

# INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

*An Internationally Indexed Peer Reviewed & Refereed Journal*



UGC ID - 48312

Impact Factor\* : 7.1893

Ref:IRJMSH/2020/A108999

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

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**A STUDY ON CURRENT TRENDS IN FMCG SECTOR IN INDIAN MARKET CONTEXT**  
APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN  
Vol – 11 , Issue – 1 Jan , 2020



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