

# ANNUAL REPORT

## 2023-24

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# 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.



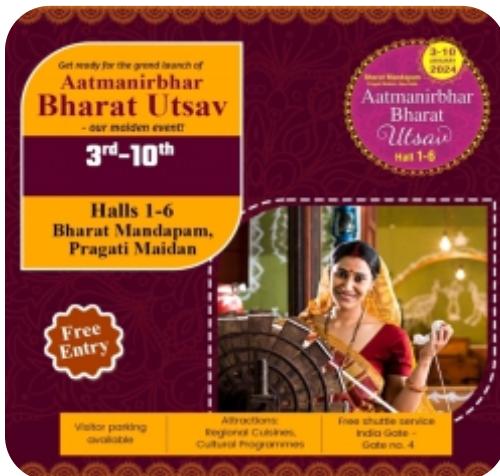
## Development of a logo for Indian Millets

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 Atmanirbhar 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 EEPC. The plan for the event included outdoor advertising, print advertising and digital promotions

**Bharat Mobility GLOBAL EXPO 2024**

1 – 3 FEBRUARY 2024  
BHARAT MANDAPAM,  
PRAGATI MAIDAN, NEW DELHI

ABOUT INDUSTRY FACTS EXHIBITOR BUYER VISITOR EVENTS CONTACT

[www.facebook.com/BharatMobility2024](https://www.facebook.com/BharatMobility2024)

**The vision of Future Mobility**

"The need of the hour today is to develop a mobility ecosystem that is sustainable and in harmony with the environment."

Shri Narendra Modi  
Hon'ble Prime Minister of India

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## 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 EEPCL, 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**

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44th Edition  
indee KENYA 2023  
PARTNERSHIP FOR GROWTH**

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

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INTERNATIONAL TRADE EXHIBITION

[www.indee-kenya.com](http://www.indee-kenya.com)

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- PLASTIC & PACKAGING MACHINERY
- HVAC-R
- FOOD PROCESSING MACHINERY & PARTS
- CNC MACHINES

Co-organized by **EXPOGROUP** **India Engineering**



## 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

**INDIAN AUTO COMPONENT INDUSTRY IS LEADING THE WORLD AHEAD !**

Welcome to the **INDIA PAVILION** at **automechanika DUBAI** 2nd - 4th October 2023

**COME & VISIT 100+** Indian companies showcasing the latest automobile products from India.

- High-end segment of 30% to 35% growth in FY2022-23
- Exports from India are expected to reach US\$ 80 billion by 2026
- India can possibly increase its share in global automobile market from 4.0% by 2026
- India is a promising destination for the Auto component after market segment which is on the track to reach \$10 billion by 2026

**Dubai int'l 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.



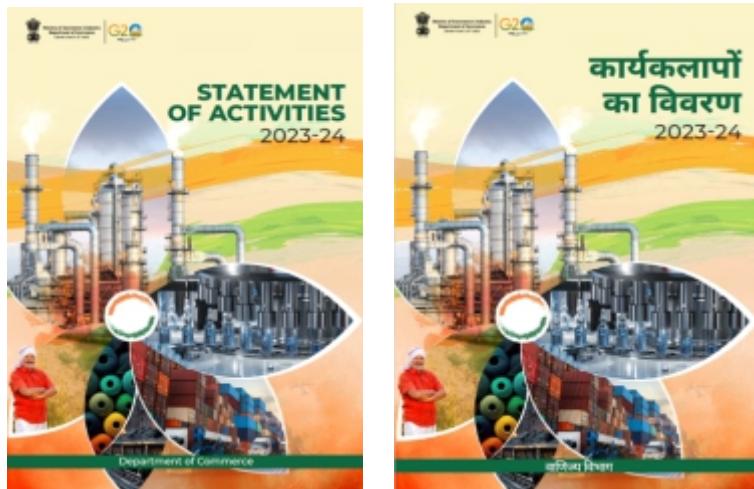
## ► Foreign Trade Policy 2023 & Handbook of Procedures 2023

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



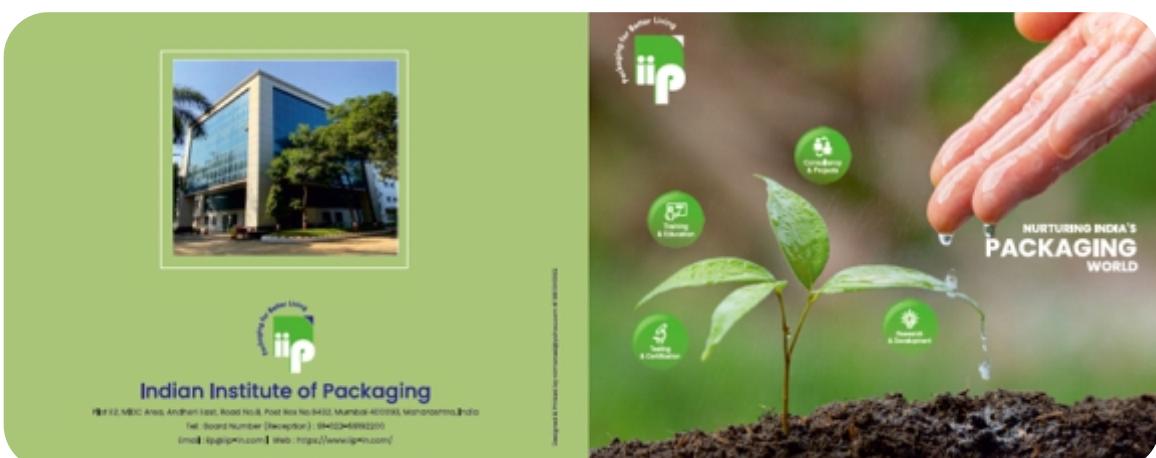
## ► Statement of Activities 2023-24 of the Department of Commerce

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.

The screenshot shows the IBEF website homepage. At the top, there is a navigation bar with links for HOME, ABOUT US, INDIAN ECONOMY, INDUSTRY, STATES/UT, EXPORTS, BLOG, CONTACT, and MORE. On the far right of the header, there are LOGIN and SEARCH icons. The main content area has a dark grey header with the text "NEWS [17 DEC 24]" and a "MORE >" button. Below this, there are five news cards with titles: "57 new ESI hospitals approved across country in last 10 years", "Wholesale Price Inflation (WPI) inflation eases to three-month low in November as food prices cool", "US\$ 1.58 billion [Rs. 13,422 crore] disbursed to street vendors under PM SVANidhi scheme, Rajya Sabha told", "HNIs, NRIs to rule India's luxury housing market: FY25 realty trends decoded", and "Fact of the day - Over 30 crore labourers registered on the e-Shram portal in last three years, while EPFO registrations surged from". To the right of the news cards is a large banner titled "INDIA'S SEMICONDUCTOR PUSH" with the subtitle "Building a Robust Chip Manufacturing Ecosystem". The banner features a circular graphic with the Indian flag colors and a blue circuit board pattern. At the bottom of the page, there is a green footer bar with small text and a yellow-orange gradient background. The yellow-orange gradient background also contains three circular icons with building silhouettes and the corresponding export values: "39.20B", "252.28B", and "437.06B".

## ► 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.

**SEARCH**

Enter Keyword Search

**RECENT POSTS**

- R&Ts and InvTs Mobilizing Trillions for Infrastructure Development Dec 13, 2024, 10:00
- India's Direct Tax Collection: Exploring the Diverging Trends Dec 13, 2024, 17:25

  
R&Ts and InvTs Mobilizing Trillions for Infrastructure Development

Dec 13, 2024, 10:00

IBEF, Knowledge Centre

[READ MORE ↗](#)

  
India's Direct Tax Collection: Exploring the Diverging Trends

Dec 13, 2024, 17:25

IBEF, Knowledge Centre

[READ MORE ↗](#)

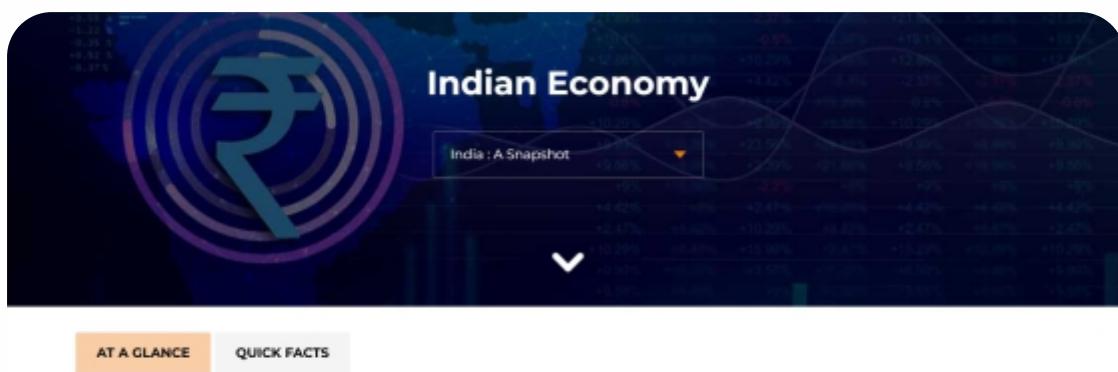
## Sector and State reports

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.



## 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.

LOGIN


IBEF  
INDIA BRAND EQUITY FOUNDATION
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INDUSTRY
STATES/UT
EXPORTS
BLOG
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Sort By :-
Most Relevant




**HYDROGEN ENERGY IN INDIA**  
ROADMAP AND IMPLEMENTATION OF THE NATIONAL HYDROGEN MISSION

**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 SYSTEM

**Driving Progress Innovation and Expansion in the I ...**

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**

**Critical Mineral Imports and India's Green Energy ...**

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 Ind ...**

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 THE SEMICONDUCTOR INDUSTRY

**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 RECOMMERCE MARKET IN INDIA

**Unlocking Potential: The Rise of the Recommerce Ma ...**

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

**Revolutionising Connectivity: The Surge of India's ...**

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 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

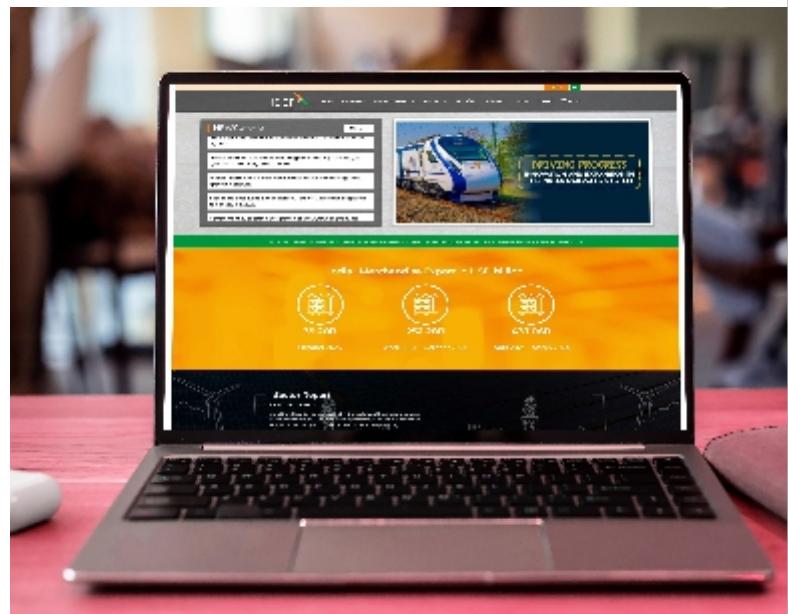


In an era defined by rapid digital growth, IBEF has continued to scale its digital presence to amplify Brand India's voice on the global stage. By strategically leveraging its website and social media platforms, IBEF delivers timely, insightful, and credible content to diverse audiences, including international 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](http://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](https://www.facebook.com/IBEFIndia))





**IBEF**

561K followers • 166 following

[Professional dashboard](#) [Edit](#)

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**Intro**

India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry

[Edit Bio](#)

**Page** - Government organisation

16th Floor, Dr Gopal Das Bhawan 26, Barakhamba Road , Delhi, India, Delhi

[India-now@ibef.org](mailto:India-now@ibef.org)

[ibef.org](#) [Promote Website](#)

**Open now** ~

**94% recommend (50 reviews)** [Edit details](#)

[Add Featured](#)

What's on your mind?

[Channel](#) [Photo/video](#) [Reel](#)

**Featured**

People won't see this unless you pin something.

[Manage](#)

**Posts**

[Filters](#) [Manage posts](#)

**IBEF** @Brands\_India · Oct 29  
Packed with fibre, protein & essential minerals, Indian Millets (Shree Anna) offer numerous health benefits such as improved digestion & heart health.  
@AgricGov @APEDADOC @DoC\_Gov  
#ShreeAnna #IncredibleNutriCereals #MinistryOfAgriculture  
#DepartmentOfCommerce #APEDA #DiscoverIndia



**IBEF** @Brands\_India · Oct 29  
IBEF wishes to all Happy National Ayurveda Day  
#NationalAyurvedaDay #BrandIndia  
@DoC\_Gov @moayush @MoHFW\_INDIA @Sepc\_India @APEDADOC  
@PIB\_India





## » Twitter: @Brands\_India

**X**

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- Explore
- Notifications
- Messages
- Grok
- Lists
- Bookmarks
- Jobs
- Communities
- Premium
- Verified Orgs
- Profile**
- More

**Post**

**IBEF** 22.5K posts

**IBEF** @Brands\_India Get verified

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

India Joined July 2011

1,112 Following 73.8K Followers

**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\_GoI

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

IBEF @Brands\_India · 3h Savoury or Sweet - What will it be ? Tell us your favourite Basmati rice recipe in comments below.

@AgriGol @APEDADOC @DoC\_GoI

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

**Search**

**Live on X**

Kiran Bedi is hosting Revisiting Baatcheet Episode 16 with R. Madhavan +8.3K

AajTak is hosting सभत से काशी... किसने राज़ काशी? +2K

Chief Minister, MP is hosting लात परेड मैटान, भोपाल में 10वें अंतर्राष्ट्रीय बन भेले का शुभारंभ +1.5K

ABP News is hosting देश-दीवाना की बड़ी खबर ABP NEWS पर LIVE +997

CNBC-AWAAZ is hosting #LIVE | रिस्क को कैसे 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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Accessibility Ads info More ... © 2024 X Corp.

» IBEF on Instagram (ibef\_india)



Note...

[ibef\\_india](#)   [Edit profile](#)   [View archive](#)

5,611 posts
10.9K followers
31 following

**India Brand Equity Foundation**  
 [ibef\\_india](#)  
 Government organization  
 India Brand Equity Foundation is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, ... more  
[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



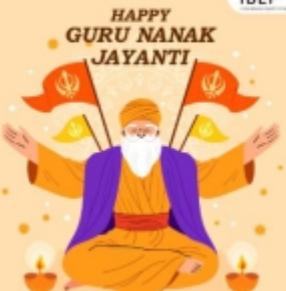
**FINGER MILLET**

Building blocks for healthy bones

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



**HAPPY GURU NANAK JAYANTI**



**INDIA**  
RECIPE CONTEST

Join Now!

Participate with the best recipe and win exciting GIFTS

Email your recipe using [@ibefprod@gmail.com](#)



**BASMATI RICE**  
#PrideOfIndia

GOODNESS ON YOUR PLATE



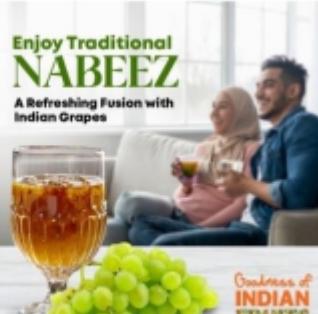
Rich in Fibre   Low in fat   High in nutrients

**Kerala Millets Mission**

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



**Enjoy Traditional NABEEZ**  
A Refreshing Fusion with Indian Grapes



Goddess of INDIAN FRUITS



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



### **Dept of Commerce, GoI**

@DoC\_GoI

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\\_GoI](#)
- **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



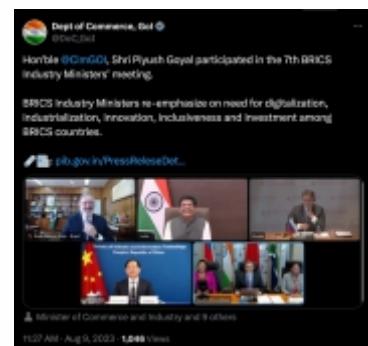


» **Following Twitter Events were executed during FY 2023-24 by the Social Media Cell:**

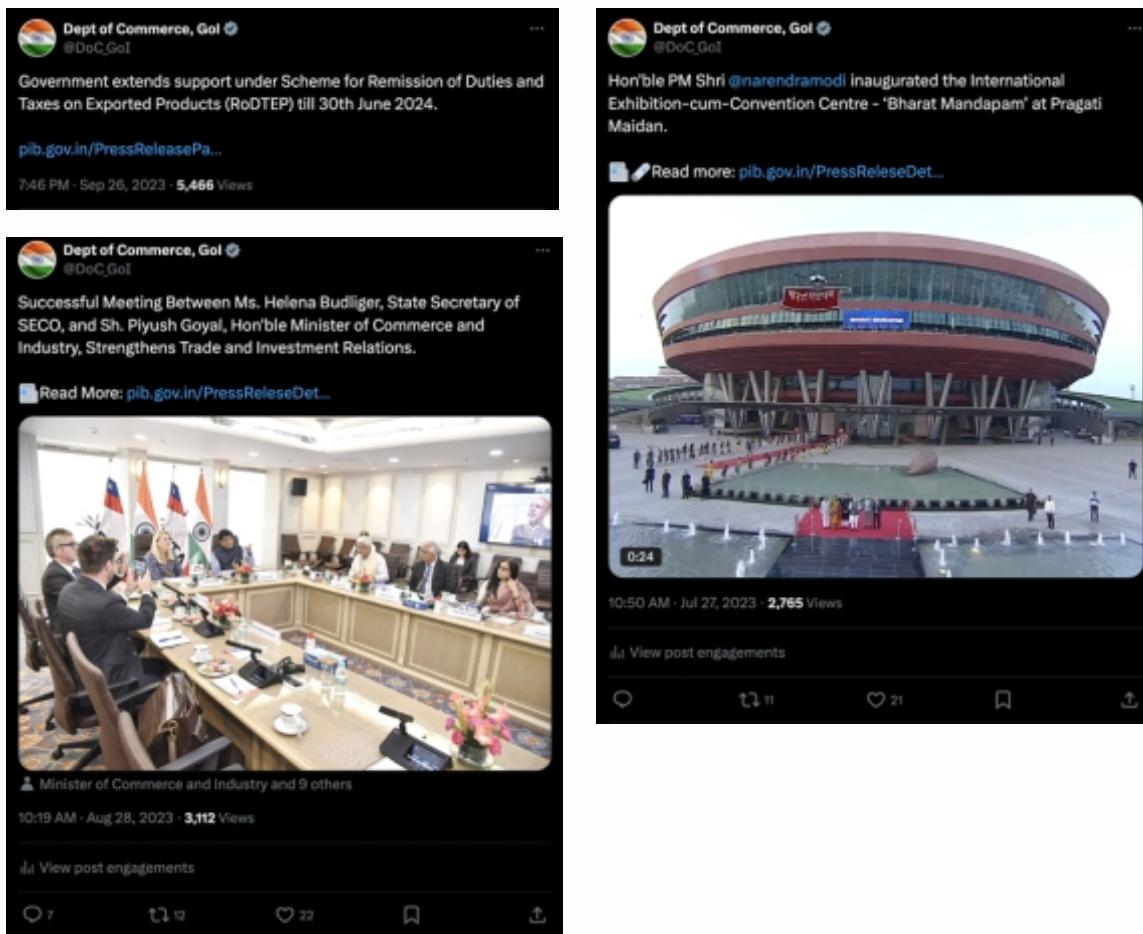
- Empowering Farmers Across India: #e-NAM
- #IndiaSteel2023
- #SeafoodExpoGlobal2023
- Spain JCEC
- India-France Business Summit.
- #NationalMaritimeDay
- #EcoDiplomacyModule
- India-ASEAN Senior Economic Officers meeting held in Jakarta on 26 May 2023
- #G20India
- 2nd #TIWG
- 6th Creation Day
- 6th 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 Rasayanee 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 (₹)
<b>SOURCES OF FUNDS:</b>			
CORPUS FUND	A	1,927,564,878	1,887,254,610
ACCUMULATION U/S 11(2)	B	628,531,999	612,494,550
		<b>2,556,096,878</b>	<b>2,499,749,160</b>
<b>TOTAL (₹)</b>			
<b>APPLICATION OF FUNDS:</b>			
<b>FIXED ASSETS</b>			
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
		<b>2,556,096,878</b>	<b>2,499,749,160</b>
<b>TOTAL (₹)</b>			
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 29/03/2024

UDIN: 24096047 BKH8448856

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

SCHEQUE "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)				
<b>TOTAL (₹)</b>		<b>1,927,564,878</b>		<b>1,887,254,610</b>



(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 (₹)
<b>BALANCE BROUGHT FORWARD</b>		612,494,550	701,070,109
<b>LESS:-</b>			
<b>1. UTILISED DURING THE YEAR ON PURPOSE FOR WHICH INCOME ACCUMULATED</b>			
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
		<b>97,089,965</b>	<b>103,819,779</b>
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)
<b>2. ACCUMULATION EXPIRED IN P.Y &amp; ADJUSTMENT MADE</b>			
UNSPENT ACCUMULATION SET ASIDE IN 2016-17			35,375,560
UNSPENT ACCUMULATION SET ASIDE IN 2017-18			60,397,734
UNSPENT ACCUMULATION SET ASIDE IN 2018-19			-
E. OF WHICH TOTAL INCOME TAX PAID/PAYABLE		23,818,872	(23,818,872)
F. PAYABLE OF A.Y 2023-24		(9,289,360)	(40,755,677)
G. BALANCE TRANSFERRED TO CORPUS FUND		(864,548)	-
		(13,664,964)	(55,217,617)
<b>ADD:-</b>			
<b>1. ACCUMULATION FOR THE YEAR</b>			112,360,000
OBJECTIVE OF THE TRUST			
<b>TOTAL (₹)</b>		<b>628,531,999</b>	<b>612,494,550</b>

**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
	<b>+ TOTAL (₹)</b>	<b>813,370,109</b>	<b>133,932,000</b>	<b>198,977,943</b>	<b>748,324,166</b>		



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

(CHIEF EXECUTIVE OFFICER)



(SR. MANAGER )



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

FIXED ASSETS AS AT MARCH 31, 2024

ASSETS	RATE OF DEPRECIATION %	GROSS BLOCK				DEPRECIATION				SCHEDULE "C" FORMING PART OF ACCOUNTS	
		AT COST AS ON 01.04.2023	ADDITIONS UPTO 30.09.2023	FROM 01.10.2023	DELETION DURING THE YEAR TO 31.03.2024	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
FURNITURE & FIXTURES	10%	3,917,125	-	-	-	3,917,125	2,523,597	139,252.85	-	2,662,949	1,254,176
COMPUTERS & PERIPHERALS	40%	4,128,501	-	-	-	4,128,501	4,226,038	80,985.19	-	4,307,073	121,478
OFFICE EQUIPMENTS	15%	1,151,982	-	-	-	1,151,982	905,969	36,901.94	-	942,871	206,111
<b>TOTAL (₹) :</b>		<b>9,497,608</b>	-	-	-	<b>9,497,608</b>	<b>7,655,604</b>	<b>237,240</b>	-	<b>7,912,844</b>	<b>1,842,004</b>
PREVIOUS YEAR (₹) :		9,404,965	92,243	400	-	9,497,608	7,372,511	333,093	-	7,655,604	1,842,004



(C.A. Deepak Chopra)  
 (Partner)  
 Bhambhani Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER )

(CHIEF EXECUTIVE OFFICER)

(C.A. Deepak Chopra)  
 (Partner)  
 Bhambhani Chopra & Pushkarna

**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	
		(₹)	(₹)	(₹)	(₹)
<b>BANK BALANCES &amp; CASH IN HAND</b>					
In Saving A/C'S		48,457,586		145,286,364	
In Deposits	A-2	2,370,000,000	2,418,457,586	2,254,725,556	2,400,011,920
<b>ACCRUED INTEREST</b>					
Investments/ Deposits		72,136,164	72,136,164	45,661,392	45,661,392
<b>LOANS &amp; ADVANCES</b>					
M/S Vishudha Rasaynee Private Ltd.		42,500,000		42,500,000	
Add: Accrued Interest Provided Till 31.03.2008		7,272,156	49,772,156	7,272,156	49,772,156
<b>REFUNDABLE SECURITY DEPOSITS</b>					
Gopal Das Estates Housing Pvt Ltd		2,880,000		2,880,000	
Hoonvar Services Pvt Ltd		744,000		744,000	
Ardee Housing Pvt Ltd		216,000		216,000	
Bhambri Lawrie & Co. Ltd.		300,000	4,140,000	300,000	4,140,000
<b>OTHER ACCOUNTS RECEIVABLE</b>					
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 , M/o-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		-	14,093,279	79,755	1,384,025
<b>OTHER CURRENT ASSETS</b>					
Accumulation Unutilized - Expenditure Unpaid At Year End			10,036,644		7,022,357
<b>TOTAL (₹)</b>			2,568,635,829		2,507,991,850

(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 " 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
<b>TAX &amp; TDS LIABILITIES</b>			
Goods & Service Tax -Tds		296,209	120,771
Income Tax -Tds		938,203	573,509
<b>TOTAL (₹)</b>		<b>14,123,715</b>	<b>10,084,694</b>



(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 "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
<b>TOTAL (₹)</b>	<b>179,262,997</b>	<b>154,473,130</b>

  
 CA Deepak Chopra  
 (Partner)  
 Bham bri Chopra & Pushkarna

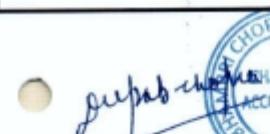
  
 (CHIEF EXECUTIVE OFFICER)

  
 (SR. MANAGER)

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

SCHEDULE "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
<b>TOTAL (₹)</b>	<b>301,890</b>	<b>269,423</b>

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

  
BHAMBRI CHOPRA & PUSHKARNA  
CHARTERED ACCOUNTANTS  
\* DELHI \*

 (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	-
<b>TOTAL (₹)</b>	<b>18,730,343</b>	<b>19,177,982</b>



CA Deepak Chopra  
(Partner)  
Bhambri Chopra & Pushkarna

(CHIEF EXECUTIVE OFFICER) (SR. MANAGER)

**INDIA BRAND EQUITY FOUNDATION****SCHEDULE-I****NOTES FORMING PART OF THE FINANCIAL STATEMENTS****SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS FOR THE YEAR ENDED  
31<sup>ST</sup> 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 rated 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:-

<b>Party Name</b>	<b>Amount (in INR)</b>
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
<b>Total</b>	<b>26,74,467</b>



## INDIA BRAND EQUITY FOUNDATION

SCHEDULE-INOTES 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 (₹)
<b>A. KNOWLEDGE CENTRE</b>		
Technical Maintanence And Websites Updates	354,000	454,300
Website Content Management	4,006,216	3,787,108
<b>DIGITAL COMMUNICATION</b>		
Design & Devleopment 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 & Vanija Bhawan	-	3,882,200
	27,458,480	22,047,490
<b>B. BRANDING &amp; COMMUNICATION</b>		
<b>NATION BRANDING &amp; G20 PRESIDENCY</b>		
Advertisement	12,422,890	-
Designing, Editing, Proofreading Charges	2,832,000	-
Radio Promtions- 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
<b>SECTORAL BRANDING -UNDER BRAND INDIA</b>		
<b>AGRICULTURE</b>		
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
<b>ENGINNERING</b>		
Bharat Mobility Show (Digital+Website)	7,000,000	9,463,600
Branding Support EEPC, Automechanika, Dubai & IK	1,150,000	-
Events-Automechanika, Dubai & Indee Kenya	6,402,750	-
IESS EVENT-BRANDING SUPPORT EEPC	2,224,300	19,041,100
Big-5 Engineering Show	8,909,000	-
Indee Tanzania Fair	294,000	4,211,900
<b>HEALTHCARE</b>		
Arab Health	4,484,000	-
<b>TEXTILE-HANDLOOM &amp; HANDICRAFTS</b>		
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
<b>TOTAL (₹)</b>	<b>97,089,965</b>	<b>103,819,779</b>

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

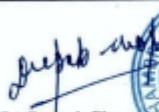
(CHIEF EXECUTIVE OFFICER)

(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 (₹)
<b>RBI BONDS WITH PUNJAB NATIONAL BANK</b> Non-Cumulative Bonds	-	700,000,000
<b>TERM DEPOSIT WITH SCHEDULED BANKS/FII</b>		
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
<b>TOTAL (₹)</b>	<b>2,370,000,000</b>	<b>2,254,725,556</b>

  
 (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	-
<b>TOTAL (₹)</b>		<b>11,841,740</b>	<b>368,628</b>

  
**(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	-
	<b>TOTAL (₹ )</b>	<b>8,378</b>	-

  
 Deepak Chopra  
 (CA Deepak Chopra)  
 (Partner)  
 Bham bri 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 SUNDY 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 (₹)
<b>SUNDY CREDITORS-EXPENSES</b>		
Aparna Dutt Sharma	10,561	10,561
Aj-Deep Services	600	600
Akash Tour & Travels	38,847	37,205
Ananca (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	-
<b>TOTAL (₹)</b>	<b>37,65,781</b>	<b>30,54,595</b>
<b>SUNDY CREDITORS -EVENTS/PROJECTS</b>		
Apex Media And Marketing India	-	3,93,300
Broadcast Engineering 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	-
<b>TOTAL (₹)</b>	<b>91,23,522</b>	<b>63,35,819</b>
<b>GRAND TOTAL (₹)</b>	<b>1,28,89,303</b>	<b>93,90,414</b>



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

(CHIEF EXECUTIVE OFFICER)

(SR. MANAGER F&A)



INDIA BRAND EQUITY FOUNDATION  
[www.ibef.org](http://www.ibef.org)

**India Brand Equity Foundation**  
16th Floor, Dr Gopal Das Bhawan  
28, Barakhamba Road, New Delhi - 110001

Telephone: +91 11 4384 5501  
E-mail: [info.brandindia@ibef.org](mailto:info.brandindia@ibef.org) | Website: [www.ibef.org](http://www.ibef.org)

