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of Contribution Awarded to

Ms. Monica Sohanlal Rayal & Dr. Praveen Tiwari

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**ROLE OF AUGMENTED REALITY (AR) AND VIRTUAL
TRY-ONS IN ENHANCING CONSUMER ENGAGEMENT
IN BEAUTY MARKETING WITH REFERENCE
TO COLLEGE STUDENTS IN MUMBAI**

In International Double Blind Reviewed, Refereed & Indexed Journal

**Scholarly Research Journal for
Interdisciplinary Studies**

ISSN (E) 2278-8808, ISSN (P) 2319-4766 SJIF 2025:8.486

SEPT-OCT 2025 VOLUME 14, ISSUE 91, RELEASED ON 01/11/2025.

Certificate No. *SRJIS/37/37/2025*
https://www.srjis.com/issues_data/270



A handwritten signature in black ink, appearing to read "Dr. Yashpal D. Netragaonkar".

Dr. Yashpal D. Netragaonkar
Editor in Chief for SR Journals