

IIM Nagpur inks MoU with MullenLowe Lintas, sets up Centre of Excellence in brand management

Synopsis

Subramanyeswar S, Group Chief Strategy Officer at MullenLowe Lintas said that a strong interaction with academia is encouraged and that it is imperative for the firm to evolve in the domains of branding and communication by creating and sharing knowledge with B-schools.



IIMN Director Bhimaraya Metri said that the collaboration would focus primarily on joint research, advisory services and organization of events centred around brand management.

Kolkata: The Indian Institute of Management Nagpur ([IIMN](#)) signed a memorandum of understanding ([MoU](#)) with advertising and marketing communications company [MullenLowe Lintas](#), to establish the [Centre of Excellence in Brand Management](#) at the institute.

IIMN Director Bhimaraya Metri said that the collaboration would focus primarily on joint research, advisory services and organization of events centred around brand management.

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