

ALTERA INSTITUTE
AUDITED PLACEMENT REPORT

PGP PLACEMENT REPORT

CLASS OF 2026

Ref: B2K/Altera/MUM/RB/0002/2026-27

September 15, 2026

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 2025-26 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 2026 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. 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.
- a. Out of 133 students graduating, two were ineligible for participating in the placement process.
 - b. However, the two students have received and accepted job offers which have been verified by us.
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

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Altera PGP Batch of 2026 Summary:

Classification of the students

No	Category Description	Number
1	Total students graduating	133
2	Sought Placement through the institute	131
3	Did not Seek placement through the Institute	2
3f	Sought placement outside the campus placement process	2
	Total placed graduates	133

Key Statistics

Key Statistics	Annual Salary (IN INR)
Highest Salary	32,51,256
Mean Salary	16,66,687
Median Salary	16,80,968
Top 25% Mean Salary	22,34,442
Top 50% Mean Salary	20,10,783
Minimum Salary	10,70,000

Mean Salary breakup including salary heads - Domestic INR

Salary Head	Mean	Top 25% Mean	Top 50% Mean
Maximum Earning Potential	16,66,687	22,34,442	20,10,784
Fixed Yearly Cash Component	12,78,937	17,58,098	15,77,529
One Time Cash Component	1,56,004	3,55,600	2,50,400
Total Guaranteed Cash Component	13,98,024	19,21,530	17,22,213



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Overview

Altera Institute was established with the aim of redefining the gold standard for management education in the digital and AI first world. The Class of '26 is the third graduating class from Altera Institute's PGP in Applied Marketing.

The placement statistics for the Class of '26 are a resounding indicator of the trust that the industry has placed in Altera Institute's innovative education and student quality. 100% of the 133 graduating students landed and accepted offers within 12 months of starting the program. The median compensation for the Class of '26 was 16.80 lpa and 66% of students landed roles above 15 lpa, indicating the high width of quality outcomes. In a tough hiring environment like 2026, these job outcomes are a reflection of the student and mentor effort and the effectiveness of the instructional design.

Here are some highlights from the placement outcomes:

- 100% of the 133 graduating students in the Class of '26 were placed within 12 months of the program.
- 90% of students accepted digital and AI first roles across marketing, growth, revenue and product. 20%+ students are stepping into Founder's Office and EIR roles while 10% of them are moving into AI roles. These high quality roles are an outcome of the digital & AI first thesis of education at Altera Institute.
- The median package was ₹16.81 LPA, with an average of ₹16.66 LPA. The highest package reached ₹32.5 LPA, while the lowest stood at ₹10.7 LPA.
- Students landed roles with some of the biggest names in the industry. The cohort saw 40+ new recruiters, including Hindustan Unilever, Dabur, Mondelez, Mars Petcare, Nykaa, More Retail, Swiggy, Shiprocket and The Whole Truth.
- The Top 25% of the cohort had an average salary of 22.34 LPA while the Top 50% had an average salary of 20.10 LPA.

Altera Institute follows IPRS

Altera Institute follows the Indian Placement Reporting Standards (IPRS), an initiative established by IIM Ahmedabad to bring greater transparency and standardization to B-school placement reporting. The process includes third-party audits conducted by B2K Analytics.

Altera Institute prides on being industry backward and student forward. And we believe that students should make the decision of which B-School is right for them basis factual and objective data and not half truths. The Institute has been championing more transparent placement reporting from it's early years and will continue to do so.

The Class of '26 outcomes provide a picture not just of salaries, but of the companies, functions, industries, and career paths that students are entering and how closely those opportunities align with the future of business.

1. Classification of Students

1.1 Classification of the Entire Placement Pool

Serial	Category Description	Number
1	Total students graduating	133
2	Sought Placement through the institute	131
3	Did not Seek placement through the Institute	2
3a	Company sponsored or already employed	0
3b	Continuing education	0
3c	Postponing job search	0
3d	Entrepreneurship	0
3e	Returning to/joining family business	0
3f	Sought placement outside the campus placement process	2
3g	Did not seek placement for other reasons	0
	Total placed graduates	133

Table 1.1: Classification of the Entire Placement Pool

2. Sector-wise Classification

Sector Split	Number of Offers
Consumer Goods	61
Consumer Tech	27
eCommerce	21
Media	14
Others	8

Note: Others include the following sectors: Higher Education, Finance and Building Materials

Table 2.1: Classification of offers based on sector

3. Function-wise Classification

Functional Split	Number of Offers
Brand Management	15
Growth Marketing	30
Product & Analytics	10
Revenue	39
Sales	12
Strategy	25

Table 3.1: Classification of offers based on Function



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4. Location-wise Classification

City Split	Number of Offers
Delhi NCR	55
Mumbai	26
Bangalore	21
Others	29

Note: Others include the following locations: Hyderabad, Pune, Chennai, Kolkata & other PAN India Locations

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	7,16,153	21,53,256	13,00,000	12,78,937	131
One-Time Cash Payment	27,200	4,80,000	1,00,000	1,56,004	100
Total Guaranteed Cash Component	8,30,000	25,08,100	13,50,000	13,98,024	131
Maximum Earning Potential	10,70,000	32,51,256	16,80,968	16,66,687	131

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

1. 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.

2. 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.

3. Total Guaranteed Cash Component: This is the sum of fixed yearly cash component and one-time cash component.

4. 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)	41,314	1,24,843	67,198	69,588	131
Non-INR salary (Total guaranteed cash component)	–	–	–	–	–
Combined INR and non-INR salary (Total guaranteed cash component)	41,314	1,24,843	67,198	69,588	131
INR salary (Maximum Earning Potential)	53,260	1,61,835	83,672	82,961	131
Non-INR salary (Maximum Earning Potential)	–	–	–	–	–
Combined INR and non-INR salary (Maximum Earning Potential)	53,260	1,61,835	83,672	82,961	131

Table 5.2: Salary Statistics at PPP adjusted exchange rates

* Calculated as per the 2026 PPP conversion rates for all available currencies, sourced directly from the IMF's official website World Economic Outlook (April 2026) – Implied PPP conversion rate.

5.3 Sector-wise Classification of Salary

5.3.1 Maximum Earning Potential

Maximum Earning Potentials	Min	Max	Median	Mean	Data
Consumer Goods	11,00,000	32,51,256	18,00,000	18,32,364	61
Consumer Tech	12,00,000	19,86,075	17,24,050	16,45,896	27
eCommerce	10,76,126	20,88,480	15,57,340	16,13,724	21
Media	10,70,000	13,96,153	11,35,000	11,35,082	14
Others	13,50,000	20,43,290	15,00,000	15,42,911	8

Table 5.3.1: Sector-wise Classification of Maximum Earning Potential

5.3.2 Fixed Yearly Cash Component

Fixed Cash Component	Min	Max	Median	Mean	Data
Consumer Goods	8,25,168	21,53,256	14,33,670	14,10,411	61
Consumer Tech	8,92,042	15,36,075	12,20,000	11,98,952	27
eCommerce	9,42,126	16,38,480	13,57,540	13,74,505	21
Media	7,16,153	8,50,000	8,50,000	8,26,154	14
Others	7,20,000	18,43,290	11,00,000	10,87,911	8

Table 5.3.2: Sector-wise Classification of Fixed Yearly Cash Component



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5.3.3 One-Time Cash Component

One-Time Cash Payment	Min	Max	Median	Mean	Data
Consumer Goods	27,200	4,60,000	1,00,000	1,96,595	41
Consumer Tech	50,000	2,50,000	1,00,000	1,34,375	16
eCommerce	50,000	2,50,000	1,00,000	94,286	21
Media	30,000	2,80,000	30,000	47,857	14
Others	2,00,000	4,80,000	3,00,000	3,42,500	8

Table 5.3.3: Sector-wise Classification of One-Time Cash Component

5.3.4 Total Guaranteed Cash Component

Total Guaranteed Cash Component	Min	Max	Median	Mean	Data
Consumer Goods	9,00,000	25,08,100	15,00,000	15,42,549	61
Consumer Tech	9,60,000	17,50,000	12,25,883	12,78,581	27
eCommerce	9,92,126	17,62,879	15,50,000	14,68,790	21
Media	8,30,000	9,96,153	8,80,000	8,74,011	14
Others	12,00,000	20,43,290	13,50,000	14,30,411	8

Table 5.3.4: Sector-wise Classification of Total Guaranteed Cash Component

5.4 Function-wise Classification of Salary

5.4.1 Maximum Earning Potential

Maximum Earning Potential	Min	Max	Median	Mean	Data
Brand Management	11,00,000	20,93,670	15,57,340	15,95,662	15
Growth Marketing	10,70,000	20,93,670	13,25,000	14,10,201	30
Product & Analytics	13,20,800	25,33,500	20,88,480	19,42,357	10
Revenue	10,76,126	22,65,680	17,30,000	16,47,410	39
Sales	12,30,000	32,51,256	19,84,633	20,54,676	12
Strategy	12,00,000	29,08,100	16,80,968	17,50,657	25

Table 5.4.1: Function-wise Classification of Maximum Earning Potential

5.4.2 Fixed Yearly Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Brand Management	8,25,168	18,43,290	12,50,000	12,69,730	15
Growth Marketing	8,00,000	18,08,070	10,62,942	11,34,501	30
Product & Analytics	11,70,800	20,83,500	16,38,480	15,80,257	10
Revenue	7,16,153	16,68,480	12,20,000	11,88,043	39
Sales	8,40,228	21,53,256	14,33,670	13,89,345	12
Strategy	9,60,000	20,48,100	13,85,968	14,26,057	25

Table 5.4.2: Function-wise Classification of Fixed Yearly Cash Component



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5.4.3 One-Time Cash Component

One-Time Cash Payment	Min	Max	Median	Mean	Data
Brand Management	50,000	4,60,000	1,25,000	1,70,000	12
Growth Marketing	30,000	4,60,000	50,000	1,00,000	27
Product & Analytics	50,000	3,00,000	50,000	1,00,000	10
Revenue	27,200	4,80,000	1,15,000	1,82,950	32
Sales	80,000	4,60,000	2,50,000	2,34,667	12
Strategy	80,000	4,60,000	1,00,000	1,70,000	7

Table 5.4.3: Function-wise Classification of One-Time Cash Component

5.4.4 Total Guaranteed Cash Component

Total Guaranteed Cash Component	Min	Max	Median	Mean	Data
Brand Management	9,00,000	20,43,290	14,31,587	14,05,730	15
Growth Marketing	8,30,000	19,08,070	12,50,442	12,24,501	30
Product & Analytics	12,20,800	23,33,500	16,88,480	16,80,257	10
Revenue	9,80,000	19,58,480	12,20,000	13,38,156	39
Sales	9,80,000	23,63,799	18,21,835	16,24,012	12
Strategy	9,60,000	25,08,100	14,85,968	14,73,657	25

Table 5.4.4: Function-wise Classification of Total Guaranteed Cash Component

5.5 Location-wise Classification of Salary

5.5.1 Maximum Earning Potential

Maximum Earning Potential	Min	Max	Median	Mean	Data
Delhi NCR	11,00,000	29,08,100	17,33,670	17,35,508	55
Bangalore	12,09,453	20,68,138	16,25,168	15,85,741	21
Mumbai	10,70,000	22,65,680	14,11,980	14,78,818	26
Others	10,76,126	32,51,256	17,36,075	17,63,218	29

Table 5.5.1: Location-wise Classification of Maximum Earning Potential

5.5.2 Fixed Yearly Cash Component

Fixed Yearly Cash Component	Min	Max	Median	Mean	Data
Delhi NCR	7,16,153	20,83,500	13,85,968	13,65,619	55
Bangalore	8,25,168	18,18,762	11,09,453	11,70,056	21
Mumbai	8,00,000	18,43,290	8,92,042	10,97,125	26
Others	9,00,000	21,53,256	13,60,000	13,56,391	29

Table 5.5.2: Location-wise Classification of Fixed Yearly Cash Component



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5.5.3 One-Time Cash Component

One-Time Cash Payment	Min	Max	Median	Mean	Data
Delhi NCR	27,200	4,80,000	1,00,000	1,81,840	35
Bangalore	50,000	2,50,000	1,15,000	1,40,556	18
Mumbai	30,000	3,20,000	75,000	1,00,870	23
Others	50,000	4,60,000	99,000	1,82,750	24

Table 5.5.3: Location-wise Classification of One-Time Cash Component

5.5.4 Total Guaranteed Cash Component

Total Guaranteed Cash Component	Min	Max	Median	Mean	Data
Delhi NCR	8,80,000	25,08,100	15,36,075	14,81,335	55
Bangalore	9,92,042	18,68,762	12,09,453	12,90,532	21
Mumbai	8,30,000	20,43,290	10,31,243	11,86,356	26
Others	9,80,000	23,63,799	13,81,265	15,07,632	29

Table 5.5.4: Location-wise Classification of Total Guaranteed Cash Component

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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