



ALTERA
INSTITUTE

INTERIM
PLACEMENT REPORT

PGP CLASS OF '26

B-School Placement Reporting is Opaque

Altera Institute is trying to change that

We believe that the choice of B-School is one of the most important career decisions in a student's life. That decision should not be based on half-truths and incorrect information.

So, each year, we use our placement updates and reports to set a new benchmark for transparency for the industry.

What is different in this report?



IPRS Audited Statistics

All of Altera Institute's placement statistics are verified and validated by B2K Analytics, auditor for IIM Ahmedabad to the same standards. We are one of <0.2% of B-Schools that follow this standard.



Distribution of Roles & Salaries

Placements at B-Schools are a probabilistic event and not a deterministic one. You deserve to know details so that you can extrapolate your chances of landing your dream (or desired) career.



Honest & Transparent Conversations

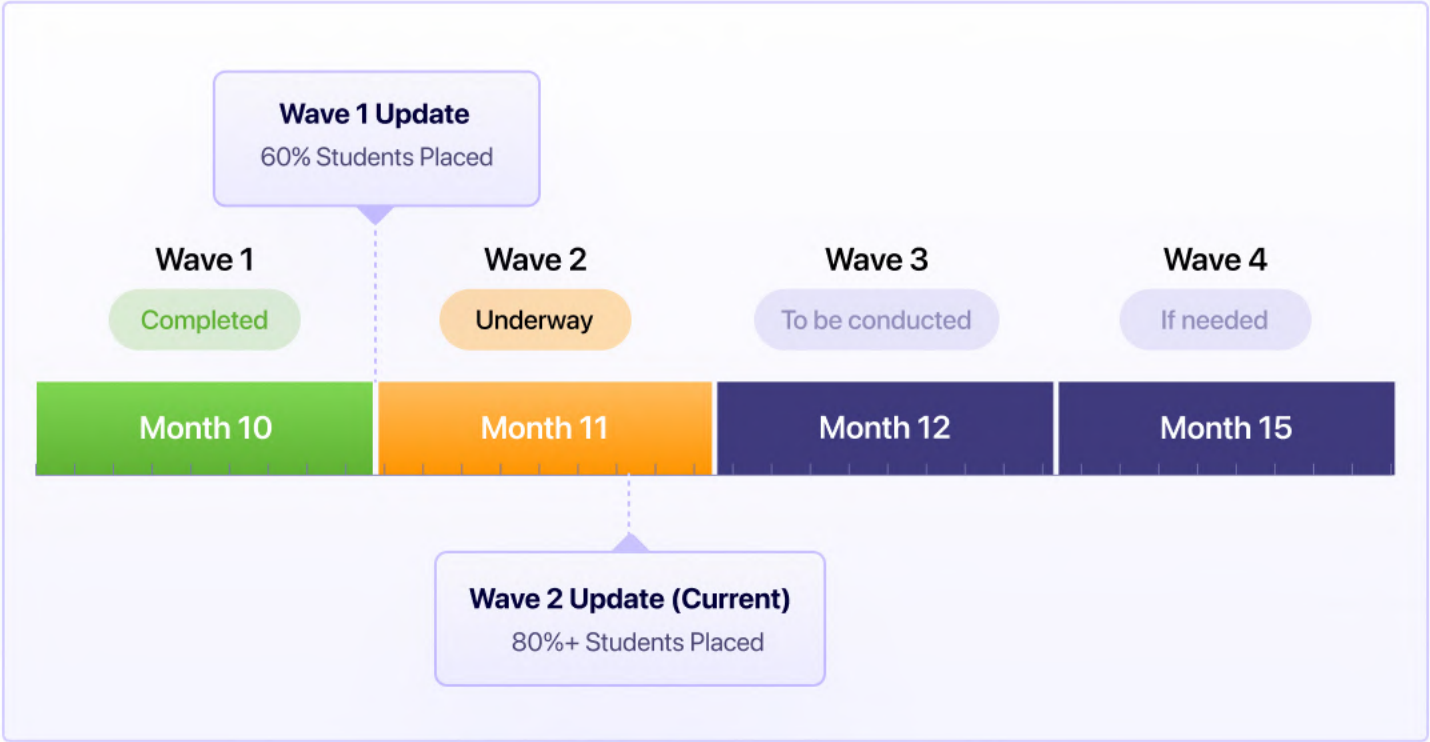
Altera Institute is a new B-School (<5 yrs). But our results are beating many traditional Tier 1.5 or 2 B-Schools. It is natural for students to be skeptical and have questions. We have tried to answer them honestly in this interim report.



Understand the Placement Process at Altera Institute

We are a 15 month program with the first 12 months being on campus. Placements happen in four waves, starting Month 10. They end with Wave 4 in Month 15, which is also the last month of the program.

So that students are not left guessing the in-year updates, we became the first B-School in India to give a periodic update on our placements this year.



Altera Institute's Placements are IPRS Audited

Why Should You Insist on Audited Reporting?

Because placements are an important variable of B-School selection by students, there is an incentive to mis-report and inflate the statistics.

This is the reason for the mistrust on placement reports. Incoming students are always left wondering about the actual reality vs the reported statistics.

An audit partially solves for that. It ensures that all the numbers are validated by an external auditor. This creates some check on the reported numbers and improves transparency.

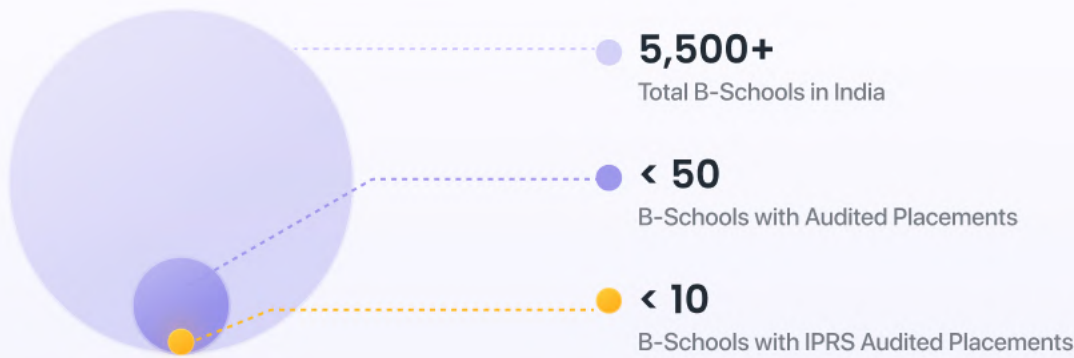
What makes IPRS the Gold Standard?

Different B-Schools can follow different reporting standards for salaries. For example, a B-School might decide to report the total eSOPs granted (say 40 lacs) in their "package" while another may decide to report only the Year 1 eSOPs (say 10 lacs of the 40 lacs).

Hence, even audited reports are not an apples to apples comparison.

IPRS solves for this by having one common reporting standard for all B-Schools that choose to follow it.

Less than 0.2% of B-Schools in India Audit their Report with the IPRS Framework



This report has been audited by B2K Analytics, the same firm which audits the placement reports for IIM Ahmedabad.

The auditor is just one part, the important part is the audit standard. This report follows the Indian Placement Reporting Standard (IPRS), which is the most transparent & rigorous reporting standard for placement reports.

Not All Audited Placement Reports Are the Same

	 Non-Audited Placement Report	 Audited Placement Report	 IPRS Audited Placement Report
External Check	 Self-Reported	 Externally Verified	 Externally Verified
Salary Reporting Standardization	 Can follow whatever is convenient incl. multi-year packages, multiple offers per student	 Can follow whatever is convenient incl. multi-year packages, multiple offers per student	 Only Year 1 salary. Only 1 offer per student
Placement Rate Disclosure	 No need to specify what percentage students are placed	 No need to specify what percentage students are placed	 Full disclosure of batch size, placements & dropouts from process with reasons
Fixed & Variable Disclosures	 None Only "packages" are reported	 Rarely Only "packages" are usually reported.	 Always Reported basis IPRS guidelines
International & Domestic Disclosures	 Rarely Usually combined because the blended summary looks better	 Rarely Usually combined because the blended summary looks better	 International Offers Disclosed along with Top, Median & Average International Salaries
Accuracy	 Can't be determined	 Good	 Best

Ref: B2K/Altera/MUM/RB/0001/2026-27

June 1, 2026

To

The Placement Head

Altera Institute

DLF Building 9A, Cybercity

Gurugram-122002

Dear Sir,

Re: Interim Audit of the Placement data for the class of 2025-26 of Post Graduate Program in Applied Marketing

We have audited the data related to remuneration as presented in the appended Interim Placement Summary for the final placement (based on the offers received and accepted) for the class of Post Graduate Program in Applied Marketing of Altera Institute for 2025-26.

B2K Analytics Pvt. Ltd. (formerly Brickworks Analytics Pvt. Ltd.) has validated the information related to remuneration, as provided by the recruiters to Altera Institute, with the relevant documentation.

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.
2. The validation of information presented in the report is based on communication received by Altera Institute from recruiting companies. B2K Analytics (B2K) has not independently sourced any information or documentation from the recruiters.
3. This is an interim report representing some Annual Salary statistics as presented in the appended Interim Placement Summary. The final placement report in accordance with IPRS guidelines will be released in October 2026 once the program for the current batch comes to an end.

With regards to the Annual Salary calculation, we confirm the following:

- a. The Annual Salary as presented in the Interim Placement Summary is the Maximum Earning Potential (MEP) for the first year of employment.

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(Formerly Brickworks Analytics Pvt. Ltd.)

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- b. Stock Options (ESOPs) have been offered to seven students. In absence of information about the vesting schedule for these ESOPs, 25% of the ESOP value has been assumed to be vested in the first year of employment and therefore, only the corresponding 25% amount has been considered for the calculation of the Annual Salary / MEP.
 - c. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered for the calculation of Annual Salary / MEP.
 - d. We have considered the amount of gratuity in the calculation of Annual Salary / MEP, as has been considered by the recruiters in their offers, even though it is payable after 5 years of continuous service, because this amount was not separately available for all the candidates.
 - e. Wherever information was missing reasonable assumptions have been made.
4. We have only audited the data related to remuneration in the Interim Placement Summary and not any additional information presented therein.

Best Regards,



Ritaban Basu
CEO
B2K Analytics Private Limited

B2K Analytics Private Limited

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Interim Placement Summary:

Salary Statistics*	Annual Salary* (in ₹ Lakhs)
Highest Salary	32.5
Current Average Salary	17.4
Current Median Salary	17.4
Current Average Salary (Top 25%)	23.0
Current Average Salary (Top 50%)	20.7

*Above statistics are only for those students who have been placed

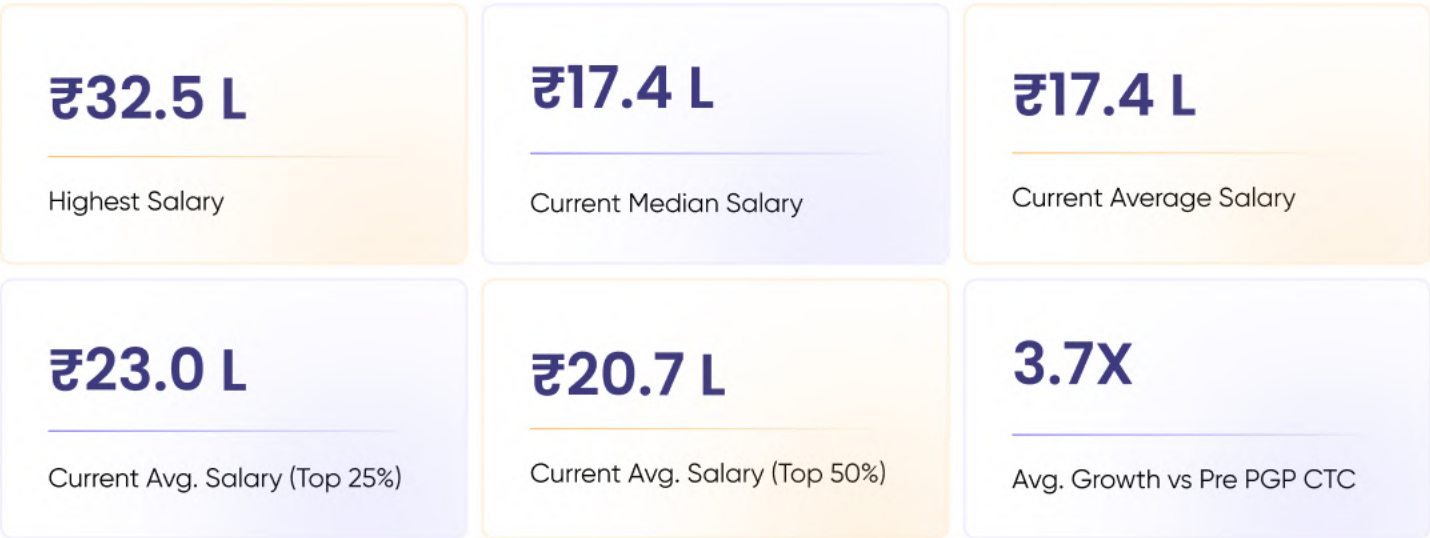
Salary Bucket	Percentage of students
₹10,00,000 to ₹11,99,999	12%
₹12,00,000 to ₹14,99,999	13%
₹15,00,000 to ₹19,99,999	48%
₹20,00,000 to ₹24,99,999	21%
₹25,00,000+	6%



Summary of Placements

Audited Statistics (Interim Report)

The numbers below reflect the outcomes of the students placed currently (80%+ of the Class)

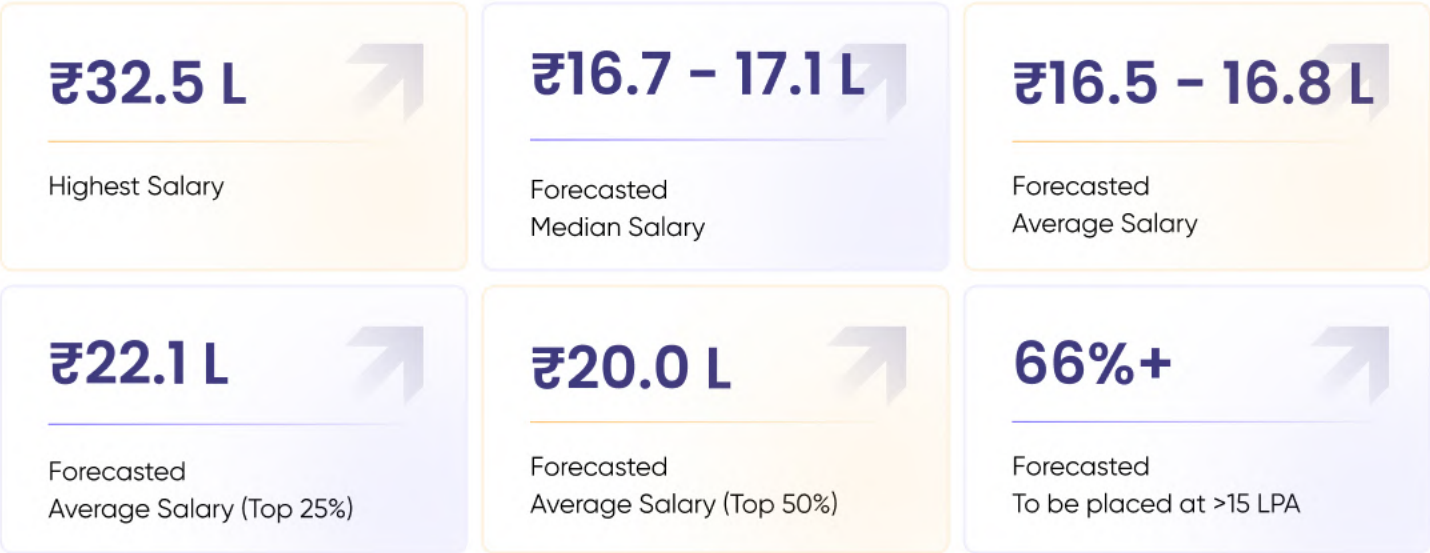


But Interim Reports

Do Not Give the Full Picture

Because the final update at the end of the program would be different. Most B-Schools never provide this perspective. However, Altera Institute does.

In fact, last year, Altera Institute's final placement statistics were higher than forecasted in the interim report.



Key Highlights

Altera Institute has become the destination for eCommerce, FMCG and Consumer Tech companies. This is where the maximum value is being created in the economy today. We believe that these sectors and roles are likely to thrive as traditional ones see an impact with AI.



**75% Students
Landed Roles >15 LPA**

Altera Institute's placements are not skewed by outliers.



**10% Students Placed in
Specialist AI Roles**

Build with AI, don't get disrupted by it



**90%+ Placed in
Digital & AI roles**

Not in traditional jobs in ITES and BFSI



40+ New Recruiters

The cohort size went up this year, but recruiter demand went up even more



50%+ in eCommerce Roles

eCommerce is booming. Swim with the tide, not against it



**50%+ Students in
MNCs/ Listed Companies**

Stable and structured learning environments, esp at the beginning of the career



**20% Founder's Office, EIR
and Strategy Roles**

For students who want a driver's seat in building businesses

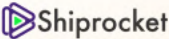


First VC Role

VC firms rarely hire and are very selective when they do

Our Recruiters

Some of India's most respected names in FMCG, eCommerce, Consumer Tech and Media hire from Altera Institute. Most of these companies come to hire for digital first roles which they usually do not offer across traditional B-Schools.

Salary Distribution

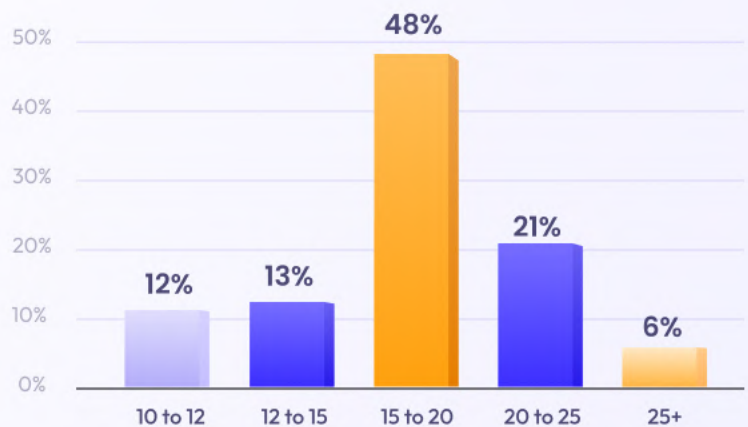
Placements in a B-School is a probabilistic outcome. The average usually hides these probabilities as it is skewed by a few high paying (or international) outcomes.

The unanswered question is the distribution of roles which can help students assess what their probability of landing a good career post their program is.

Currently, 75% of placed students at Altera Institute have landed in roles where their salary is over 15 lacs per annum. This is expected to be ~70% of the entire class by the time the placement process is complete.

75% Students
Placed at > 15 LPA

Salary distribution reflects placed students only



Not Just High Paying Jobs, But High Quality Jobs

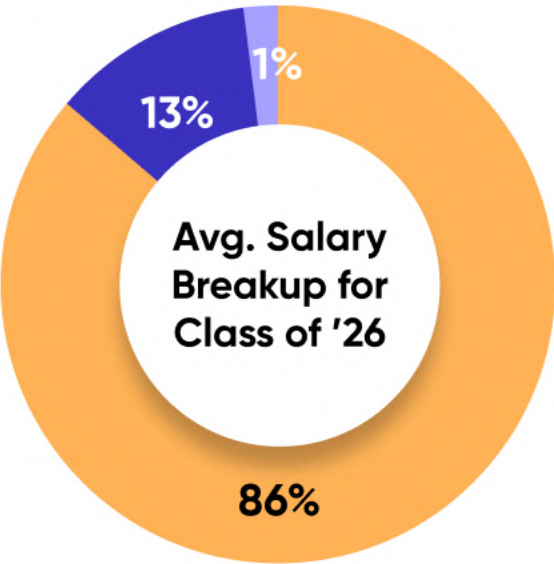
In the case of careers, your velocity matters as much as your start point. The Class of '26 from Altera Institute is starting its post B-School career in such high velocity careers.



90%+ Students
Placed in Digital & AI First Roles

- Growth Marketing
- Revenue
- Strategy
- Brand Management
- Product & Analytics
- FMCG Sales

Salary Breakdown



A common student query is the fixed-variable split of the salaries. Altera Institute accounts for various salary headers (as per IPRS) and puts out the same as a part of its placement reports.

- Total Guaranteed Cash
- Variable Pay
- First Year eSOPs

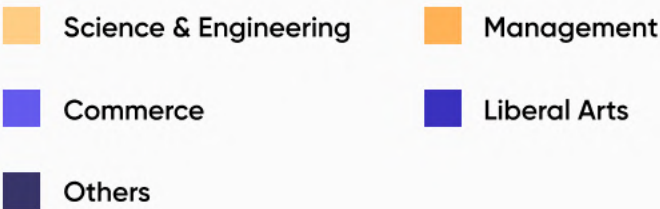
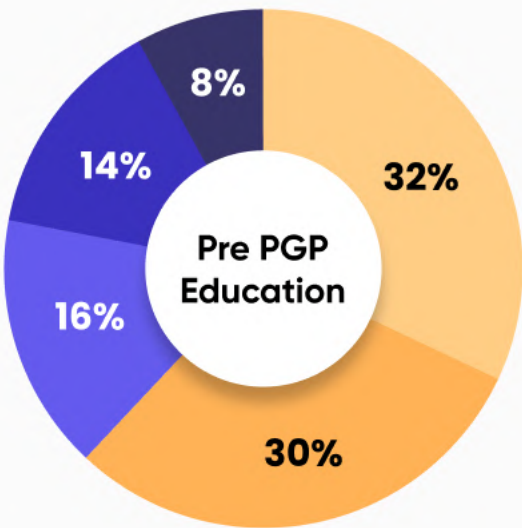
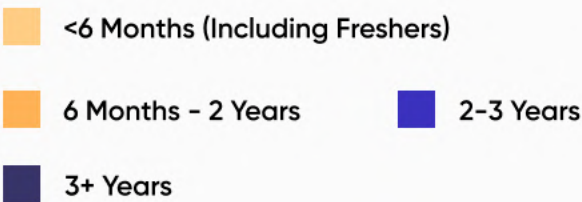
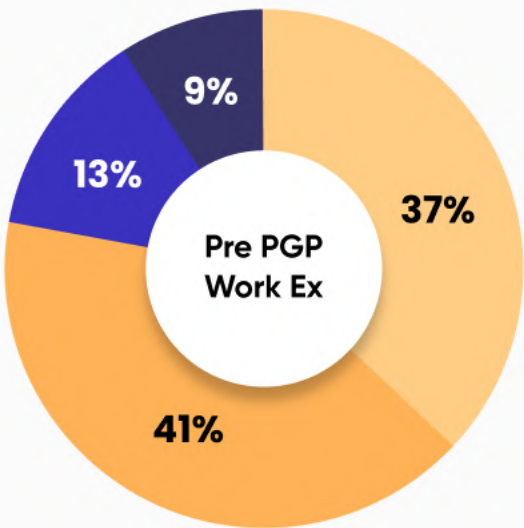
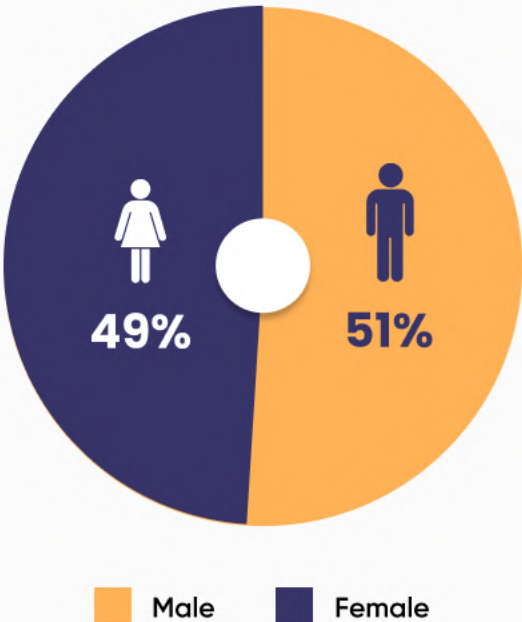
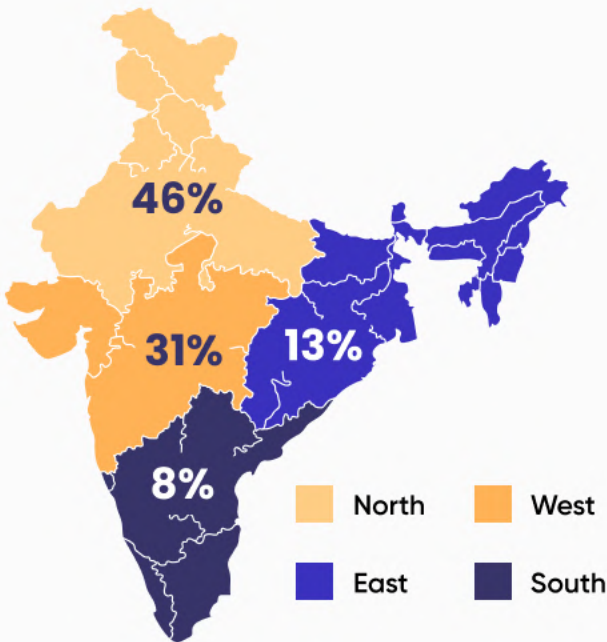
Why Placement Reports Can Be Misleading

Student mistrust on placements is justified. Most other institutes misrepresent their placement statistics. Let us take an example to understand more:

13.4 LPA Fixed Pay	2.4 LPA Variable Pay	20 Lacs Total eSOPs	4 Years Vesting Period of eSOPs	10% Vesting of eSOPs in Year 1
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Institute	Fixed + Variable Salary	eSOP Component of Salary	Reported Total Salary
ALTERA INSTITUTE	15.8 LPA	2 LPA (Follows vesting schedule)	17.8 LPA First Year Annual Salary
Most B-Schools	15.8 LPA	20 LPA (Ignores vesting completely)	35.8 Lakh Package
Other B-Schools	15.8 LPA	5 LPA (Ignores vesting schedule)	20.8 LPA Annual Salary

Meet the PGP Class of '27



Career Transitions

PGP Class of '26



Prerna Garg
PGP Class of '26

Accounting & Finance Associate

—



Founder's Office

—



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Vidhi Kalra
PGP Class of '26

Social Media Marketing

—



Brand Management

—



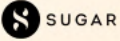
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Arya Madan
PGP Class of '26

Growth Marketing Executive

—



Area Sales Manager

—



>>



Heer Mendiratta
PGP Class of '26

Operations & Marketing Lead

—



Brand Manager

—



>>



Nikunj Nyati
PGP Class of '26

Associate Program Manager

—



Area Sales Manager

—



>>



Mukul Aggarwal
PGP Class of '26

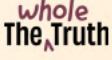
Senior Process Executive

—



Assistant Manager

—



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Vedanta Pai
PGP Class of '26

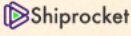
Sales Account Manager

—



Cluster Sales Manager

—



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Ameya Vikram Singh
PGP Class of '26

Event Coordinator

—



Digital Media Manager

—



>>

Career Transitions

PGP Class of '26



Pulkit Mahajan
PGP Class of '26

Consultant

—

 **Wicky**

Digital Media Manager

—

 **MARS Petcare**

>>



Hitesh Bathwal
PGP Class of '26

Architect

—

 **Ashirvad Architects**

Key Account Manager

—

 **FIRSTCLUB**

>>



Janis D'Souza
PGP Class of '26

Marketing Executive

—

 **asianpaint**

Community Manager

—

 **Whiteboard CAPITAL**

>>



Aditi Khandelwal
PGP Class of '26

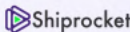
Assoc. Strategic Partnerships

—

 **The AUDIO WORLD**

Cluster Sales Manager

—

 **Shiprocket**

>>



Rishabh Sethi
PGP Class of '26

Centre Manager

—

 **Career Launcher**

Key Account Manager

—

 **Mondelēz International**

>>



Pranshu Anand
PGP Class of '26

Associate Software Engineer

—

 **CGI**

Category Manager

—

 **more**

>>



Himanshu Sundli
PGP Class of '26

Sales & Operations Executive

—

 **Monkey**

Key Account Manager

—

 **THE MAN COMPANY**

>>



Ayushi Gupta
PGP Class of '26

Business Analyst

—

 **GLOBAL**

Category Manager

—

 **Slihh**

>>

Fresher Outcomes

PGP Class of '26



Kshitij Jain

PGP Class of '26

BBA



AI & Analytics Manager





Yashasvee Bhandari

PGP Class of '26

BBA



Key Account Manager





Kuppli Vishal

PGP Class of '26

B. Tech in CSE



Area Manager





Ashwini Gurung

PGP Class of '26

BA (Hons) Sociology



Brand Management





Yashita Rakesh Jain

PGP Class of '26

B.Com



Brand Management





Srijan Sasmal

PGP Class of '26

B.Tech in CSE



Key Account Manager





Shefali Sahdev

PGP Class of '26

BBA



Manager Advanced Planning





Ayush Bhura

PGP Class of '26

Bachelor's in Accounting & Finance



Area Sales Manager





Most Commonly Asked Questions by Aspirants

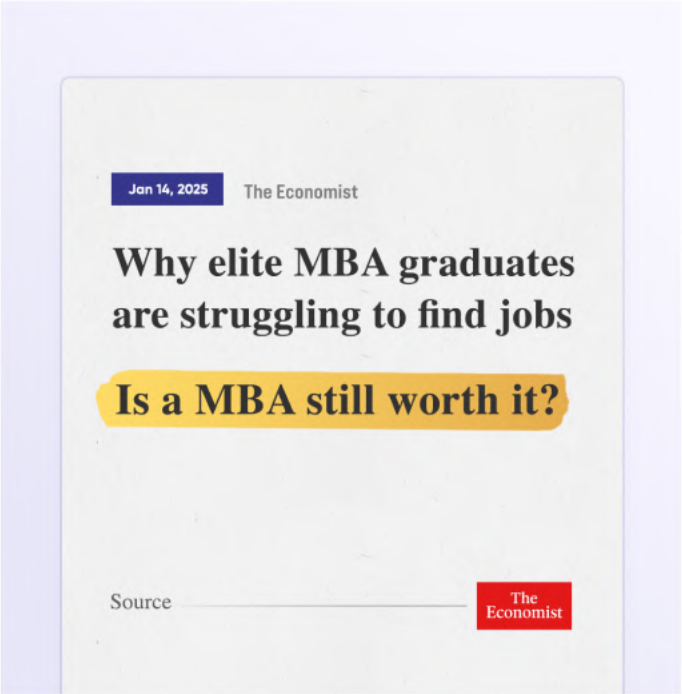
How is Altera Institute able to deliver such placements when a lot of traditional B-Schools outside of Tier 1 are not?

The answer lies in the kind of careers that the PGP at Altera Institute caters to and the instructional design of the program.

Instructional Design Gap

Traditional MBA colleges were designed for careers of the 1990s and the early 2000s. They have not evolved as technology, and the talent ecosystem has evolved.

The jobs in today’s digital and AI first world are very different than the ones that existed a decade back. In fact, traditional jobs are contracting which is what we hear through all news around layoffs and retrenchment.



Skills Gap

In today’s AI first world, there is a premium on expertise and depth. No longer can you be a “jack of all trades” and have a successful career.

Altera Institute is an expert at education for in-demand careers. Leading companies come to hire for roles like Growth, Revenue, Founder’s Office, EIR and Brand Management.

Why are such leading companies coming to Altera Institute when they can hire from any Tier 1 B-Schools?

Yes, most of the companies that come to Altera Institute also go to Tier 1 B-Schools in India. They choose to hire at Altera Institute because of three reasons:

01

Industry leading instruction & pedagogy

40+ leading organizations in India incl. Amazon, HUL, ITC, Nestle, etc. use Altera Institute's programs to upskill their employees. Altera Institute is the expert on curriculum, pedagogy and mentors for careers like eCommerce, Growth, Product and Brand Building in India.

02

Industry Backed Credentials & Trust

Altera Institute was setup by ex HUL leaders with the backing of leading CEOs and Founders. In fact, the PGP in Applied Marketing is run in association with leading companies.

03

Day 1 Ready Talent

The pedagogy and student experiences at Altera Institute produce talent which is ready to hit the ground running. They get directly staffed into digital & AI first roles and do not have the same ramp up time like graduates from traditional B-Schools.



Sure, I will get a great job from the program. But does the lack of a degree/ diploma hamper job switches later?

Short answer is No.

The industry cares about your skills, experience and the body of work. The program and roles from Altera Institute helps you build all three and the industry trusts the Institute’s expertise in Sales, Marketing and General Management careers.

The industry reputation for Altera Institute can be gauged from the fact that over 40 companies have used Altera Institute’s programs to upskill 6000+ of their own employees. Altera Institute is a knowledge partner to Amazon and HUL in India.

This is already evident in the kind of switches that alumni from previous cohorts have made over the last one year.

Alumni Transitions post PGP



Lakshita Poddar
PGP Class of '24

Key Account Manager eComm >> Ad Monetization





Akhil Yadav
PGP Class of '24

Key Account Executive >> Quick Commerce Lead





Simran Gupta
PGP Class of '24

Manager e-Commerce >> Performance Marketing Manager





Divyanshu Kumar
PGP Class of '24

Product Manager >> Product Manager





Jatin Garg
PGP Class of '24

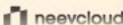
Senior Executive >> Senior Executive





Arunnarayan S
PGP Class of '25

Product Manager >> Technical Product Manager





“ The best time to start was yesterday.
The next best time is now. ”

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