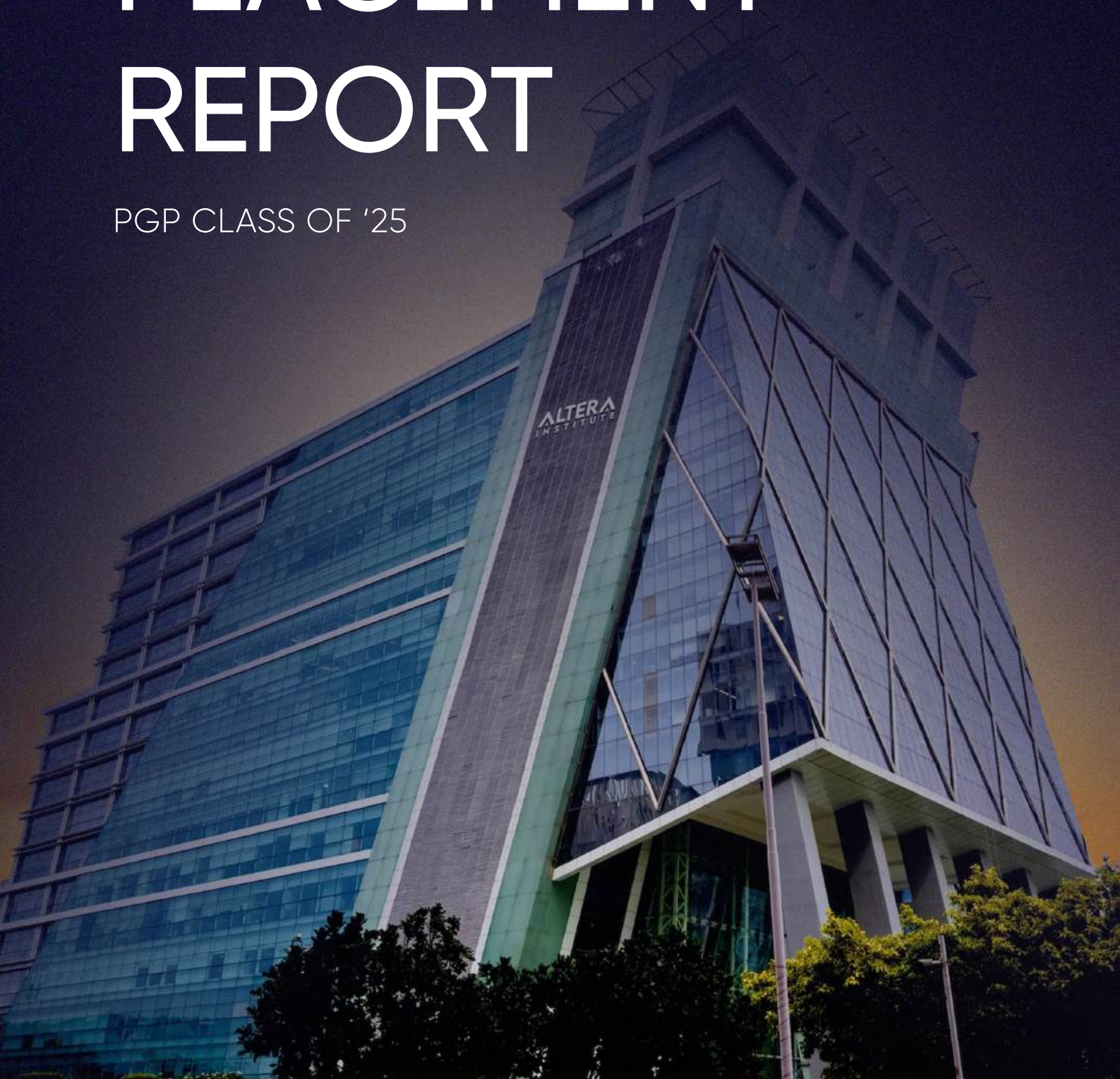


ALTERA
INSTITUTE

PLACEMENT REPORT

PGP CLASS OF '25



B-School Placement Reports Are Opaque

Placement reports have a bad reputation, and rightfully so. They are difficult to interpret, filled with disclaimers, footnotes, and inflated numbers.

Over the past year, Altera Institute spoke to 1000+ students to understand what information matters most to them for making the most important education decision of their lives – choosing the right B-School.

This report is structured in a way that is transparent and cuts through the ambiguity.

Starting this year, Altera Institute has adopted the IPRS (Indian Placement Reporting Standard), the most student centric and honest framework for placement reporting in India. In 2024, less than 5 B-Schools in India followed IPRS for placement reporting. This is <0.1% of B-Schools in India.

Why is Altera Institute doing this?

To show the real picture

Altera Institute wants students to know exactly what they are signing up for so that they can make the best choice for their career.

To set a cultural precedent

Altera Institute wants to inspire other traditional and older B-Schools to do the same. Students deserve to know the complete and true picture.



Altera Institute's Placement Report is IPRS Compliant



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.

B2K Analytics Private Limited
(Formerly Brickworks Analytics Pvt. Ltd.)

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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

B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

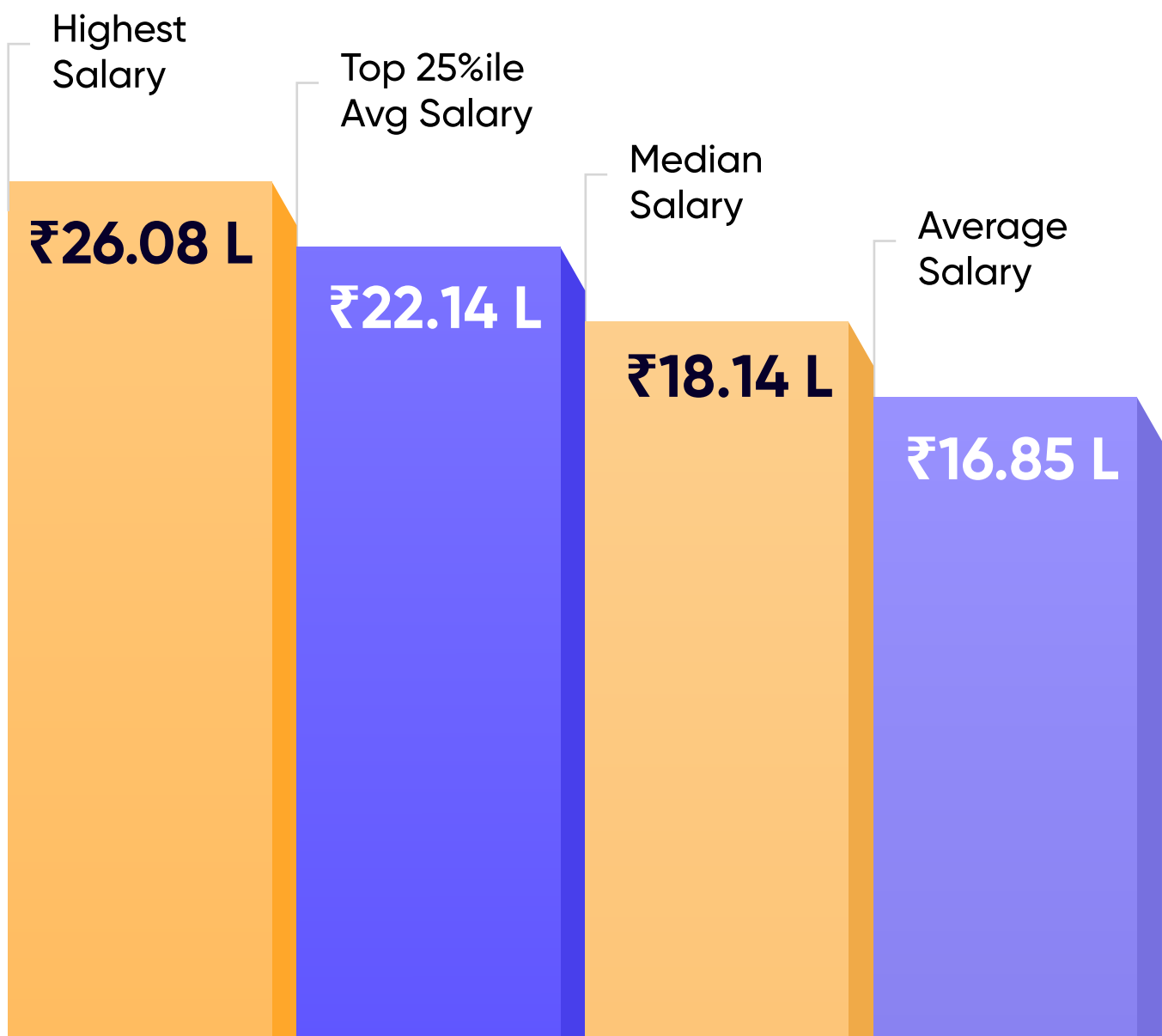
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Audited Placement Stats for PGP Class of '25

Altera Institute is reimagining the traditional MBA for the digital and AI first world. The Institute has developed a proprietary and focused curriculum and instruction design for Marketing & General Management careers.

2025 marks the passing out of the second cohort from Altera Institute. The strong reception from the industry for the students of the Class of '25 is a clear signal of the PMF (Product Market Fit) for Altera Institute's PGP.

This placement report is IPRS-compliant and has been audited by B2K Analytics – the same firm and the same standard used by IIM Ahmedabad.





**Are you saying that
a new B-School
has an
18+ lpa median
while traditional
ones are struggling
to place students?**

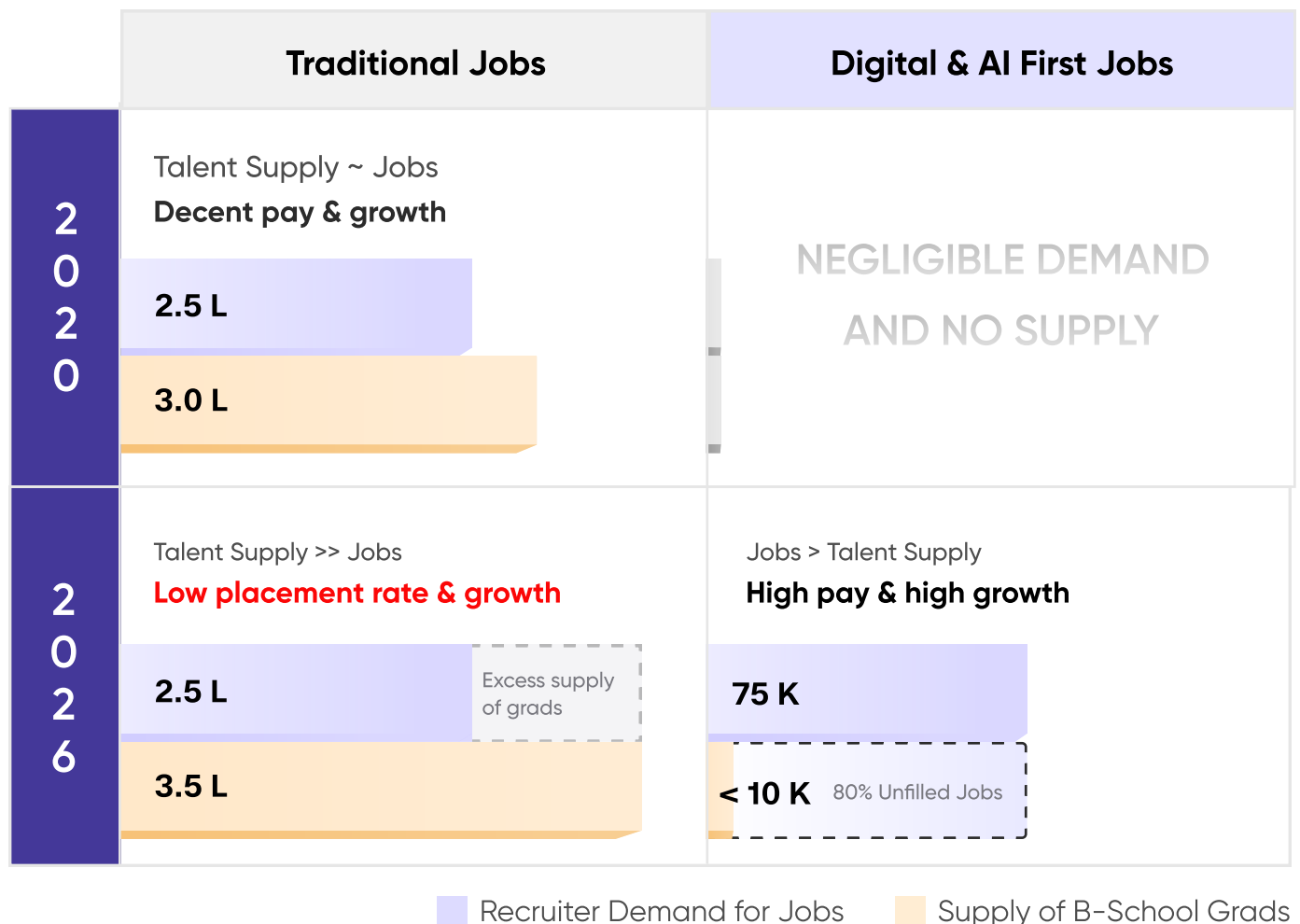
Yes, and there is a clear reason for it

The placement outcomes from the PGP Class of '25 were great. But it is more important to understand the underlying reasons.

With digitization of the economy and now AI, a whole new breed of jobs have emerged. The skills needed for these jobs are not covered by the curriculum and instruction in traditional B-Schools.

Traditional jobs are not growing while the competition for them is. On the other hand, digital and AI first jobs are booming, and companies are struggling to find skilled professionals for these jobs. Altera Institute is bridging this gap.

Altera Institute prepares students for these new-age Digital & AI first jobs



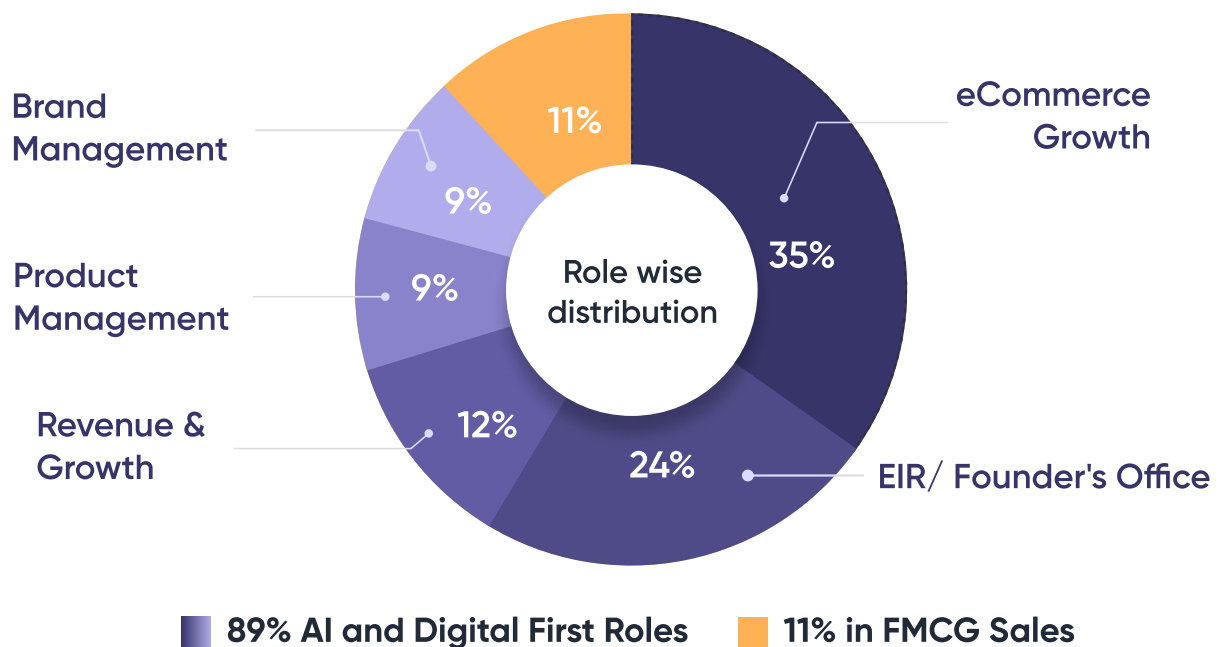
*All numbers are estimates basis public industry reports



“ So the roles from
Altera Institute
don't just pay more,
but are also better
in quality? ”

Yes, students mostly land in-demand roles in consumer tech companies

These roles have a higher ceiling and faster growth path because this is where companies are investing heavily.



These digital-first roles are usually accessible to students from Tier 1 B-Schools. This is usually not because of the skills they learned in MBA but because of their demonstrated ability of being in the top 2%ile of MBA exam takers

60% + placements in ITES & BFSI from Tier 1.5 & Tier 2 B-Schools

60%+

Careers have evolved

But the traditional MBA has not and is still designed for the offline world

Don't believe us?

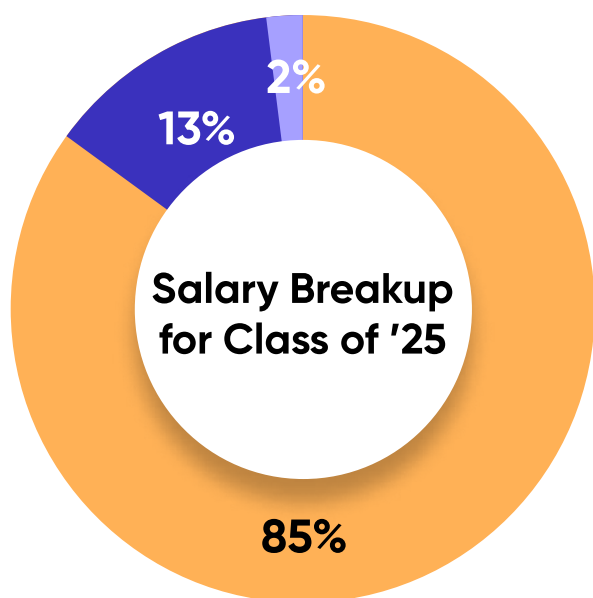
Check out the industry split in placement reports of said colleges



I am sure that the salaries are inflated with variable and eSOPs



Not at Altera Institute



IPRS standards very clearly define how accounting works for variable and eSOP components of the packages.

- Total Guaranteed Cash
- Variable Pay
- First Year eSOPs

Having said that, your mistrust is completely justified

Most other institutes misrepresent their placement statistics.

Let us take an example to understand more:

15 LPA Fixed Pay	20 Lacs Total eSOPs	4 Years Vesting Period of eSOPs	10% Vesting of eSOPs in Year 1
----------------------------	-------------------------------	--	---

Institute	Fixed	eSOPs	Total
ALTERA INSTITUTE	15 LPA	2 LPA (Follows vesting schedule)	17 LPA Annual Salary
Most B-Schools	15 LPA	20 LPA (Ignores vesting completely)	35 Lakh Package
Other B-Schools	15 LPA	5 LPA (Ignores vesting schedule)	20 LPA Annual Salary



**At most B-Schools,
only a handful
students land good
roles and those are
the ones that are
spoken about.**

**Surely, that is the
case here.**



70%+ of students at Altera Institute's Class of '25 landed roles > 15 lpa

It is true that a few outliers (on either side) are not representative of the placements from any college. Which is why you need to look at stats other than average to get the true picture.

Average ●

A few large International offers can distort this statistic.

If 5 students get placed in Africa at 75 lpa and 95 students get domestic offers of 15 lpa, then the average is 18 lpa, even though 95% of the class is placed at below 18 lpa.

Always see the Domestic and International averages separately.

Median ●

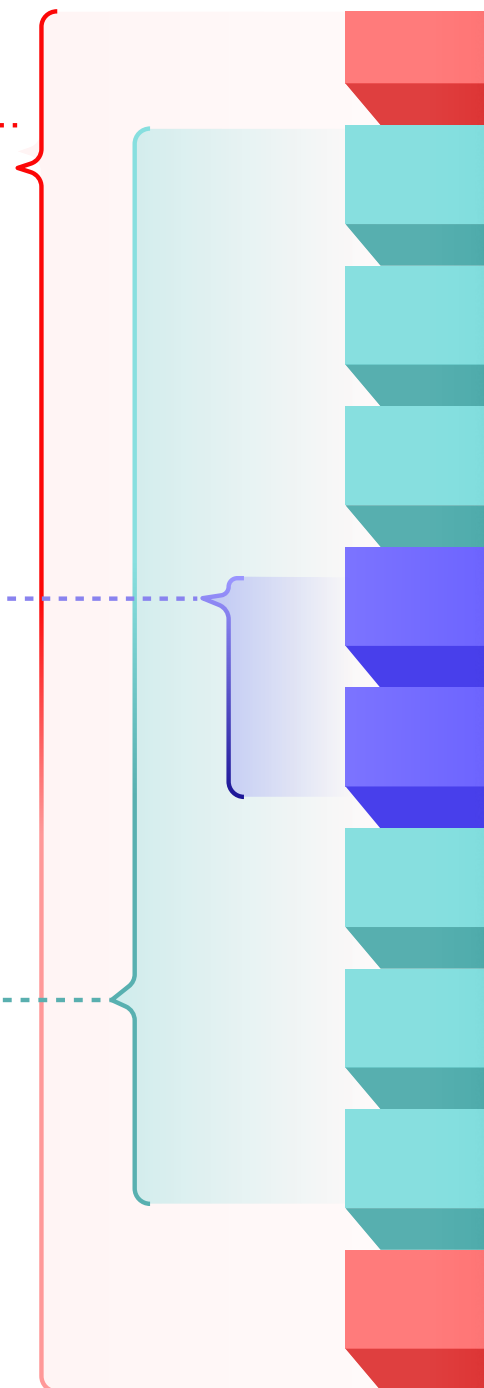
The middle outcome and what the 50th percentile student is placed at. Half the class earned above it, half below it.

- Not inflated by few unusually high placements
- Reflects the typical result

Mid 80% Average ●

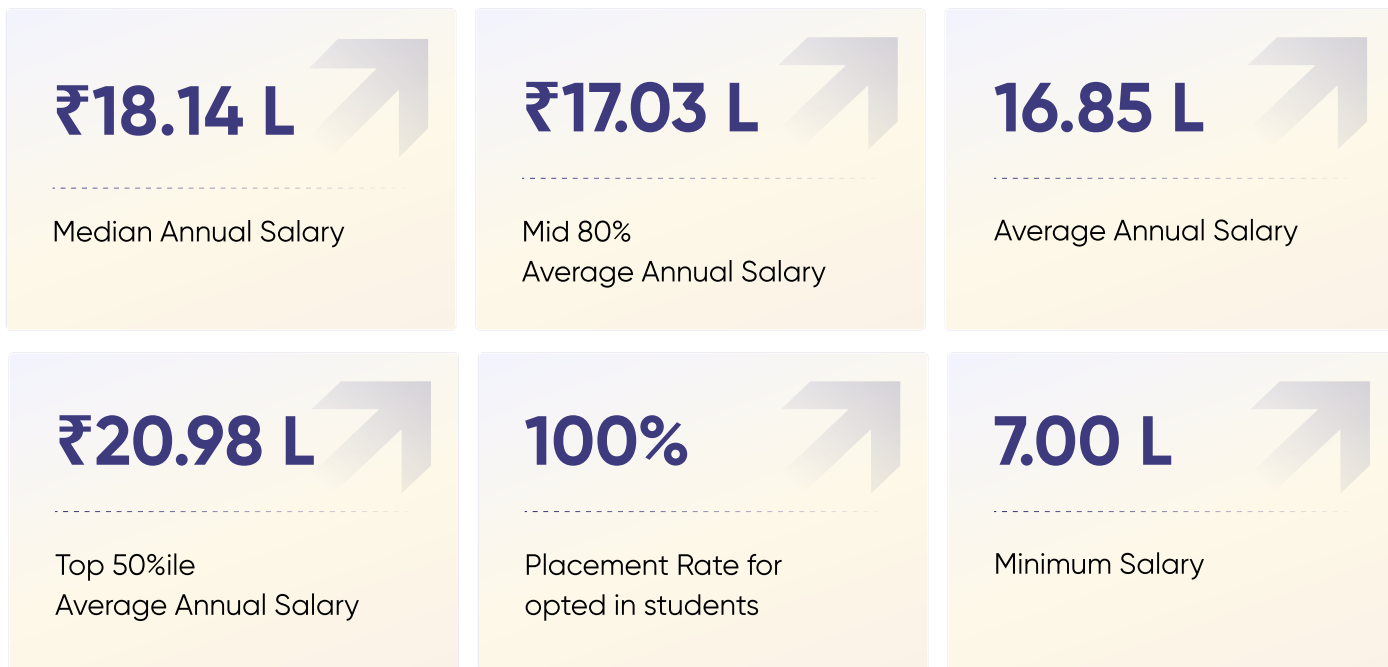
Focuses on the middle 80% of the class by removing the outliers - the 10% highest placements and the 10% lowest ones. Think of it as the most probable range of outcomes for most students.

- Not impacted by outliers on either side
- Reflects the most probable range



Here is the full picture

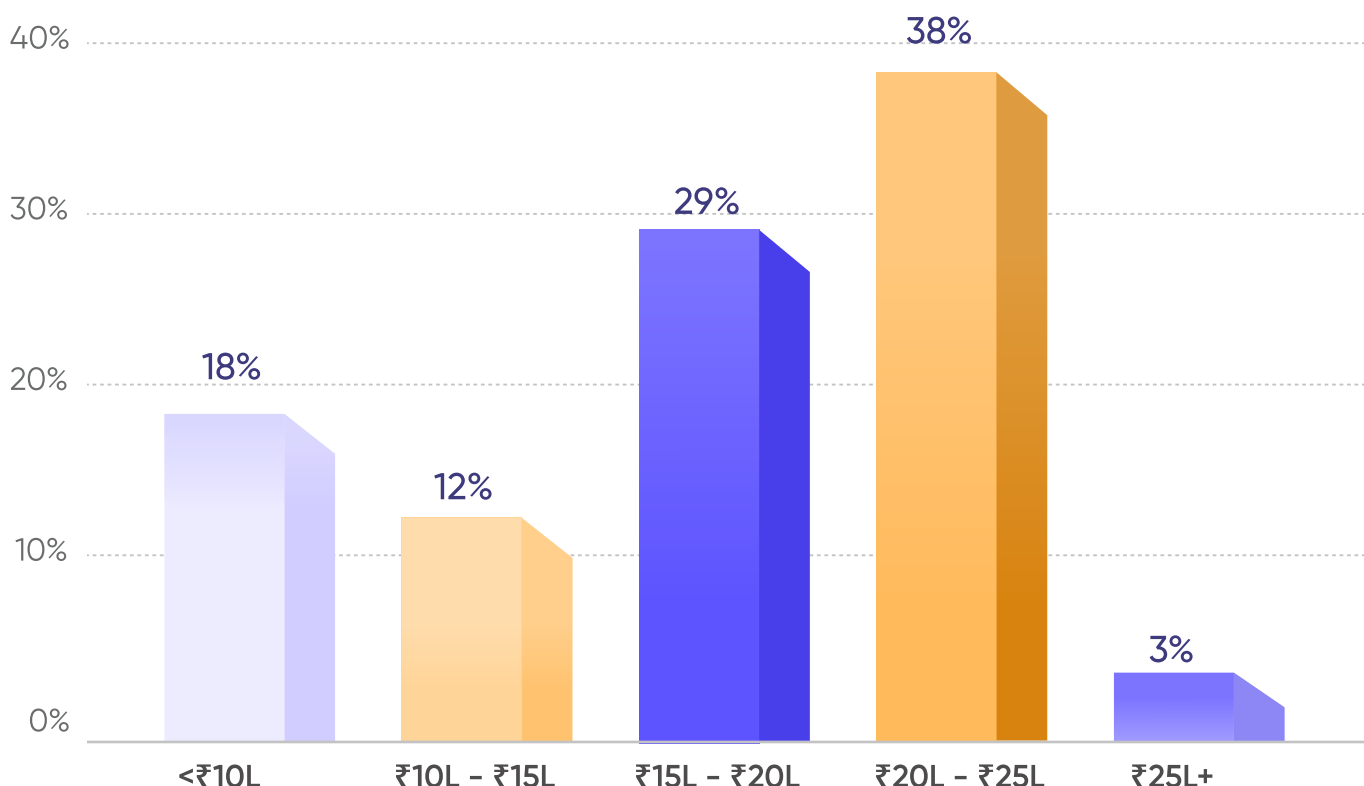
No star marks



All salaries are Domestic

Salary Distribution for the Class of '25

All figures here represent domestic salaries only





**These must be in
small startups
where it is easy to
get in. What about
large, reputed and
stable companies?**

Recruiters over the years at Altera Institute

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



and many more...



“
**But why are such
great companies
hiring from
Altera Institute
when they can hire
students from other
top B-Schools?**
”

Because India's leading companies trust Altera Institute

Leading companies in India use Altera Institute's education to educate their own employees. Over 6000 professionals have used the Institute's programs to level up their skills.

Altera Institute is the leading institute for upskilling for eCommerce, Brand, Growth and Sales careers. The Institute's curriculum, mentors and pedagogy is tried and trusted to deliver outcomes.



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Knowledge Partner to

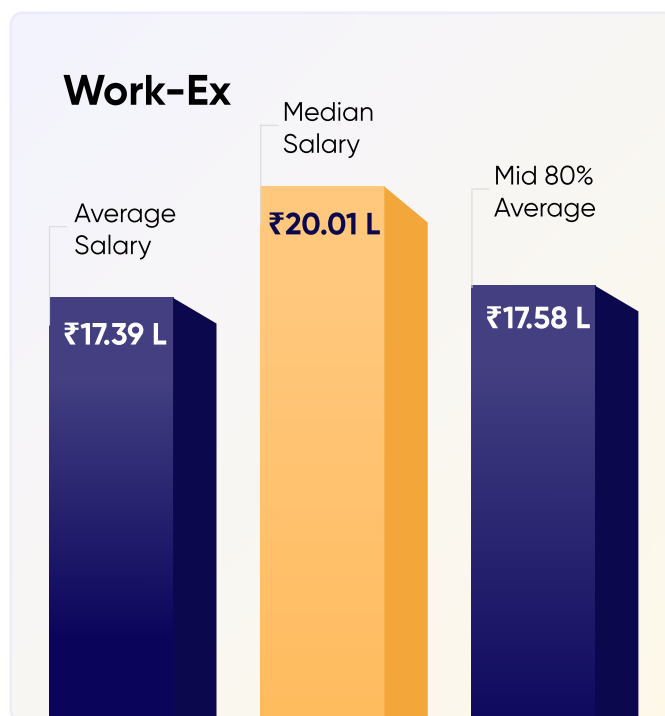
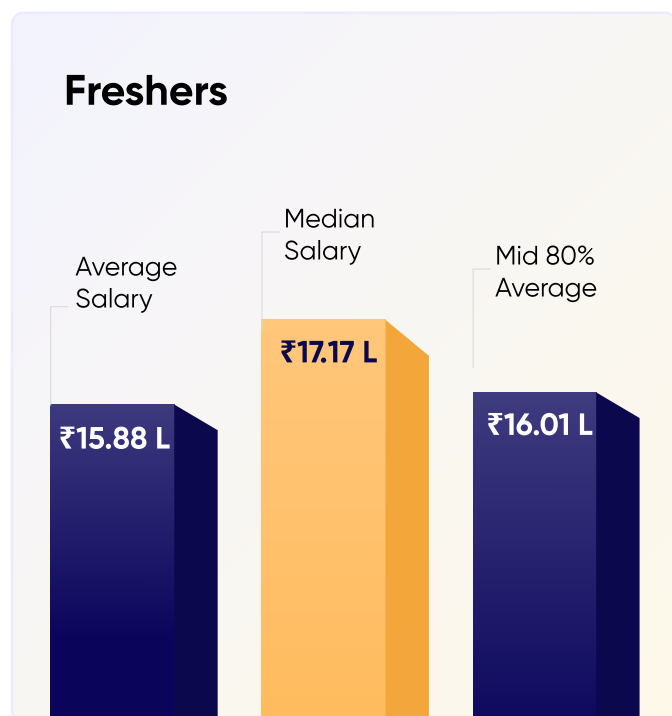




**I am sure that
working professionals
are skewing the
average!**

Both did well for the Class of '25

Of course, working professionals did slightly better. They do form 65%+ of Altera Institute's cohort and have a higher impact on the overall statistics too.



Why should freshers apply?

- > Build skills that will be valuable through your career
- > Intense career prep for industry readiness
- > Access to industries and companies of the future

Why should working professionals apply?

- > Pivot your career to in-demand digital and AI first roles or industries like eCommerce, D2C & consumer tech
- > 1 year program, so you save 1 year of opportunity cost
- > Lateral process for higher work-ex professionals



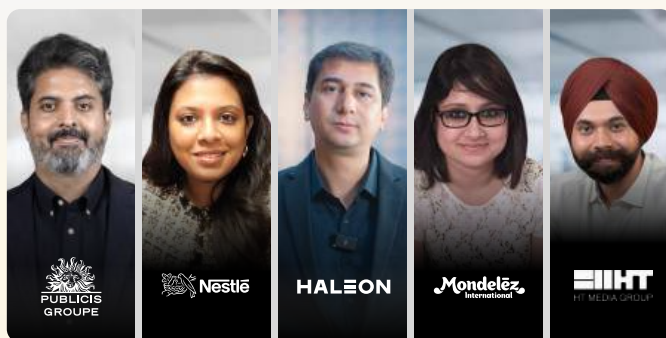
**How are you
able to create these
outcomes?**



Future-ready Curriculum Taught through Application Only by Industry Mentors

Altera Institute's pedagogy and instructional design gives students an unfair advantage vs a traditional MBA. This is supported by 300+ hrs of career prep and 1-1 mentorship, live projects and sprints. This unique skills based approach is helping Altera Institute to build future leaders for the digital and AI first world.

**Learn from
Practitioners**
Not Academicians



and many more

**Digital & AI First
Curriculum**
Not Outdated Books



Learn by Doing
Not Theory





**This is impressive.
What does the
future hold for
Altera Institute?**

The future is determined by student quality & outcomes

The Class of '25 was our PMF cohort. The small sized cohort of 40 students has punched above it's weight in terms of the impact it has made .

	Cohort '24	Cohort '25	%Growth '25 vs '24
Highest Salary	24 LPA	26.1 LPA	8.6% ▲
Median Salary	14.1 LPA	18.1 LPA	28.7% ▲
Average Salary	14.5 LPA	16.9 LPA	16.2% ▲
Top 50%ile Avg. Salary	16.7 LPA	21.0 LPA	25.6% ▲

Key Highlights

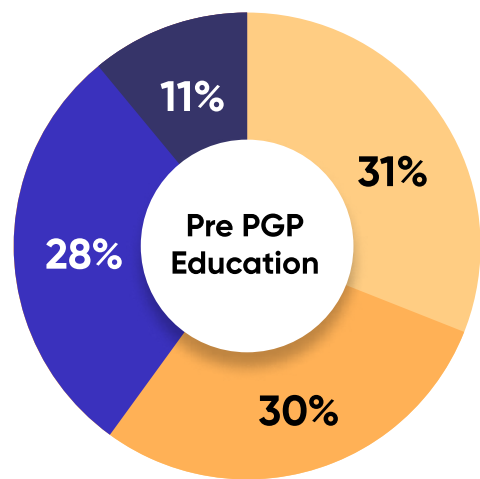
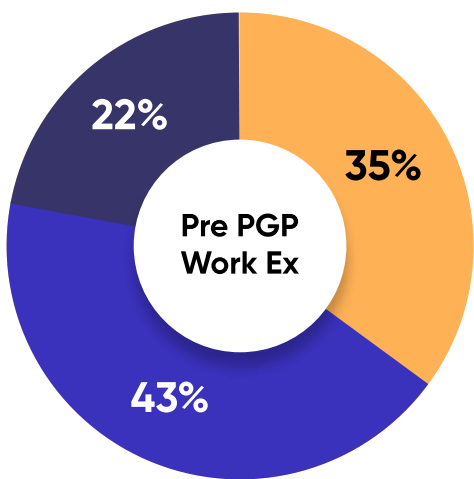
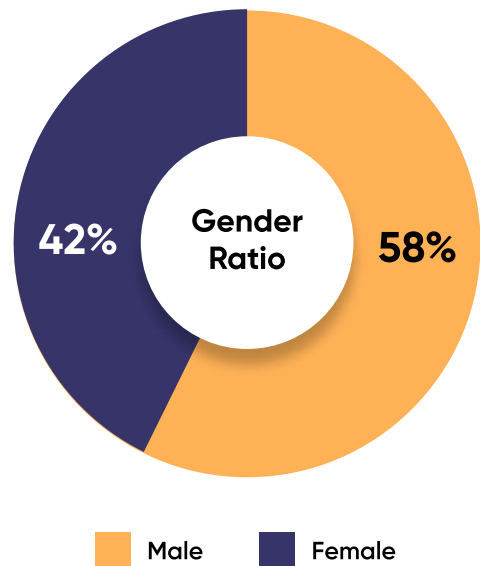
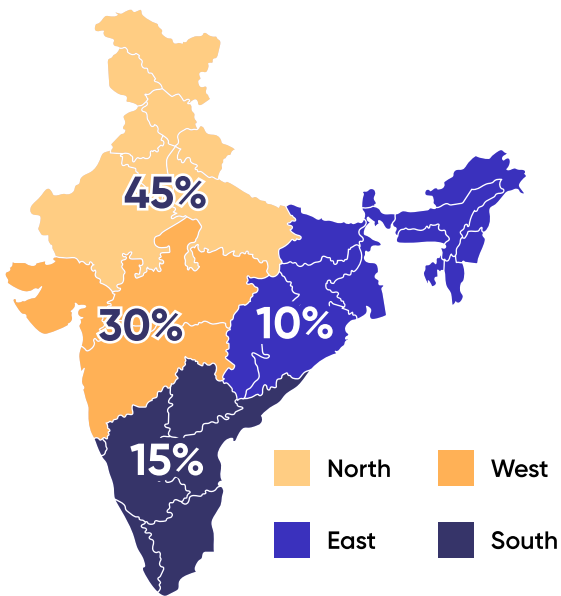
- 89% placed in Digital & AI first roles & companies
- 35% of the class placed in eCommerce roles
- 24% of students placed in Founder's Office/ EIR roles

More than the placement statistics, it is the quality of roles that sets the Institute apart vs traditional MBA colleges.

Meet the PGP Class of '26

Altera Institute's Class of '26 has 135 students, many of whom chose us over traditional B-Schools that are rated in the 10-30 bracket in B-School rankings.

65% of this cohort comes with ~24 months of work experience, leaving behind organizations like Nestlé, Citi, Titan, Deloitte, Pepsico and Reliance - not for safety but for conviction in our curriculum, pedagogy and outcomes.



Undergraduate Colleges



and many more...

Previous Employers



and many more...



I get it now.


What is the

admission criteria?



Admissions Criteria for Altera Institute

The Institute receives thousands of applications for its limited intake each year. The admission process is a calibration of intent, capability, and future potential. It is designed to identify students who can thrive in a digital-first, high-rigor environment and go on to create the outcomes you've seen in this report.



Pre-Application Profile (50%)

Competitive Scores
The institute accepts CAT, XAT & NMAT scores.

Education
We assess your academic achievements & education background to gauge potential fit for the program.

Work Experience & Internships
Depth and quality of work-experience is considered. For freshers, quality of internships/positions of responsibility is looked at.




Post-Application Profile (50%)

Application Quality
Altera Institute is a limited intake program and high quality responses to essay based questions help assess fitment.

Assessment Process Performance
There are 3 rounds

1. Case-study
2. Personal Interview
3. Program Director Interaction

Post these 3 rounds, an offer of admission is made to selected candidates.

Know your chances of getting an
Interview call from the Altera Institute

Scan the QR Code & take the 3 min quiz to evaluate the chances of your application moving to the Interview rounds.





Sign me up!

**What degree or
diploma do I get?**









Altera Institute is an Autonomous B-School

This allows the Institute to run a 15 month program vs a 2 year traditional MBA. This permits a unique industry backed curriculum and 100% industry mentors that the program is known for.

This means that the PGP at Altera Institute is not a degree or a diploma. This has not come in the way of leading companies hiring from the PGP at Altera Institute which is a testament to the instruction & pedagogy.





Application First Pedagogy

Live projects with leaders and CXOs of leading companies on real world business problems.

<p>User behaviour in the men's grooming space</p> <p>Live Project with</p> 	<p>Go to Market strategy for tier 2 cities</p> <p>Live Project with</p> 	<p>IPL merchandising strategy</p> <p>Live Project with</p> 
<p>Influencer marketing strategy</p> <p>Live Project with</p> 	<p>Retail expansion strategy in Delhi-NCR</p> <p>Live Project with</p> 	<p>Category expansion in new markets</p> <p>Live Project with</p> 

Capstone Project

Showcase your skills by creating real brands and products in every term

 <p>Building a D2C Brand</p>	 <p>Building a Product MVP</p>	 <p>Live Project</p>	 <p>New to World Research</p>
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A glimpse into the curriculum

TERM 1	Marketing Management	Go-To-Market	Media Basics	Digital Business Models
	Business Communication	Commercial Acumen	Managerial Economics	Applied Analytics
TERM 2	Digital Sales	Brand Building	Digital Commerce	Advertising Management
	Digital Media Planning	Operations Management	Generative AI in Business	Product Management 1
TERM 3	Brand Management	Growth Marketing		Business Innovation
	Category Management	eCommerce Media Planning		Product Management 2
TERM 4	Business Development	Leadership in Business	Retention Marketing	
	B2B Marketing	Business Strategy	Entrepreneurship	

Sprints

4-8 hours bootcamps on key skills led by industry leaders

Project Management Expert from 	Value Chain Analysis Expert from 	Root Cause Analysis Expert from 
Product Design Thinking Expert from 	Content Strategy Expert from 	VC Investment Choices Expert from 

Audited Placement Report

ALTERA
INSTITUTE

PGP PLACEMENT REPORT

CLASS OF 2025

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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



For Altera Institute



For B2K Analytics Private Limited

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.



For Altera Institute



For B2K Analytics Private Limited

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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For B2K Analytics Private Limited

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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For B2K Analytics Private Limited

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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For B2K Analytics Private Limited

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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The next best time is now. ”



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