

ALTERA INSTITUTE

PGP PLACEMENT REPORT

CLASS OF 2025

Ref: B2K/Altera/MUM/RB/0002/2025-26

November 27, 2025

To
The Placement Head
Altera Institute
DLF Building 9A, Cybercity
Gurugram-122002

Dear Sir,

Re: Audit of the Final Placement data for the class of 2024-25 of Post Graduate Program in Applied Marketing

We have audited the data related to remuneration, function & location as presented in the Placement Report prepared by Altera Institute for the final placement (based on the offers received and accepted on campus) of the 2025 batch of Post Graduate Program in Applied Marketing.

The preparation of the Placement Report is the responsibility of Altera Institute. Our responsibility is to validate the information related to remuneration, function & location as provided in the report with the relevant documentation and comment on the conformance of those with the Indian Placement Reporting Standards (IPRS) Revision 2.2.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary. In our opinion, the Placement Report complies with the Indian Placement Reporting Standards Revision 2.2.
2. The validation of information presented in the report is based on communication received by Altera Institute from recruiting companies. B2K Analytics (formerly known as Brickworks Analytics) has not independently sourced any information or documentation directly from the recruiters.
3. We have verified the information with respect to remuneration, function & location presented in the report with the communication received by Altera Institute from the recruiters.
 - a. The information has been categorised as best as possible under different salary heads as given in the IPRS Revision 2.2; where a break-up was not available, the salary has been considered only as 'Maximum Earning Potential'.
 - b. The data points mentioned under different salary heads are representative of aggregate salary components offered to the candidates.
 - c. Stock Options (ESOPs) have been mentioned for some students with details on the amount to be vested in the first year. Hence, the corresponding fixed amount has been considered for the calculation of the 'Maximum Earning Potential' (MEP). In absence of information on the vesting schedule, 25% of the ESOP value has been assumed to be vested in the first year of employment.

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- d. Long-Term benefits (to be paid after twelve months) like ESOPs, retention bonus and any other long-term benefit to be paid after the first year has not been considered for the calculation of MEP.
 - e. We have considered the amount of gratuity in the calculation of MEP even though it is payable after 5 years of continuous service as this amount was not separately available for all the candidates.
 - f. It was noted that one-time cash payments, such as joining, retention or relocation bonuses, were granted only to certain students. Accordingly, the statistics for one-time cash payments have been calculated based solely on those students who received such payments.
 - g. Relocation benefits, part of one-time cash payments could not be verified for two students through the supporting documents. However, these have been considered based on the institute's confirmation that the students have received the payments and a written undertaking to this effect has been obtained from the Head of Placements of the Institute.
 - h. Wherever information was missing reasonable assumptions have been made.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication from those students.
5. We have only audited the data related to remuneration, function & location in the placement report and not the report's overview section, which explains the placement process.

Best Regards,



Ritaban Basu
CEO
B2K Analytics Private Limited

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Overview

Altera Institute was established with the vision of defining the gold standard for business education for the digital and AI first world. The flagship program at the Institute is the PGP in Applied Marketing where students undergo a 100% industry backward curriculum, taught by industry mentors through an application first pedagogy. The program aims to build the next generation of Brand, Growth & Product leaders for corporate India.

The placement statistics of the Class of '25 are an endorsement from the industry for the need and relevance of this format of B-School education. In line with Altera Institute's founding belief of "*industry-first*", the quality of roles reflects the skills and preparedness of students to make their mark in the industry.

Students of the Class of '25 received offers from leading e-commerce players like Amazon, Flipkart, and Supertails, as well as from prominent consumer goods and consumer-tech organizations including Honasa Consumer, HRIPL, Ozone Group, Sleepwell, USV, The Sleep Company, The Solved Skin, The Baker's Dozen, and Plum Insurance - reflecting the breadth of modern marketing career pathways. Notably, over 75% of the cohort joined digital or digitally transforming organizations, reaffirming Altera Institute's strong alignment with the future of business.

In a tough economic environment, Altera Institute's Class of '25 had a 100% placement rate with 70%+ of the class at annual packages exceeding INR 15 LPA. The median salary stood at INR 18.14 LPA & the average salary was INR 16.85 LPA. In fact, many of the roles offered were those typically reserved for experienced lateral hires – in areas such as Growth Marketing, Revenue Ownership, Product, Analytics and Strategy roles.

Altera Institute follows IPRS (Indian Placement Reporting Standards)

The Indian Placement Reporting Standards (IPRS) is an initiative established by IIM Ahmedabad to promote transparency and standardization in B-school placement reporting, with third party audits conducted by B2K Analytics. Recognized as the most student-centric and stringent placement reporting standard in India, IPRS upholds the highest levels of integrity, ensuring accuracy, authenticity, & comparability of placement information across institutions.

At Altera Institute, it is our endeavour to empower the students with facts and information that enables them to make the right decision for their professional future. This placement report is designed with the same objective and contains information and perspective on placement aspects that B-School aspirants should be consideri

1. Classification of Students

1.1 Classification of the Entire Placement Pool

S. No.	Categories	Number
1	Sought Placement through the institute	34
2	Did not Seek Placement through the Institute	6
2a	Company sponsored or already employed	0
2b	Continuing education	0
2c	Postponing job search	0
2d	Entrepreneurship	2
2e	Returning to/joining family business	1
2f	Sought placement outside the campus placement process	3
2g	Did not seek placement for other reasons	0
Total graduates		40

Table 1.1: Classification of the Entire Placement Pool

2. Sector-wise Classification

Sector	Number of Offers
Consumer Goods	18
Consumer Tech	5
E-commerce	7
Media	2
Others	2
Total	34

Table 2.1 Classification of offers based on sector

3. Function-wise Classification

Function	Number of Offers
Brand Management	3
Growth Marketing	14
Product Management	2
Revenue & Growth	5
Sales	4
Strategy	6
Total	34

Table 3.1 Classification of offers based on Function



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4. Location-wise Classification

Function	Number of Offers
Bangalore	12
Delhi NCR	14
Mumbai	4
Others	4
Total	34

Table 4.1 Classification of offers based on Location

5. Salary Data

5.1 Salary Heads- Domestic (INR)

Salary Head	Min	Max	Median	Mean	Data
Fixed Yearly Cash Component	6,48,839	22,50,000	13,77,004	13,27,726	34
One-Time Cash Payment	25,000	3,60,000	80,000	1,48,583	24
Total Guaranteed Cash Component	6,48,839	24,08,077	14,07,004	14,32,609	34
Maximum Earning Potentials	7,00,008	26,08,077	18,14,300	16,85,505	34

Table 5.1 Classification of salary heads - Domestic

Note: All figures (min, max, mean, median) are computed separately for each component and do not represent the same student across salary heads.

Description of Salary Heads

- Fixed Yearly Cash Component:** This is a total of the annual basic salary and additional guaranteed cash components. These additional components include cash payments and allowances that are part of the annual package. The term guaranteed signifies that the amount is certain unless there is an overall pay revision. The components falling under this salary head are final and are not related to performance.
- One-time Cash Payment:** This head indicates the value of the remuneration given to a candidate as one-time cash benefit mostly at the time of joining.
- Total Guaranteed Cash Component:** This is the sum of fixed yearly cash component and one-time cash component.
- Maximum Earning Potential:** This is the sum of total guaranteed cash component, maximum possible-linked variable pay and all other components of salary that are a part of the offer



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5.2 Salary Statistics at Purchasing Power Parity (PPP)

Salary in USD at PPP*	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	\$31,406	\$1,16,557	\$68,103	\$69,342	34
Non-INR salary (Total guaranteed cash component)	-	-	-	-	-
Combined INR and non-INR salary (Total guaranteed cash component)	\$31,406	\$1,16,557	\$68,103	\$69,342	34
INR salary (Maximum Earning Potential)	\$33,882	\$1,26,238	\$87,817	\$81,583	34
Non-INR salary (Maximum Earning Potential)	-	-	-	-	-
Combined INR and non-INR salary (Maximum Earning Potential)	\$33,882	\$1,26,238	\$87,817	\$81,583	34

Table 5.2: Salary Statistics at PPP adjusted exchange rates

* Calculated as per the 2025 PPP conversion rates for all available currencies, sourced directly from the IMF's official website *World Economic Outlook (April 2025)* - Implied PPP conversion rate

5.3 Sector-wise Classification of Salary

5.3.1 Fixed Yearly Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Consumer Goods	6,48,839	22,50,000	14,33,654	13,27,882	18
Consumer Tech	12,50,000	13,25,000	13,25,000	13,10,000	5
E-commerce	14,00,000	18,00,000	15,00,000	15,93,290	7
Media	7,50,000	8,66,342	8,08,171	8,08,171	2
Others	8,21,440	11,00,000	9,60,720	9,60,720	2

Table 5.3.1: Sector-wise Classification of Fixed Yearly Cash Component

5.3.2 One-Time Cash Component

One Time Cash Component	Min	Max	Median	Mean	Data
Consumer Goods	25,000	3,60,000	2,55,000	2,28,750	12
Consumer Tech	50,000	50,000	50,000	50,000	5
E-commerce	30,000	2,61,000	45,000	78,500	6
Media	1,00,000	1,00,000	1,00,000	1,00,000	1
Others	-	-	-	-	-

Table 5.3.2: Sector-wise Classification of One-Time Cash Component

5.3.3 Total Guaranteed Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Consumer Goods	6,48,839	24,08,077	17,10,392	14,80,382	18
Consumer Tech	13,00,000	13,75,000	13,75,000	13,60,000	5
E-commerce	14,00,000	18,30,000	17,58,600	16,60,575	7
Media	8,50,000	8,66,342	8,58,171	8,58,171	2
Others	8,21,440	11,00,000	9,60,720	9,60,720	2

Table 5.3.3: Sector-wise Classification of Total Guaranteed Cash Component



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5.3.4 Maximum Earning Potential

Maximum Earning Potential	Min	Max	Median	Mean	Data
Consumer Goods	7,00,008	26,08,077	18,27,896	16,68,247	18
Consumer Tech	18,00,000	21,43,750	21,43,750	20,75,000	5
E-commerce	16,00,000	20,55,000	18,18,592	18,44,422	7
Media	9,50,000	11,21,342	10,35,671	10,35,671	2
Others	8,21,440	11,00,000	9,60,720	9,60,720	2

Table 5.3.4: Sector-wise Classification of Maximum Earning Potential

5.4 Function-wise Classification of Salary

5.4.1 Fixed Yearly Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Brand Management	11,00,000	15,25,000	14,33,654	13,52,885	3
Growth Marketing	7,50,000	18,00,000	14,33,654	13,17,347	14
Product Management	12,50,000	20,48,077	16,49,039	16,49,039	2
Revenue & Growth	13,25,000	14,97,600	13,25,000	13,59,520	5
Sales	6,48,839	14,33,654	7,50,004	8,95,625	4
Strategy	8,21,440	22,50,000	15,22,892	14,93,835	6

Table 5.4.1: Function-wise Classification of Fixed Yearly Cash Component

5.4.2 One-Time Cash Component

One Time Cash Component	Min	Max	Median	Mean	Data
Brand Management	1,50,000	3,60,000	2,55,000	2,55,000	2
Growth Marketing	30,000	3,60,000	60,000	1,45,000	10
Product Management	50,000	3,60,000	2,05,000	2,05,000	2
Revenue & Growth	50,000	2,61,000	50,000	92,200	5
Sales	1,50,000	3,60,000	2,55,000	2,55,000	2
Strategy	25,000	1,00,000	1,00,000	75,000	3

Table 6.4.2: Function-wise Classification of One-Time Cash Component

5.4.3 Total Guaranteed Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Brand Management	11,00,000	17,93,654	16,75,000	15,22,885	3
Growth Marketing	8,00,412	18,30,000	15,30,000	14,20,918	14
Product Management	13,00,000	24,08,077	18,54,039	18,54,039	2
Revenue & Growth	13,75,000	17,58,600	13,75,000	14,51,720	5
Sales	6,48,839	17,93,654	8,25,004	10,23,125	4
Strategy	8,21,440	22,75,000	15,72,892	15,31,335	6

Table 7.4.3: Function-wise Classification of Total Guaranteed Cash Component



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5.4.4 Maximum Earning Potential

Maximum Earning Potential	Min	Max	Median	Mean	Data
Brand Management	11,00,000	20,93,654	17,75,000	16,56,218	3
Growth Marketing	9,00,412	20,93,654	17,63,754	16,45,454	14
Product Management	18,00,000	26,08,077	22,04,039	22,04,039	2
Revenue & Growth	18,18,592	21,43,750	21,43,750	20,78,718	5
Sales	7,00,008	20,93,654	9,65,670	11,81,250	4
Strategy	8,21,440	24,62,500	17,22,892	16,29,251	6

Table 8.4.4: Function-wise Classification of Maximum Earning Potential

5.5 Location-wise Classification of Salary

5.5.1 Fixed Yearly Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Delhi NCR	8,21,440	22,50,000	14,33,654	14,19,766	14
Bangalore	7,50,000	18,00,000	13,25,000	13,96,286	12
Mumbai	9,15,700	16,45,784	14,99,896	13,90,319	4
Others	6,48,839	8,00,412	7,50,004	7,37,315	4

Table 9.5.1: Location-wise Classification of Fixed Yearly Cash Component

5.5.2 One-Time Cash Component

One Time Cash Component	Min	Max	Median	Mean	Data
Delhi NCR	25,000	3,60,000	3,60,000	2,88,444	9
Bangalore	30,000	1,00,000	50,000	50,909	11
Mumbai	60,000	1,00,000	1,00,000	86,667	3
Others	1,50,000	1,50,000	1,50,000	1,50,000	1

Table 5.5.2: Location-wise Classification of One-Time Cash Component

5.5.3 Total Guaranteed Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Delhi NCR	8,21,440	24,08,077	17,76,127	16,05,195	14
Bangalore	8,50,000	18,30,000	13,75,000	14,42,952	12
Mumbai	9,15,700	17,45,784	15,79,896	14,55,319	4
Others	6,48,839	9,50,000	7,50,210	7,74,815	4

Table 5.5.3: Location-wise Classification of Total Guaranteed Cash Component

5.5.4 Maximum Earning Potential

Maximum Earning Potential	Min	Max	Median	Mean	Data
Delhi NCR	8,21,440	26,08,077	19,56,123	18,05,373	14
Bangalore	9,50,000	21,43,750	20,01,180	18,34,780	12
Mumbai	9,81,270	18,45,784	18,27,896	16,20,712	4
Others	7,00,008	10,50,000	8,90,876	8,82,940	4

Table 5.5.4: Location-wise Classification of Maximum Earning Potential

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6. Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards Revision 2.2*.

The instances where the report deviates from the standards and the reasons for them are mentioned below:

Deviation from the standards	Reason
None	N/A



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