

2024-25



IBEF
INDIA BRAND EQUITY FOUNDATION
www.ibef.org

ANNUAL REPORT

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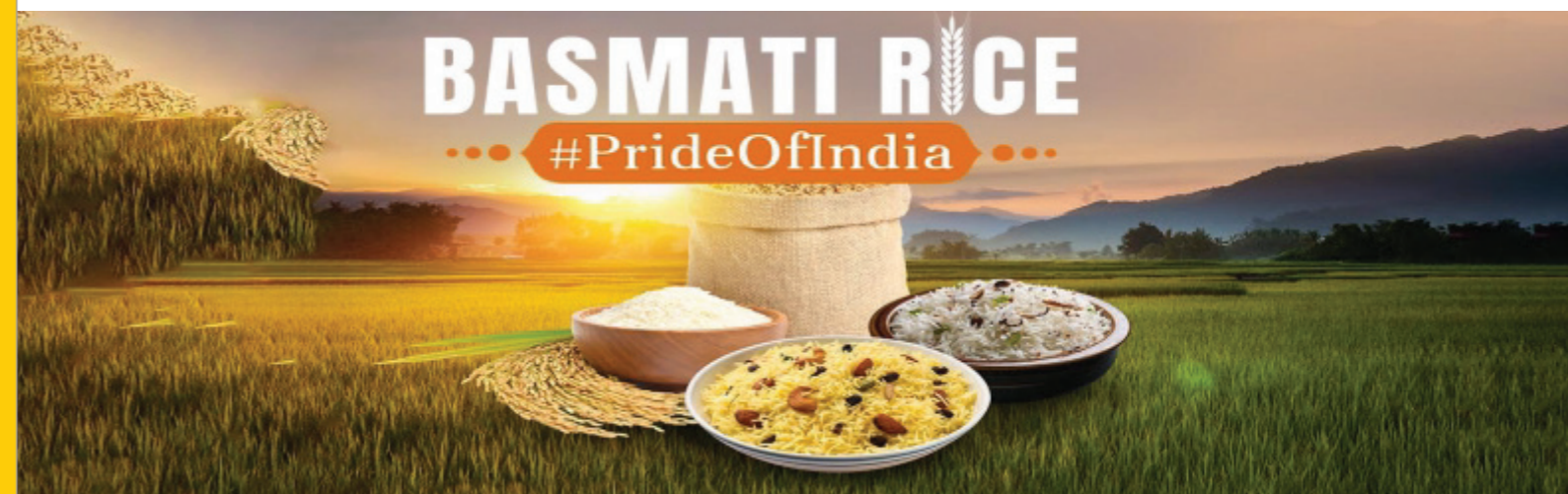




BRANDING AND COMMUNICATION

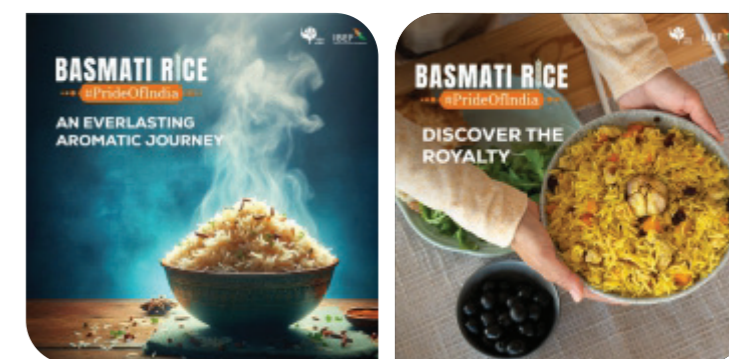
The India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Government of India. IBEF's primary objective is to promote and create international awareness of Brand India in overseas markets and to facilitate the dissemination of knowledge about Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry.

IBEF carried out several branding activities during 2024-25; highlights of key initiatives are as follows:



Promotion of Basmati Rice in Overseas Markets

IBEF, in association with APEDA, promoted different varieties of Basmati Rice in overseas markets under the umbrella brand campaign Discover India.



Promotion of Indian Millets Shree Anna in Overseas Markets

In partnership with APEDA, IBEF promoted Indian Millets Shree Anna in overseas markets. The campaign highlighted various types of Indian millets and their nutritional benefits.



INDIAN ORGANIC

GOODNESS THAT LASTS



Branding and Promotion of Organic Products in Overseas Markets

IBEF, together with APEDA, promoted Organic Products in overseas markets and showcased them during the flagship event Organic and Natural Product Expo Dubai in the Middle East.

Know Your Indian Organic Products

- Oil Seeds**
India is a leading producer and exporter of oilseeds. The major oilseeds are soybean, mustard, groundnut, sunflower, and sesame. India is the largest producer of soybean and groundnut in the world.
- Spices**
India is the world's largest producer and exporter of spices. The production of spices has been increasing in recent years, with India being the largest producer of black pepper, cardamom, turmeric, and ginger. India is also the largest producer of saffron and vanilla in the world.
- Tea**
India is the second largest tea producer globally. The country is a major exporter of tea, with India being the largest producer of orthodox tea and CTC tea. India is also the largest producer of specialty teas like Darjeeling and Assam.
- Coffee**
India is the second largest coffee producer in the world. The country is a major exporter of coffee, with India being the largest producer of Robusta coffee and the second largest producer of Arabica coffee.

Goodness of INDIAN FRUITS



Promotion of Indian Fruits in Overseas Markets

Under the campaign Goodness of Indian Fruits and in collaboration with APEDA, IBEF promoted Indian fruits across overseas markets.

- Mango**
India is the world's largest producer and exporter of mangoes. The country is a major exporter of mangoes, with India being the largest producer of mangoes in the world.
- Grapes**
India is the second largest grape producer in the world. The country is a major exporter of grapes, with India being the largest producer of grapes in the world.
- Pomegranate**
India is the largest producer and exporter of pomegranates in the world. The country is a major exporter of pomegranates, with India being the largest producer of pomegranates in the world.
- Banana**
India is the largest producer and exporter of bananas in the world. The country is a major exporter of bananas, with India being the largest producer of bananas in the world.

Goodness of INDIAN TEA



The one stop shop for many varieties and types of tea

Promotion of Indian Tea in Overseas Markets

IBEF, in association with the Tea Board of India, promoted Indian Tea and its different variants in overseas markets.



Branding and Promotion of Bharat Mobility Global Expo

In partnership with EEPC, IBEF carried out branding and promotion for the Bharat Mobility Global Expo. The branding elements covered airport displays, outdoor media, and digital promotions.



Discover INDIA

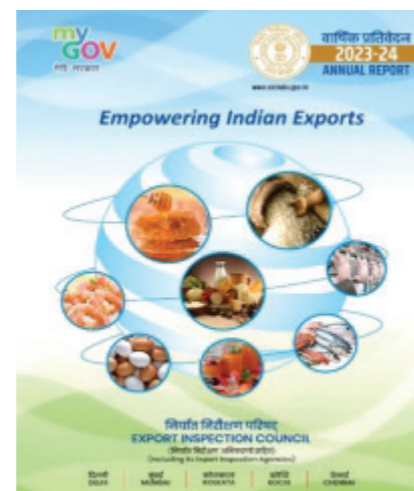
THE BEST OF INDIA FOR THE REST OF THE WORLD

Branding and Promotion at SIAL Paris

IBEF, in association with APEDA, promoted a wide range of agricultural and processed food products during SIAL Paris, the world's largest food show.



Annual Report for the Export Inspection Council 2023-24



Annual Report for the Department of Commerce for 2023-24



E-Newsletter design in every Quarter for Export Inspection Council

Promotion of Geographical Indications of India in Domestic and Overseas Markets

IBEF highlighted India's Geographical Indications, showcasing their significance and unique attributes. Digital promotion campaign was undertaken to support the branding and outreach activities.





KNOWLEDGE CENTRE

Research and Perspectives

IBEF sustained its role as a trusted knowledge provider through timely updates and in-depth reports on India's key sectors and growth-driving states. The India News Alert, IBEF's daily news service, remained one of the most accessed features for real-time business and economy updates, attracting a diverse global audience.



India Adda Blog

The India Adda Blog continued to be an engaging space for industry perspectives on emerging trends, policy developments, and sectoral insights. Featuring thought leadership pieces from experts, the blog covered diverse subjects, including economy, trade, technology, agriculture, renewable energy, tourism, and manufacturing. It strengthened IBEF's digital presence by complementing its portfolio of state and sector reports.

The IBEF website continued to serve as a leading resource on India's business and economic landscape during 2024-25. It addressed a wide range of information requests from Indian embassies, industry associations, government bodies, media houses, consultancy firms, and corporates worldwide.



Indian Economy Content

IBEF ensured comprehensive coverage of India's economic developments through continuously updated content. High-traffic sections included policy updates, domestic and foreign investment trends, trade insights, and macroeconomic overviews. Dedicated coverage of milestone events such as the Union Budget 2024-25 and Economic Survey 2023-24 attracted significant user engagement.

Sector and State Reports

Sectoral and state-level intelligence remained a core strength of IBEF's content offerings. Reports were updated regularly to reflect the latest data and developments. These were complemented by concise write-ups and visually rich infographics, making complex information easy to consume. The Industry section continued to rank among the most visited sections of the website.

Export Content

The IBEF website features a dedicated section on exports, offering comprehensive information on India's trade performance across key products and global markets. This section is structured into two main categories, Commodities and Countries, to help users access relevant data and insights with ease. It currently covers major products and services, including sectors such as agriculture, textiles, services, engineering goods, and chemicals. Additionally, it provides detailed profiles of India's top trading partner countries, highlighting trade statistics, market potential, and sector-specific opportunities.



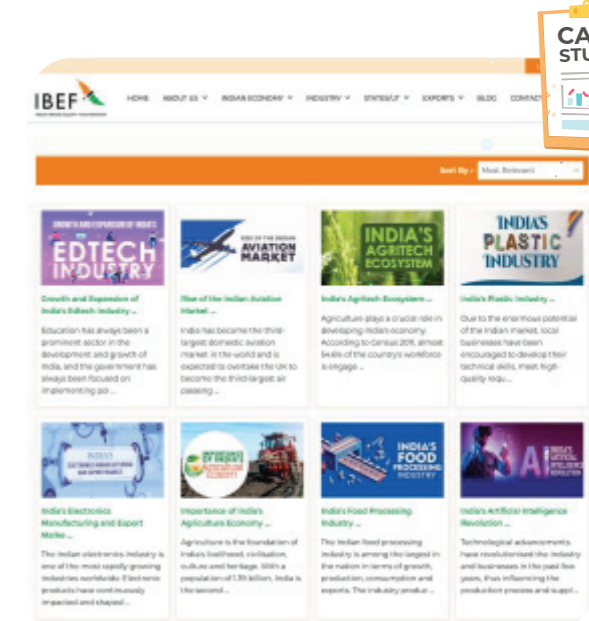
EXPORT PROMOTION COUNCILS	
Agriculture and Processed Food Products	Coffee Export Promotion Council of India
Coffee Board of India	Leather Export Promotion Council of India
India Export Promotion Council for Handicrafts	Leather Export Promotion Council of India
India Export Promotion Council for Handicrafts	Leather Export Promotion Council of India

Case Studies

In 2024-25, 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.

Beyond Borders Newsletter

IBEF launched Beyond Borders, a quarterly newsletter on export branding. The newsletter highlights the role of Indian companies in building strong global brands and provides insights for businesses aiming to expand internationally. It includes sections such as Feature Article on branding strategies like positioning and storytelling, Case Study showcasing successful Indian brands, Market Spotlight offering opportunities and challenges in key regions, Industry Trends on global shifts, and Export Promotion Initiatives. Designed as a comprehensive knowledge resource, Beyond Borders is positioned to support Indian enterprises in their global branding journey.



BEYOND BORDERS: IBEF'S QUARTERLY EXPORT BRANDING INSIGHTS
Elevating Exports, Expanding Horizons

India is at the forefront of economic growth, driven by its rapid industrialization, consistent focus on innovation, and growing entrepreneurial culture. Aiming to become a global exports hub, India launched the 'Make in India' campaign a decade ago. Since then, several initiatives from the government and participation from the private sector has facilitated in creating an ecosystem for producing high-quality, globally competitive products. Today, we believe we are reaping the benefits of these initiatives with Indian exports growing ~70% over the last decade. India has strengthened its position in the traditional sectors like agriculture, automotive, pharmaceuticals etc. and made noteworthy progress on the export front in sectors dominated by the developed nations such as technology, engineering goods and electronic goods.

As the demand for Indian goods rises internationally, creating strong and recognizable brands that can boost India's standing in world trade is essential. **This Beyond Borders newsletter from IBEF offers strategic recommendations and the latest market intelligence to help exporters expand their business and build their brand internationally. Indian exporters can take a cue from these insights to build strong, culturally resonant global brands and successfully expand their market presence. By providing exporters with the right tools, we hope to support their journey toward sustainable growth in the international markets.**

In this edition, we examine the crucial role branding plays in export success using expert insights, industry trends and Indian business strategies. Our feature article investigates key branding practices such as market positioning, storytelling, and cultural adaptation. We also highlight KRBL's journey towards building a globally recognised brand. The market spotlight focuses on Europe, highlighting opportunities, challenges, and actionable insights for Indian businesses to expand into the region. The industry trends section covers the latest global shifts. We conclude this edition with highlights of the export promotion initiatives undertaken by IBEF and the Indian government.



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 2024-25, the website recorded 3.46 million web hits and 13.82 million page views, reflecting continued user engagement and global reach. Enhanced navigation, regularly updated content, and visually engaging resources such as infographics and case studies contributed to a superior user experience and organic growth.

Social Media Outreach

IBEF maintained an active and impactful presence across platforms such as X (formerly Twitter), LinkedIn, Facebook, and YouTube, ensuring dynamic engagement through curated posts, infographics, videos, and sector-focused campaigns.

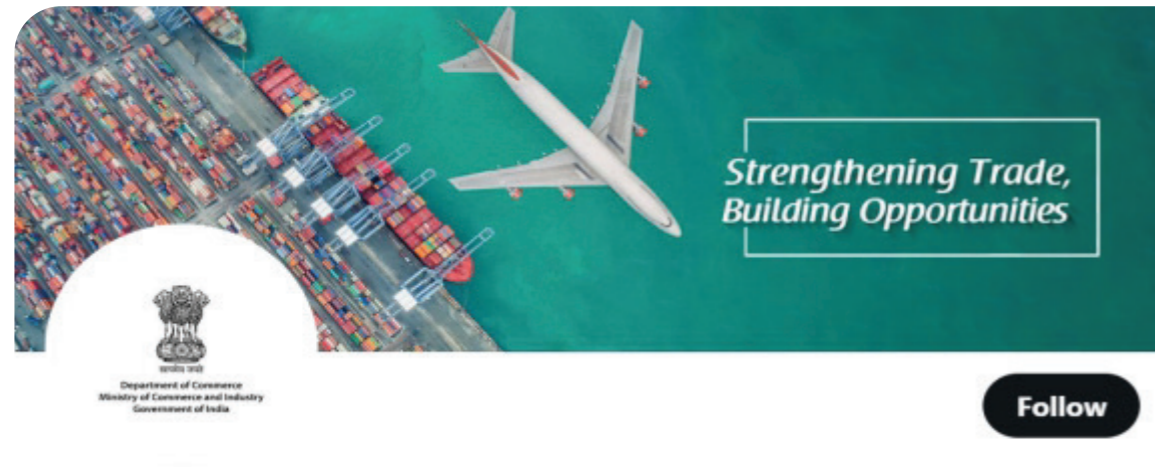
In 2024-25, social media performance showed strong growth, with 98,045 impressions and 698,730 followers. Campaigns around India's achievements in exports, manufacturing, innovation, and sustainability attracted significant attention, further enhancing IBEF's visibility as a leading voice in promoting Brand India globally.

With a continued focus on innovative storytelling, audience-driven strategies, and data-led insights, IBEF remains committed to leveraging digital media to amplify India's economic strengths and opportunities on the global stage.

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



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



Dept of Commerce, GoI ✓
@DoC_GoI

The social media communication 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_GoI
- ✦ **Facebook:** @DeptofCommerceIndia
- ✦ **Instagram:** @india_deptofcommerce
- ✦ **LinkedIn:** @india-deptofcommerce
- ✦ **Twitter**
 - Total No. of followers on X on 31 March, 2025: **2,79,640**
 - The total Tweet Impression in April 2024-March 2025: **11,32,933**

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, 2025: **24,200**
 - Total No. of followers on Instagram on 31 March, 2025: **12,270**
- ✦ **DoC joined LinkedIn in November 2024**
 - Total no. of Followers on Facebook on 31 March, 2025: **2,154**

Following campaigns were executed during FY 2024-25 by the Social Media Cell:

- Did You Know – Tea/Rubber/Coffee/Spices/Seafood
- Mobile Phone Exports
- #GI teas of India
- #IDY2024
- #HarGharTiranga
- #SwachhBharat
- #SpecialCampaign4
- #SwacchtaHiSeva
- #IPEF
- India-Australia #Economic Cooperation and #Trade Agreement (ECTA)
- #IndiaEFTA TEPA
- Buzzworthy Insights
- Ecommerce Handbook
- Exporter Licenses
- YP Interviews
- Monthly Export Stats
- World Environment Day
- Niryat Portal
- WTO
- India – UK Stats
- India - SA Stats
- EU FTA
- Pathankot Litchis
- How to Become an Exporter
- Smart phone – PiB
- Pharma Export Stats
- Budget 2024



Following campaigns were executed during FY 2024-25 by the Social Media Cell:

- Seafood Exports
- PIB DGFT
- IEC STEPS
- Independence Day
- 4S Campaign
- Weekly EPC Posts
- EP Divisions
- PiB IIFT
- Gandhi Jayanti
- 100 Days of Government
- Holi 2025
- Anthurium Flowers Export
- GI-Tagged Jaggery



Following Twitter Events were executed during FY 2024-25 by the Social Media Cell:

- 10th CECA
- Singapore ISMR
- AITIGA
- Chemexcil Meeting
- TIWG
- Qatar JWG
- ASEAN-India Meet
- India-Japan Meet
- Osaka Expo
- BRICS Meet
- 5th AITIGA
- 10th CECA
- BIOFACH
- India Egypt JTC



- US Business Council
- India Myanmar JTC
- India Bhutan CSLM
- Buildcon 2025
- Bharat Mobility 2025
- DILEX
- Hindi Pakhwada
- India Argentina Interactive Session
- DoC Welcomes M s. Weyand
- IND-NZ HCIM Meet
- INDIA LAC CONCLAVE
- IND-UGANDA JTC



Top Performed Articles:



Top Performed Graphic Tweets:





ADMINISTRATION AND ACCOUNTS

AUDITED ACCOUNTS FOR 2024-25

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 Rasayanee Private Limited through its law firm at Civil Court, Thane. The Recovery Officer, DRT-I, Mumbai, has witnessed multiple adjournments primarily due to delays in filing the valuation report and subsequent issues with the appointed valuer. After several hearings, the property was finally put up for auction on October 28, 2024, where NM Investments emerged as the highest bidder at ₹1.87 crore. However, subsequent disputes regarding title and prior sale transactions led to the cancellation of the auction, with directions for refund of the bid amount to the purchaser. The Recovery Officer has since directed the Applicant to identify attachable properties of the Defendants to proceed with recovery.

GeM Procurement

IBEF continued to increase its procurement from the Government e-marketplace. In 2024-25, most procurements related to administration requirements were procured from GeM.

**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, 2025

PARTICULARS	SCHEDULE	AS AT MARCH 31, 2025		AS AT MARCH 31, 2024	
		(₹)		(₹)	
SOURCES OF FUNDS:					
CORPUS FUND	A		1,96,12,63,373		1,92,75,64,878
ACCUMULATION U/S 11(2)	B		63,51,76,376		62,85,32,000
TOTAL (₹)			2,59,64,39,749		2,55,60,96,878
APPLICATION OF FUNDS:					
FIXED ASSETS					
GROSS BLOCK	C	96,94,079		94,97,608	
LESS: ACCUMULATED DEPRECIATION		(81,56,404)		(79,12,844)	
NET BLOCK			15,37,675		15,84,764
CURRENT ASSETS, LOANS & ADVANCES	D	2,65,21,04,725		2,56,86,35,829	
LESS: CURRENT LIABILITIES & PROVISIONS	E	(5,72,02,651)		(1,41,23,715)	
NET CURRENT ASSETS			2,59,49,02,074		2,55,45,12,114
TOTAL (₹)			2,59,64,39,749		2,55,60,96,878
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 02-09-2025
UDIN: 25096047BMILDD5123

(CHAIRMAN)

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER
F&A)

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 2025

PARTICULARS	SCHEDULE	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
(A) INCOME:-			
INTEREST	F	17,12,45,085	17,92,62,997
MISCELLANEOUS RECEIPTS	G	5,34,81,300	3,01,890
TOTAL (A) (₹)		22,47,26,385	17,95,64,887
(B) EXPENDITURE:-			
ADMINISTRATIVE EXPENSES	H	2,32,16,331	1,87,30,343
DEPRECIATION ON FIXED ASSETS	C	2,43,560	2,57,240.00
TOTAL (B) (₹)		2,34,59,891	1,89,87,583
SURPLUS : BEING EXCESS OF INCOME OVER EXPENDITURE (A-B)		20,12,66,495	16,05,77,304
ACCUMULATION U/S 11(2) OF INCOME TAX ACT, 1961		16,75,68,000	13,39,32,000
TRANSFERRED TO CORPUS FUND		3,36,98,495	2,66,45,304
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 02-09-2025

UDIN: 25096047BMILD05123

(CHAIRMAN) (CHIEF EXECUTIVE OFFICER)

(SR. MANAGER F&A)

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, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
CORPUS FUND		
INITIAL CORPUS	83,67,60,875	83,67,60,875
ACCRETION OVER THE YEARS	1,09,08,04,003	1,05,04,93,735
ADD:(LESS):		
TRANSFERRED FROM INCOME & EXPENDITURE A/C	3,36,98,495	2,66,45,304
TRANSFERRED FROM ACCUMULATION A/C - UNSPENT BALANCE (REF SCH-B)	1,12,45,02,498	1,36,64,964
TOTAL (₹)	1,96,12,63,373	1,92,75,64,878

(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 2025
SCHEDULE "B" FORMING PART OF ACCOUNTS

PARTICULARS	ANNEXURE	AS AT MARCH 31, 2025		AS AT MARCH 31, 2024	
		(₹)		(₹)	
BALANCE BROUGHT FORWARD			62,85,32,000		61,24,94,550
LESS:-					
1. UTILISED DURING THE YEAR ON PURPOSE FOR WHICH INCOME ACCUMULATED					
A.KNOWLEDGE CENTRE	A-1	1,03,41,630		2,74,58,480	
B.BRANDING & COMMUNICATION-NATION BRANDING	A-1	6,33,29,707		3,31,60,321	
C.SECTORAL BRANDING	A-1	12,38,07,276		3,64,71,164	
		19,74,78,613		9,70,89,965	
ADD:ACTUAL AMOUNT PAID IN P.Y OF LAST YEAR UNUTILIZED		1,00,36,644		70,22,357	
LESS: AMOUNT UNPAID INCLUDED IN ABOVE AT THE END OF YEAR		(4,65,91,633)	(16,09,23,624)	(1,00,36,644)	(9,40,75,678)
2. ACCUMULATION EXPIRED IN P.Y & ADJUSTMENT MADE					
UNSPENT ACCUMULATION SET ASIDE IN 2018-19		-		2,38,18,872	
UNSPENT ACCUMULATION SET ASIDE IN 2019-20		-		-	(2,38,18,872)
OUT OF WHICH TOTAL INCOME TAX PAID/PAYABLE		-		(92,89,360)	
TAX PAYABLE OF A.Y. 2023-24		-		(8,64,548)	
BALANCE TRANSFERRED TO CORPUS FUND		-		(1,36,64,964)	
ADD:-					
3. ACCUMULATION FOR THE YEAR OBJECTIVE OF THE TRUST		16,75,68,000	16,75,68,000	13,39,32,000	13,39,32,000
TOTAL (₹)			63,51,76,376		62,85,32,000

YEAR WISE BREAKUP OF ACCUMULATION U/S 11(2) AS ON 31ST MARCH 2025

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 UPTO FINANCIAL YEAR	YEARS AVAILABLE FOR UTILISATION
1	2018-19	11,78,94,550	-	9,40,75,678	2,38,18,872	2023 - 2024	EXPIRED
2	2019-20	12,60,00,000	-	12,60,00,000	-	2024 - 2025	EXPIRED
3	2020-21	12,75,00,000	-	3,49,23,624	9,25,76,376	2025 - 2026	1 Years
4	2021-22	12,88,00,000	-	-	12,88,00,000	2026 - 2027	2 Years
5	2022-23	11,23,00,000	-	-	11,23,00,000	2027 - 2028	3 Years
6	2023-24	13,39,32,000	-	-	13,39,32,000	2028 - 2029	4 Years
7	2024-25	-	16,75,68,000	-	16,75,68,000	2029 - 2030	5 Years
	TOTAL (₹)	74,64,26,550	16,75,68,000	25,49,99,302	65,89,95,248		

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

[Signature]
 (CHIEF EXECUTIVE OFFICER)

[Signature]
 (SR. MANAGER)

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

FIXED ASSETS AS AT MARCH 31, 2025

ASSETS	RATE OF DEPRECIATION	GROSS BLOCK			DEPRECIATION			NET BLOCK		
		AT COST AS ON 01.04.2024	ADDITIONS UPTO 03.10.2024	DELETION DURING THE YEAR	FOR THE YEAR	UPTO 31.03.2024	TOTAL AS ON 31.3.2025	AS ON 31.03.2025	AS ON 31.03.2024	
FURNITURE & FIXTURES	10%	39,17,125	-	-	39,17,125	26,62,990	1,25,418	27,88,368	11,28,757	12,54,175
COMPUTERS & PERIPHERALS	40%	44,28,501	1,87,596	-	46,16,097	41,07,024	86,110	43,91,134	2,22,963	1,21,477
OFFICE EQUIPMENTS	15%	11,51,982	8,875	-	11,60,857	9,42,870	32,032	9,74,902	1,85,955	2,09,112
TOTAL (₹):		94,97,608	1,96,471	-	96,94,079	79,12,844	2,43,560	81,56,404	15,37,675	15,84,764
PREVIOUS YEAR (₹):		94,97,608	-	-	94,97,608	76,55,604	2,57,240	79,12,844	15,84,764	18,42,004

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

[Signature]
 (CHIEF EXECUTIVE OFFICER)

[Signature]
 (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, 2025		AS AT MARCH 31, 2024	
		(₹)		(₹)	
BANK BALANCES & CASH IN HAND					
In Saving A/c's		66,90,42,874		4,84,57,586	
In Deposits	A-2	1,79,00,00,000	2,45,90,42,874	2,37,00,00,000	2,41,84,57,586
ACCRUED INTEREST					
Investments/ Deposits		5,59,40,899	5,59,40,899	7,21,36,164	7,21,36,164
LOANS & ADVANCES					
M/s Vishudha Rasaynee Private Ltd.		4,25,00,000		4,25,00,000	
Add: Accrued Interest Provided Till 31.03.2008		72,72,156	4,97,72,156	72,72,156	4,97,72,156
REFUNDABLE SECURITY DEPOSITS					
Gopal Das Estates Housing Pvt Ltd		28,80,000		28,80,000	
Hoovar Services Pvt Ltd		7,44,000		7,44,000	
Ardee Housing Pvt Ltd		2,16,000		2,16,000	
Balmer Lawrie & Co. Ltd.		3,00,000	41,40,000	3,00,000	41,40,000
OTHER ACCOUNTS RECEIVABLE					
Income Tax TDS	A-3	1,91,18,314		1,18,41,740	
Other TDS Recoverable		1,94,893		1,94,893	
GST TDS Recoverable		10,56,000		-	
GST Recoverable		1,41,89,722		-	
Prepaid Expenses	A-4	5,078		8,378	
Employee - Admin		15,000		10,565	
Advance to Supplier		454		-	
Additional DGFT, Dept of Commerce		13,44,086		13,44,086	
Department Of Commerce (On A/C of Designing & Printing Etc. of Three Year Achievement Book)		6,58,017		6,58,017	
Department of Promotion of Industries and Internal Trade (DPIIT)		35,600	3,66,17,164	35,600	1,40,93,279
OTHER CURRENT ASSETS					
Accumulation Unutilized - Expenditure Unpaid At Year End			4,65,91,633		1,00,36,644
TOTAL (₹)			2,65,21,04,725		2,56,86,35,829


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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, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
Sundry Creditors	A-5	5,36,51,625	1,28,89,303
TAX & TDS LIABILITIES			
Goods & Service Tax -TDS		9,58,368	2,96,209
Income Tax -TDS		25,92,658	9,38,203
TOTAL (₹)		5,72,02,651	1,41,23,715


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

SCHEDULE "F" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
Interest on Investments	16,89,66,405	17,79,77,776
Interest on Savings Bank Accounts	22,78,680	12,85,221
TOTAL (₹)	17,12,45,085	17,92,62,997


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

SCHEDULE "F(A)" FORMING PART OF ACCOUNTS

PARTICULARS	AS AT MARCH 31, 2025	AS AT MARCH 31, 2024
INTEREST ON INVESTMENTS		
A Interest on which TDS deducted		
Canara Bank	7,14,604	1,48,88,593
Central Bank	4,12,51,351	3,92,00,957
Union Bank of India	9,64,17,132	8,97,15,561
Punjab National Bank	-	1,71,42,488
Punjab National Bank (Bond)	-	1,76,63,240
Interest as per 26AS	13,83,83,087	17,86,10,839
B Interest Received in Bank on which TDS not deducted		
Punjab National Bank (Non-Cummulative RBI Bond)	-	54,11,445
Canara Bank	50,32,416	-
C Interest Accrued on Bonds in previous year (Matured & TDS deducted in CY)		
Non Cummulative Bonds	-	(58,87,746)
D Interest Accrued for C.Y. on which TDS not deducted (Future maturity)		
Canara Bank	2,60,49,754	2,60,49,754
E Amount of Interest not received		
PNB Non Cummulative Bond	-	(1,56,785)
F Amount of Interest booked in previous year reverse due to earlier maturity		
Central Bank Sweep Account	(4,98,852)	(4,98,852)
G Short & Excess		23
TOTAL (₹)	16,89,66,405	17,79,77,776


 (CA Deepak Chopra)
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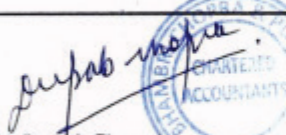

 (CHIEF EXECUTIVE OFFICER)


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

SCHEDULE "G" FORMING PART OF ACCOUNTS

MISCELLANEOUS RECEIPTS	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
Interest on Income Tax Refund	6,51,300	2,71,890
Tender Processing Fees	30,000	30,000
Branding-Retainership Fee	4,80,00,000	-
Professional Fee on Branding	48,00,000	-
TOTAL (₹)	5,34,81,300	3,01,890


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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, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
Bank Charges	7,077	1,160
Charges General/Miscellaneous Exp	784	1,679
Communication Expenses	37,755	1,13,308
Conveyance/ Car Hire Charges	5,04,755	4,79,880
Diwali Gifts	23,763	28,500
Electricity Expenses	1,37,614	1,44,391
Employees Salary	1,08,46,371	63,53,526
Festival Expenses	5,914	-
House Keeping Charges	5,56,379	-
Interest On Delayed Payment Of Taxes	-	13,240
Interest On GST TDS	22,258	2,185
Internet Expenses	2,33,230	1,87,224
LEI Code fee	17,405	-
Manpower Hiring of Financial Charges	96,532	-
Meeting Expenses	8,517	5,708
Office Maintenance Expenses	4,79,606	10,88,600
Office Rent	94,94,920	94,42,596
Printing & Stationery	24,667	97,639
Legal Fee	2,25,889	-
Professional And Consultancy Fee	4,42,270	6,31,478
Repair & Maintenance	44,625	37,099
Statutory Audit Fee	-	59,000
Travelling Expenses	6,000	43,131
TOTAL (₹)	2,32,16,331	1,87,30,343


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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, 2025 (₹)	AS AT MARCH 31, 2024 (₹)	
A. KNOWLEDGE CENTRE			
Technical Maintenance And Websites Updates	9,67,600	3,54,000	
Website Content Management	35,81,332	40,06,216	
DIGITAL COMMUNICATION			
Design & Development Of Niryat Portal Dashboard	7,59,133	8,26,000	
Designing of Annual Report-Doc	1,48,000	-	
Indian Australia ECTA Film	-	-	
Translation Charges	5,000	-	
Information & Communication Cell For Doc & IBEF	44,11,860	2,22,72,264	
Designing of IIP Booklet	4,68,705	-	2,74,58,480
		1,03,41,630	
B. BRANDING & COMMUNICATION			
NATION BRANDING & G20 PRESIDENCY			
Advertisement	1,11,92,880	1,24,22,890	
Designing, Editing, Proofreading Charges	-	28,32,000	
Promotion of Organic Product	1,10,50,000	-	
Promotion of GI Product	36,08,594	-	
Radio Promotions- Atmanirbhar Bharat Utsav	-	2,32,100	
Bharat Mobility - Generic	1,17,75,000	-	
FTP Cover Page	-	-	
G20 Presidency- PMU Unit Setup	-	1,76,73,331	
Digital Campaign of Indian Rice & Millets	2,57,03,233	-	
GI Campaign	-	-	3,31,60,321
		6,33,29,707	
C. SECTORAL BRANDING -UNDER BRAND INDIA			
AGRICULTURE			
Advertisement	1,99,48,000	-	
Sri Anna Millet	2,36,000	4,13,000	
Digital Campaign, Print Media Of Indian Rice & Millets	1,01,67,513	43,46,358	
ENGINEERING			
Bharat Mobility Show (Digital+Website)	4,50,000	70,00,000	
Bharat Mobility Expo (2024 + 2025)	2,57,05,012	-	
Branding Support EEPC, Automechanika, Dubai & IK	-	11,50,000	
Events-Automechanika, Dubai & Indec Konya	-	64,02,750	
IESS EVENT-BRANDING SUPPORT EEPC	-	22,24,300	
Big-5 Engineering Show	-	89,09,000	
Indec Tanzania Fair	-	2,94,000	
OTHERS			
Branding - Retainership fee	5,44,80,000	-	
TEA COFFEE PLANTATION			
Promotion of India Fruits	62,36,404	-	
Promotion of India Tea	65,84,347	-	
HEALTHCARE			
Arab Health	-	44,84,000	
TEXTILE-HANDLOOM & HANDICRAFTS			
Magic Fair- PonyWall Display	-	6,34,156	
Magic Show Las Vegas	-	6,13,600	3,64,71,164
		12,38,07,276	
TOTAL (₹)		19,74,78,613	9,70,89,965


INDIA BRAND EQUITY FOUNDATION 16TH FLOOR, DR. GOPAL DAS BHAWAN 28, BARAKHAMBHA ROAD NEW DELHI-110001, INDIA		
STATEMENT OF DEPOSIT AS AT MARCH 31, 2025		
ANNEXURE "A-2" FORMING PART OF ACCOUNTS		
PARTICULARS	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
TERM DEPOSIT WITH SCHEDULED BANKS/FII		
Canara Bank	1,23,00,00,000	25,00,00,000
Central Bank of India	-	49,00,00,000
Union Bank of India	56,00,00,000	1,63,00,00,000
TOTAL (₹)	1,79,00,00,000	2,37,00,00,000



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 (SR. MANAGER)


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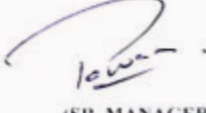
INDIA BRAND EQUITY FOUNDATION
16TH FLOOR, DR. GOPAL DAS BHAWAN
28, BARAKHAMBHA ROAD
NEW DELHI-110001, INDIA
STATEMENT OF INCOME TAX TDS AS AT MARCH 31, 2025

ANNEXURE "A-3" FORMING PART OF ACCOUNTS

FINANCIAL YEAR	ASSESSMENT YEAR	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
2023-24	2024-25	-	1,18,41,740
2024-25	2025-26	1,91,18,314	-
TOTAL (₹)		1,91,18,314	1,18,41,740


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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, 2025

ANNEXURE "A-4" FORMING PART OF ACCOUNTS


NAME OF PARTY	NATURE OF EXPENSE	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
Anu International	ACCOUNTING SOFTWARE	653	4,248
Perfect Info Solution Pvt Ltd.	COMPUTDS	4,425	4,130
TOTAL (₹)		5,078	8,378


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INDIA BRAND EQUITY FOUNDATION 16TH FLOOR, DR. GOPAL DAS BHAWAN 28, BARAKHAMBHA ROAD NEW DELHI-110001, INDIA LIST OF SUNDRY CREDITOR AS AT MARCH 31,2025 ANNEXURE "A-5" FORMING PART OF ACCOUNTS		
PARTY NAME	AS AT MARCH 31, 2025 (₹)	AS AT MARCH 31, 2024 (₹)
SUNDRY CREDITORS-EXPENSES		
Aparna Dutt Sharma	10,561	10,561
Aj-Deep Services	600	600
Akash Tour & Travels	-	38,847
Arvind Rattan & Co.	1,00,506	-
Balmer Lawrie & Co. Ltd	-	31,160
Bhambri Chopra & Pushkarna	-	54,000
Bharti Airtel Limited	9,167	10,969
Central News Agency Pvt Ltd	370	180
Chakraborty Kapoor & Co LLP	8,983	-
Crescent Stationers	-	5,680
Destination Unlimited	6,637	6,637
DGN Service Private Limited	44,481	-
Entertainment Network (India) Limited	-	1,55,642
Gopal Das Estates And Housing Pvt Ltd	18,921	18,756
Indian Infotech	-	24,457
Ishan Kumar	-	9,630
Kapil Gupta & Associates	-	29,250
Mahalwala & Co	43,884	-
Mohit Travels	12,844	12,844
New Rao Taxi Services	69,828	-
M/s ARP Services	-	50,918
Rai Enterprises	44,132	-
Raju Mahto	-	1,785
Rakesh General Store	11,300	11,300
Retail Impact	1,50,000	1,50,000
Saini Fire Systems	2,220	-
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 (₹)	31,67,857	33,94,781
SUNDRY CREDITORS -EVENTS/PROJECTS		
Apex Media And Marketing India	2,08,59,958	-
Aranca (Mumbai) Pvt Ltd	3,93,083	2,91,500
Awedience Connect Pvt Ltd	6,77,764	-
Broadway Infotech (P) Ltd.	2,89,733	79,500
Central Bureau of Communication (Earlier BOC)	37,937	-
Dentsu Advertising and Media Services India Pvt Ltd	1,27,20,000	-
Broadcast Enginnering Consultant India Ltd	-	33,34,548
Grammener Technology Solutions Pvt Ltd	1,41,333	-
The Idea Makers	1,19,43,960	-
SAMPL Communications Pvt. Ltd.	34,20,000	57,88,974
TOTAL (₹)	5,04,83,768	94,94,522
GRAND TOTAL (₹)	5,36,51,625	1,28,89,303


 (CA Deepak Chopra)
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 (SR. MANAGER)

Assessee Address	INDIA BRAND EQUITY FOUNDATION 16th Floor, Dr.Gopal Das Bhawan. 28, Barakhmbha Road New Delhi-110001.		
Financial Year ended	31 st March 2025		
Assessment Year	2025-26		
Assessed With	DDIT (E) Trust Circle II, New Delhi		
Bank Particulars	Savings Bank A/c No. 1007646472 with Central Bank of India, Udyog Bhawan, New Delhi under MICR Code : 110016060 IFSC Code: CBIN0282169		
STATEMENT OF INCOME DERIVED & APPLIED			
	Particulars		Amount in Rs
A.	Income Derived From Property held Under Trust / Legal Obligation		
	Income		
	Interest	17,12,45,085	
	Other Income	5,34,81,300	
	Application Disallowed u/s 11(1)(c)		22,47,26,385
B.	Income Applied for and on the objects of the Trust		
	Expenditure as per Income and Expenditure account excluding depreciation	2,32,16,331	
	Add : Amount spent on acquisition of capital assets	1,96,471	
	Add: Expenditure paid against last year provisions	2,58,059	
	Less: Application of Income is disallowed		
	Interest on late payment of Statutory Liability	(22,258)	
	Expenditure provided for at year end but not paid, as per Finance Bill	(1,98,630)	
			2,34,49,973
C	Income Derived as 'A' above		22,47,26,385
	Less : Income applied as 'B' above		2,34,49,973
			20,12,76,413
	Less : Deemed accumulation u/s 11(1) available (15% of Rs. 22,47,26,385) i.e. Rs. 3,37,08,413		3,37,08,413
	Accumulation u/s 11(2)		16,75,68,000
	Amount deemed to be income within meaning of section 11 (3) of the Income Tax Act (A) F.Y. 2019-20		-
	Tax Payable on Income (A) @ 30%		-
	Add: Surcharge @ 25%		-
	Add: Health & Education Cess @ 4%		-
	Total Tax		-
	Less: TDS		1,91,18,314.00
	Less: Advance Tax		-
	Refund		-1,91,18,314.00



INDIA BRAND EQUITY FOUNDATION


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