Indian Institute of Brand Management (IIBM) Launches Nationwide Franchise Model to Expand Access to World-Class Brand & Marketing Education Across India

The Indian Institute of Brand Management (IIBM), India's leading professional institution for branding, marketing, and leadership education, has officially announced the launch of its **National Franchise & Affiliation Model**. The initiative aims to expand high-quality skill-based education across India and empower institutions, entrepreneurs, training centres, and academies to offer globally relevant programs in **Brand Management Course**, **Strategic Brand Management**, **Marketing Management Course**, and **Executive Leadership Programs**.

With the growing demand for specialized roles in branding, marketing strategy, digital leadership, product innovation, and corporate communications, the new franchise model will provide cities across India with access to IIBM's premium programs, including:

- **Product and Brand Management Course**
- **Digital Brand Management Course**
- **Brand Strategy Course**
- **Senior Leadership Program Marketing**
- **Chief Marketing Officer Program (CMO Program India)**
- **Chief Brand Officer Program**
- **Chief Executive Officer Program**
- **Brand Leadership Course**
- **Executive Brand Management Program**
- **Global Brand Management Course**
- **Certified Brand Auditor Program**

IIBM has built a reputation as a **Brand Management Institute India** that blends global insights, advanced frameworks, case studies, and real-world learning. This expansion will strengthen its national footprint and help create skilled brand leaders for India's growing corporate, retail, manufacturing, FMCG, educational, digital, IT and e-commerce sectors.

Vision Behind the Franchise Launch

Speaking at the launch, the spokesperson of **Indian Institute of Brand Management (IIBM)** stated:

"Our mission is to make professional brand, marketing and leadership education accessible to every part of India. The IIBM Franchise Model supports local institutes and entrepreneurs by providing globally benchmarked curriculum, world-class recorded video, digital platforms, certifications, and complete operational support. Our aim is to build the next generation of brand leaders, CMOs, CEOs, and strategic marketers."

The expansion comes at a time when organizations worldwide are investing heavily in brand equity, digital branding, customer experience, and market strategy. IIBM's specialized programs are designed to meet this rising industry demand.

Franchise Model Overview

The **Indian Institute of Brand Management (IIBM) Franchise & Affiliation Model** offers a structured, transparent, and growth-focused partnership framework. Franchise partners will have the rights to run certified programs of IIBM in their region with complete academic and operational support.

Franchise Benefits Include:

- Rights to run IIBM-certified courses in Brand, Marketing & Leadership
- Complete curriculum support for all branding and marketing programs
- Certified digital LMS platform access
- Faculty training & trainer onboarding support
- Lead generation & national marketing support
- Branding & reputation guidelines
- Exam, certification & student management support
- Access to industry mentors, case studies & guest lectures
- Opportunity to host IIBM leadership workshops, seminars & masterclasses

This model ensures standardization of quality and maintains IIBM's strong academic integrity across all centres.

Programs Offered Under Franchise

The franchise will deliver a complete suite of professional programs, such as:

- **Brand Management Course**
- **Strategic Brand Management**
- **Product and Brand Management Course**
- **Marketing Management Course**
- **Digital Brand Management Course**
- **Brand Strategy Course**
- **Brand Leadership Course**
- **Executive Brand Management Program**
- **Global Brand Management Course**
- **Certified Brand Auditor Program**

And advanced C-Suite programs:

- **Senior Leadership Program Marketing**
- **Chief Marketing Officer Program (CMO Program India)**

- **Chief Brand Officer Program**
- **Chief Executive Officer Program**

These programs help students and professionals build strong knowledge in brand strategy, product innovation, digital transformation, communication planning, customer experience, leadership, and strategic decision-making.

Fee Structure & Investment Guidance

The franchise fee and operational investment have been designed to make the model accessible for both new entrepreneurs and established institutions.

The Indian Institute of Brand Management (IIBM) Franchise Financial Outline

- **Franchise Fee:** Depending on city category
- **Royalty:** 15% – 20%
- **Setup Investment:** Depending on city category
- **Training & LMS Fee:** Excluded in franchise fee
- **Marketing Support:** National + regional digital campaigns

IIBM's structure is positioned to offer strong ROI with lower entry cost and higher flexibility.

Market Demand & Opportunity

India's brand management and digital marketing sectors are growing rapidly. Businesses across industries now demand professionals who understand brand positioning, strategic marketing, customer experience, leadership, and digital transformation.

The need for certified, skilled brand and marketing leaders is rising across:

- FMCG & Retail
- IT & Technology
- Healthcare & Pharma
- Real Estate & Infrastructure
- Fashion & Luxury
- Digital Startups & E-commerce
- Manufacturing & Consumer Goods

With this franchise expansion, IIBM aims to reach 50+ locations in India by 2027.

Legal Compliance & Protection

The **Indian Institute of Brand Management (IIBM)** Franchise Partners will receive complete legal documentation for smooth operations, including:

- Franchise Agreement (1 year, renewable)
- NDA for curriculum protection
- Trademark & brand usage license
- SOPs for academic operations
- Quality and compliance documentation
- Data privacy & student management guidelines

This ensures consistent delivery and protects the integrity of IIBM certifications.

Quotes from Leadership Team

*"**Indian Institute of Brand Management (IIBM)** is committed to building India's largest network of brand and marketing leadership academies. With our Franchise Model, we are creating opportunities for entrepreneurs while supporting India's need for strategic brand managers, digital leaders, CMOs, and future CEOs."*

About IIBM

The **Indian Institute of Brand Management (IIBM)** is India's premier institute for **Brand Management, Marketing Strategy, Digital Branding, Leadership Development, and C-Suite Corporate Programs**. With innovative curriculum, industry mentorship, and global insights, IIBM has trained thousands of learners and professionals across India and internationally.

Media Relations

Indian Institute of Brand Management (IIBM)

Email: info@iibmglobal.com

Official Website: https://iibmglobal.com/

Follow us

LinkedIn: https://www.linkedin.com/company/indianinstituteofbrandmanagement/

Facebook: https://www.facebook.com/iibmglobal

#	Logo	Media	DA	PA	Potential Audience	PR Links
1.		Karnataka News Network	<25	<25	50.2K	View Release
2.		Buzz Center	<25	<25	12.4K	View Release
3.		Kerala News Journal	<25	<25	12.4K	View Release
4.		Rajasthan News Time	<25	<25	12.4K	View Release
5.		Insightful News	<25	<25	12.4K	View Release
6.		daily Street Journal	<25	<25	12.3K	View Release
7.		Madhya Pradesh News Tribune	<25	<25	12.3K	View Release
8.		News India Headline	<25	<25	12.3K	View Release
9.		News Economic India	<25	<25	12.3K	View Release
10.		Maharashtra NewsFlash	<25	<25	12.2K	View Release
11.		Jharkhand News Hub	<25	<25	12.2K	View Release
12.		News India	<25	<25	12.2K	View Release
13.		Topics Daily	<25	<25	12.1K	View Release
14.		Manipur News World	<25	<25	12.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
15.		Jharkhand India News Agency	<25	<25	12.1K	View Release
16.		Gossip Today	<25	<25	12.1K	View Release
17.		Traveller News India	<25	<25	12.1K	View Release
18.		Mizoram News Pulse	<25	<25	11.8K	View Release
19.		The Hindustan Express	<25	<25	11.8K	View Release
20.		Rapid Report	<25	<25	11.8K	View Release
21.		Newz Today 24	<25	<25	11.8K	View Release
22.		Know Thatsall	<25	<25	11.7K	View Release
23.		Mizoram News Voice	<25	<25	11.7K	View Release
24.		Village Voice News	<25	<25	11.7K	View Release
25.		Odisha News Voice	<25	<25	11.7K	View Release
26.		Times Of India Daily	<25	<25	11.7K	View Release
27.		The Quick Update	<25	<25	11.7K	View Release
28.		Report World	<25	<25	11.7K	View Release
29.		Topics EveryDay	<25	<25	11.7K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
30.		Rajasthan Headlines	<25	<25	11.7K	View Release
31.		India Live News	<25	<25	11.7K	View Release
32.		India Globalnews	<25	<25	11.7K	View Release
33.		Weekly News Report	<25	<25	11.7K	View Release
34.		Enrich Daily	<25	<25	11.4K	View Release
35.		Punjab News Network	<25	<25	11.4K	View Release
36.		News Eagle India	<25	<25	11.4K	View Release
37.		Indian World News	<25	<25	11.4K	View Release
38.		Brief Buzz	<25	<25	11.4K	View Release
39.		Finance Goa Head	<25	25	11.4K	View Release
40.		India News Portal	<25	<25	11.4K	View Release
41.		Nagaland News Watch	<25	<25	11.4K	View Release
42.		Meghalaya News Daily	<25	<25	11.4K	View Release
43.		Indian Express News	<25	<25	11.4K	View Release
44.		Business Line Print	<25	<25	11.4K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
45.		Scroll India News	<25	<25	11.4K	View Release
46.		State Newz	<25	<25	11.4K	View Release
47.		Reach News	<25	<25	11.4K	View Release
48.		Popular Reads	<25	<25	11.1K	View Release
49.		Punjab News Update	<25	<25	11.1K	View Release
50.		Odisha News Hour	<25	<25	11.1K	View Release
51.		Mizoram News Buzz	<25	<25	11.1K	View Release
52.		Daily India Updates	<25	<25	11.1K	View Release
53.		News India Point	<25	<25	11.1K	View Release
54.		The Daily Glimpse	<25	<25	11.1K	View Release
55.		News Mirror	<25	<25	11.1K	View Release
56.		Standard News Wire	<25	<25	11.1K	View Release
57.		Top Icsarena	<25	<25	10.9K	View Release
58.		Hoist	<25	<25	10.9K	View Release
59.		Bihar News Watch	<25	<25	10.9K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
60.		District Daily News	<25	<25	10.9K	View Release
61.		Nagaland News 24x7	<25	<25	10.9K	View Release
62.		The Indian Post	<25	<25	10.9K	View Release
63.		India Live News Feed	<25	<25	10.9K	View Release
64.		The Report Net	<25	<25	10.9K	View Release
65.		Story India	<25	<25	10.9K	View Release
66.		India Career Week	<25	<25	10.9K	View Release
67.		Daily gossip online	<25	32	10.9K	View Release
68.		Expert Arenas	<25	35	10.9K	View Release
69.		Latest News Himachal	<25	<25	10.9K	View Release
70.		Sikkim News Update	<25	<25	10.9K	View Release
71.		Tripura News Central	<25	<25	10.9K	View Release
72.		News India Times	<25	<25	10.9K	View Release
73.		India Post Daily	<25	<25	10.9K	View Release
74.		India World News	<25	<25	10.9K	View Release

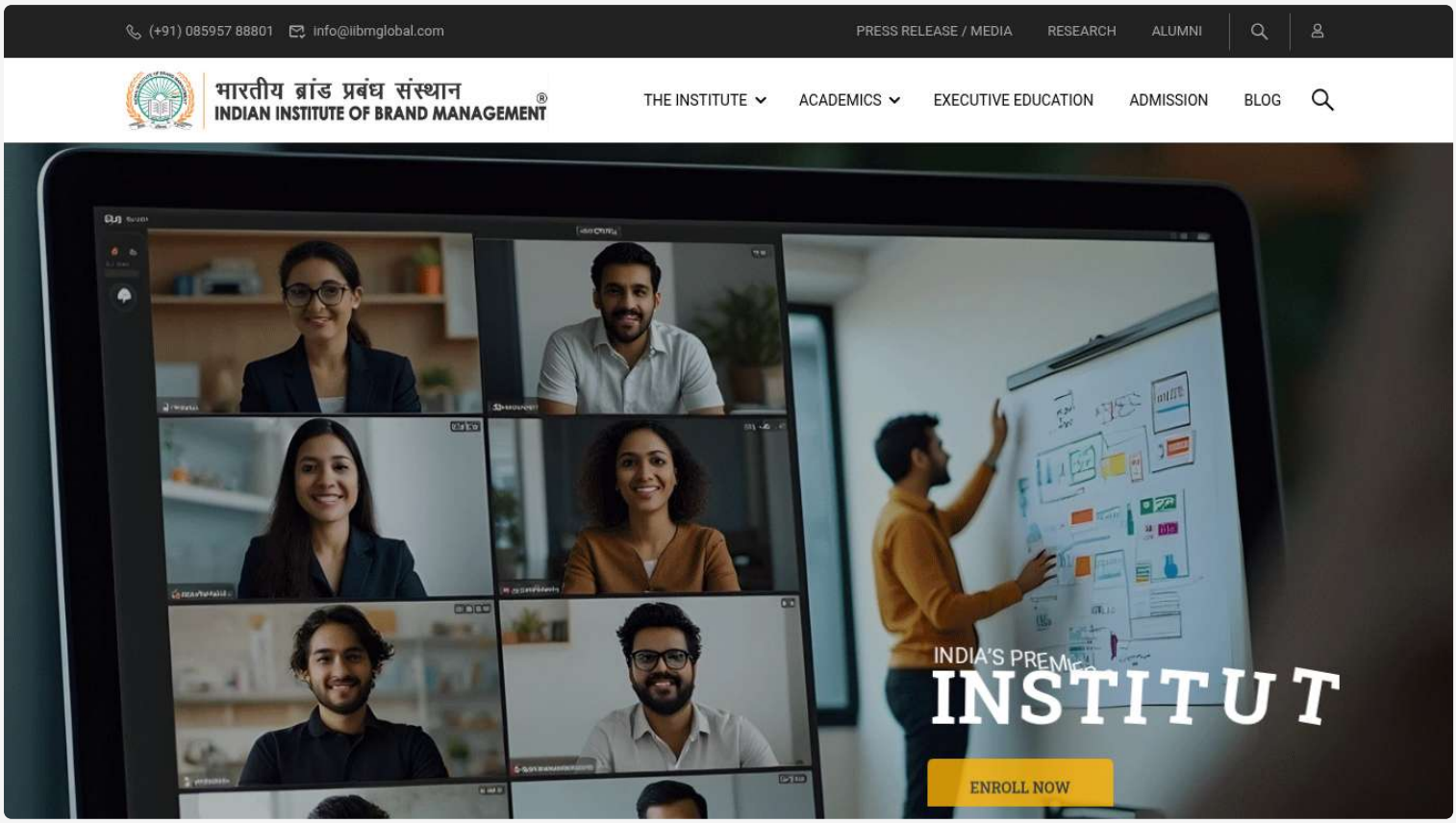
#	Logo	Media	DA	PA	Potential Audience	PR Links
75.		My News Today	<25	<25	10.9K	View Release
76.		Sandwich	<25	<25	10.7K	View Release
77.		Latest News Karnataka	<25	<25	10.7K	View Release
78.		Tamilnadu News Update	<25	<25	10.7K	View Release
79.		Andhra News Digest	<25	<25	10.7K	View Release
80.		Indian Daily Press	<25	<25	10.7K	View Release
81.		Indian News Channel	<25	<25	10.7K	View Release
82.		News India Web	<25	<25	10.7K	View Release
83.		The Report World	<25	<25	10.7K	View Release
84.		Discover Weekly	<25	36	10.5K	View Release
85.		Goa New Time	<25	<25	10.5K	View Release
86.		Telangana News Spot	<25	<25	10.5K	View Release
87.		Chhattisgarh NewsLine	<25	<25	10.5K	View Release
88.		India Times News	<25	<25	10.5K	View Release
89.		The India Watch	<25	<25	10.5K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
90.		News Today Pro	<25	<25	10.5K	View Release
91.		State News Today	<25	<25	10.5K	View Release
92.		Haryana News Time	<25	<25	10.3K	View Release
93.		Tripura News Point	<25	<25	10.3K	View Release
94.		Delhi News Daily	<25	<25	10.3K	View Release
95.		News India Live	<25	<25	10.3K	View Release
96.		India Today Updates	<25	<25	10.3K	View Release
97.		News India Talks	<25	<25	10.3K	View Release
98.		News Wires	<25	<25	10.3K	View Release
99.		Express Times News	<25	<25	10.3K	View Release
100.		Standard Today News	<25	<25	10.3K	View Release
101.		Rabale	<25	<25	10.2K	View Release
102.		Himachal Pradesh News Flash	<25	<25	10.2K	View Release
103.		India News Nation	<25	<25	10.2K	View Release
104.		Gujarat Watch	<25	<25	10.2K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
105.		Indian Express Daily	<25	<25	10.2K	View Release
106.		The News Net	<25	<25	10.2K	View Release
107.		Quick News Now	<25	<25	10.2K	View Release
108.		Post Times News	<25	<25	10.2K	View Release
109.		The Daily Discover	<25	<25	10.1K	View Release
110.		Jammu and Kashmir News Report	<25	<25	10.1K	View Release
111.		Goa News Online	<25	<25	10.1K	View Release
112.		Haryana News Line	<25	<25	10.1K	View Release
113.		India Press Journal	<25	<25	10.1K	View Release
114.		Nagpur Project News	<25	<25	10.1K	View Release
115.		Report News	<25	<25	10.1K	View Release
116.		News Today99	<25	<25	10.1K	View Release
117.		India News Wire	<25	<25	10.1K	View Release
118.		Himachal News Report	<25	<25	10.1K	View Release
119.		The India Times Online	<25	<25	10.1K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
120.		Latest News Today	<25	<25	10.1K	View Release
121.		Tech Times News	<25	<25	10.1K	View Release
122.		News Pulse India	<25	<25	10K	View Release
123.		Karnataka News Room	<25	<25	10K	View Release
124.		India Buzz News	<25	<25	10K	View Release
125.		Indsider India Times	<25	<25	10K	View Release
126.		Trend stellers	<25	<25	10K	View Release
127.		Uttarakhand News Wire	<25	<25	1.1K	View Release
128.		Maharashtra Portal	<25	<25	1.1K	View Release

Reference 1



iibmglobal.com

Visit Reference Now

LEADERSHIP INNOVATION EXCELLENCE INTEGRITY COLLABORATION GLOBAL VISION Director's Welcome “Welcome to the Indian Institute of Brand Management - IIBM. Here, we empower aspiring leaders with...

THANK YOU