

Indian Institute of Brand Management (IIBM) Legacy - Pioneering Brand and Marketing Management Education in India



The [Indian Institute of Brand Management](#) (IIBM) proudly highlights its growing legacy as a **Pioneering Brand and Marketing Management Education institute in India**, reaffirming its position as a **Premier Institute** and trusted **Credibility Institute** shaping future brand, marketing, and business leaders.

Since its establishment in 2018, IIBM has strengthened its leadership in the branding and marketing education landscape, offering innovative programs that prepare students and professionals for global careers.

Founding Vision: Building India's First Specialist Brand and Marketing Education Institute

The **Indian Institute of Brand Management (IIBM) Legacy – Pioneering Brand and Marketing Management Education** began with a clear mission: to fill a major gap in India's management education system. A group of experienced business leaders, researchers, and academic experts observed that branding had become central to business success worldwide. Yet, India lacked an institute truly dedicated to brand strategy, brand research, and brand leadership.

As a result, IIBM was founded in *New Delhi in July 2018* as India's first specialised institution focused entirely on Brand Management, Strategic Marketing, and Consumer Behaviour.

The founders envisioned an academy that combined practical industry knowledge with global academic excellence. Their goal was simple: to create a new generation of brand professionals capable of building strong, meaningful, and influential brands.

Purpose and Mission: Creating Future Brand Leaders for India and the World

The **Indian Institute of Brand Management (IIBM)** mission is to transform students and professionals into strategic thinkers, capable decision-makers, and confident leaders. The institute focuses on teaching real-world branding skills, including:

- Brand Positioning
- Brand Strategy
- Brand Research

- Digital Branding
- Consumer Psychology
- Marketing Strategy
- Brand Audits and Brand Health
- Integrated Brand Communications

What separates IIBM is its commitment to practical learning. Every program includes case studies, scenario-based learning, and real project work designed around current branding trends.

A Unique Educational Approach: Theory + Real-World Practice

The **Indian Institute of Brand Management (IIBM)** Legacy – Pioneering Brand and Marketing Management Education is built on a balanced, industry-driven learning model. Instead of traditional lectures alone, IIBM integrates:

- Strategy Workshops
- Industry Case Discussions
- Live Brand Projects
- Brand Audit Assignments
- Guest Lectures By Senior Leaders
- Branding Simulation Labs
- Practical Marketing Tools

Moreover, students explore real challenges faced by modern brands. This blend of theory and practical experience ensures that graduates understand not just *what* branding is, but *how* it works in global markets.

A Diverse and Vibrant Learning Community

The **Indian Institute of Brand Management (IIBM)** attracts learners from various professional backgrounds, including marketing, design, business, media, IT, and entrepreneurship. This diversity creates a rich learning environment where students exchange ideas and explore global consumer behaviours.

The institute emphasises collaboration, encouraging participants to work in teams that mirror real corporate structures. As a result, learners build communication, leadership, and problem-solving skills throughout their journey.

Academic Excellence and Commitment to Quality

The quality of education at The **Indian Institute of Brand Management (IIBM)** is shaped by its strong academic faculty and experienced industry mentors. Professors include:

- Senior Brand Strategists
- Marketing Heads
- Digital Transformation Leaders
- Corporate Communication Experts
- Market Research Specialists

Each program is designed with high academic standards, in line with global branding and marketing management institutions. The institute maintains strict quality benchmarks to protect its growing reputation as a **Credibility Institute** in brand education.

Preparing Professionals for Global Market Success

In an increasingly competitive world, brand managers must understand national and international trends and cultural differences. The **Indian Institute of Brand Management (IIBM)** incorporates global learning modules covering:

- Cross-Border Branding
- International Consumer Behaviour
- Global Brand Case Studies
- Multi-Market Brand Expansion
- Cultural Branding Strategies

Moreover, the institute regularly analyses global market reports, helping students understand how brands succeed across continents.

Research: The Heart of IIBM's Legacy

Research is a key pillar of the **Indian Institute of Brand Management (IIBM) Legacy - Pioneering Brand Management Education**. The institute conducts studies in:

- Brand Performance
- Brand Perception
- Digital Consumer Patterns
- Strategic Brand Positioning
- Market Behaviour And Trends

These insights help businesses and support academic growth. IIBM's research work also contributes to building India's own brand and marketing management knowledge base.

Industry Connections & Real-World Exposure

The **Indian Institute of Brand Management (IIBM)** maintains strong partnerships with businesses across sectors, allowing students to work with:

- Start-Ups
- Corporates
- Advertising Agencies
- Digital Marketing Companies
- FMCG Brands
- Technology Firms

Industry collaborations allow the institute to offer internships, consulting assignments, and hands-on branding experiences. These opportunities strengthen the credibility of IIBM as a Premier Institute in India.

A Supportive Environment for Personal and Professional Growth

Beyond academics, The **Indian Institute of Brand Management (IIBM)** encourages self-development, confidence building, and personal branding. Students learn:

- Leadership Communication
- Presentation Skills
- Strategic Thinking
- Creativity And Innovation
- Emotional Intelligence

Such skills help them become well-rounded professionals, ready for leadership roles.

Continuing the Legacy: Shaping the Future of Branding and Marketing in India

As India's business landscape evolves, the demand for skilled brand and marketing professionals continues to grow. The **Indian Institute of Brand Management (IIBM) Legacy – Pioneering Brand and Marketing Management Education** remains committed to developing professionals who can build strong brands, manage market challenges, and lead organisations with confidence.

Students who join IIBM become part of a legacy driven by innovation, credibility, and global leadership.

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 the Indian Institute of Brand Management (IIBM)

Founded in 2018 in Delhi, the **Indian Institute of Brand Management (IIBM)** is India's first specialised institute dedicated entirely to brand management and strategic marketing education. IIBM is recognised as a **Premier Institute** and trusted **Credibility Institute** offering advanced programs in branding, consumer behaviour, digital strategy, leadership, and market research.

Media Relations

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#	Logo	Media	DA	PA	Potential Audience	PR Links
1.		The Hindustan Express	<25	<25	141.2K	View Release
2.		Daily gossip online	<25	32	90.9K	View Release
3.		Popular Reads	<25	<25	89.7K	View Release
4.		Know Thatsall	<25	<25	77.8K	View Release
5.		News Eagle India	<25	<25	69K	View Release
6.		Rabale	<25	<25	68K	View Release
7.		India Times News	<25	<25	67.3K	View Release
8.		Punjab News Update	<25	<25	67K	View Release
9.		India state News	<25	<25	66.4K	View Release
10.		Indian Press Wire	<25	<25	65.9K	View Release
11.		Manipur News World	<25	<25	65.1K	View Release
12.		Indian Pulse Media	<25	<25	64.9K	View Release
13.		News Wave India	<25	<25	64.6K	View Release
14.		India Story Line	<25	<25	63.4K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
15.		Latest News Karnataka	<25	<25	63.1K	View Release
16.		Nagaland News 24x7	<25	<25	62.5K	View Release
17.		News Pulse India	<25	<25	61.8K	View Release
18.		Mizoram News Buzz	<25	<25	61.3K	View Release
19.		Mizoram News Voice	<25	<25	60.8K	View Release
20.		Bihar News Watch	<25	<25	60.6K	View Release
21.		Rajasthan News Time	<25	<25	58.8K	View Release
22.		Rajasthan Headlines	<25	<25	58.3K	View Release
23.		Indian press Connect	<25	<25	58.3K	View Release
24.		Indian News Views	<25	<25	58.2K	View Release
25.		Odisha News Voice	<25	<25	57.9K	View Release
26.		Indian Press Coverage	<25	<25	57.5K	View Release
27.		Latest News Himachal	<25	<25	56K	View Release
28.		Jharkhand News Hub	<25	<25	56K	View Release
29.		Telangana News Spot	<25	<25	54.8K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
30.		Tamilnadu News Update	<25	<25	54.8K	View Release
31.		Sikkim News Update	<25	<25	54.1K	View Release
32.		Maharashtra Portal	<25	<25	53.1K	View Release
33.		Punjab News Network	<25	<25	52.6K	View Release
34.		Jammu and Kashmir News Report	<25	<25	51.6K	View Release
35.		Meghalaya News Daily	<25	<25	51.4K	View Release
36.		Jharkhand India News Agency	<25	<25	50.3K	View Release
37.		Karnataka News Network	<25	<25	50.2K	View Release
38.		Nagaland News Watch	<25	<25	50.1K	View Release
39.		Odisha News Hour	<25	<25	49K	View Release
40.		Kerala News Journal	<25	<25	47.6K	View Release
41.		Karnataka News Room	<25	<25	47.5K	View Release
42.		Sandwich	<25	<25	47.4K	View Release
43.		Mizoram News Pulse	<25	<25	45.3K	View Release
44.		Maharashtra NewsFlash	<25	<25	44.8K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
45.		Madhya Pradesh News Tribune	<25	<25	44.3K	View Release
46.		New India 24x7	<25	<25	43.3K	View Release
47.		India Press Buzz	<25	<25	14.1K	View Release
48.		India press Coverage	<25	<25	11K	View Release
49.	<small>India Bulletin Live</small>	India Bulletin Live	<25	<25	10.9K	View Release
50.		India Today Daily	<25	<25	10.9K	View Release
51.		India Buzz News	<25	<25	10.8K	View Release
52.		Times Of India Daily	<25	<25	10.8K	View Release
53.		The India Watch	<25	<25	10.8K	View Release
54.		The News India Now	<25	<25	10.8K	View Release
55.		India Times Online	<25	<25	10.7K	View Release
56.		News India Live	<25	<25	10.7K	View Release
57.		India Wire Channel	<25	<25	10.7K	View Release
58.		Himachal Pradesh News Flash	<25	<25	10.7K	View Release
59.		India Today Newsflash	<25	<25	10.7K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
60.		India Brief Update	<25	<25	10.6K	View Release
61.		Go Read It Right	<25	36	10.6K	View Release
62.		India Global Live	<25	<25	10.6K	View Release
63.		Indian For Media	<25	<25	10.6K	View Release
64.		News Indian Link	<25	<25	10.6K	View Release
65.		Buzz Center	<25	<25	10.6K	View Release
66.		Indian Daily Press	<25	<25	10.6K	View Release
67.		News India Network	<25	<25	10.5K	View Release
68.		India Today Times	<25	<25	10.5K	View Release
69.		India Watch Live	<25	<25	10.4K	View Release
70.		Indian Focus News	<25	<25	10.3K	View Release
71.		Indian Former	<25	<25	10.3K	View Release
72.		Daily Indiane	<25	<25	10.3K	View Release
73.		The India Talks	<25	<25	10.3K	View Release
74.		India 24x7 News	<25	<25	10.3K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
75.		India News Connect	<25	<25	10.3K	View Release
76.		The Daily Discover	<25	<25	10.3K	View Release
77.		India Post Daily	<25	<25	10.3K	View Release
78.		Haryana News Time	<25	<25	10.2K	View Release
79.		Discover Weekly	<25	36	10.2K	View Release
80.		India Live New Update	<25	<25	10.2K	View Release
81.		Topics Daily	<25	<25	10.2K	View Release
82.		India Vibes Media	<25	<25	10.1K	View Release
83.		India News Wire	<25	<25	10.1K	View Release
84.		Indian Headline News	<25	<25	10K	View Release
85.		India Buzz Feednews	<25	<25	10K	View Release
86.		District Daily News	<25	<25	10K	View Release
87.		Indian Headline Buzz	<25	<25	9.9K	View Release
88.		The Indian Post	<25	<25	9.9K	View Release
89.		Himachal News Report	<25	<25	9.8K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
90.		State Newz	<25	<25	9.7K	View Release
91.		India Latest News Feed	<25	<25	9.7K	View Release
92.		Delhi News Daily	<25	<25	9.7K	View Release
93.		Daily India Updates	<25	<25	9.7K	View Release
94.		Indian News Channel	<25	<25	9.6K	View Release
95.		India Buzz Channel	<25	<25	9.6K	View Release
96.		News Indian Bulletin	<25	<25	9.6K	View Release
97.		News Indian Update	<25	<25	9.6K	View Release
98.		India Breaking News Line	<25	<25	9.5K	View Release
99.		Buzzing info	<25	<25	9.5K	View Release
100.		Media Minds	<25	<25	9.5K	View Release
101.		India News Junction	<25	<25	9.5K	View Release
102.		Finance Goa Head	<25	25	9.5K	View Release
103.		News India Connect	<25	<25	9.4K	View Release
104.		India latest News Update	<25	<25	9.3K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
105.		India Viral Newsnow	<25	<25	9.3K	View Release
106.		India Mirror News	<25	<25	9.3K	View Release
107.		Hoist	<25	<25	9.3K	View Release
108.		Indian Express Newsfeed	<25	<25	9.3K	View Release
109.		India News Portal	<25	<25	9.2K	View Release
110.		Patrolling Wire News	<25	<25	9.2K	View Release
111.		The India Brief	<25	<25	9.2K	View Release
112.		India Globe Today	<25	<25	9.2K	View Release
113.		India Live News Today	<25	<25	9.1K	View Release
114.		India Briefings	<25	<25	9K	View Release
115.		Goa New Time	<25	<25	9K	View Release
116.		India Pulse Update	<25	<25	9K	View Release
117.		News India Web	<25	<25	9K	View Release
118.		News Wires	<25	<25	9K	View Release
119.		Indian Express Update	<25	<25	9K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
120.		Standard News Wire	<25	<25	9K	View Release
121.		My News Today	<25	<25	9K	View Release
122.		Gossip Today	<25	<25	8.9K	View Release
123.		Expert Arenas	<25	35	8.9K	View Release
124.		Indian News Daily Update	<25	<25	8.9K	View Release
125.		News India Times	<25	<25	8.8K	View Release
126.		India Buzz Times	<25	<25	8.8K	View Release
127.		India News Nation	<25	<25	8.8K	View Release
128.		News Mirror	<25	<25	8.8K	View Release
129.		India Wire News	<25	<25	8.7K	View Release
130.		News India Talks	<25	<25	8.7K	View Release
131.		Indian Express Daily	<25	<25	8.7K	View Release
132.		Goa News Online	<25	<25	8.7K	View Release
133.		Indian Express News	<25	<25	8.7K	View Release
134.		India Breaking Buzz	<25	<25	8.6K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
135.		Chhattisgarh NewsLine	<25	<25	8.6K	View Release
136.		News Today99	<25	<25	8.6K	View Release
137.		Tech Times News	<25	<25	8.6K	View Release
138.		India Bulletin News	<25	<25	8.6K	View Release
139.		India Today Live Update	<25	<25	8.5K	View Release
140.		India Current Affairs	<25	<25	8.5K	View Release
141.		India Flash Bulletin	<25	<25	8.5K	View Release
142.		News Indian Line	<25	<25	8.5K	View Release
143.		Indian News Beat	<25	26	8.5K	View Release
144.		News India Point	<25	<25	8.5K	View Release
145.		India Today Updates	<25	<25	8.5K	View Release
146.		The Indian Post Online	<25	<25	8.5K	View Release
147.		India Press Dispatch	<25	<25	8.4K	View Release
148.		India Flash News	<25	<25	8.4K	View Release
149.		India Today Headline	<25	<25	8.4K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
150.		News Indian Pulse	<25	<25	8.4K	View Release
151.		Top Icsarena	<25	<25	8.3K	View Release
152.		India Global News	<25	<25	8.3K	View Release
153.		News India Connectivity	<25	<25	8.3K	View Release
154.		The India Times Online	<25	<25	8.3K	View Release
155.		India Flashnewsfeed	<25	<25	8.3K	View Release
156.		India Watch Daily	<25	<25	8.2K	View Release
157.		India News Break	<25	<25	8.2K	View Release
158.		Village Voice News	<25	<25	8.2K	View Release
159.		India Live News	<25	<25	8.2K	View Release
160.		daily Street Journal	<25	<25	8.2K	View Release
161.		Gujarat Watch	<25	<25	8.2K	View Release
162.		India Tribune Times	<25	<25	8.2K	View Release
163.		Daily News India Online	<25	<25	8.2K	View Release
164.		India Wire Media	<25	<25	8.2K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
165.		India Current Update	<25	<25	8.1K	View Release
166.		India Press Journal	<25	<25	8.1K	View Release
167.		Indian News Update	<25	<25	8.1K	View Release
168.		News India Headline	<25	<25	8.1K	View Release
169.		India Live News Feed	<25	<25	8.1K	View Release
170.		India Latest News	<25	<25	8.1K	View Release
171.		India Reporter Live	<25	<25	8.1K	View Release
172.		Haryana News Line	<25	<25	8K	View Release
173.		Topics EveryDay	<25	<25	8K	View Release
174.		India World News	<25	<25	8K	View Release
175.		Indsider India Times	<25	<25	8K	View Release
176.		Report Today	<25	<25	8K	View Release
177.		Report India	<25	<25	7.9K	View Release
178.		The Report World	<25	<25	7.7K	View Release
179.		Nagpur Project News	<25	<25	7.6K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
180.		The Quick Update	<25	<25	7.6K	View Release
181.		Weekly News Report	<25	<25	7.6K	View Release
182.		Business Line Print	<25	<25	7.5K	View Release
183.		Traveller News India	<25	<25	7.5K	View Release
184.		Now Report	<25	<25	7K	View Release
185.		Quick News Now	<25	<25	7K	View Release
186.		Latest News Today	<25	<25	7K	View Release
187.		India Globalnews	<25	<25	6.9K	View Release
188.		Chronicle Today News	<25	<25	6.9K	View Release
189.		News India	<25	<25	6.8K	View Release
190.		Report World	<25	<25	6.8K	View Release
191.		India Forbes News	<25	<25	6.6K	View Release
192.		Brief Buzz	<25	<25	6.5K	View Release
193.		The Report Net	<25	<25	6.5K	View Release
194.		News Today Pro	<25	<25	6.5K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
195.		Report News	<25	<25	6.5K	View Release
196.		Andhra News Digest	<25	<25	6.5K	View Release
197.		Indian World News	<25	<25	6K	View Release
198.		The News Net	<25	<25	6K	View Release
199.		The Daily Glimpse	<25	<25	5.9K	View Release
200.		Rapid Report	<25	<25	5.9K	View Release
201.		Story India	<25	<25	5.8K	View Release
202.		Reach News	<25	<25	5.7K	View Release
203.		Newz Today 24	<25	<25	5.6K	View Release
204.		Scroll India News	<25	<25	5.6K	View Release
205.		Standard Today News	<25	<25	5.3K	View Release
206.		Insightful News	<25	<25	5.1K	View Release
207.		Express Times News	<25	<25	5K	View Release
208.		State News Today	<25	<25	5K	View Release
209.		Tripura News Point	<25	<25	4.8K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
210.		Enrich Daily	<25	<25	4.7K	View Release
211.		India Career Week	<25	<25	4.6K	View Release
212.		Post Times News	<25	<25	4.6K	View Release
213.		Trend sellers	<25	<25	4.5K	View Release
214.		News Economic India	<25	<25	4.5K	View Release
215.		Tripura News Central	<25	<25	4.2K	View Release
216.		Uttarakhand News Wire	<25	<25	1.2K	View Release

Reference 1

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