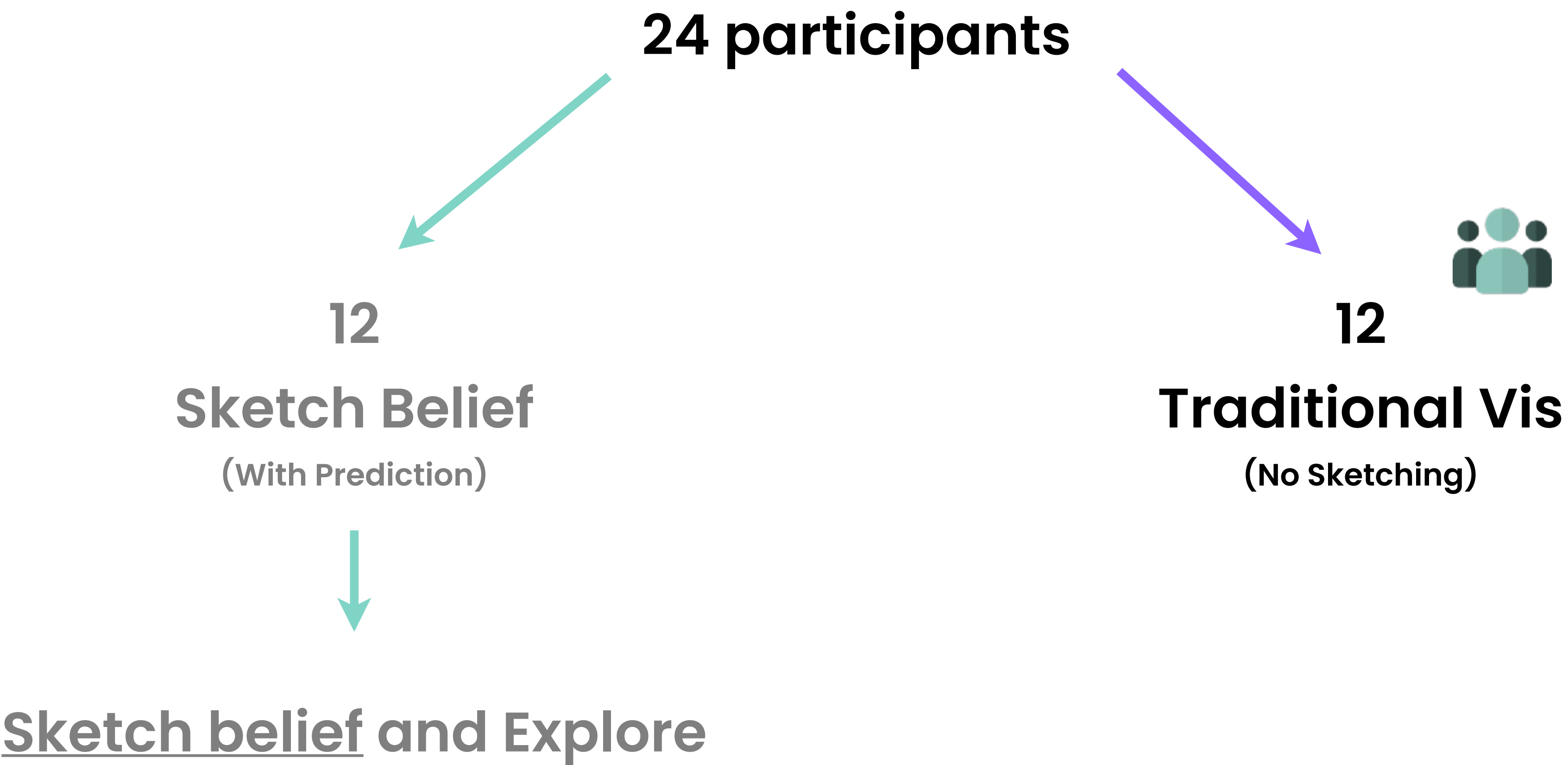


Research Procedure –Comparative & Insight-based evaluation Methodology



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