



ब्रांड मैनेजर

A Brand Manager shapes how a company or its products are seen and keeps them popular with people. Studying the market, they plan advertising, packaging and promotion so customers trust and choose the brand.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/brand-manager

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

www.gsssjethantri.in · career.gsssjethantri.in



सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Brand Manager shapes how a company or its products are seen and keeps them popular with people. Studying the market, they plan advertising, packaging and promotion so customers trust and choose the brand.

2 At a glance

Field	Marketing & Branding
Minimum qualification	Degree/MBA in marketing or business
Starting salary	₹45,000–55,000/month
Work mode	Companies & ad agencies

3 What you need

INTERESTS

- You enjoy understanding markets, customer behaviour and trends.
- You like creating campaigns and telling brand stories.
- You enjoy leading a team and presenting ideas.

ABILITIES

- Creative thinking with attention to detail.
- Strong communication and presentation skills.
- Ability to make decisions from data.

KEY SKILLS

- Brand strategy and positioning
- Market research and consumer analysis
- Digital and social media marketing
- Advertising and campaign management
- Budgeting and data analysis
- Team leadership and coordination

4 How to get there

- 1 Pass 10+2 in any stream.
- 2 Complete a bachelor's (BBA/B.Com/BA) in business or marketing.
- 3 For growth, do an MBA or PGDM in marketing/branding.
- 4 Alternatively, a diploma in advertising/brand management.
- 5 Gain internship experience and start as a marketing executive.

MAIN EXAMS

- CAT / XAT / CMAT / MAT (for MBA admission)

5 Where to study

GOVERNMENT INSTITUTES

- यूनिवर्सिटी ऑफ़ राजस्थान — Jaipur, Rajasthan
- IIM अहमदाबाद — Ahmedabad, Gujarat (<https://www.iima.ac.in/>)
- IIM उदयपुर — Udaipur, Rajasthan (<https://www.iimu.ac.in/>)
- शहीद सुखदेव कॉलेज ऑफ़ बिजनेस स्टडीज — Delhi

PRIVATE INSTITUTES

- यूनिवर्सिटी ऑफ़ पेट्रोलियम एंड एनर्जी स्टडीज (UPES) — Dehradun, Uttarakhand
- प्रौद्योगिकी विश्वविद्यालय (JU) — Jaipur, Rajasthan
- इंटरनेशनल स्कूल ऑफ़ रिटेल मैनेजमेंट — India

ONLINE

- NPTEL-SWAYAM: ब्रांड मैनेजमेंट कोर्स — Online (<https://onlinecourses.nptel.ac.in/>)
- इग्नू / वर्धमान महावीर खुला विश्वविद्यालय, कोटा — Distance learning
- Udemty: ब्रांड मैनेजमेंट कोर्स — Online (<https://www.udemy.com/>)

FEES

Annual course fees range roughly from ₹14,000 to ₹4,50,000, depending on the institute.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (<https://scholarships.gov.in>)

- Buddy4Study (<https://www.buddy4study.com>)
- विद्यालक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Media and entertainment firms, branding and advertising agencies, and consumer-product companies.

WORK CULTURE

Mainly office work of 8–9 hours a day, managing a team with some travel. Opportunities exist for persons with disabilities too.

WHO HIRES

- FMCG firms like Hindustan Unilever, ITC
- Advertising agencies (Ogilvy, McCann)
- Banks and financial-service brands
- Tata and Aditya Birla Group brands
- E-commerce and startup companies
- Media and entertainment companies

DEMAND (2026)

With digital marketing and new brands growing, demand for skilled brand managers is rising fast in 2026.

7 Career growth

- 1 Market Research Analyst / Brand Executive
- 2 Senior Brand Executive / Assistant Brand Manager
- 3 Brand Manager
- 4 Brand Head
- 5 Marketing Head

EARNINGS

Starting	₹45,000–55,000/माह
Mid level	₹55,000–80,000/माह
Senior level	₹1,50,000+/माह

Freshers earn ₹45,000–55,000 and those with 5–10 years' experience ₹55,000–80,000 per month; senior roles earn more. Figures based on NCS and indicative.

8 The good parts · The challenges

The good parts

- A blend of creativity and strategy.
- Good salary and fast career growth.
- Chance to shape well-known brands.

The challenges

- Pressure of targets and deadlines.
- Must keep up with constant market change.
- Long working hours and travel.

9 Real-life journeys

Harish Bhat

Former Brand Custodian, Tata Sons

Harish Bhat studied at IIM Ahmedabad and spent decades at the Tata Group building brands like Tata Tea, Tata Salt and Tanishq. As Tata Sons' 'Brand Custodian' he oversaw the group's brand image and also authored several popular books.

Tata Group · <https://www.tata.com/about-us/books/tata-log-harish-bhat>

Anisha Motwani

Brand & Marketing Expert, Author

Anisha Motwani is a well-known Indian marketing expert who served as Chief Marketing Officer at Max Life Insurance. She wrote the book 'Storm the Norm' and now advises on brand and innovation—showing women can reach the top of this field.

Penguin / Storm the Norm Ventures · https://www.goodreads.com/author/show/14838693.Anisha_Motwani

10 Sources & further reading

1. Rajasthan Career Guidance: Brand Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%ac%e0%a5%8d%e0%a4%b0%e0%a4%be%e0%a4%82%e0%a4%a1-%e0%a4%ae%e0%a5%88%e0%a4%a8%e0%a5%87%e0%a4%9c%e0%a4%b0-brand-manager/>
2. National Scholarship Portal — <https://scholarships.gov.in>
3. NIRF Institute Rankings — <https://www.nirfindia.org/>
4. National Career Service (NCS) — <https://www.ncs.gov.in/>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

career.gsssjethantri.in