



College of Fine Arts Kerala

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*Office of the Principal
21 February 2026*

To

Prof. Bhuleshwar (Arun) Mate
and
Ms. Kaushambi Mate

Subject: Complimentary Copy of the book *Vernacular Branding* - Reg.

Dear Sir and Madam,

Greetings from the College of Fine Arts, Thiruvananthapuram.

Thank you for the complimentary copy of the book *Vernacular Branding: Reading Identity through Design and Visibility*. I had the opportunity to quickly go through the book soon after receiving it, and I found it to be substantial in its academic relevance, a timely intervention in the discourse on visual culture and design practices, and a worthy reference material for students and pedagogues in art and design.

We wholeheartedly appreciate your thoughtful gesture in sharing this important publication with our institution. The book will be placed in the College of Fine Arts Library for the benefit of our academic community.

With sincere thanks and regards,

Prof. Manoj Kannan
Principal

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