A STUDY ON INNOVATIVE MARKETING STRATEGY TOWARDS FAST MOVABLE CONSUMER GOODS (FMCG) INDUSTRIES IN INDIA

Reviewer 1: --

1. In several sections sentences has spelling and grammar mistakes, which needs to be corrected.
2. In several sections sentences has space problem, which needs to be corrected.
3. Proper sentence construction in several sections to be modified.

Comments to Editor:

1. After modifying the content, paper can be accepted for possible publication.

Reviewer 2: --

1. Paper should be written in JMCMS Journal format.
2. References and in-text citations are not in JMCMS format. More references should be included and sequentially/adequately arranged, as cited in the text.
3. Authors need to Modify Abstract and conclusion more appropriately.
4. Conflict of interest regarding article should be mention in the text.

Comments to Editor:

1. After modifying the content, paper can be accepted for possible publication.

Reviewer 3: --

1. Paper should be written in JMCMS Journal format.
2. References and in-text citations are not in JMCMS format. More references should be included and sequentially/adequately arranged, as cited in the text.
3. The Abstract and conclusion are needed to be Modified in accordance to fulfill the paper aim.
4. Conflict of interest regarding article should be mention in the text.

Comments to Editor:

1. After modifying the content, paper can be accepted for possible publication.