

Industry Partnerships - Consulting at the Indian Institute of Brand Management - IIBM Strengthens India's Branding and Marketing Education Landscape



The [Indian Institute of Brand Management](#) (IIBM), a Premier Institute and a globally recognised leader in branding and marketing education, today announced the expansion of its **Industry Partnerships - Consulting ecosystem**, reinforcing its position as a Credibility Institute and Top-Ranking Institute for real-world brand and marketing expertise.

With this initiative, IIBM aims to deepen its collaboration with corporates, government bodies, financial institutions, nonprofits, and global organisations, bringing academic excellence and industry innovation together through structured consulting engagements.

IIBM Expands Its Consulting Framework to Strengthen Industry Partnerships

The initiative marks a significant step in Indian Institute of Brand Management (IIBM) mission to connect branding and marketing education with practical industry applications. The institute's consulting model integrates classroom knowledge with real business challenges, allowing faculty and students to address branding, marketing, consumer behaviour, digital communication, and strategic positioning issues for diverse organisations.

Each consulting engagement is carefully selected to ensure academic relevance and industry value, creating a strong bridge between theory and practice while reinforcing IIBM's legacy in brand management education in India.

Consulting as an Educational Pillar at IIBM

At Indian Institute of Brand Management (IIBM), consulting is more than an external service -it is a core educational pillar that continuously enhances curriculum quality. Faculty members contribute their research expertise and industry experience to address live business problems. These insights are then brought back into the classroom, strengthening IIBM's teaching, case-based learning, and applied research.

The institute's consulting philosophy focuses on ethical practice, balanced commitment, and strategically curated projects. This approach ensures that the consulting division maintains high levels of quality, responsibility, and impact.

A Structured Approach to Industry Partnerships

The Indian Institute of Brand Management (IIBM) consulting ecosystem follows a structured, professional model:

1. Professional Integrity and Ethical Practice

IIBM faculty members are selected based on expertise and ethical discipline. Each consulting assignment prioritises confidentiality, compliance, responsible practice, and honest representation. This reinforces the institute's reputation as a Credibility Institute delivering trusted solutions.

2. Balanced Academic and Consulting Responsibilities

The institute ensures that consulting activities support not hinder teaching commitments. Academic excellence remains at the centre of IIBM's mission, and consultancy experiences further enhance faculty perspectives, benefiting students through updated content and real-time industry insights.

3. Diverse Consulting Portfolio Across Sectors

- IIBM Works With Multiple Sectors, Including:
- Public And Private Corporations
- Financial Institutions And Banks
- Government Ministries And Agencies
- Cooperatives And NGOs
- International And Multilateral Organisations
- Start-Ups And Emerging Businesses

This broad outreach provides exposure to varied branding challenges and innovative solutions.

Real-World Learning Through Industry Partnerships

Through faculty-led consulting, The Indian Institute of Brand Management (IIBM) delivers practical exposure to students, enriching their learning beyond traditional academic models.

1. Applied Branding and Marketing Practice

Students gain real-time insights into how industries approach brand strategy, marketing communication, digital engagement, and competitive positioning.

For example, students and professionals may support brand audits, market studies, content strategies, digital campaigns, or consumer insight projects.

2. Innovation-Driven Teaching and Learning

Consulting assignments allow faculty to bring current case studies, industry trends, and analytical frameworks directly into the classroom.

As a result, students develop critical thinking, decision-making, and problem-solving skills based on actual industry scenarios.

3. Collaborative Ecosystem for Future Leaders

These projects foster collaboration between students, faculty, and industry leaders. Moreover, they help learners understand cross-functional teamwork, stakeholder management, and the dynamics of business decision-making.

Strengthening India's Branding, Marketing, and Digital Strategy Landscape

The Indian Institute of Brand Management (IIBM) consulting model contributes to the advancement of India's branding and marketing ecosystem by offering cutting-edge, research-driven insights. The institute's faculty works on high-impact areas, including:

- Brand Strategy And Identity Development
- Consumer Research And Behaviour Insights
- Digital Marketing Planning And Optimisation
- Market Segmentation And Competitive Analysis
- Brand Policy, Guidelines, And Compliance Frameworks
- Marketing Communication And Media Strategy
- Integrated Brand Auditing And Health Assessment

Through these services, IIBM supports organisations in enhancing their brand value, improving market positioning, and building sustainable growth models.

Industry Testimonials and Impact

The Indian Institute of Brand Management (IIBM) consulting partnerships have consistently delivered measurable results. Organisations have benefited from improved brand clarity, stronger consumer engagement strategies, digital transformation support, and comprehensive brand audits.

For example, several start-ups supported by IIBM reported higher brand visibility after implementing IIBM-recommended branding frameworks. Established companies, meanwhile, gained sharper consumer targeting and streamlined communication guidelines.

IIBM's Role as a Premier Institute and Global Recognised Institution

The Indian Institute of Brand Management (IIBM) consulting ecosystem strengthens its standing as:

- A **Premier Institute** for branding and marketing education
- A **Credibility Institute** known for responsible consulting practice
- A **Top-Ranking Institute** recognised for academic and industry excellence
- A **Global Recognised Institute** with partnerships across India and international markets

This unique blend of academic rigour and industry relevance sets IIBM apart from conventional business schools.

How Organisations Can Engage with IIBM Consulting

Businesses seeking consulting support may reach out to:

- The Branding and Marketing Faculty
- The Indian Institute of Brand Management (IIBM) Research Centres
- The Industry Partnerships Cell

Each inquiry is reviewed individually to understand the organisation's challenges and assign the appropriate experts. The consulting process remains customised, confidential, and strategically aligned with client objectives.

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.

Summary

The expansion of **Industry Partnerships – Consulting at the Indian Institute of Brand Management – IIBM** marks a major advancement in India's branding and marketing education landscape. Through faculty expertise, diverse consulting projects, and a strong commitment to practical learning, IIBM continues to shape the next generation of brand leaders.

This initiative not only strengthens industry collaboration but also enhances academic excellence, preparing students with real-world skills needed in an evolving market. As IIBM deepens its consulting footprint, it remains dedicated to fostering innovation, leadership, and industry-ready capabilities in brand and marketing management.

About the Indian Institute of Brand Management (IIBM)

The Indian Institute of Brand Management (IIBM), established in 2018 in New Delhi, is India's leading institute dedicated to branding, marketing, and strategic leadership education. Recognised globally for its innovative curriculum, research-driven approach, and strong industry connections, IIBM prepares future leaders through specialised programs, industry partnerships, and practical learning initiatives.

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.		Manipur News World	<25	<25	65.1K	View Release
10.		Latest News Karnataka	<25	<25	63.1K	View Release
11.		Nagaland News 24x7	<25	<25	62.5K	View Release
12.		News Pulse India	<25	<25	61.8K	View Release
13.		Mizoram News Buzz	<25	<25	61.3K	View Release
14.		Mizoram News Voice	<25	<25	60.8K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
15.		Bihar News Watch	<25	<25	60.6K	View Release
16.		Rajasthan News Time	<25	<25	58.8K	View Release
17.		Rajasthan Headlines	<25	<25	58.3K	View Release
18.		Odisha News Voice	<25	<25	57.9K	View Release
19.		Latest News Himachal	<25	<25	56K	View Release
20.		Jharkhand News Hub	<25	<25	56K	View Release
21.		Telangana News Spot	<25	<25	54.8K	View Release
22.		Tamilnadu News Update	<25	<25	54.8K	View Release
23.		Sikkim News Update	<25	<25	54.1K	View Release
24.		Maharashtra Portal	<25	<25	53.1K	View Release
25.		Punjab News Network	<25	<25	52.6K	View Release
26.		Jammu and Kashmir News Report	<25	<25	51.6K	View Release
27.		Meghalaya News Daily	<25	<25	51.4K	View Release
28.		Jharkhand India News Agency	<25	<25	50.3K	View Release
29.		Karnataka News Network	<25	<25	50.2K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
30.		Nagaland News Watch	<25	<25	50.1K	View Release
31.		Odisha News Hour	<25	<25	49K	View Release
32.		Kerala News Journal	<25	<25	47.6K	View Release
33.		Karnataka News Room	<25	<25	47.5K	View Release
34.		Sandwich	<25	<25	47.4K	View Release
35.		Mizoram News Pulse	<25	<25	45.3K	View Release
36.		Maharashtra NewsFlash	<25	<25	44.8K	View Release
37.		Madhya Pradesh News Tribune	<25	<25	44.3K	View Release
38.		India Buzz News	<25	<25	10.8K	View Release
39.		Times Of India Daily	<25	<25	10.8K	View Release
40.		The India Watch	<25	<25	10.8K	View Release
41.		News India Live	<25	<25	10.7K	View Release
42.		Himachal Pradesh News Flash	<25	<25	10.7K	View Release
43.		Go Read It Right	<25	36	10.6K	View Release
44.		Buzz Center	<25	<25	10.6K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
45.		Indian Daily Press	<25	<25	10.6K	View Release
46.		The Daily Discover	<25	<25	10.3K	View Release
47.		India Post Daily	<25	<25	10.3K	View Release
48.		Haryana News Time	<25	<25	10.2K	View Release
49.		Discover Weekly	<25	36	10.2K	View Release
50.		Topics Daily	<25	<25	10.2K	View Release
51.		India News Wire	<25	<25	10.1K	View Release
52.		District Daily News	<25	<25	10K	View Release
53.		The Indian Post	<25	<25	9.9K	View Release
54.		Himachal News Report	<25	<25	9.8K	View Release
55.		State Newz	<25	<25	9.7K	View Release
56.		Delhi News Daily	<25	<25	9.7K	View Release
57.		Daily India Updates	<25	<25	9.7K	View Release
58.		Indian News Channel	<25	<25	9.6K	View Release
59.		Buzzing info	<25	<25	9.5K	View Release

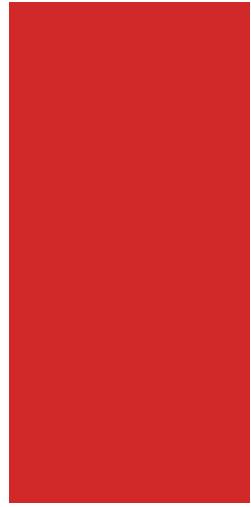
#	Logo	Media	DA	PA	Potential Audience	PR Links
60.		Finance Goa Head	<25	25	9.5K	View Release
61.		Hoist	<25	<25	9.3K	View Release
62.		India News Portal	<25	<25	9.2K	View Release
63.		Goa New Time	<25	<25	9K	View Release
64.		News India Web	<25	<25	9K	View Release
65.		News Wires	<25	<25	9K	View Release
66.		Standard News Wire	<25	<25	9K	View Release
67.		My News Today	<25	<25	9K	View Release
68.		Gossip Today	<25	<25	8.9K	View Release
69.		Expert Arenas	<25	35	8.9K	View Release
70.		News India Times	<25	<25	8.8K	View Release
71.		India News Nation	<25	<25	8.8K	View Release
72.		News Mirror	<25	<25	8.8K	View Release
73.		News India Talks	<25	<25	8.7K	View Release
74.		Indian Express Daily	<25	<25	8.7K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
75.		Goa News Online	<25	<25	8.7K	View Release
76.		Indian Express News	<25	<25	8.7K	View Release
77.		Chhattisgarh NewsLine	<25	<25	8.6K	View Release
78.		News Today99	<25	<25	8.6K	View Release
79.		Tech Times News	<25	<25	8.6K	View Release
80.		News India Point	<25	<25	8.5K	View Release
81.		India Today Updates	<25	<25	8.5K	View Release
82.		Top Icsarena	<25	<25	8.3K	View Release
83.		The India Times Online	<25	<25	8.3K	View Release
84.		Village Voice News	<25	<25	8.2K	View Release
85.		India Live News	<25	<25	8.2K	View Release
86.		daily Street Journal	<25	<25	8.2K	View Release
87.		Gujarat Watch	<25	<25	8.2K	View Release
88.		India Press Journal	<25	<25	8.1K	View Release
89.		News India Headline	<25	<25	8.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
90.		India Live News Feed	<25	<25	8.1K	View Release
91.		Haryana News Line	<25	<25	8K	View Release
92.		Topics EveryDay	<25	<25	8K	View Release
93.		India World News	<25	<25	8K	View Release
94.		Indsider India Times	<25	<25	8K	View Release
95.		The Report World	<25	<25	7.7K	View Release
96.		Nagpur Project News	<25	<25	7.6K	View Release
97.		The Quick Update	<25	<25	7.6K	View Release
98.		Weekly News Report	<25	<25	7.6K	View Release
99.		Business Line Print	<25	<25	7.5K	View Release
100.		Traveller News India	<25	<25	7.5K	View Release
101.		Quick News Now	<25	<25	7K	View Release
102.		Latest News Today	<25	<25	7K	View Release
103.		India Globalnews	<25	<25	6.9K	View Release
104.		News India	<25	<25	6.8K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
105.		Report World	<25	<25	6.8K	View Release
106.		Brief Buzz	<25	<25	6.5K	View Release
107.		The Report Net	<25	<25	6.5K	View Release
108.		News Today Pro	<25	<25	6.5K	View Release
109.		Report News	<25	<25	6.5K	View Release
110.		Andhra News Digest	<25	<25	6.5K	View Release
111.		Indian World News	<25	<25	6K	View Release
112.		The News Net	<25	<25	6K	View Release
113.		The Daily Glimpse	<25	<25	5.9K	View Release
114.		Rapid Report	<25	<25	5.9K	View Release
115.		Story India	<25	<25	5.8K	View Release
116.		Reach News	<25	<25	5.7K	View Release
117.		Newz Today 24	<25	<25	5.6K	View Release
118.		Scroll India News	<25	<25	5.6K	View Release
119.		Standard Today News	<25	<25	5.3K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
120.		Insightful News	<25	<25	5.1K	View Release
121.		Express Times News	<25	<25	5K	View Release
122.		State News Today	<25	<25	5K	View Release
123.		Tripura News Point	<25	<25	4.8K	View Release
124.		Enrich Daily	<25	<25	4.7K	View Release
125.		India Career Week	<25	<25	4.6K	View Release
126.		Post Times News	<25	<25	4.6K	View Release
127.		Trend Stellers	<25	<25	4.5K	View Release
128.		News Economic India	<25	<25	4.5K	View Release
129.		Tripura News Central	<25	<25	4.2K	View Release
130.		Uttarakhand News Wire	<25	<25	1.2K	View Release



THANK YOU