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INDIAN INSTITUTE OF BRAND MANAGEMENT (IIBM)
ESTABLISHES ITSELF AS A TRUSTED AND CREDIBLE BRAND
AND MARKETING EDUCATION INSTITUTE

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Indian Institute of Brand Management (IIBM) Establishes Itself as a Trusted and Credible Brand and Marketing Education Institute

The [Indian Institute of Brand Management](#) (IIBM) Establishes Itself as a Trusted and Credible Brand and Marketing Education Institute, reinforcing its position as one of India's most dependable, transparent, and industry-recognised centres for branding, marketing, and leadership education. The institute continues to gain strong public trust through verified learning, ethical teaching, and globally recognised certification standards.

Introduction

Indian Institute of Brand Management (IIBM) Establishes Itself as a Trusted and Credible Brand and Marketing Education Institute by delivering transparent programs, expert-led training, and globally certified courses. With a strong focus on ethics and real-world learning, IIBM has emerged as a Premier Institute trusted by students, professionals, and organisations across India.

A Premier Institute Built on Trust and Transparency

Transparent Policies Foster Long-Term Credibility

The **Indian Institute of Brand Management (IIBM)** maintains a fully transparent learning system that helps students and parents make informed decisions. All program details, learning outcomes, and evaluation methods are clearly communicated before enrolment. Moreover, the curriculum is updated regularly, ensuring students receive relevant, modern, and industry-ready education. This transparency contributes significantly to the institute's reputation as a **Credibility Institute**.

Faculty with Deep Industry and Academic Expertise

The institute's faculty consists of branding strategists, marketing consultants, digital specialists, and senior corporate trainers. Each educator brings both practical experience and academic depth.

As a result, students gain insights that extend far beyond textbooks. This real-world exposure strengthens learning outcomes and reinforces IIBM's status as a **Top-Ranking Institute** for brand and leadership education.

Verified Learning with Recognised Certification

All programs at IIBM are certified by the **Brand Scientist (Brand Research Council)**, a globally respected accreditation body. These certifications offer students strong professional validation. Furthermore, this recognised certification ensures that learning at IIBM meets international quality standards, enhancing trust among employers and industry partners.

A Recognised Institute for Ethical, Authentic, and High-Quality Education

Ethical Education Standards Strengthen IIBM's Credibility

The **Indian Institute of Brand Management (IIBM)** follows a strict ethical framework and never engages in unrealistic job promises or misleading claims. Every assignment, assessment, and project is designed to evaluate genuine understanding. Moreover, the institute prioritises student integrity and academic honesty, making it a **Recognised Institute** respected for ethical learning.

Comprehensive, Hands-On Branding and Marketing Learning

IIBM blends theory with practical exposure through real marketing campaigns, live case studies, workshops, and simulation-based learning. Students gain practical skills in consumer behaviour, digital strategy, brand positioning, storytelling, and marketing analytics. As a result, learners graduate with strong strategic thinking abilities and workplace-ready competence.

Global Recognition Through Industry Validation

IIBM's growing list of recognitions from national and international organisations adds to its credibility. Industry partners frequently collaborate on curriculum design, research studies, and guest lectures. This strong validation helps IIBM maintain its position as one of India's most reliable academic institutions for brand and marketing leadership.

Building Strong Trust, Leadership Excellence, and Career Confidence

Commitment to High-Quality Teaching and Academic Control

The **Indian Institute of Brand Management (IIBM)** regularly reviews and enhances its teaching systems, ensuring relevance in a fast-changing market. Every program including the Advanced Brand Management Program, CMO Program, CBO Program, and Strategic CEO Program is carefully evaluated for effectiveness. This ensures the institute consistently delivers high-quality, industry-ready education that builds student trust.

Empowering Future Brand and Marketing Leaders

IIBM's specialised leadership programs develop senior-level professionals such as Chief Executive Officers (CEOs), Chief Human Resources Officers (CHROs), Chief Operating Officers (COOs), Chief Marketing Officers (CMOs), Chief Brand Officers (CBOs), Chief Corporate Communication Officers (CCOs), Chief Public Relations Officers (CPROs), Chief Technical Officers (CTOs), and Chief Digital Marketing Officers (CDOs). Participants master brand strategy, leadership communication, market insights, digital transformation, and customer behaviour trends. As a result, graduates grow into confident, innovative, and future-ready leaders.

A Student-Centric Approach with Personalized Guidance

IIBM operates with a student-first philosophy. Every policy from admissions to assessment is designed to support student growth. Faculty members provide personalised guidance, mentorship, and continuous support. Moreover, the institute consistently integrates student feedback into program updates. This responsive approach reinforces IIBM's credibility and long-term academic trust.

Innovation, Research, and Verified Learning Excellence

Continuous Curriculum Enhancement with Emerging Trends

The academic innovation team at **Indian Institute of Brand Management (IIBM)** regularly updates curricula to include emerging fields such as AI marketing, consumer psychology, branding analytics, and digital transformation strategy. This keeps learners ahead of industry change and strengthens IIBM's reputation for innovation and verified learning.

Research-Driven Academic Excellence

IIBM encourages both faculty and students to participate in branding research, case studies, white papers, and industry publications. These contributions support global branding knowledge and strengthen the institute's identity as a **Premier Institute** for research-based learning.

Industry Collaboration for Real-World Learning

IIBM actively collaborates with marketing agencies, digital strategy firms, SMEs, corporates, and global organisations. Guest sessions, joint research opportunities, and internships offer practical professional exposure. As a result, students gain hands-on understanding of real-world branding and marketing challenges.

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)

The **Indian Institute of Brand Management (IIBM)** Establishes Itself as a **Trusted and Credible Brand Education Institute** through verified learning, ethical teaching, and globally recognised programs. With its advanced leadership courses, transparent policies, and research-driven approach, IIBM continues to be a trusted destination for students and professionals across India. The institute remains committed to shaping future-ready branding and marketing leaders for the global marketplace.

Media Relations

Indian Institute of Brand Management (IIBM)











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Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Loktej English	News Portal	Information	IN	29600 visit/month	View Release
	Hindustan Metro	News Portal	Information	IN	12600 visit/month	View Release
	Jio News	News Aggregator	Information	IN	726082 visit/month	View Release
	Daily Hunt	News Aggregator	Information	IN,UAE,US	18801250 visit/month	View Release
	UP 18 News	News Portal	Information	IN	104760 visit/month	View Release
	Walk Educate	News Portal	Education	IN	2000 visit/month	View Release
	The Times of Education	News Portal	Information	IN,US	2000 visit/month	View Release
	News About School	News Portal	Information	IN,US	5820 visit/month	View Release
	News9 Network	News Portal	Information	IN,US	4000 visit/month	View Release
	Google News	News Aggregator	Information	FRA,GER,IN,JA,US	54780000 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	KBK Times	News Portal	Information	IN,UK,US	2000 visit/month	View Release
	Prevalent India	News Portal	Business	IN	6090 visit/month	View Release
	lucknowdigital	News Portal	Business	IN	5880 visit/month	View Release
	rajasthan journal	News Portal	Business	IN	5730 visit/month	View Release
	maharashtra24x7	News Portal	Business	IN	5760 visit/month	View Release
	up-patrika	News Portal	Information	IN	6720 visit/month	View Release
	Madhya Pradesh Mirror	News Portal	Business	IN	4860 visit/month	View Release
	Khammaghani i Rajasthan	News Portal	Business	IN	5730 visit/month	View Release
	Kanpur Live	News Portal	Information	IN	2000 visit/month	View Release
	Live Jabalpur	News Portal	Business	IN,US	5910 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Allahabad Post	News Portal	Information	IN	6630 visit/month	View Release
	Rajasthan Mirror	News Portal	Business	IN	5760 visit/month	View Release
	North West News Times	News Portal	Business	IN	6720 visit/month	View Release
	MP Newsline	News Portal	Information	IN	4890 visit/month	View Release
	Delhi News Now	News Portal	Business	IN	5910 visit/month	View Release
	Delhi Morning Tribune	News Portal	Information	IN	5610 visit/month	View Release
	Evening Post	News Portal	Business	IN	4770 visit/month	View Release
	MP Guardian	News Portal	Information	IN	7740 visit/month	View Release
	udaipurdispatch	News Portal	Information	IN	5730 visit/month	View Release
	jodhpurreporter	News Portal	Information	IN	7050 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Nashik 24	News Portal	Information	IN,US	7050 visit/month	View Release
	BizzSight	News Portal	Information	IN,US	6150 visit/month	View Release
	National Insight	News Portal	Information	IN,US	7050 visit/month	View Release
	Pink City Now	News Portal	Information	IN,US	6900 visit/month	View Release
	Deccan Express	News Portal	Business	IN,US	7710 visit/month	View Release
	Marudhar Chronicle	News Portal	Business	IN,US	7050 visit/month	View Release
	Khabare Rajasthan	News Portal	Information	IN,US	7800 visit/month	View Release
	Your Bangalore	News Portal	Business	IN,US	13800 visit/month	View Release
	Prakhar Jagaran	News Portal	Information	IN,US	8040 visit/month	View Release
	Satta Express	News Portal	Business	IN,US	7050 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Business Point	News Portal	Information	IN	5000 visit/month	View Release
	Nagpur News Today	News Portal	Business	IN,US	5580 visit/month	View Release
	Delhi News Watch	News Portal	Business	IN,US	5760 visit/month	View Release
	Indore Pioneer	News Portal	Information	IN,US	4860 visit/month	View Release
	Gwalior Buzz	News Portal	Information	IN	2000 visit/month	View Release
	News Track Bhopal	News Portal	Information	IN,US	4650 visit/month	View Release
	Madhya Pradesh Herald	News Portal	Business	IN,US	4770 visit/month	View Release
	Shekhawati Samachar	News Portal	Business	IN,US	5580 visit/month	View Release
	Ncr-Chronicle	News Portal	Business	IN,US	7530 visit/month	View Release
	Rising Entrepreneurs	News Portal	Information	IN,US	5730 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	newsdaddy	News Portal	Information	IN	4770 visit/month	View Release
	Mint-Money	News Portal	Information	IN,US	7470 visit/month	View Release
	Rajasthan Express	News Portal	Information	IN,US	5730 visit/month	View Release
	The Capital News	News Portal	Business	IN,US	5610 visit/month	View Release
	The Deccan Messenger	News Portal	Information	IN,US	4770 visit/month	View Release
	The Indian Influencer	News Portal	Business	IN,US	4740 visit/month	View Release
	The Daily Metro	News Portal	Information	IN,US	6720 visit/month	View Release
	Central Herald	News Portal	Business	IN,US	8550 visit/month	View Release
	Live Mumbai	News Portal	Business	IN,US	5730 visit/month	View Release