



Margin Sentiment Advisorys Private Limited

CIN NO: - U74999KA2020PTC134913

20/08/2019

To,

Dr. Makrand Joshi- PI

Dr. Prajakta Das Ms. Wilma Dias- CO-PI
School of Management
Ajeenkya DY Patil University, Pune

Subject: Grant Approval for Research on Consumer Behavior in the Digital Age

Dear Dr. Joshi,

We are pleased to inform you that your research proposal titled "**Consumer Behavior in the Digital Age: Analyzing Trends and Influences in Online Markets**" has been accepted for funding. Your research into how digital platforms and technologies are reshaping consumer behavior is vital for businesses seeking to understand and engage their target audiences more effectively.

Grant Details:

- **Grant Amount:** Rs. 920,000
- **Project Duration:** 21 months

Presentation of Findings:

We encourage you to present your findings at our upcoming **Research Symposium**, which will facilitate discussions on the implications of your work for global business strategies and management practices.

Congratulations once again on your successful proposal! We look forward to seeing the positive impact of your research.

Regards,



Touffiq Kalim
Director