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## *FROM THE DESK OF THE EDITORS*

*Dear Researchers, Professors, Research Scholars, and Professionals,*

*It is our pleasure to publish this issue and trust you will benefit out of it to a great extent.*

*Indian Market is witnessing a new market trend which is emerging at a fast pace. It is God man's products such as Patanjali products. There are many more to come and in the pipeline, The advantages of these products is that its brand is merged with the personal images and the brand of*

*the respected God men. thus before the products are actually used and tested by the consumers it emits an aura of emotional affinity which creates brand loyalty before its actual uses. Market infrastructure response is equally favorable and if the products are up to the mark or as per the consumer expectation then the customer loyalty become stronger and the Company starts capturing the market. Indeed it's a warning to the MNCs and established brands in the Indian markets.*

*Chief Editor*

*Dy. Chief Editor*

