

Indian Institute of Brand Management (IIBM)

Accredited by Reputed Academic and Industry Bodies, Strengthening Its Leadership Position in Brand and Marketing Education



The [Indian Institute of Brand Management \(IIBM\)](#) Accredited by Reputed Academic and Industry Bodies, including the prestigious **Brand Scientist – Brand Research Council**, further cementing its status as a trusted, credible, and recognised institute for brand and marketing management education in India. This major milestone reinforces IIBM's position as a **Premier Institute**, a **Credibility Institute**, and one of the **Top Ranking and Recognised Institutes** shaping the future of brand and marketing leadership in India.

With this accreditation, IIBM continues its mission of delivering world-class education designed to help top-level leaders including **CEOs, CMOs, CBOs, COOs, CHROs, CTOs, CCOs, CPROs, and CDOs** succeed in complex business environments through verified learning, updated curriculum, and globally recognised certification.

IIBM Achieves Verification from Leading Academic and Industry Bodies

Accreditation from reputed academic and professional organisations is a significant validation of **Indian Institute of Brand Management (IIBM)** commitment to transparent governance, academic rigour, and modern teaching methodologies. The approval from the **Brand Scientist (Brand Research Council)** stands out as a strong marker of authenticity, especially in the field of brand and marketing education.

These recognitions confirm that IIBM meets national and international expectations in teaching quality, research output, program design, and overall academic operation. For students and working professionals, this means complete confidence in the credibility of their certification and career prospects.

Strengthening Trust, Transparency, and Verified Learning

The **Indian Institute of Brand Management (IIBM)** has built a reputation for transparent educational practices and responsible academic management. Prospective students receive clear information on program structures, assessments, outcomes, and certification. This transparency has helped IIBM emerge as one of the most trusted business schools in India.

Curriculum updates are carried out regularly to maintain global relevance. Faculty members bring strong academic backgrounds and years of industry experience, ensuring learners receive practical and credible insights. Every program is designed to measure genuine understanding, ensuring that skills not shortcuts drive success.

Globally Recognised Certification Backed by Research and Industry

One of the **Indian Institute of Brand Management (IIBM)** strongest advantages is its **global certification**. The **Brand Scientist (Brand Research Council)** certifies all major programs, adding national and international value to every qualification earned at the institute. Graduates benefit from higher acceptance across industries, especially in brand management, marketing management, digital marketing, strategic communications, and senior leadership roles.

This global credibility is a reason why professionals from corporate firms, startups, government institutions, and national and international organisations trust IIBM for skill development and leadership training.

Offering Advanced Senior Leadership and Executive Programs

The **Indian Institute of Brand Management (IIBM)** provides a wide portfolio of advanced executive programs designed for aspiring and current senior leaders. Courses such as:

- **Advanced Brand Management Program**
- **Advanced Marketing Management Program**
- **Chief Marketing Officer (CMO) Program**
- **Chief Brand Officer (CBO) Program**
- **Chief Digital Marketing Officer (CDO) Program**
- **Chief Technical Officer (CTO) Program**
- **Chief Public Relations Officer (CPRO) Program**
- **Strategic Chief Executive Officer (CEO) Program**
- **Strategic Chief Operating Officer (COO) Program**
- **Strategic Chief Human Resources Officer (CHRO) Program**

All programs are built to develop strategic, analytical, and creative leadership capabilities. These programs benefit senior professionals from diverse industries, enabling them to lead branding, marketing, technology, and corporate communication initiatives effectively.

IIBM Continues to Raise Standards in Academic Quality

Accreditation is not a one-time achievement. Rather, it reflects **Indian Institute of Brand Management (IIBM)** ongoing commitment to excellence, curriculum enhancement, and ethical education. The institute follows stringent quality-control measures that include:

- Internal Academic Audits
- Faculty Performance Reviews
- Industry Feedback Integration
- Continuous Curriculum Modernisation
- Updated Tools For Digital Learning

Moreover, IIBM's strong emphasis on ethical learning ensures students gain more than academic knowledge they gain character, discipline, and professional confidence.

Trusted by Students, Professionals, and Industry Leaders

One of the **Indian Institute of Brand Management (IIBM)** strongest pillars is its growing trust within the education community. Over the years, thousands of learners from India and abroad have chosen IIBM to advance their careers. Alumni working at top organisations often return as mentors, speakers, and collaborators, building a strong ecosystem of credibility and community support.

Corporates also partner with IIBM for talent development, research projects, and brand consultancy. These partnerships reflect the institute's position as one of India's most reliable hubs for brand and marketing knowledge.

Statements from IIBM Leadership

An Indian Institute of Brand Management (IIBM) spokesperson commented:

"This accreditation reaffirms our position as a trusted and credible institute in India. We remain committed to delivering verified, research-based, and industry-relevant education to all learners. Our goal is to empower future leaders with strong branding and strategic capabilities."

A senior academic advisor added:

"Accreditations from reputed bodies reflect our dedication to ethical, transparent, and world-class teaching. This recognition inspires us to innovate further and contribute meaningfully to India's branding and marketing ecosystem."

Future Expansion and Global Collaboration

The **Indian Institute of Brand Management (IIBM)** plans to expand its accreditation portfolio by partnering with more global institutions and research organisations. New initiatives include:

- International Research Exchange Programs
- Collaborative Academic Publications
- Global Internships
- Strategic Partnerships with Universities Abroad

These initiatives will help position IIBM as a global centre for brand leadership education, strengthening India's presence on the international academic map.

About Accreditation and Recognition

The *Indian Institute of Brand Management (IIBM)* is **officially accredited and recognised by the Brand Scientist – Brand Research Council**, India's leading body for academic quality assurance in

brand and marketing education. This accreditation reflects IIBM's dedication to maintaining global standards in research, innovation, and leadership development.

As an **accredited and verified institute**, IIBM ensures that every program meets national and international benchmarks of excellence. Its globally recognised certifications and professional learning outcomes strengthen the career growth of students, executives, and business leaders. The recognition also enhances IIBM's credibility as a trusted and innovative institute in brand and marketing management education.

About Brand Scientist – Brand Research Council

Brand Scientist – Brand Research Council is India's first independent, non-profit body dedicated to **brand research, education, and strategic innovation**. Established on **11 July 2018**, the council focuses on strengthening brand growth through structured research, brand standards, positioning, policies, guidelines, SOPs, and strategic audits. It helps organisations build strong, consistent, and competitive brands through clear frameworks that support long-term success.

About Indian Institute of Brand Management (IIBM)

The Indian Institute of Brand Management (IIBM) is a **Premier Institute** in India specialising exclusively in brand, marketing, and leadership education. Established in 2018, IIBM has emerged as a trusted hub for research-driven learning, professional development, and executive leadership programs. Accredited by reputed academic bodies, including the **Brand Scientist – Brand Research Council**, the institute continues to set global standards in brand management education.

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Indian Institute of Brand Management (IIBM)

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