



India Brand Equity Foundation

One and a half decades into the process of economic liberalization and global integration, India, today, is well established as a credible business partner, preferred investment destination, rapidly growing market, provider of quality services and manufactured products and, stands on the threshold of years of unprecedented growth.

Achievements. Successes. Growing consuming class driving demand. Vibrant democracy. People who dare to dream. Indians and India have a story to tell. IBEF collects, collates and disseminates accurate, comprehensive and current information on India. In the overall nation branding campaign for India, IBEF plays three well defined roles:

- Forum for brand vision development
- Coordinator of strategic marketing initiatives
- India Resource Centre

IBEF undertakes the task of Brand development for India; specific strategic initiatives; brings out research & publications; and operates an India Resource Centre.