



integrated brand development

PROFILE

RAHUL GUPTA
Managing Director & Chief Creative Officer
IBD India Pvt. Ltd.



Rahul Gupta is the Founder, Managing Director & Chief Creative Officer of IBD India Pvt. Ltd., a subsidiary of Percept. After an initial stint of 5 years with Grey, he set up ByDesign in 1994 to offer strategic brand services based on superior creativity. The company over the years has worked on several prestigious brand building assignments. In 2007 By Design entered into a JV with Percept to form IBD India Pvt. Ltd.

IBD India is an Integrated Brand Development agency which applies a complete 360-degree approach for providing brand and marketing solutions to their clients. Over the last few years, the agency has evolved into a potent multi-functional full service agency that offers services like Integrated Marketing Communications, Brand Development, Digital, Production, Design and Packaging across multiple sectors including FMCG, Fashion, Retail, Lifestyle, Consumer Electronics, PSU, Realty, Hospitality and Pharmaceuticals.

Rahul's in-depth knowledge of brands and the dynamics within which they operate has enabled him to devise many unique and innovative integrated brand development solutions and creative strategies across the communication spectrum for the many successful brands handled by IBD India.

Rahul Gupta is Managing Director & Chief Creative Officer, IBD India Pvt. Ltd.