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## LIST OF ABBREVIATIONS

1	FMCG	Fast Moving Consumer Goods
2	CPG	Consumer Package Goods
3	MT	Modern Trade
4	TT	Traditional Trade
5	Ecomm	E-Commerce
6	OTC	Over the Counter
7	CAGR	Compound Annual Growth Rate
8	R&D	Research and Development
9	SWOT	Strength Weakness Opportunity Threat
10	USD	US Dollar
11	CSD	Carbonated Soft Drinks
12	RTD	Ready to Drink
13	POS	Point of Sale
14	UTs	Union Territories
15	HH	Household
16	KPI	Key Performance Indicator
17	CFA	Confirmatory Factor Analysis
18	EFA	Exploratory Factor Analysis
19	SEM	Structural Equation Modeling
20	SVM	Support Vector Machine
21	HC	Home Care
22	PC	Personal Care