



**DR. VIKHE PATIL FOUNDATION'S
PRAVARA CENTRE FOR MANAGEMENT RESEARCH
AND DEVELOPMENT**

(Permanently Affiliated to Savitribai Phule Pune University, Recognised by Govt. of Maharashtra
and Approved by A.I.C.T.E., New Delhi)

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Date: 12th July 2016

Dear Prof. Archana Aher,

It is our pleasure to present to you Vol. 15 No. 1, January-June 2016 issue of Pravara Management Review (PMR), the Research Journal of Dr. Vikhe Patil Foundation's Pravara Centre for Management Research and Development (PCMRD), Pune.

We thank you for the contribution of your Research Paper titled "Analytical Study of Growth of Middle Class on Increasing Demand for Consumer Durables in PCMC Area" to our journal. We request you to continue your association with our journal and recommend the same to your colleagues and friends.

Thanking you,

Yours truly,

Puja Bhardwaj

Dr. Puja Bhardwaj

Editor