

GRAPHICS BY PINAKI PAUL

Figures are brand equity indices out of a maximum of 10

## The Best By Numbers

IIM-A is still #1 but its brand equity score has dipped considerably.

■ 2005 ■ 2004 ■ 2003

## Across Respondent Categories

IIM-A is the clear #1 across categories.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	5.48	6.42	5.38	4.02	5.55	5.57
IIM-B	2.44	3.8	2.92	1.16	1.83	1.51
FMS, Delhi	2.09	2.54	2.25	1.38	2.12	2.16
IIM-C	1.95	1.65	2.78	1.37	1.49	2.1
XLRI, Jamshedpur	1.53	0.97	1.15	2.43	2.17	0.95
IIM-L	1.5	1.03	1.43	2.17	1.63	1.39
IIFT	1.33	2.1	0.97	1.6	1.34	0.85
Symbiosis	1.26	0.83	1.87	1.38	1.25	0.94
JBIMS	1.21	0.75	1.87	1.29	0.89	1.18
NMIMS	1.1	0.81	0.7	1.32	1.87	0.66

Figures are percentage of respondents across categories

## B-schools That Are Top Of Mind

The gap between #1 and #2 says it all. Few schools are top of mind.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	47	49	45	49	43	48
IIM-B	12	17	12	11	8	9
IIM-C	8	4	8	5	11	12
FMS, Delhi	4	6	2	4	5	4
JBIMS	3	2	2	3	5	4
IIM-L	3	3	1	5	5	0
BIMTECH	2	2	1	3	2	4
XLRI, Jamshedpur	2	1	5	0	3	1
Amity Business School	2	2	1	1	2	3
ICFAI, Hyderabad	2	0	5	1	1	1

Figures are percentage of respondents for whom the said school is top of mind

## B-schools of Which Respondents are Spontaneously Aware

The IIMs and XLRI are clearly the best-known schools.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	89	88	93	92	84	90
IIM-B	79	79	78	85	72	81
IIM-C	75	66	80	83	73	77
IIM-L	57	56	50	67	57	56
IIM-I	49	47	45	60	51	44
IIM-K	42	39	40	55	42	36
XLRI, Jamshedpur	41	30	36	53	43	49
JBIMS	27	23	19	36	30	30
FMS, Delhi	26	26	23	24	27	30
SPJIMR	25	18	26	27	26	30

Figures are percentage of respondents who name the school without being aided

## The Consideration Set

More like a sanity check, it's that obvious.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	85	89	90	88	83	74
IIM-B	81	83	85	76	81	75
IIM-C	75	71	84	79	68	73
IIM-L	72	67	79	77	75	58
IIM-I	66	66	69	63	69	62
XLRI, Jamshedpur	66	50	62	76	78	68
IIM-K	60	56	66	65	55	58
Symbiosis	50	34	46	59	57	62
ICFAI, Hyderabad	42	29	42	52	41	52
FMS, Delhi	42	38	35	43	52	43

Figures are percentage of respondents who would consider joining or hiring from a particular B-school

## B-schools That Respondents Would Recommend

The newer IIMs do not figure in this list.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	43	42	44	43	46	43
IIM-B	11	22	12	8	8	4
IIM-C	7	4	8	3	8	10
XLRI, Jamshedpur	6	2	7	11	9	3
FMS, Delhi	5	7	2	4	3	7
LIBA	4	4	4	5	1	5
JBIMS	3	1	6	1	2	7
IIM-L	3	3	1	5	6	0
NMIMS	2	2	1	4	5	1
Symbiosis	2	1	4	3	2	1

Figures are percentage of respondents that would recommend a particular B-school as one where someone can enrol or hire from

## The Favourites

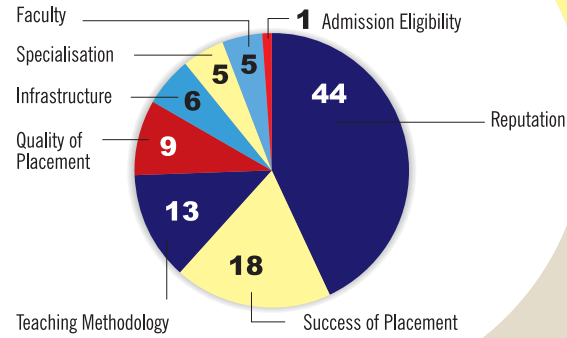
No other school comes close to IIM-A.

Current MBA	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
IIM-A	62	65	63	52	66	62
IIM-B	27	38	27	23	24	18
IIM-C	20	16	21	21	19	22
XLRI	11	8	11	17	11	7
FMS, Delhi	9	14	8	7	7	10
IIM-L	9	8	5	13	14	7
Symbiosis, Pune	6	2	4	11	8	8
JBIMS, Mumbai	6	4	7	1	6	10
IIFT, Delhi	5	4	7	3	2	5
NIM, Ahmedabad	4	2	3	4	7	4

Figures are percentage of respondents that pick a particular B-school as favourite

### The Most Important Parameters (All)

Reputation is the factor most respondents consider important.



All figures in per cent

### How The Schools Perform (All)

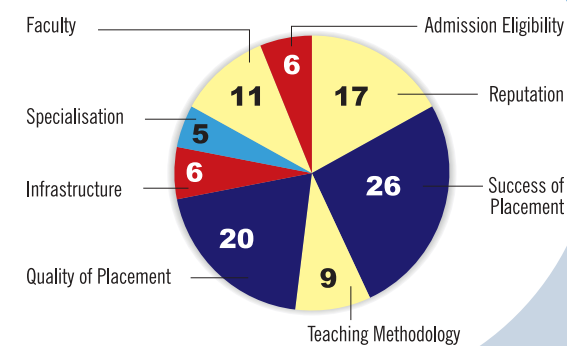
IIM-C runs IIM-A close in terms of reputation.

	IIM-A	FMS, Delhi	XLRI, Jamshedpur	IIFT	JBIMS	NMIMS
	IIM-B	IIM-C	IIM-L	Symbiosis		
Reputation	89	88	76	86	78	83
Specialisation	73	81	72	79	72	70
Teaching Methodology	88	86	79	85	77	81
Quality of Placement	89	90	85	86	75	85
Infrastructure	83	85	73	81	73	79
Admission Eligibility	50	41	40	41	33	48
Faculty	90	91	82	88	82	84
Success of Placement	90	90	79	88	74	81

Figures in per cent are proportion of respondents who associate a school with the given parameter

### The Most Important Factors (Recruiters)

Surprise, recruiters believe success of placement is sign of a school's standing.



All figures in per cent

### How The Schools Perform (Recruiters)

Recruiters put IIM-B at #1 in terms of success of placement.

	IIM-A	FMS, Delhi	XLRI, Jamshedpur	IIFT	JBIMS	NMIMS
	IIM-B	IIM-C	IIM-L	Symbiosis		
Reputation	85	88	80	86	81	81
Specialisation	69	73	69	74	62	67
Teaching Methodology	84	83	81	83	74	76
Quality of Placement	94	88	91	83	68	86
Infrastructure	81	76	71	78	65	77
Admission Eligibility	42	26	18	33	25	42
Faculty	92	89	92	86	82	83
Success of Placement	92	98	85	82	75	78

Figures are proportion of recruiters that associates a school with the given parameter

### How The Schools Perform (MBA Students)

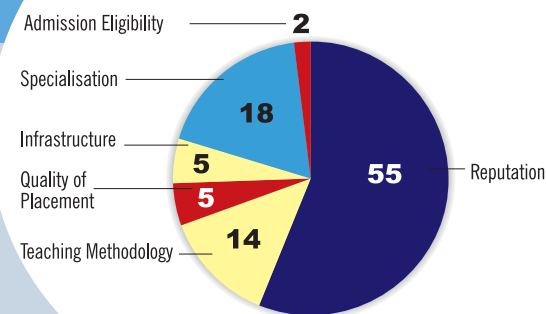
IIM-B is #1 among this target segment in terms of reputation.

	IIM-A	FMS, Delhi	XLRI, Jamshedpur	IIFT	JBIMS	NMIMS
	IIM-B	IIM-C	IIM-L	Symbiosis		
Reputation	88	92	73	88	74	80
Specialisation	76	88	65	80	74	74
Teaching Methodology	83	91	78	85	80	73
Quality of Placement	82	91	68	82	77	83
Infrastructure	81	91	68	83	72	78
Admission Eligibility	67	51	45	50	40	63
Faculty	86	93	75	89	82	80
Success of Placement	82	91	71	93	78	73

Figures in per cent are proportion of current MBAs who associate a school with the given parameter

### The Most Important Factors (MBA Students)

Strangely enough, placement isn't #1.



All figures in per cent

### How The Schools Perform (Young Executives)

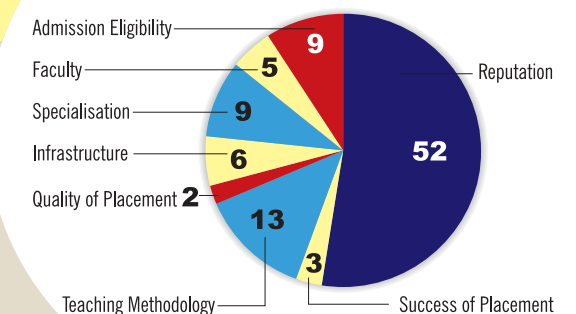
No surprises here; IIM-A it is.

	IIM-A	FMS, Delhi	XLRI, Jamshedpur	IIFT	JBIMS	NMIMS
	IIM-B	IIM-C	IIM-L	Symbiosis		
Reputation	89	87	68	80	78	83
Specialisation	76	86	67	76	77	74
Teaching Methodology	89	86	72	84	75	83
Quality of Placement	86	91	83	86	82	84
Infrastructure	82	85	71	78	76	76
Admission Eligibility	47	50	40	34	38	38
Faculty	89	92	78	85	83	89
Success of Placement	94	86	73	80	74	89

Figures are proportion of young executives that associates a school with a given parameter

### The Most Important Factors (Young Executives)

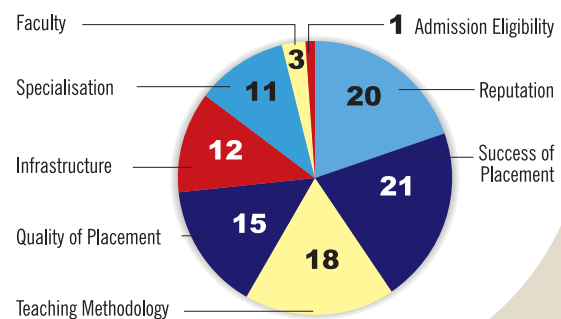
Reputation, they say, to the exclusion of all else.



All figures in per cent

### The Most Important Factors (Wannabe MBAs)

Placement it is; this target segment is clearly results-oriented.



All figures in per cent

Numbers in the pie charts may not add up to 100 because of rounding off.

### How The Schools Perform (Wannabe MBAs)

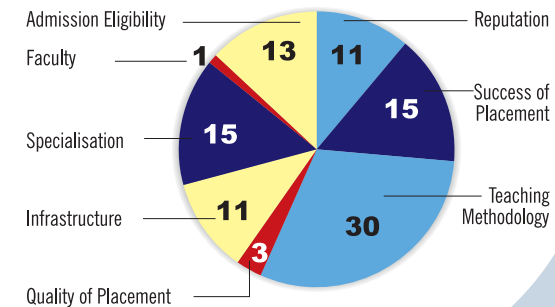
Rank schools according to success of placement and a new order IIM-A, IIM-C, IIM-B, IIM-L, NMIMS, FMS... emerges.

	IIM-A	FMS, Delhi	XLRI, Jamshedpur	IIFT	JBIMS	NMIMS
	IIM-B	IIM-C	IIM-L	Symbiosis		
Reputation	94	82	75	88	74	91
Specialisation	77	79	79	82	72	71
Teaching Methodology	91	87	81	89	79	87
Quality of Placement	91	88	91	90	72	80
Infrastructure	85	84	79	83	76	84
Admission Eligibility	50	39	50	47	37	55
Faculty	89	86	81	94	80	82
Success of Placement	95	88	78	90	72	83

Figures in per cent are proportion of wannabe MBAs who associate a school with the given parameter

### The Most Important Factors (Functional Heads)

These respondents are, surprise, surprise, keen on teaching methodology.



All figures in per cent

Numbers in the pie charts may not add up to 100 because of rounding off.




### How The Schools Perform (Functional Heads)

The surprise package here is IIM-L.







	IIM-A	FMS, Delhi	XLRI, Jamshedpur	IIFT	JBIMS	NMIMS
	IIM-B	IIM-C	IIM-L	Symbiosis		
Reputation	88	89	82	86	85	83
Specialisation	64	74	81	81	74	61
Teaching Methodology	92	80	86	82	78	90
Quality of Placement	96	93	93	88	74	92
Infrastructure	84	84	79	80	76	82
Admission Eligibility	39	25	50	36	21	38
Faculty	95	92	86	82	86	89
Success of Placement	87	86	89	89	68	83

Figures are proportion of functional heads that associates a school with the given parameter




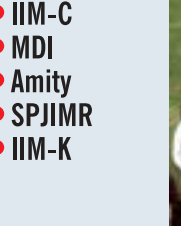

## India's Best B-schools: Where They Stand in 2005

	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
<b>MONOPOLY BRAND</b>	IIM-A	IIM-A	IIM-A	IIM-A	IIM-A	IIM-A
<b>WINNING BRAND</b>	-----	IIM-B	-----	-----	-----	-----
<b>DISTINCT BRAND</b>	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● FMS</li> </ul>	<ul style="list-style-type: none"> <li>● FMS</li> <li>● IIFT</li> </ul>	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● FMS</li> <li>● IIM-C</li> <li>● SPJIMR</li> </ul>	<ul style="list-style-type: none"> <li>● XLRI</li> <li>● IIM-L</li> </ul>	<ul style="list-style-type: none"> <li>● FMS</li> <li>● XLRI</li> </ul>	<ul style="list-style-type: none"> <li>● FMS</li> <li>● IIM-C</li> </ul>
<b>UNDIFFERENTIATED BRAND</b>	<ul style="list-style-type: none"> <li>● IIM-C</li> <li>● XLRI</li> <li>● IIM-L</li> <li>● IIFT</li> <li>● Symbiosis</li> <li>● JBIMS</li> <li>● NMIMS</li> <li>● SPJIMR</li> <li>● BIMTECH</li> <li>● TISS</li> <li>● ICAFAI, Hyd</li> <li>● IMT</li> </ul>  	<ul style="list-style-type: none"> <li>● IIM-C</li> <li>● IIM-L</li> <li>● TISS</li> </ul> 	<ul style="list-style-type: none"> <li>● XLRI</li> <li>● IIM-L</li> <li>● Symbiosis</li> <li>● JBIMS</li> <li>● BIMTECH</li> <li>● ICAFAI, Hyd</li> <li>● NIM</li> <li>● IIM-I</li> <li>● Alliance Business Academy</li> <li>● MDI</li> </ul>	 <ul style="list-style-type: none"> <li>● IIM-B</li> <li>● FMS</li> <li>● IIM-C</li> <li>● IIFT</li> <li>● Symbiosis</li> <li>● JBIMS</li> <li>● NMIMS</li> <li>● BIMTECH</li> <li>● IMT</li> <li>● NIM</li> <li>● K.J. SOMAIYA</li> <li>● Welingkar's</li> </ul>	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● IIM-C</li> <li>● IIM-L</li> <li>● JBIMS</li> <li>● TISS</li> <li>● IMT</li> <li>● XIM</li> <li>● Alliance Business Academy</li> <li>● K.J. Somaiya</li> <li>● MDI</li> <li>● Sydenham</li> </ul>	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● IIM-L</li> <li>● JBIMS</li> <li>● TISS</li> <li>● IMT</li> <li>● XIM</li> <li>● Alliance Business Academy</li> <li>● K.J. Somaiya</li> <li>● MDI</li> <li>● Sydenham</li> </ul> 

## India's Best B-schools: Where They Stood in 2004

	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
<b>MONOPOLY BRAND</b>	IIM-A	IIM-A	IIM-A	IIM-A	IIM-A	IIM-A
<b>WINNING BRAND</b>	-----	-----	IIM-B	-----	-----	IIM-B
<b>DISTINCT BRAND</b>	IIM-B	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● IIM-C</li> </ul>	IIM-C	<ul style="list-style-type: none"> <li>● XLRI</li> <li>● IIM-B</li> <li>● Symbiosis</li> </ul>	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● IIM-C</li> </ul>	-----
<b>UNDIFFERENTIATED BRAND</b>	<ul style="list-style-type: none"> <li>● IIM-C</li> <li>● XLRI</li> <li>● Symbiosis</li> <li>● FMS</li> <li>● IIM-L</li> <li>● JBIMS</li> </ul> 	<ul style="list-style-type: none"> <li>● FMS</li> <li>● LIBA</li> <li>● IIM-L</li> <li>● XLRI</li> <li>● IIFT</li> <li>● SPJIMR</li> </ul> 	<ul style="list-style-type: none"> <li>● FMS</li> <li>● IIM-L</li> <li>● Symbiosis</li> <li>● JBIMS</li> <li>● ICAFAI</li> <li>● SPJIMR</li> <li>● IIM-I</li> <li>● IIFT</li> <li>● XLRI</li> </ul> 	<ul style="list-style-type: none"> <li>● TISS</li> <li>● IIM-C</li> <li>● IMT</li> <li>● ICAFAI</li> </ul> 	<ul style="list-style-type: none"> <li>● Symbiosis</li> <li>● XLRI</li> <li>● TISS</li> <li>● FMS</li> <li>● JBIMS</li> </ul> 	<ul style="list-style-type: none"> <li>● JBIMS</li> <li>● IIM-C</li> <li>● IIM-L</li> <li>● XLRI</li> </ul> 

## India's Best B-schools: Where They Stood in 2003

	All	MBA Wannabes	MBA Students	Recruiters	Young Executives	Functional Heads
<b>MONOPOLY BRAND</b>	IIM-A	IIM-A	IIM-A	IIM-A	IIM-A	IIM-A
<b>WINNING BRAND</b>	IIM-B	-----	IIM-B	IIM-B	-----	IIM-B
<b>DISTINCT BRAND</b>	IIM-C	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● IIM-C</li> </ul>	IIM-C	-----	<ul style="list-style-type: none"> <li>● IIM-B</li> <li>● IIM-C</li> </ul>	<ul style="list-style-type: none"> <li>● Badruka College, Hyd</li> <li>● IIM-C</li> </ul>
<b>UNDIFFERENTIATED BRAND</b>	<ul style="list-style-type: none"> <li>● XLRI</li> <li>● IIM-L</li> <li>● Symbiosis</li> <li>● JBIMS</li> <li>● FMS</li> </ul> 	<ul style="list-style-type: none"> <li>● IIM-L</li> <li>● FMS</li> <li>● XLRI</li> <li>● Symbiosis</li> <li>● NMIMS</li> </ul> 	<ul style="list-style-type: none"> <li>● JBIMS</li> <li>● XLRI</li> <li>● Symbiosis</li> <li>● IIM-L</li> <li>● FMS</li> <li>● IIPM</li> <li>● IIM-I</li> </ul> 	<ul style="list-style-type: none"> <li>● Symbiosis,</li> <li>● XLRI</li> <li>● IMT</li> <li>● LIBA</li> <li>● IIM-L</li> <li>● K. J. Somaiya</li> <li>● FMS</li> <li>● XIM</li> <li>● IIM-C</li> <li>● MDI</li> <li>● Amity</li> <li>● SPJIMR</li> <li>● IIM-K</li> </ul> 	<ul style="list-style-type: none"> <li>● XLRI</li> <li>● JBIMS</li> <li>● IIM-L</li> <li>● FMS</li> <li>● NMIMS</li> <li>● MDI</li> <li>● Symbiosis</li> <li>● SPJIMR</li> </ul> 	<ul style="list-style-type: none"> <li>● XLRI</li> <li>● IIM-L</li> <li>● BIMTECH</li> <li>● JBIMS</li> <li>● Amity</li> <li>● Symbiosis</li> <li>● B.K. School</li> <li>● XIM</li> <li>● IIM-I</li> </ul> 