

AMITY UNIVERSITY

MADHYA PRADESH

*on recommendation of the Academic Council
has conferred upon*

Dhruv Sabharwal

the degree of

Doctor of Philosophy

(Journalism and Mass Communication) (Part Time)

on the thesis titled :

**"Covert Advertising in Bollywood Movies :
Effectiveness on Youth of Gwalior"**

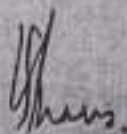
*having completed in the year 2020 in witness whereof
the Seal of the University is hereunto affixed.*

Given on this 29th day of February, 2020.

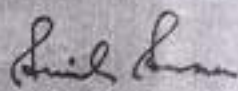




Registrar



Vice Chancellor



Chancellor



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)