

**“EFFECTIVENESS OF BOOK BUILDING IN IPO: A STUDY IN
CAFÉ COFFEE DAY”**

**Project Report Submitted to the University of Mysore in
Partial Fulfilment of the requirement for the Award of Degree
In
MASTER OF COMMERCE (FINANCIAL SERVICES)**

**SUBMITTED BY
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**UNDER THE GUIDANCE OF:
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2019-2020

UNIVERSITY

OF MYSORE



2019-2020

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CERTIFICATE

This is to certify the **MS. SUFAIRA C.U**, student of 4th semester, M.Com (Financial Services) programme of Department of Studies in Commerce during the academic year 2019 - 2020 and the project report Entitled "**EFFECTIVENESS OF BOOK BUILDING IN IPO: A STUDY IN CAFÉ COFFEE DAY**" has been prepared by him in a partial fulfilment for the award of **MASTER OF COMMERCE IN FINANCIAL SERVICES** under the guidance and supervision of **DR.M.LASHIOKA**, Professor, DoS in Commerce, Manasagangotri, University of Mysore, Mysuru.

DATE: 28-09-2020

PLACE: MYSURU

Dr. M.KUMARASWAMY

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Date: 28-09-2020

Place: Mysuru

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