

**MANNAR THIRUMALAI NAICKER COLLEGE**  
(Autonomous)

(Reaccredited with "A" Grade by NAAC)  
A Linguistic Minority Co-Educational Institution  
Pasumalai, Madurai-4

**DEPARTMENT OF COMMERCE (SFW)**

Organizes a Guest Lecture On

**"BRAND AND BRAND EQUITY  
-AN INTRODUCTION"**

Resource Person

**Dr.J.T.SHARMILA**

Associate Professor,  
Department of Commerce  
Saraswathi Narayanan College,  
Perungudi, Madurai-22

Date: 07.12.2023

Time: Between 11.45 am and 1.30 pm

Venue: Moorthi Naidu Andalammal Hall

**ALL ARE CORDIALLY INVITED**

**In the presence of**

Er.S.Rajagopal, President  
Mr.M.Vijayaragavan, Secretary  
Dr.A.Ramasubbiah, Principal  
Mr.C. Prabhu, Director i/c

**Dr.G.Manimuthu**  
HOD & Convenor

**Dr.P.Iswaryalakshmi**  
Organizing Secretary

**Dr.S.Pandeeswari**  
**Dr.P.Selvamoorthy**  
CO- Convenor(s)

# Agenda

**Prayer**

**Welcome Address** : Selvan. G. Kavi Bharathi  
III.B.Com - B - Sec

**Chief Guest** : **Dr.J.T.SHARMILA**  
Associate Professor,  
Department of Commerce  
Saraswathi Narayanan  
College,  
Perungudi, Madurai-22

**Chief Guest Introduction:** Dr. P.ISWARYALAKSHMI  
Assistant Professor

**Vote of Thanks** : Selvan.R.Jeyakumar  
III B.Com – B - Sec

**National Anthem**