

# HOW WE DID IT

**FORTUNE INDIA'S 2025** ranking of Best B-schools in India is based on a unique research framework. Apart from considering the most relevant parameters that reflect the performances of the business schools in the country, the survey also throws light on how far other schools are from the leading business school using the concept of 'Distance to Frontier' as a benchmark.

Developing the framework, conducting the survey to collect data, and the ranking process were conducted between June 2025 and September 2025 by our research partner, the Ascension Centre for Research and Analytics (ACRA). More than 2,000 B-schools in the country were invited to participate. All schools established at least five years ago with a minimum of three passed-out batches in MBA/PGDM were eligible to participate in the survey.

The study considered five key elements of evaluation (KoEs)—Admission Attractiveness, Age & Brand Appeal, Placements & RoI, Pedagogy & Infrastructure, and Industry Connect. For all the KoEs that used three years' data for consistency purpose, the weights assigned were in a ratio of 50:30:20. The sub elements of evalua-

tion (SEoE) were assigned weights after consultation with academic leaders such as directors and heads of renowned business schools, and senior industry executives to reconfirm the importance of these key elements in evaluating a B-school's performance.

From a global perspective, apart from incorporating Fortune Inc.'s global methodology of B-school ranking, the research also considered global tie-ups, international accreditations, exchange programmes for students and faculties, and international placements as part of the ranking process.

The study is conducted with the help of two different survey datasets. The first one, the Absolute Data survey, was conducted among B-schools with the help of a detailed prescribed format sent to them. Participation

was sought from business schools to share the actual numbers on each of the relevant parameters as mentioned in the survey form. The survey asked for data for three recent years so that the business schools can be compared in a holistic manner.

A total of 207 business schools shared their data as part of the participation process. In addition, the Absolute Data from

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27 other B-schools, both government and private run, were evaluated as part of the ranking survey. Therefore, a total number of 234 B-schools were considered as part of the ranking process. Data for 27 B-schools was collected from their websites as well as various government and other portals available in the public domain.

Apart from obtaining the Absolute Data from B-schools, a Perception Survey was also conducted. The stakeholders who participated in the Perception Survey included faculties of business schools, final year students, and recruiters. A sample size of 1,015—309 faculties, 202 recruiters, and 50+ students—were covered in the survey. The final scores for the ranking were obtained after combining the scores from the Absolute Data Survey and the Perception Survey. Equal weights were used for these two survey components to arrive at the final scores.

In addition to presenting the scores for the Absolute Data Survey and the Perception Survey, the research also presents the 'Distance to Frontier' score. It highlights the standing of each school in comparison to the highest-ranking school. The 'Distance to Frontier' score is presented on a scale of 100 to 0, where 100 represents the best performance and 0 represents the lowest among B-schools. ■