

ANNUAL REPORT

2023-24

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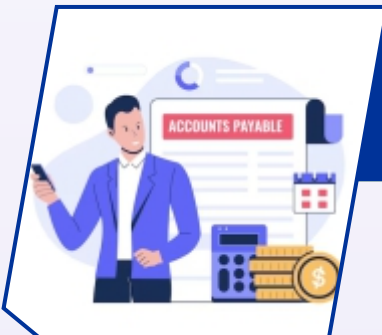


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ADMINISTRATION & ACCOUNTS

BRANDING AND COMMUNICATION



Support for Department of Commerce's G20 related activities

IBEF setup a Project management unit (PMU) for the Department of Commerce (DoC) to provide branding inputs and support related to G20 activities. The unit was responsible for end-to-end execution and to provide the branding inputs in various Trade and Investment Working Group meetings



▶ Supported Ministry of Culture for building a campaign on Indian culture

IBEF collaborated with Ministry of Culture and Quality Council of India for on-boarding and managing the branding campaign to promote the Culture initiatives and various monuments and places. The objective of this project was to highlight and make a positive perception of audience towards the Ministry's initiatives, increasing awareness & public participation while initiating interactive marketing activities.

▶ Development of a logo for Indian Millets

Developed the 'Shree Anna' Indian Millets logo and branding strategy in collaboration with APEDA. IBEF plans to launch a full-fledged branding campaign for the promotion of Indian millets in the coming months.



▶ Aatmanirbhar Bharat Utsav

IBEF undertook branding and promotion of Atmanirbharat Bharat Utsav in association with ITPO. The branding and promotion plan for the event included outdoor advertising, print advertising and digital promotions





Bharat Mobility

Branding and promotion of Bharat Mobility Global Expo 2024 was executed by IBEF, in association with EEPCC. The plan for the event included outdoor advertising, print advertising and digital promotions



Promotion of India's participation at BIG 5, Dubai

Executed the branding and publicity plan for India's participation at Big 5, Dubai



Uniform fascia for India's participation at SIAL Canada

Designed the uniform fascia & mockups for India Pavilion that was being set up by various associations at SIAL Canada.





Branding and Promotion of India's participation at Gulfood, Dubai

IBEF worked closely with APEDA to execute the branding and publicity plan for India's participation at Gulfood, Dubai. The promotion plan for the event included outdoor advertising, print advertising and digital promotions.



Branding and Promotion of India's participation at Magic Show

IBEF executed the branding and publicity plan for India's participation at MAGIC Show. The promotion plan included event branding, outdoor branding and print advertising.



Branding and Promotion of INDEE Kenya

IBEF created and executed the branding and promotion plan for INDEE Kenya that was held from October 11-13, 2023 in Nairobi, Kenya. In association with EEPK, IBEF undertook outdoor branding, print advertising and digital promotions in Kenya before and during the event.

Explore Business with more than 80 Engineering Companies from India

Come & Visit
44th Edition

indee KENYA 2023
PARTNERSHIP FOR GROWTH

11-13 October 2023
Kenyatta International Convention Centre, Nairobi, Kenya

CONCURRENT EVENT
AFRICA 2023 MANUFACTURING EXPO
INTERNATIONAL TRADE EXHIBITION

www.indee-kenya.com

PRODUCTS ON DISPLAY

- ELECTRICAL MACHINERY AND EQUIPMENT
- AUTOMOBILE, COMPONENTS & PARTS
- AGRICULTURE MACHINERY & EQUIPMENTS
- PUMPS & VALVES
- WIRE AND CABLE
- CONSTRUCTION MACHINERY AND EQUIPMENT
- WELDING CUTTING & FORMING
- PLASTIC & PACKAGING MACHINERY
- HVAC-R
- FOOD PROCESSING MACHINERY & PARTS
- CNC MACHINES

Co-organised by **EXPOGROUP**



Promotion of India's participation at Arab Health 2024, Dubai

IBEF worked closely with EEPC India and Pharmexcil to execute the branding and publicity plan for India's participation at Arab Health, Dubai. The plan for the event included outdoor advertising, event branding and digital promotions.



Promotion of India's participation at Automechanika Dubai 2023

IBEF executed the branding and publicity plan for India's participation at Automechanika, Dubai. The campaign was executed in collaboration with ACMA and EEPC India. The branding and promotion plan for the event include event branding, outdoor branding, print advertising and digital promotions.





Print Advertisements



Visit us at: Hall No. 7 & 8, Sheikh Rashid Hall, Arena Hall & Sheikh Saeed Hall 2



Print advertisements for Bharat Tex 2024

IBEF supported in releasing the print advertorials for promotion of Bharat Tex in leading dailies and Business papers: Times of India, Economic Times, Hindustan Times, Indian Express, Business Standard, Amar Ujala, Dainik Jagran, Navbharat Times etc.



9 Year Achievement Booklet of the Department of Commerce

IBEF supported the design of the 9 Year Achievements Booklet of the Department of Commerce.



▶ Foreign Trade Policy 2023 & Handbook of Procedures 2023

IBEF supported the design and printing of Foreign Trade Policy & Handbook of Procedures.



▶ Statement of Activities 2023-24 of the Department of Commerce

IBEF supported the design and printing of Statement of Activities of the Department of Commerce for 2023-24.



▶ Indian Institute of Packaging Brochure

IBEF supported the design of the brochure depicting achievements of the Indian Institute of Packaging



KNOWLEDGE CENTRE



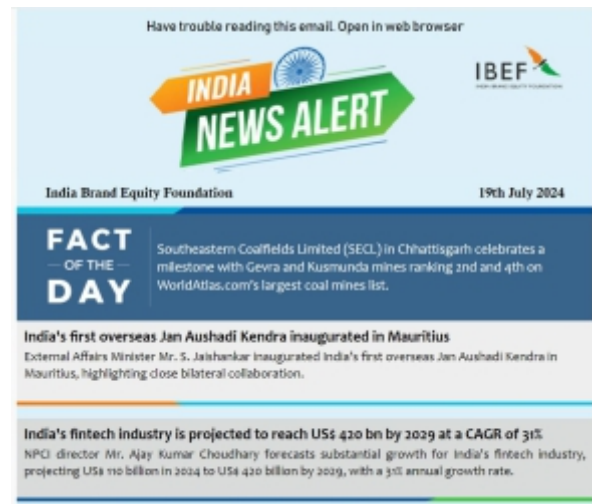
IBEF Website

The IBEF website remained a premier source of information on Indian business and economy during the fiscal year 2023-24. It catered to numerous requests for information from various Indian embassies abroad, industry associations, government departments, news agencies, consultancies, and corporate entities.



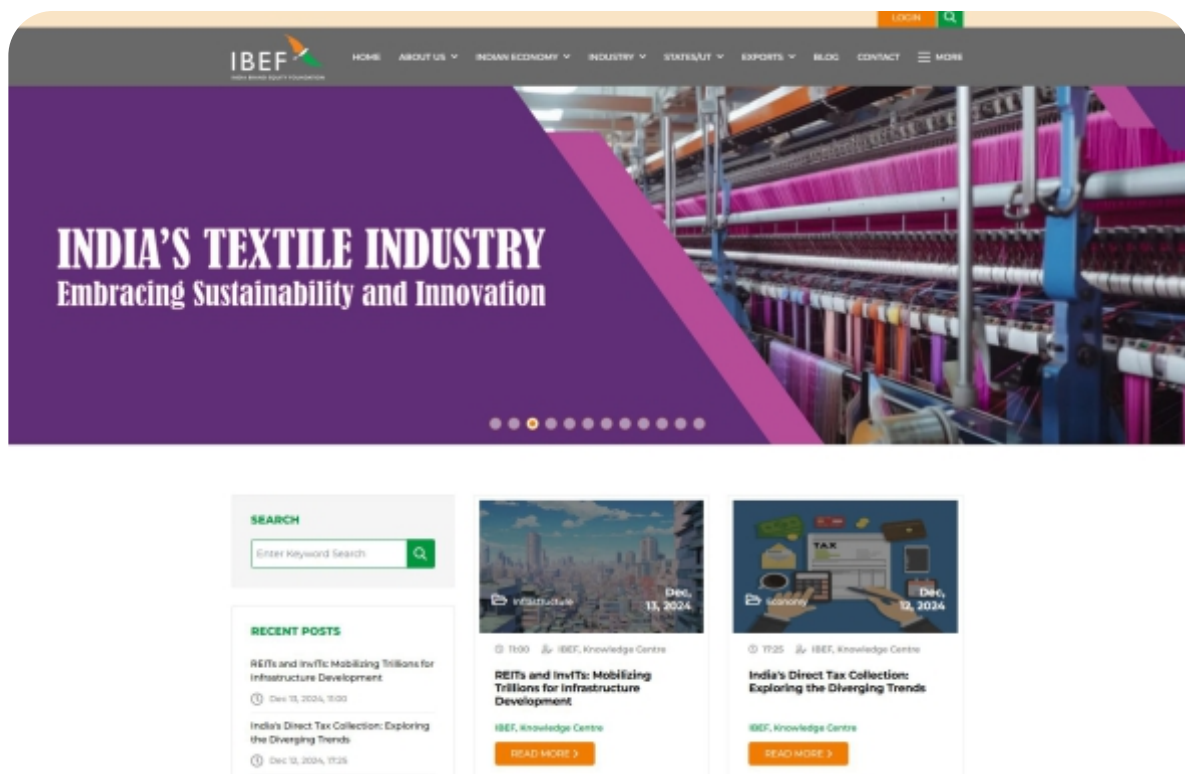
Research and Perspectives

IBEF consistently kept its audience informed with regularly updated knowledge works, including comprehensive business information reports on India's leading sectors and dynamic states. The daily news service, India News Alert, maintained its popularity among both domestic and international audiences.



India Adda Blog

The India Adda Blog on the IBEF website continued to be a vibrant platform showcasing the views of industry experts and stakeholders on contemporary topics related to the Indian economy and business. The blog featured articles covering major topics like technology, real estate, infrastructure, agriculture, tourism etc. The India Adda Blog has become a popular feature on the IBEF website, complementing its existing offerings like state and sector reports.



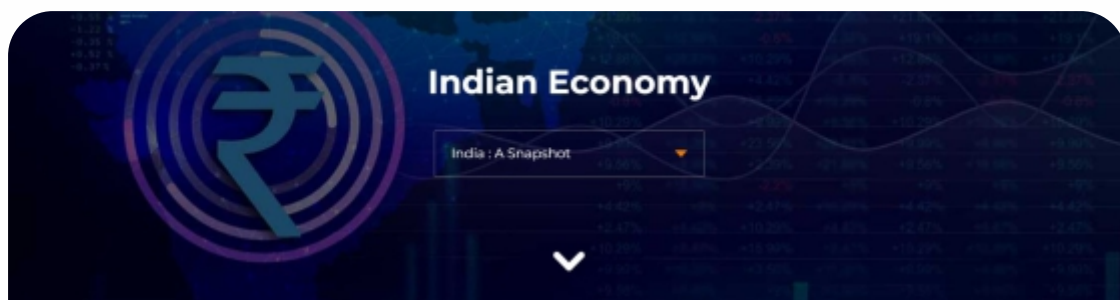
Sector and State reports

IBEF continued to deliver the latest information and data on key sectors and all states of the Indian economy. These reports were regularly updated to ensure the inclusion of important and relevant information. In addition to the reports, the website offered write-ups and infographics on various industries and states across India. The industry section remained one of the most visited sections on the IBEF website.



Indian economy content

IBEF remained committed to providing updated information about the Indian economy. Coverage of key events such as the Union Budget 2023-24 and the Economic Survey 2022-23 garnered significant attention from users. Other popular sections included domestic investments, foreign investments, trade, economy overview, and policy watch.



AT A GLANCE QUICK FACTS

Last updated: Oct, 2024

INTRODUCTION

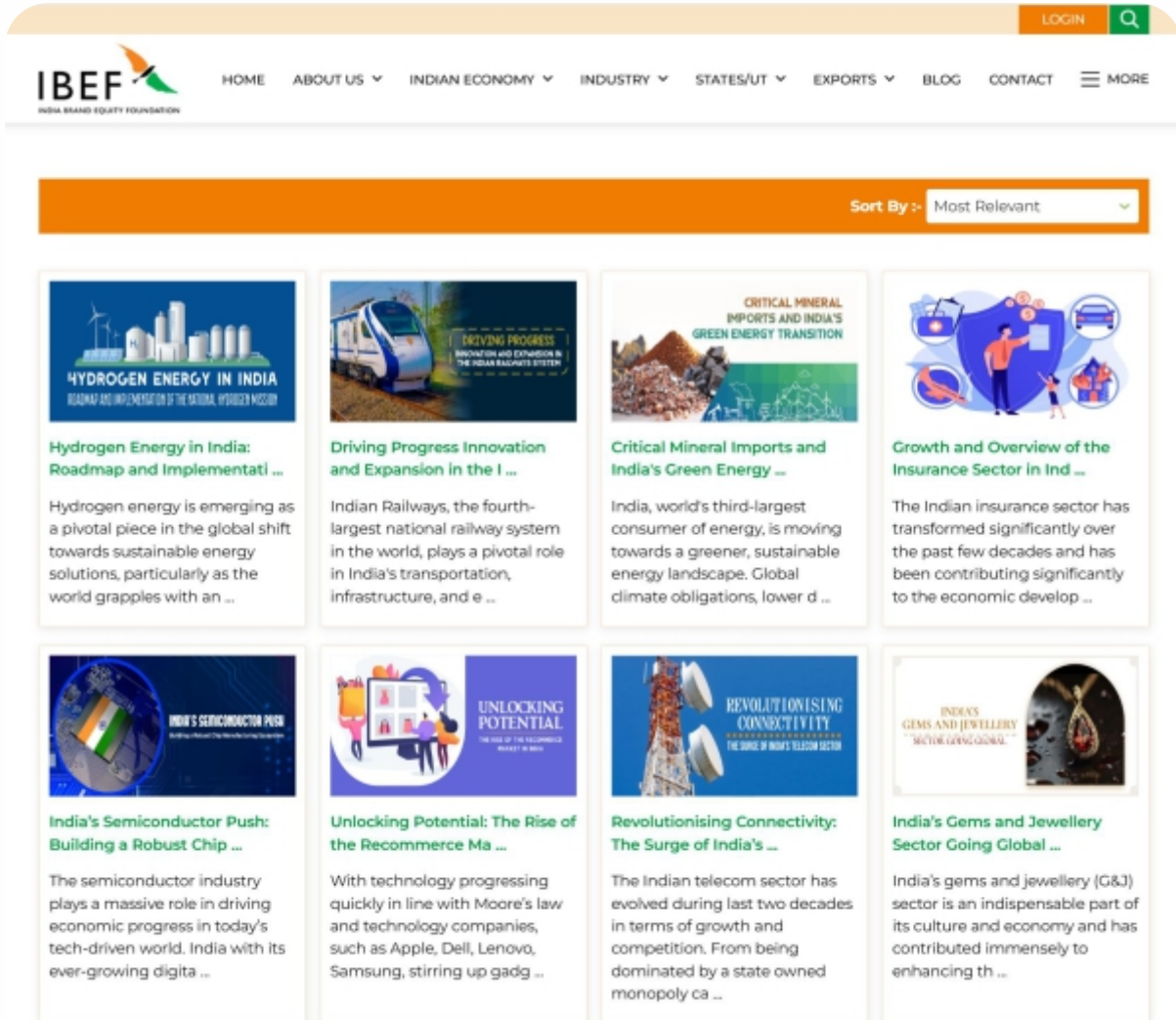
India, a South Asian nation, is the seventh-largest country by area, the second-most populous country with over 1.44 billion people, and the most populous democracy in the world. India boasts of an immensely rich cultural heritage, including numerous languages, traditions, and people. The country holds its uniqueness in its diversity and hence has adapted itself to international changes with poise and comfort. While the economy has welcomed international companies to invest in it with open arms since liberalisation in the 1990s, Indians have been prudent and proactive in adopting global approaches and skills. Indian villagers have proudly taken up farming, advanced agriculture, and unique handicrafts as their profession on one hand, while the modern industries and professional services sectors are coming up in a big way on the other.

Thus, the country is attracting many global majors for strategic investments owing to the presence of a vast range of industries, investment avenues and a supportive Government. A huge population, mostly comprising the youth, is a strong driver for demand and an ample source of workforce.



Case Studies

In 2023-24, IBEF continued to showcase its commitment to its mandate with insightful case studies. These reports focused on crucial topics such as Spiritual Tourism, Hotel Industry, Manufacturing Sector, India's Trade Strategy and more. Each case study provided a comprehensive analysis, highlighting industry trends, challenges, and growth opportunities within these sectors. The efforts highlighted its role in promoting a deeper understanding of India's economic landscape and its emerging sectors on a global scale.



The screenshot displays the IBEF (India Brand Equity Foundation) website. The header includes the IBEF logo and navigation links: HOME, ABOUT US, INDIAN ECONOMY, INDUSTRY, STATES/UT, EXPORTS, BLOG, CONTACT, and MORE. A search bar and a LOGIN button are also present. Below the header, there is a 'Sort By' dropdown menu set to 'Most Relevant'. The main content area features a grid of eight case study cards, each with a title, a brief description, and a thumbnail image.

Case Study Title	Brief Description
Hydrogen Energy in India: Roadmap and Implementation	Hydrogen energy is emerging as a pivotal piece in the global shift towards sustainable energy solutions, particularly as the world grapples with an ...
Driving Progress Innovation and Expansion in the Indian Railways	Indian Railways, the fourth-largest national railway system in the world, plays a pivotal role in India's transportation, infrastructure, and e ...
Critical Mineral Imports and India's Green Energy Transition	India, world's third-largest consumer of energy, is moving towards a greener, sustainable energy landscape. Global climate obligations, lower d ...
Growth and Overview of the Insurance Sector in India	The Indian insurance sector has transformed significantly over the past few decades and has been contributing significantly to the economic develop ...
India's Semiconductor Push: Building a Robust Chip	The semiconductor industry plays a massive role in driving economic progress in today's tech-driven world. India with its ever-growing digita ...
Unlocking Potential: The Rise of the Re-commerce Market	With technology progressing quickly in line with Moore's law and technology companies, such as Apple, Dell, Lenovo, Samsung, stirring up gadg ...
Revolutionising Connectivity: The Surge of India's Telecom Sector	The Indian telecom sector has evolved during last two decades in terms of growth and competition. From being dominated by a state owned monopoly ca ...
India's Gems and Jewellery Sector Going Global	India's gems and jewellery (G&J) sector is an indispensable part of its culture and economy and has contributed immensely to enhancing th ...

DIGITAL MEDIA

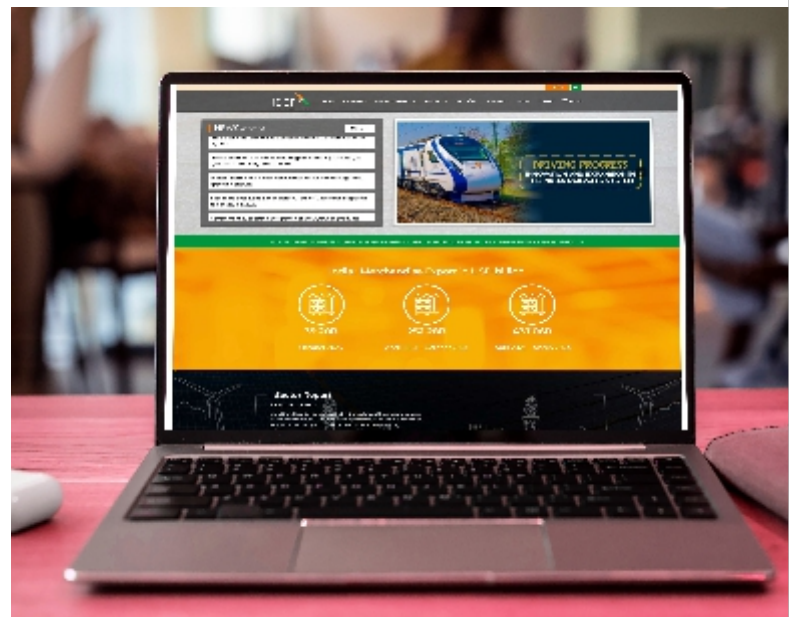


▶ In an era defined by rapid digital growth, IBEF has continued to scale its digital presence to amplify Brand India's voice on the global stage. By strategically leveraging its website and social media platforms, IBEF delivers timely, insightful, and credible content to diverse audiences, including international investors, business leaders, academicians, and policymakers. This dynamic and data-driven approach has further reinforced IBEF's role as a trusted hub for information on India's growth story.

▶ **IBEF website:** www.IBEF.org

The IBEF website stands as a cornerstone of digital outreach, offering in-depth analyses, industry insights, and economic updates. Recognized for its reliability and relevance, it serves as a go-to platform for stakeholders across business forums, trade associations, research institutions, and the media.

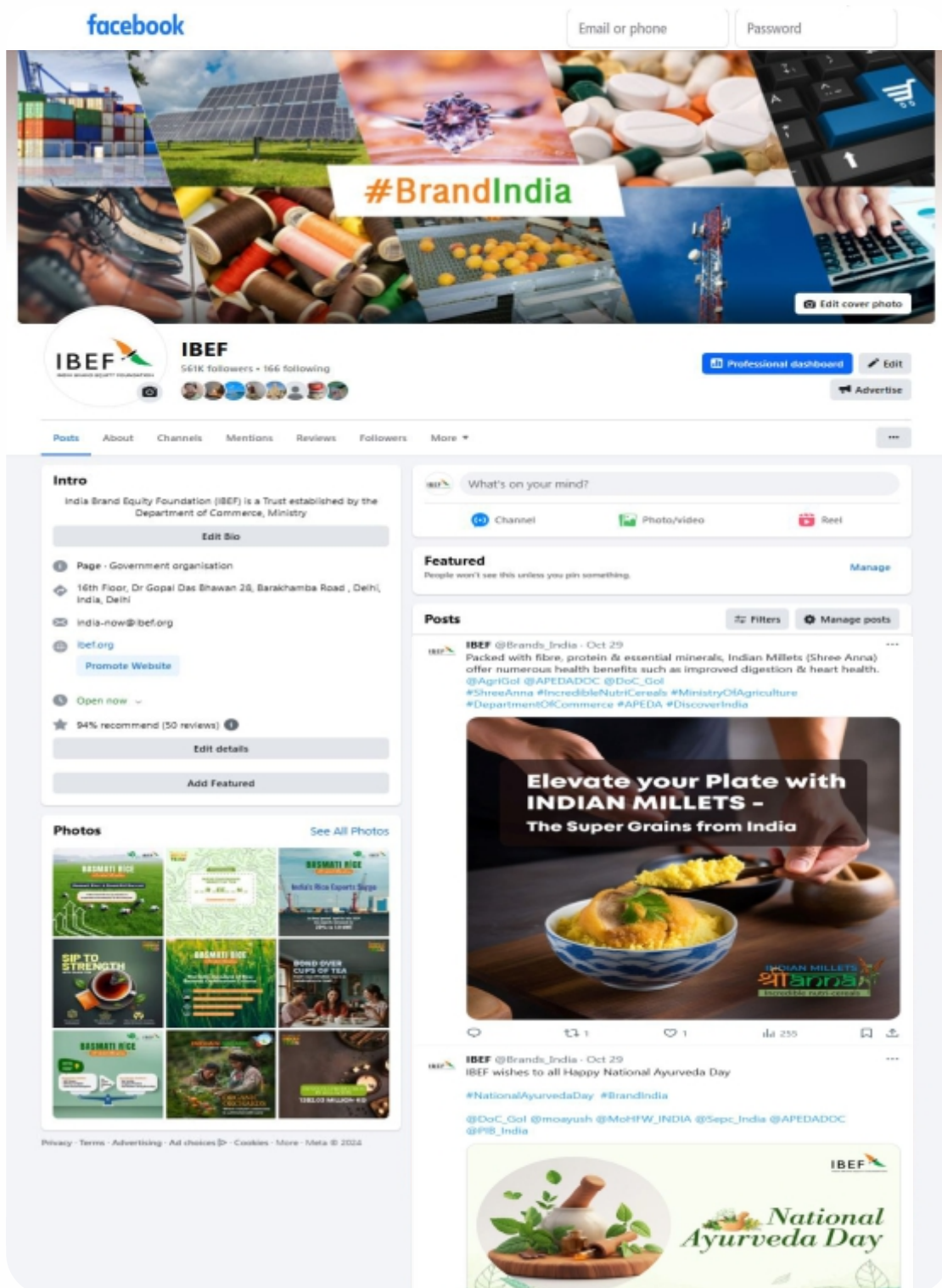
In 2023-24, the website witnessed impressive growth, registering 3.57 million web hits and 9.80 million page views. With an emphasis on user-friendly navigation, updated content, and visually rich resources such as industry reports, case studies, and market data, IBEF continues to drive organic traffic while expanding its global reach.



Social Media Outreach

With the increasing prevalence of new media, IBEF has established a strong presence on key digital platforms such as Twitter, Facebook, and YouTube. By consistently publishing credible and relevant information, IBEF engages effectively with its target audience, which includes researchers, academicians, and export promotion bodies. This proactive approach ensures that IBEF remains a vital source of information and a significant player in the digital media ecosystem.

IBEF on Facebook (www.facebook.com/IBEFIndia)



The screenshot displays the IBEF Facebook profile page. The cover photo features a collage of images including shipping containers, solar panels, a diamond, pills, a calculator, and a hand holding a pen, with the hashtag #BrandIndia prominently displayed. The profile picture is the IBEF logo. The page shows 561K followers and 166 following. The bio states: "India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry". The page is categorized as a "Government organisation" and lists the address: "16th Floor, Dr Gopal Das Bhawan 28, Barakhamba Road, Delhi, India, Delhi". The website "ibef.org" is listed, and the page has a 94% recommendation from 50 reviews. The "Intro" section includes a "Promote Website" button. The "Photos" section shows a grid of images related to Indian Millets and Ayurveda. The "Posts" section shows two recent posts: one about Indian Millets (Shree Anna) and another wishing Happy National Ayurveda Day. The bottom of the page features a banner for "National Ayurveda Day" with the IBEF logo.

Twitter: @Brands_India

X

Home

Explore

Notifications

Messages

Grok

Lists

Bookmarks

Jobs

Communities

Premium

Verified Orgs

Profile

More

Post

IBEF

22.5K posts

IBEF

@Brands_India

India Brand Equity Foundation is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Govt. of India. [IBEF.org](#)

India [ibef.org](#) Joined July 2011

1,112 Following 73.8K Followers

Get verified

Edit profile

Posts

Replies

Highlights

Articles

Media

Likes

IBEF @Brands_India · 2h

Millets aren't just used in cooking Indian food. They're for global palates! Add them to African stews, Asian stir-fries, European salads, and more.

@AgriGol @APEDADOC @DoC_Gol

#ShreeAnna #IncredibleNutriCereals #MinistryOfAgriculture #DepartmentOfCommerce #APEDA #BrandIndia

0:12

IBEF @Brands_India · 3h

Savoury or Sweet - What will it be ? Tell us your favourite Basmati rice recipe in comments below.

@AgriGol @APEDADOC @DoC_Gol

#BasmatiRice #PrideOfIndia #MinistryOfAgriculture #DepartmentOfCommerce #APEDA #BEDF #BrandIndia #DiscoverIndia

Search

Live on X

Kiran Bedi is hosting

Revisiting Baatchee Episode 16 with R. Madhavan

+8.3K

AajTak is hosting

संभल से काशी... कितने राजा बाकी?

+2K

Chief Minister, MP is hosting

लाल परेड मैदान, भोपाल में 10वें अंतर्राष्ट्रीय वन मेले का शुभारंभ

+1.5K

ABP News is hosting

देश-दुनिया की बड़ी खबरे ABP NEWS पर LIVE

+997

CNBC-AWAAZ is hosting

#LIVE | रिस्क को करें फिक्स, रिस्क को मैनेज करने का फॉर्मूला क्या?

+178

Show more

You might like

Clint Betts

@clintbetts

Follow

ICCR

@iccr_hq

Follow

Dr. Virendra Kumar

@Drvirendrakum13

Follow

Show more

What's happening

#11YearsOfOnePlus

Grateful for the journey. Excited for what's next.

Promoted by OnePlus India

Business & finance · Trending

#earthquake

15K posts

Trending in India

INR 1,500

2,091 posts

Entertainment · Trending

#MukeshKhanna

1,063 posts

Show more

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IBEF on Instagram (ibef_india)



ibef_india

Edit profile View archive

5,611 posts 10.9K followers 31 following

India Brand Equity Foundation

Government organization

India Brand Equity Foundation is a Trust established by the Department of Commerce, Ministry of Commerce and Industry,...

www.ibef.org + 1

Recipe Contest

Millets Contest

Rice Contest

Toy Donation

New

POSTS

REELS

SAVED

TAGGED

BASMATI RICE

#PrideOfIndia

Taste the Delicious & Aromatic Basmati Rice



MYTH

Only Indian dishes can be made using millets

FACT

Indian millets can be used in European, African, Asian & Oceanic cuisine

Nourish Kocho Koushik drink



Finger Millet

Building blocks for healthy bones

All Millets are Gluten-free and are recommended for Celiac Patients



FROM THE FINEST Indian Vineyards to you!

Delicious Grapes to treat your taste buds

Goodness of INDIAN FRUITS



HAPPY GURU NANAK JAYANTI



Discover INDIA

RECIPE CONTEST

8th Nov - 31st Dec 2024

Join Now!

Emphasize with this food festival and support our Indian food products!

Email your recipe using #IndianProduce at ibef@ibef.org



BASMATI RICE

#PrideOfIndia

GOODNESS ON YOUR PLATE

Rich in fibre Low in fat High in nutrients



Kerala Millets Mission

Project "Millets Village" by Kerala's Agriculture and Scheduled Tribes Development Department aims to revive traditional tribal farming in Anappadi, Kerala's millet capital.



Enjoy Traditional NABEEZ

A Refreshing Fusion with Indian Grapes

Goodness of INDIAN FRUITS





Social Media Cell set Up by IBEF for the Department of Commerce:



The social media cell of DoC regularly updates the social media handles by posting recent trade related news, event highlights, policies, schemes, initiatives by the government and other information that is relevant and useful for the followers.

Detail of the handles is as follows:

- ✱ **Twitter:** [@DoC_Gol](#)
- ✱ **Facebook:** [@DeptofCommerceIndia](#)
- ✱ **Instagram:** [@india_deptofcommerce](#)



- ✱ **Twitter**
 - Total no. of followers increased on Twitter in 2023-2024 : **263777**
 - The total Tweet Impression in 2023-2024 : **93370**

Twitter impressions represent the number of times users saw the tweet on Twitter. Among all the social media posts (including creatives, GIFs, cinemagraphs, Motion Graphics, Time lapse Videos etc).

- ✱ **Facebook and Instagram handles were created in July 2019.**
 - Total no. of Followers on Facebook on 31 March, 2024: **14089**
 - Total No. of followers on Instagram on 31 March, 2024: **6102**



Following campaigns were executed during FY 2023-24 by the Social Media Cell:

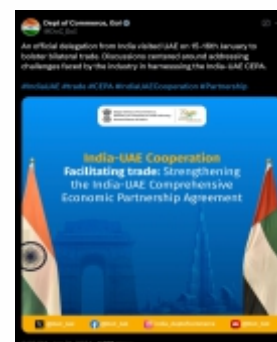
- Did You Know - Tea
- Did You Know - Rubber
- Did You Know - Coffee
- Did You Know - Spices
- Did You Know - Seafood
- Logistics Performance Index 2023
- Government e Marketplace (GeM) has reached a record-breaking milestone
- Mobile Phone Exports
- #GeographicalIndication teas of India
- Spreading sweetness! - India's exports of natural honey
- #indiancoffee
- #IDY2023
- #HarGharTiranga
- #SwachhBharat
- #WorldSpiceCongress2023
- #BharatTex2024
- #SpecialCampaign3
- #SwacchtaHiSeva
- #G20India
- #IPEF
- #Bharatmobility2024
- India-Australia #Economic Cooperation and #Trade Agreement (ECTA)
- #IndiaEFTA TEPA





Following Twitter Events were executed during FY 2023-24 by the Social Media Cell:

- Empowering Farmers Across India: #e-NAM
- #IndiaSteel2023
- #SeafoodExpoGlobal2023
- Spain JCEC
- India-France Business Summit.
- #NationalMaritimeDay
- #EcoDiplomacyModule
- India-ASEAN Senior Economic Officers meeting held in Jakarta on 26 May 2023
- #G20India
- 2nd #TIWG
- 6th Creation Day
- 6th India-Canada Ministerial Dialogue on Trade & Investment
- Second edition of World Food India
- India-UAE CEPA implementation
- #InternationalDayofYoga2023.
- 11th session of India-Slovakia JEC
- Joint Committee of the India-UAE Comprehensive Economic Partnership Agreement

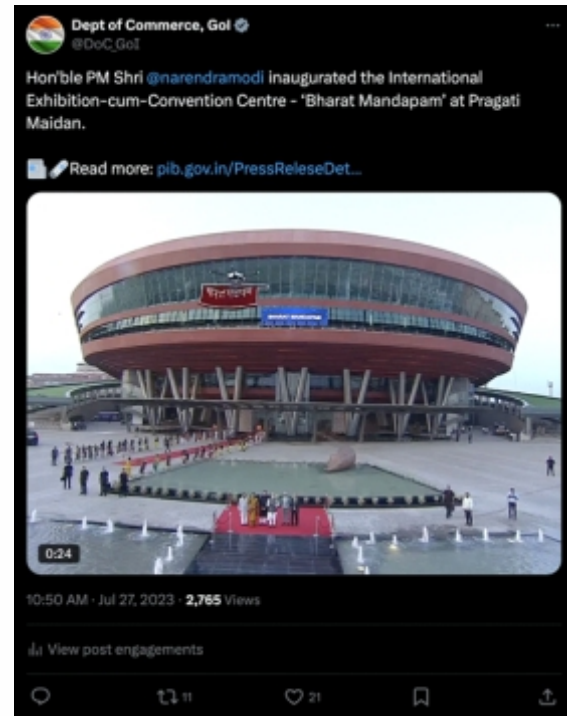
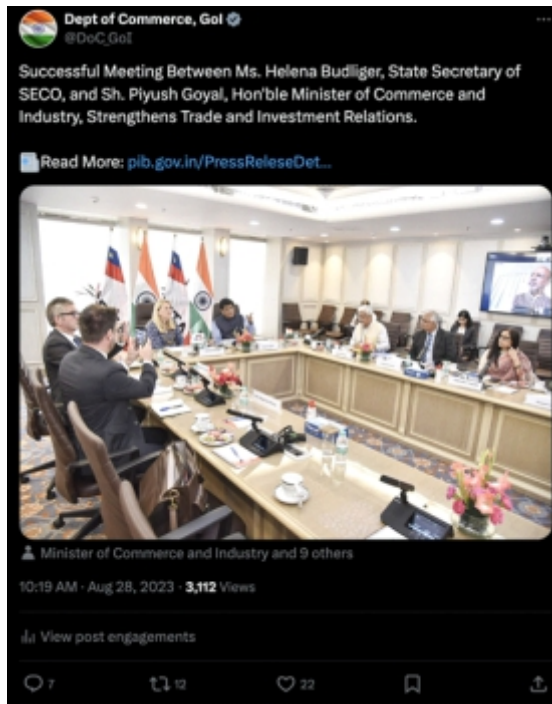
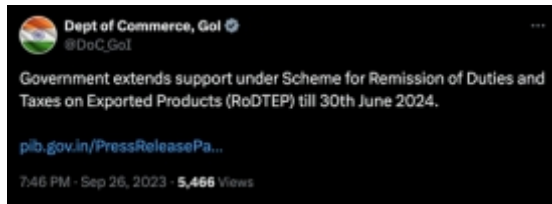


- India-New Zealand round table meeting with industry and industry associations
- Valedictory address of the Hon'ble PM, Shri Narendra Modi ji
- 3rd High Level Dialogue (HLD), co-chaired by the Hon'ble @Cim_goi, Shri Piyush Goyal along with H.E. @VDombrovskis, Executive Vice President of the European Commission
- 20th ASEAN-India Economic Ministers Meeting
- IndiaLAC Conclave
- 7th BRICS Industry Ministers' meeting
- 5th India-Vietnam Joint Trade Sub-Commission meeting
- India-Ecuador Joint Economic & Trade Committee (JETCO)
- 6th India-Azerbaijan Inter-Governmental Commission protocol
- National Conference on Strategic Trade Controls (NCSTC)
- #14thIndiaUSTP
- Joint Economic & Trade Committee (JETCO)
- #SourceXIndia2024
- 3rd AITIGA Meeting
- Induction Training of IFS Officer Trainee





Top Performed Articles:



Top Performed Graphic Tweets:



ADMINISTRATION AND ACCOUNTS



IBEF vs. M/s Vishudha Rasayanee Private Limited (VRPL)

IBEF continued to pursue the case for recovery of an outstanding loan of Rs 425 lakhs from M/s Vishudha Rasaynee Private Limited through its law firm at Civil Court, Thane. The warrant against the judgements debtors was issued and attempts have been made to serve the same to judgement debtors. The Court has sought details and title report of the property of the judgement debtor to be attached. The valuation report has been brought on record and auction of the attached property is expected to take place soon.



GeM Procurement

IBEF continued to increase its procurement from the Government e-marketplace. In 2023-24, most procurements related to administration requirements like housekeeping material, housekeeping services, and official car services were procured from GeM.



IBEF Intranet Portal

IBEF switched to Department of Commerce e-office for its e-file requirements. The IBEF Intranet Portal is being maintained for leave applications and other such HR & admin functions.



AUDITED ACCOUNTS FOR 2023-24



**BHAMBRI CHOPRA AND
PUSHKARNA**
Chartered Accountants



III FLOOR, ANAND PLAZA, PLOT NO-2, LSC
SAINIK VIHAR, PITAMPURA, DELHI DELHI
110034
Ph. 9810512244, 11-27020847
e-mail : deepak@bcpindia.com

FORM No. 10B
[See rule 16CC and 17B]

Audit report under clause (b) of the tenth proviso to clause (23C) of section 10 and sub-clause (II) of clause (b) of subsection (1) of section 12A of the Income-tax Act, 1961, in the case of a fund or trust or institution or any university or other educational institution or any hospital or other medical institution.

We have examined the balance sheet of **INDIA BRAND EQUITY FOUNDATION** [name of the fund or trust or institution or any university or other educational institution or any hospital or other medical institution] as at **31-MAR-2024** and the Income and Expenditure account or Profit and Loss account for the year ended on that date are in agreement with the books of account maintained by the said fund or trust or institution or university or other educational institution or hospital or other medical institution.

We have obtained all the information and explanations to the best of our knowledge and belief which are necessary for the purposes of the audit.

In our opinion, proper books of account have been maintained at the registered office of the above named fund or trust or institution or university or other educational institution or hospital or other medical institution at the address mentioned at serial number 14 of the Annexure:

In our opinion and to the best of our information and according to explanations given to us, the particulars given in the Annexure are true and correct subject to following observations or qualifications

In our opinion and to the best of our information, and according to information given to us, the said accounts give a true and fair view

- (i) in the case of the balance sheet, of the state of affairs of the above named * fund or trust or institution or university or other educational institution or hospital or other medical institution as on **31-MAR-2024** and
- (ii) in the case of the Income and Expenditure account or Profit and Loss account, of the income and application or profit or loss of its accounting year ending on **31-MAR-2024**

subject to the following observations/qualifications

The prescribed particulars are annexed hereto.

For **BHAMBRI CHOPRA AND PUSHKARNA**
Chartered Accountants
(Firm Regn No.: 0017046N)



(**DEEPAK CHOPRA**)
PARTNER
Membership No: 096047

Place :DELHI
Date : 29-Sep-2024
UDIN : 24096047BKHBGY8856



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

BALANCE SHEET AS AT MARCH 31, 2024

PARTICULARS	SCHEDULE	AS AT MARCH 31, 2024 (₹)		AS AT MARCH 31, 2023 (₹)	
SOURCES OF FUNDS:					
CORPUS FUND	A		1,927,564,878		1,887,254,610
ACCUMULATION U/S 11(2)	B		628,531,999		612,494,550
TOTAL (₹)			2,556,096,878		2,499,749,160
APPLICATION OF FUNDS:					
FIXED ASSETS					
GROSS BLOCK	C	9,497,608		9,497,608	
LESS: ACCUMULATED DEPRECIATION		(7,912,844)		(7,655,604)	
NET BLOCK			1,584,764		1,842,004
CURRENT ASSETS, LOANS & ADVANCES	D	2,568,635,829		2,507,991,850	
PROVISIONS	E	(14,123,715)		(10,084,694)	
NET CURRENT ASSETS			2,554,512,114		2,497,907,156
TOTAL (₹)			2,556,096,878		2,499,749,160
NOTES TO ACCOUNTS	I				

THE SCHEDULES & ANNEXURES REFERRED TO ABOVE FORM AN INTEGRAL PART OF THE BALANCE SHEET.
THIS IS THE BALANCE SHEET REFERRED TO IN OUR REPORT OF EVEN DATE.

For Bhambri Chopra & Pushkarna
Chartered Accountants
Firm Registration No. 017046N



(CA Deepak Chopra)
(Partner)
Membership No. 096047

Place: New Delhi
Date 29/03/2024
UDIN: 24096047 BKH26478856


(CHAIRMAN)


(CHIEF EXECUTIVE OFFICER)


(SR. MANAGER)

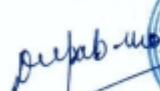
INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2024

PARTICULARS	SCHEDULE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
INCOME:-			
INTEREST	F	179,262,997	154,473,130
MISCELLANEOUS RECEIPTS	G	301,890	269,423
(A) TOTAL (₹)		179,564,887	154,742,553
EXPENDITURE:-			
ADMINISTRATIVE EXPENSES	H	18,730,343	19,177,982
DEPRECIATION ON FIXED ASSETS	C	257,240	333,093
(B) TOTAL (₹)		18,987,583	19,511,075
SURPLUS : BEING EXCESS OF INCOME OVER EXPENDITURE (A- B)		160,577,304	135,231,478
ACCUMULATION U/S 11(2) OF INCOME TAX ACT, 1961		133,932,000	112,300,000
TRANSFERRED TO CORPUS FUND		26,645,304	22,931,478
NOTES TO ACCOUNTS	I		

THE SCHEDULES & ANNEXURES REFERRED TO ABOVE FORM AN INTEGRAL PART OF THE BALANCE SHEET.
THIS IS THE BALANCE SHEET REFERRED TO IN OUR REPORT OF EVEN DATE.

For Bhambri Chopra & Pushkarna
Chartered Accountants
Firm Registration No. 017046N


(CA Deepak Chopra)
(Partner)
Membership No. 096047



 (CHAIRMAN)  (CHIEF EXECUTIVE OFFICER)

 (SR. MANAGER)

Place: New Delhi
Date 29/09/2024
UDIN: 24096047 BKHBG48856



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "A" FORMING PART OF ACCOUNTS

CORPUS FUND	AS AT MARCH 31, 2024		AS AT MARCH 31, 2023	
	(₹)		(₹)	
CORPUS FUND				
INITIAL CORPUS		836,760,875		836,760,875
ACCRETION OVER THE YEARS	1,050,493,735		972,344,640	
ADD/(LESS):				
TRANSFERRED FROM INCOME & EXPENDITURE A/C	26,645,304		22,931,478	
TRANSFERRED FROM ACCUMULATION A/C - UNSPENT	13,664,964	1,090,804,003	55,217,617	1,050,493,735
BALANCE (REF SCH-B)				
TOTAL (₹)		1,927,564,878		1,887,254,610

(CA Deepak Chopra)
(Partner)

Bhambri Chopra & Pushkarna



(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

STATEMENT SHOWING ACCUMULATION UNDER SECTION 11(2) AND ITS DISPOSAL DURING THE YEAR ENDED 31ST MARCH 2024

SCHEDULE "B" FORMING PART OF ACCOUNTS

PARTICULARS	ANNEXURE	AS AT MARCH 31, 2024 (₹)		AS AT MARCH 31, 2023 (₹)	
BALANCE BROUGHT FORWARD			612,494,550		701,070,109
LESS:-					
1. UTILISED DURING THE YEAR ON PURPOSE FOR WHICH INCOME ACCUMULATED					
A. KNOWLEDGE CENTRE	A-1	27,458,480		22,047,490	
B. BRANDING & COMMUNICATION-NATION BRANDING	A-1	33,160,321		6,709,239	
C. SECTORAL BRANDING	A-1	36,471,164		75,063,050	
		97,089,965		103,819,779	
ADD: ACTUAL AMOUNT PAID IN P.Y OF LAST YEAR UNUTILIZED		7,022,357		8,104,843	
LESS: AMOUNT UNPAID INCLUDED IN ABOVE AT THE END OF YEAR		(10,036,644)	(94,075,678)	(7,022,357)	(104,902,265)
2. ACCUMULATION EXPIRED IN P.Y & ADJUSTMENT MADE					
UNSPENT ACCUMULATION SET ASIDE IN 2016-17		-		35,575,560	
UNSPENT ACCUMULATION SET ASIDE IN 2017-18		-		60,397,734	
UNSPENT ACCUMULATION SET ASIDE IN 2018-19		23,818,872	(23,818,872)	-	(95,973,294)
OF WHICH TOTAL INCOME TAX PAID/PAYABLE		(9,289,360)		(40,755,677)	
IN P.Y PAYABLE OF A.Y. 2023-24		(864,548)		-	
BALANCE TRANSFERRED TO CORPUS FUND		(13,664,964)		(55,217,617)	
ADD:-					
1. ACCUMULATION FOR THE YEAR			133,932,000		112,300,000
OBJECTIVE OF THE TRUST					
TOTAL (₹)			628,531,999		612,494,850

YEAR WISE BREAKUP OF ACCUMULATION U/S 11(2) AS ON 31ST MARCH 2024

S.NO	YEAR OF ACCUMULATION	OP.BALANCE	INCOME ACCUMULATED U/S 11(2) DURING THE YEAR	DISPOSAL DURING THE YEARS	UN-UTILISED BALANCE	ACCUMULATION AVAILABLE UP TO FINANCIAL YEAR	YEARS AVAILABLE FOR UTILISATION
1	2016-17	35,575,559	-	-	35,575,559	2021 - 2022	EXPIRED
2	2017-18	165,300,000	-	104,902,265	60,397,735	2022 - 2023	EXPIRED
3	2018-19	117,894,550	-	94,075,678	23,818,872	2023 - 2024	EXPIRED
4	2019-20	126,000,000	-	-	126,000,000	2024 - 2025	1 Years
5	2020-21	127,500,000	-	-	127,500,000	2025 - 2026	2 Years
6	2021-22	128,800,000	-	-	128,800,000	2026 - 2027	3 Years
7	2022-23	112,300,000	-	-	112,300,000	2027 - 2028	4 Years
8	2023-24	-	133,932,000	-	133,932,000	2028 - 2029	5 Years
	TOTAL (₹)	813,370,109	133,932,000	198,977,943	748,324,166		

(CA Deepak Chopra)
(Partner)

Bhambhani Chopra & Pushkarna



(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHANBHA ROAD
NEW DELHI-110001, INDIA

FIXED ASSETS AS AT MARCH 31, 2024

SCHEDULE "C" FORMING PART OF ACCOUNTS												
ASSETS	RATE OF DEPRECIATION	GROSS BLOCK					DEPRECIATION			NET BLOCK		
		AT COST AS ON 01.04.2023	ADDITIONS		DELETION DURING THE YEAR	TOTAL AS ON 31.3.2024	UPTO 31.03.2023	FOR THE YEAR	DEDUCTION	TOTAL AS ON 31.3.2024	AS ON 31.03.2024	AS ON 31.03.2023
			UPTO 30.09.2023	FROM 01.10.2023 TO 31.03.2024								
FURNITURE & FIXTURES	10%	3,917,125	-	-	-	3,917,125	2,523,597	139,352.85	-	2,662,949	1,254,176	1,393,528
COMPUTERS & PERIPHERALS	40%	4,428,501	-	-	-	4,428,501	4,226,038	80,985.19	-	4,307,023	121,478	202,463
OFFICE EQUIPMENTS	15%	1,151,982	-	-	-	1,151,982	905,969	36,901.94	-	942,871	269,111	246,013
TOTAL (₹) :		9,497,608	-	-	-	9,497,608	7,655,604	257,240	-	7,912,844	1,584,764	1,842,004
PREVIOUS YEAR (₹) :		9,404,965	92,243	400	-	9,497,608	7,322,511	333,093	-	7,655,604	1,841,004	2,082,454



Bhambhani Chopra
(CA Deepak Chopra)
(Partner)
Bhambhani Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER)

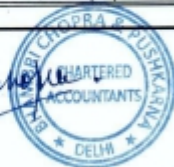


INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "D" FORMING PART OF ACCOUNTS

CURRENT ASSETS, LOANS AND ADVANCES (UNSECURED, CONSIDERED GOOD UNLESS OTHERWISE STATED)	ANNEXURE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
BANK BALANCES & CASH IN HAND			
In Saving A/C'S		48,457,586	145,286,364
In Deposits	A-2	2,370,000,000	2,254,725,556
		2,418,457,586	2,400,011,920
ACCRUED INTEREST			
Investments/ Deposits		72,136,164	45,661,392
		72,136,164	45,661,392
LOANS & ADVANCES			
M/S Vishudha Rasaynee Private Ltd.		42,500,000	42,500,000
Add: Accrued Interest Provided Till 31.03.2008		7,272,156	7,272,156
		49,772,156	49,772,156
REFUNDABLE SECURITY DEPOSITS			
Gopal Das Estates Housing Pvt Ltd		2,880,000	2,880,000
Hoovar Services Pvt Ltd		744,000	744,000
Ardee Housing Pvt Ltd		216,000	216,000
B. r Lawrie & Co. Ltd.		300,000	300,000
		4,140,000	4,140,000
OTHER ACCOUNTS RECEIVABLE			
Income Tax Tds	A-3	11,841,740	368,628
Other Tds Recoverable		194,893	194,893
Prepaid Expenses	A-4	8,378	-
Employee - Admin		10,565	11,532
Development Commissioner, Kandla Sez , Moc-Gujrat		1,344,086	
Department Of Commerce (On A/C Of Designing & Printing Etc. Of Three Year Achievement Book)		658,017	658,017
Department of Promotion of Industries and Internal Trade (DPIIT)		35,600	71,200
Jabro Advertising & Marketing Pvt Ltd		-	79,755
		14,093,279	1,384,025
OTHER CURRENT ASSETS			
Accumulation Unutilized - Expenditure Unpaid At Year End		10,036,644	7,022,357
TOTAL (₹)		2,568,635,829	2,507,991,850

(CA Deepak Chopra)
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INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE " E" FORMING PART OF ACCOUNTS

CURRENT LIABILITIES & PROVISIONS	ANNEXURE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Sundry Creditors	A-5	12,889,303	9,390,414
TAX & TDS LIABILITIES			
Goods & Service Tax -Tds		296,209	120,771
Income Tax -Tds		938,203	573,509
TOTAL (₹)		14,123,715	10,084,694

(CA Deepak Chopra)
(Partner)

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INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
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NEW DELHI-110001, INDIA

SCHEDULE "F" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Interest On Investments	177,977,776	151,470,799
Interest On Savings Bank Accounts	1,285,221	3,002,331
TOTAL (₹)	179,262,997	154,473,130


CA Deepak Chopra
(Partner)
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INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
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NEW DELHI-110001, INDIA

SCHEDULE "G" FORMING PART OF ACCOUNTS

MISCELLANEOUS RECEIPTS	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Interest on Income Tax Refund	271,890	249,423
Tender Processing Fees	30,000	20,000
TOTAL (₹)	301,890	269,423

(CA Deepak Chopra)
(Partner)

Bhambri Chopra & Pushkarna



(CHIEF EXECUTIVE OFFICER)

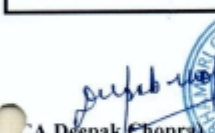
(SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

SCHEDULE "H" FORMING PART OF ACCOUNTS

ADMINISTRATIVE EXPENSES	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Advertisement Expenses	-	18,542
Bank Charges	1,160	4,430
Charges General/Miscellaneous Exp	1,679	529
Communication Expenses	113,308	113,313
Conveyance/ Car Hire Charges	479,880	459,650
Diwali Gifts	28,500	-
Electricity Expenses	144,391	164,916
Employees Salary	6,353,526	7,661,137
Interest On Delayed Payment Of Taxes	13,240	24,000
Interest On GST TDS	2,185	-
Internet Expenses	187,224	187,338
Meeting Expenses	5,708	13,616
Newspaper / Periodicals/Reference Books	-	2,291
Office Maintenance Expenses	1,088,600	1,073,431
Office Rent	9,442,596	9,062,400
Printing & Stationery	97,639	77,433
Professional And Consultancy Fee	631,478	255,957
Repair & Maintenance	37,099	-
Statutory Audit Fee	59,000	59,000
Travelling Expenses	43,131	-
TOTAL (₹)	18,730,343	19,177,982


 (CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna

 (CHIEF EXECUTIVE OFFICER)  (SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION

SCHEDULE- INOTES FORMING PART OF THE FINANCIAL STATEMENTS**SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS FOR THE YEAR ENDED 31st MARCH 2024****A. Statement of Significant Accounting Policies****i) Basis of preparation of Financial Statements**

The financial statements are prepared and presented under the historical cost convention, on the accrual basis of accounting and reflect the Assets, Liabilities and Expenses, as recorded in the books of accounts maintained at the Trust.

All income and expenditure having a material bearing on the financial statements are recognized on accrual basis.

ii) Fixed assets

Fixed Assets are stated at cost less accumulated depreciation. On sale of Fixed Asset, profit or loss on sale of fixed assets is booked in books of accounts as the case may be.

iii) Depreciation

Depreciation has been provided on written down value method at the rates as provided in the Income Tax Act, 1961.

B. Notes to Accounts:

- i) Transactions in foreign currency were translated at the rates prevailing on the date of the transaction.
- ii) Creditors as on 31-3-2024 include creditors which are outstanding for more than 5 years. No amount has been paid during the year against these creditors. List of same is as under:-

Party Name	Amount (in INR)
AJ-Deep Services	600
Aparna Dutt Sharma	10,561
Destinations Unlimited	6,637
Mohit Travels	12,844
Rakesh General Store	11,300
Strategic Design	2,28,560
STUDIOB	24,03,965
Total	26,74,467



INDIA BRAND EQUITY FOUNDATION

SCHEDULE- I

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

- iii) Previous year figures have been recast and re-grouped wherever necessary to confirm to this year classification

As Per our report of even date

For Bhambri Chopra & Pushkarna
Chartered Accountants
Firm Registration No. 017046N


CA Deepak Chopra
Partner
Membership No. 096047



For India Brand Equity Foundation.

 (Chairman)  (Chief Executive Officer)


(Sr. Manager F&A)

Place: New Delhi
Date: 29/09/2024



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA

ANNEXURE "A-1" FORMING PART OF ACCOUNTS

AMOUNT SPENT FROM ACCUMULATION	AS AT MARCH 31, 2024 (₹)		AS AT MARCH 31, 2023 (₹)	
A.KNOWLEDGE CENTRE				
Technical Maintenance And Websites Updates	354,000		454,300	
Website Content Management	4,006,216		3,787,108	
DIGITAL COMMUNICATION				
Design & Development Of Niryaat Portal Dashboard	826,000		10,209,360	
Indian Australia ECTA Film	-		1,858,500	
Information & Communication Cell For Doc & IBEF	22,272,264		1,856,022	
Short Movie On Niryaat Portal Launch & Vanijya Bhawan	-	27,458,480	3,882,200	22,047,490
B.BRANDING & COMMUNICATION				
NATION BRANDING & G20 PRESIDENCY				
Advertisement	12,422,890		-	
Designing, Editing, Proofreading Charges	2,832,000		-	
Radio Promotions- Atmanirbhar Bharat Utsav	232,100		-	
FTP Cover Page	-		17,700	
G20 Presidency- PMU Unit Setup	17,673,331		6,691,539	
GI Campaign	-	33,160,321	-	6,709,239
SECTORAL BRANDING -UNDER BRAND INDIA				
AGRICULTURE				
Biofach Nuremberg	-		8,165,600	
Sri Anna Millet	413,000		18,437,500	
Digital Campaign Of Indian Rice & Milletes	4,346,358		4,425,000	
ENGINEERING				
Bharat Mobility Show (Digital+Website)	7,000,000		9,463,600	
Branding Support EEPIC, Automechanika, Dubai & IK	1,150,000		-	
Events-Automechanika, Dubai & Indee Kenya	6,402,750		-	
IESS EVENT-BRANDING SUPPORT EEPIC	2,224,300		19,041,100	
Big-5 Engineering Show	8,909,000		-	
Indee Tanzania Fair	294,000		4,211,900	
HEALTHCARE				
Arab Health	4,484,000		-	
TEXTILE-HANDLOOM & HANDICRAFTS				
Promotion Of Indian Handlooms	-		3,058,350	
Promotion Of Indian Toys	-		8,260,000	
Magic Fair- PonyWall Display	634,156		-	
Magic Show Las Vegas	613,600	36,471,164	-	75,063,050
TOTAL (₹)		97,089,965		103,819,779

(CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)

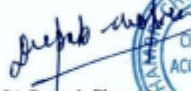
(SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA
STATEMENT OF DEPOSIT AS AT MARCH 31, 2024

ANNEXURE "A-2" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
RBI BONDS WITH PUNJAB NATIONAL BANK Non-Cumulative Bonds	-	700,000,000
TERM DEPOSIT WITH SCHEDULED BANKS/FII		
Canara Bank	250,000,000	179,100,000
Central Bank Of India	490,000,000	559,800,000
Punjab National Bank	-	300,000,000
Union Bank Of India	1,630,000,000	515,825,556
TOTAL (₹)	2,370,000,000	2,254,725,556


(CA Deepak Chopra)
(Partner)
Bhambri Chopra & Pushkarna




(CHIEF EXECUTIVE OFFICER)


(SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA
STATEMENT OF INCOME TAX TDS AS AT MARCH 31, 2024

ANNEXURE "A-3" FORMING PART OF ACCOUNTS

FINANCIAL YEAR	ASSESSMENT YEAR	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
2022-23	2023-24	-	368,628
2023-24	2024-25	11,841,740	-
TOTAL (₹)		11,841,740	368,628


 (CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna

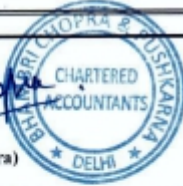



 (CHIEF EXECUTIVE OFFICER)


 (SR. MANAGER)

INDIA BRAND EQUITY FOUNDATION 16TH FLOOR, DR. GOPAL DAS BHAWAN 28, BARAKHAMBHA ROAD NEW DELHI-110001, INDIA DETAIL OF PREPAID EXPENDITURES AS AT MARCH 31, 2024			
ANNEXURE "A-4 "FORMING PART OF ACCOUNTS			
NAME OF PARTY	NATURE OF EXPENSE	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
Anu International	ACCOUNTING SOFTWARE	4,248	-
Perfect Info Solution Pvt Ltd	COMPUTDS	4,130	-
	TOTAL (₹)	8,378	-


 (CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna




 (CHIEF EXECUTIVE OFFICER)


 (SR. MANAGER)



INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA
LIST OF SUNDRY CREDITOR AS AT MARCH 31, 2024
ANNEXURE "A-5" FORMING PART OF ACCOUNTS

PARTY NAME	AS AT MARCH 31, 2024 (₹)	AS AT MARCH 31, 2023 (₹)
SUNDRY CREDITORS-EXPENSES		
Aparna Dutt Sharma	10,561	10,561
Aj-Deep Services	600	600
Akash Tour & Travels	38,847	37,205
Aranca (Mumbai) Pvt Ltd	2,91,500	-
Ayshu Bhardwaj	-	35,000
Balmer Lawrie & Co. Ltd.	31,160	-
Bhambri Chopra & Pushkarna	54,000	54,000
Bharti Airtel Limited	10,969	10,969
Broadway Infotech (P) Ltd.	79,500	-
Central News Agency Pvt Ltd	180	687
Crescent Stationers	5,680	-
Destination Unlimited	6,637	6,637
Entertainment Network (India) Limited	1,55,642	-
Gopal Das Estates And Housing Pvt Ltd	18,756	29,152
Indian Infotech	24,457	-
Ishan Kumar	9,630	-
M/S J H Traders	-	490
Kapil Gupta & Associates	29,250	-
Krish Surgicals	-	1,155
Mohit Travels	12,844	12,844
M/s ARP Services	50,918	-
Raju Mahto	1,785	1,870
Rakesh General Store	11,300	11,300
Retail Impact	1,50,000	1,50,000
M/S Satyam Enterprises	-	45,022
M/s Sahni Bansal & Associates	51,939	-
Softgen Technologies Pvt Ltd	13,679	13,680
Strategic Design	2,28,560	2,28,560
StudioB	24,03,965	24,03,965
Swastik Enterprises	899	899
T V Today Network Limited	72,524	-
TOTAL (₹)	37,65,781	30,54,595
SUNDRY CREDITORS -EVENTS/PROJECTS		
Apex Media And Marketing India	-	3,93,300
Broadcast Enginnering Consultant India Ltd	33,34,548	16,67,274
Grammener Technology Solutions Pvt Ltd	-	24,93,120
Grant Thornton Bharat Llp	-	17,82,125
SAMPL Communications Pvt. Ltd.	57,88,974	-
TOTAL (₹)	91,23,522	63,35,819
GRAND TOTAL (₹)	1,28,89,303	93,90,414

(CA Deepak Chopra)
 (Partner)
 Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER F&A)



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 Brands_India