**Editor’s Comment:**

 The manuscript is an original article that focuses on branding to increase brand equity and sales.

1. The title is an important one.

2. The abstract is detailed.

3. The keywords are related.

4. The introduction is descriptive.

5. The statement of the problem is discussed.

6. The objectives of the study are mentioned.

7. The research question is focused.

8. The research hypothesis is mentioned.

9. The methodology is well explained.

10. The discussion is justified.

11. The Conclusion is comprehensive.

12. The recommendations are made.

13. The references are sufficient.

I recommend the manuscript for publication.

**Editor’s Details:**

Dr. Rakesh Verma, AKTU Lucknow University, India