

# ALTERA

## INSTITUTE

**PGP** in **Applied Marketing**

PROGRAM DURATION

**15 Months**

ON-CAMPUS

**Cybercity, Gurugram**

OPT-IN RESIDENTIAL

**Full time**

**India's Only Industry Backed B-School**

of its kind

**mamaearth®**



*Hindustan Unilever Limited*

MULLENBOWE  
LINTAS GROUP

# The MBA Needs an Upgrade

The MBA was designed for an offline world. It has not undergone any significant changes for the Digital & AI first world we live in. The skills and talent needed for businesses to succeed have changed, but the education to build this new-age talent has not.

This has led to a demand-supply mismatch for Digital & AI first talent. This gap is especially acute in roles like growth marketing, eCommerce, product management, performance marketing, B2B sales, and brand building.

The irony is that, on one hand, students and professionals aspire to work in these roles, while on the other, organizations are struggling to find talent for them. This talent gap is only likely to increase in the coming years.

## Altera Institute bridges the gap in Digital & AI skills

The institute was founded by industry leaders to build the next generation of leaders for the Digital & AI first world. The PGP is a 15-month program designed as an upgrade to the traditional MBA, attracting early-career professionals and students to accelerate their Digital & AI first careers.

**ALTERA**  
INSTITUTE

Founded by Leaders from



**Goldman  
Sachs**

**HALEON**

**EY** Parthenon

# Altera Institute's Education is Trusted by India's Leading Companies

India's leading organizations use Altera Institute's specialist education in eCommerce, Growth and Brand Management for their employees.

The curriculum at the PGP is designed to build leaders for these sectors as they evolve to succeed in the current Digital & AI first context.



MULLENLOWE  
LINTAS GROUP

TATA  
CONSUMER  
PRODUCTS



# ALTERA INSTITUTE

## KNOWLEDGE PARTNER TO



# Give your Career the Altera Advantage

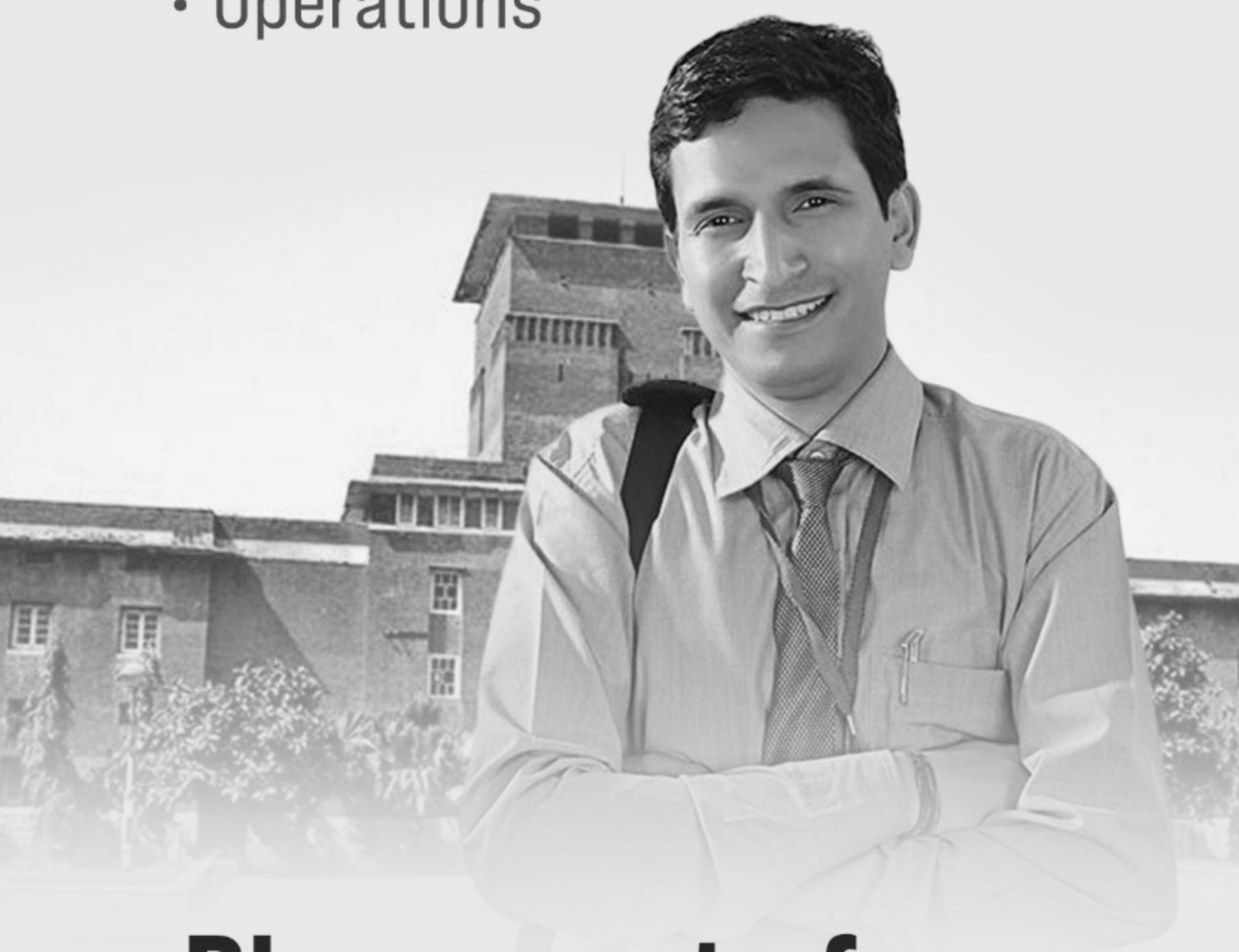
The careers of the future are very different from traditional careers. Traditional B-schools are not designed to unlock these Digital & AI first careers for their students.

Unlike traditional B-Schools, Altera Institute equips you for in-demand, high-growth, Digital & AI first roles.

The choice of what kind of career you want to pursue is an important one. You should choose your B-school after thorough research to see if it can help you land the career of your choice.

## Traditional Careers

- Relationship Management
- BFSI Sales
- ITES Sales
- Operations



**Placements from  
Traditional B-Schools**

## Digital & AI First Careers

- Brand Management
- Growth Marketing
- Product Management
- Brand Strategy
- Founder's Office



**Unlocked by**

**ALTERA**  
INSTITUTE

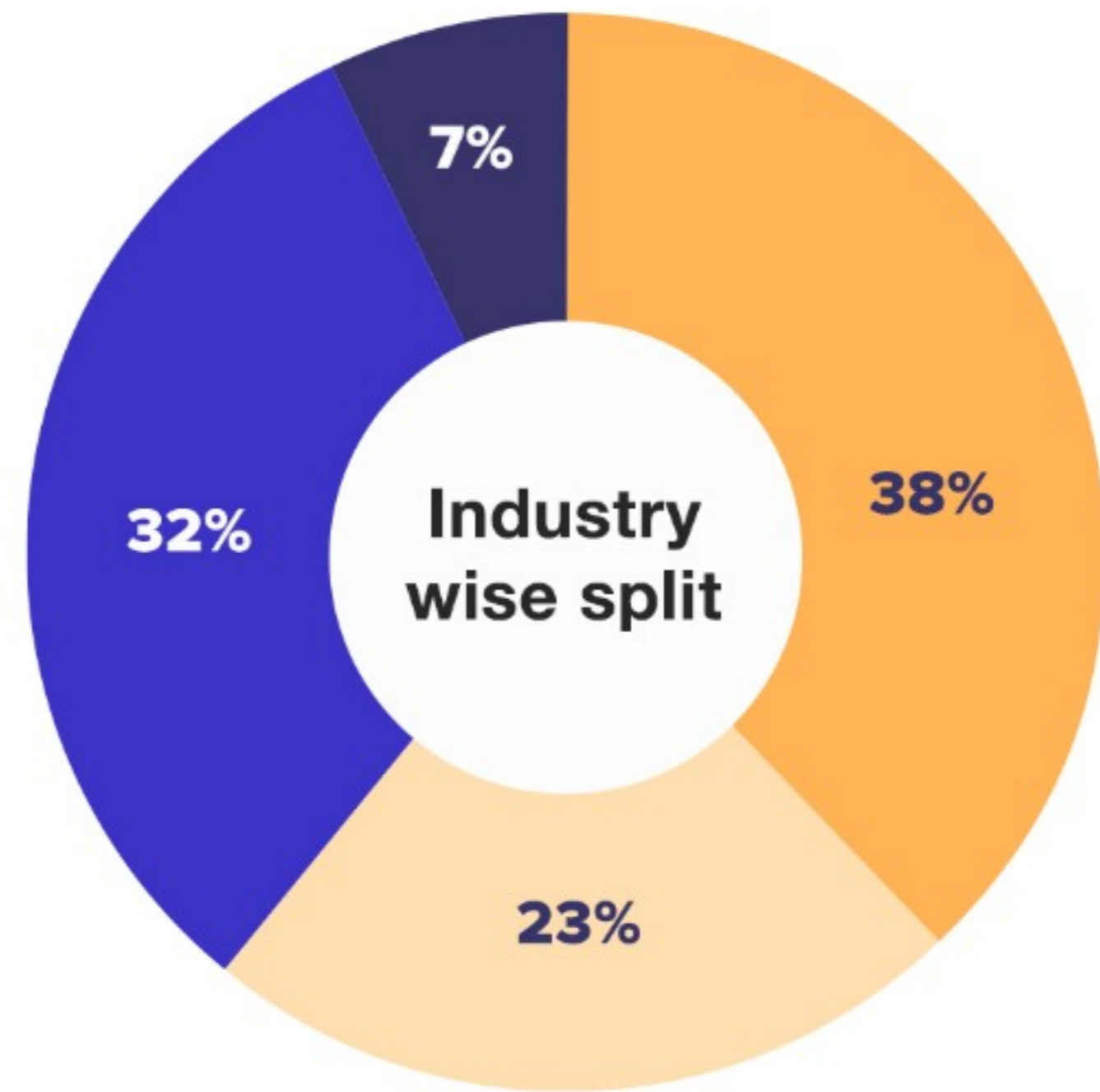
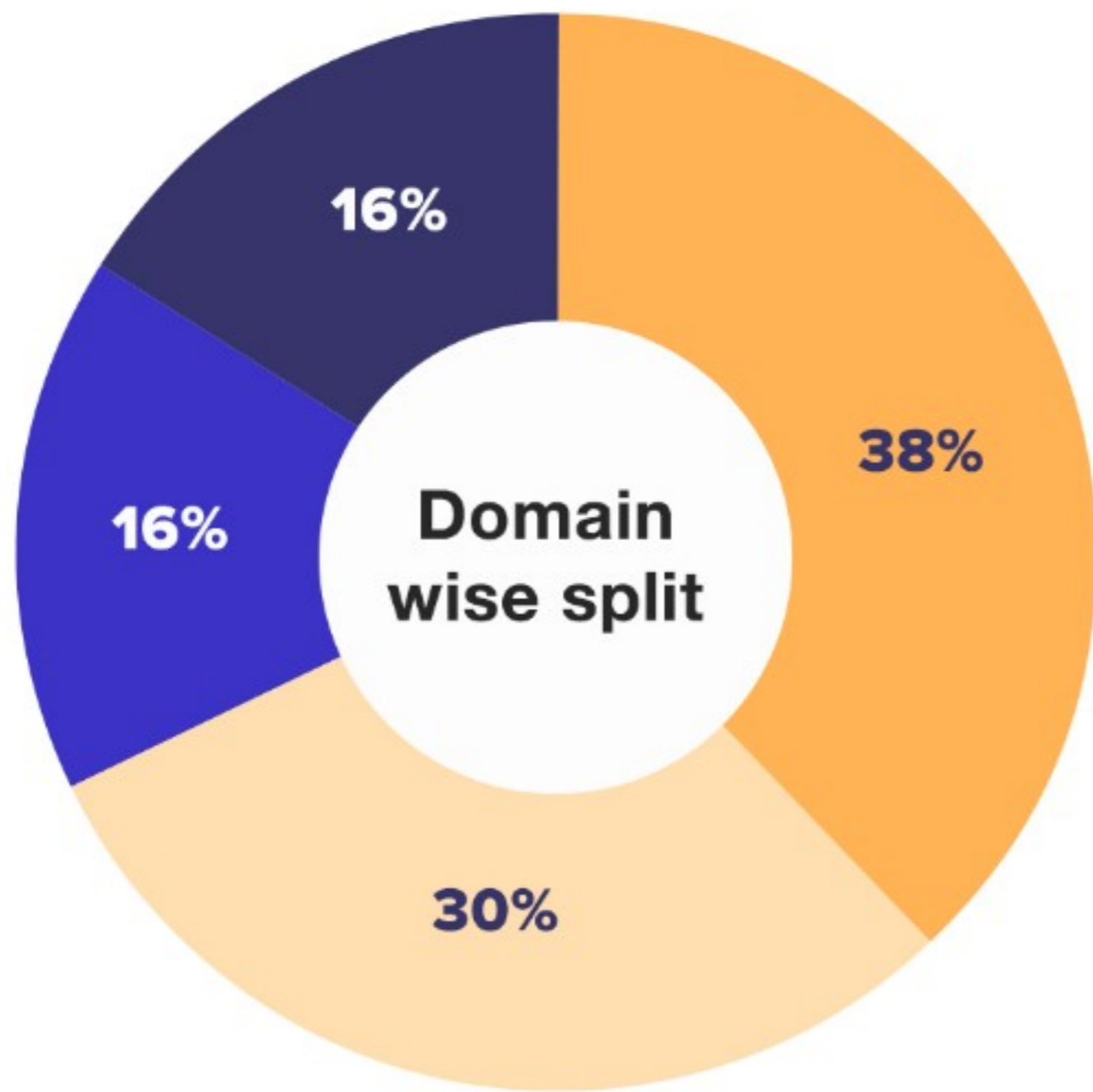
# Altera Institute PGP vs Traditional MBA

The PGP in Applied Marketing is a new-age and industry-backed version of the MBA in Marketing.

	Traditional B-School	ALTERA INSTITUTE
 <b>Curriculum</b>	Outdated	<b>Industry Backed</b> Designed by experts and CXOs of leading organizations
 <b>Pedagogy</b>	Theoretical and rote learning	<b>Learning by doing</b> Weekly simulations, cases & immersive learning experience
 <b>Faculty</b>	Academicians with no industry experience	<b>Industry Leaders &amp; CXOs</b> Only experts from leading organizations
 <b>Career Mentorship</b>	No dedicated guidance	<b>Dedicated Mentors</b> Assigned industry mentors for 1-1 guidance
 <b>Grading System</b>	Theoretical exams	<b>Real World Application</b> Live projects, cases and simulations

# Class of '25 | Placements

The curriculum at Altera Institute is built industry backward. Thus, it is no surprise that students from Altera Institute's PGP Class of '25 landed high quality careers.



- eComm
- Marketing
- Product Management
- Strategy

- D2C
- Technology
- FMCG
- Media

## Top Recruiters on Campus

Graduates from the PGP have now been placed at some of India's leading companies in need moving roles across Brand, Product, Growth & Strategy.



# Class of '25 | Placement Highlights

Below are the highlights of the outcomes that students from the Class of '25 achieved after successfully completing the program.

**₹26.08 L**

Highest Salary

**₹18.14 L**

Median Salary

**₹22.14 L**

Top 25%ile  
Avg Salary

**₹20.98 L**

Top 50%ile  
Avg Salary

**₹16.85 L**

Average  
Salary

**3.8X**

Growth vs  
Pre-PGP CTC

## Quality Careers, not just Jobs

You can land a job outcome from any good B-School. But the quality of role and company determine whether it is just a job or a first step to a high quality career. Altera Institute focuses on unlocking the latter for its students.

Students from the Class of '25 landed in-demand roles that is uncommon for MBAs from traditional B-Schools.



**Brand  
Management**



**Growth  
Marketing**



**Product  
Management**



**Founder's  
Office**



**Business  
Strategy**



**Key Account  
Management**

# The Altera Advantage

Altera Institute is not a traditional B-School. There are four key aspects that give students at the institute an unfair advantage over their peers in traditional B-Schools.



## 100% Industry Designed Curriculum

The curriculum is designed by industry experts, replacing textbook theory with insights from top organizations. Even traditional courses like Economics and Management Accounting are taught with a practical, industry-focused approach.



## Application First Pedagogy

Altera Institute emphasises hands-on learning & building skills through practical application. The case studies methodology is complemented with hackathons and term projects. Most students also work on live projects with real companies collaborating with top leaders & CXOs.



## 100% Industry Mentors

Students learn directly from practitioners, many of whom are CXOs. The logic is simple- if we had to learn how to bat, would we learn it from Harsha Bhogle or Rahul Dravid? Mr Bhogle is a great commentator, probably the best. However, one would want to learn how to bat from Mr Dravid who has decades of experience. At Altera Institute, we believe business education should be no different.



## Build Lifelong Networks

Students engage with over 200 professionals during the 15-month program, many of whom are also recruiters. Most students get the opportunity to work on a live project with a founder/leader, and this real world exposure helps build access to people who matter in the business world in India.

# Term 1: Laying the Foundations

This term focusses on laying the foundation with students. The term has 8 credit courses with 6-8 sprints.

## Marketing Management

- Breakdown of marketing mix (6Ps) of a brand
- Crafting consumer insights and value proposition for a brand

## Go-To-Market

- Understanding offline distribution channels and supply models
- Building distribution as a competitive advantage

## Media Basics

- Role of media in driving brand growth through mental reach
- Media planning for traditional media vehicles

## First Principle Problem Solving

- Fundamental based and structured approach (MECE) to problem solving
- Growth and diagnostic cases, frameworks like Ansoff, BCG matrix, 2x2s, etc.

## Advertising Management

- Identifying consumer insights for communication
- Writing ad concepts and briefs for communication design

## Business Finance

- Decoding financial statements including balance sheet, p&l & cash flow
- Making business decisions to maximise commercial outcomes

## Managerial Economics

- Understanding microeconomic concepts on competition and pricing
- Applying relevant theories for decision making in consumer businesses

## Applied Analytics

- Simplifying statistics and distribution models
- Analysis of business metrics through Excel and SQL

## Capstone | Building a D2C Brand

Students identify a need gap and build out their own D2C business to address it. It starts with the marketing mix including product, pricing and the proposition and then extends into go-to-market and the communication plan and assets to take the mix to consumers. This end to end experience of building a business from 0 to launch gives students a platform to apply all they learnt in Term 1.

# Term 2 : Building the Core

This term focusses on building core learning with students. The term has 8 credit courses with 6-8 sprints.

## Brand Building

- Driving brands through strategic actions
- Leveraging pricing and portfolio for growth

## Digital Commerce

- Decoding eCommerce platforms and their role
- Driving eCommerce growth levers

## Macro Economics

- Understand business cycles, policy impact, macro KPIs
- Develop linkage to enterprise level strategic planning & forecasting

## Digital Media Planning

- Decoding digital media metrics across the channels landscape
- Planning for business outcomes on Google and Meta ads

## Business Communication

- Structured approach to solving business problems
- Effective written communication for professional outcomes

## Mastering Modern Sales

- Mastering the sales process
- Building a pitch and process for effective sales

## Supply Chain Management

- Appreciating service-cost trade-offs across supply chain models
- Designing inventory management models to maximise sales growth

## Organised Trade

- Decoding Modern Trade Distribution Channel processes
- Understanding growth levers for eCom & qCom channels

## Capstone | Building a Product MVP

In this capstone project, students will create a Minimum Viable Product (MVP) to address a specific market need. The process begins with market research and user feedback to refine the product concept, followed by developing a prototype that showcases essential features. Students will then devise a go-to-market strategy, including pricing, positioning, and promotional tactics. This hands-on experience allows students to apply their learnings from Term 1 and Term 2 to a real-world challenge.

# Term 3 : Scaling the Learning

This term works on deepening student learning with practitioner mentorship. The term has 6 credit courses with 8-10 sprints. Placements also start in Term 3.

## Brand Management

- Brand decisions to strategically build lasting brands
- Piecing together advertising, innovation and marketing mix for building brands

## Growth Marketing

- Demystifying growth marketing funnels and tracking metrics
- Planning for acquisition and retention through digital channels

## Category Management

- Decoding the P&L of a retailer and levers to drive profitable growth
- Managing mix of product portfolio in retail effectively

## eCommerce Media Planning

- Decoding eCommerce shopper journey and ad metrics
- Planning for business outcomes on Amazon, Flipkart and qComm

## Generative AI in Business

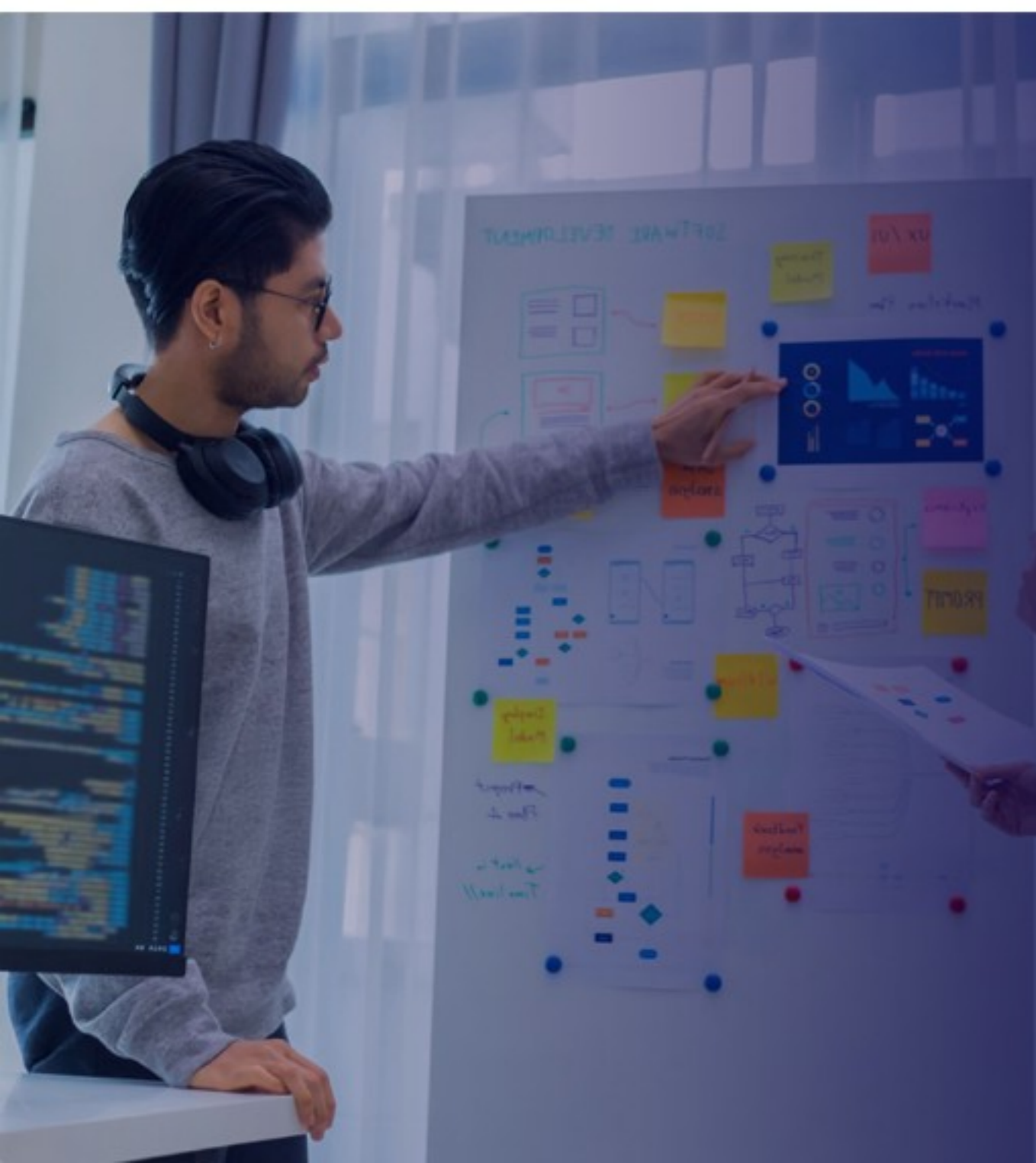
- Boosting operational efficiency with AI-driven processes
- Scaling content generation across platforms

## Content Marketing

- Understanding content formats across social media platforms
- Building an effective content system

## Capstone | Live Project

Students get the opportunity to work with a founder/CXO/leader on a real world business problem across brand building, go-to-market or product. This helps transfer the application muscle from the sandbox environment at the campus to the real world. This also serves as a great primer before students join the industry post the placement process. The live project starts in Term 2 and ends in Term 3.



# Term 4 : Closing the Loop

This term works on preparing students for their career journey ahead. The focus shifts from functional learning to behavioural learning and mentorship. The term has 6 credit courses with 6-8 sprints. Placements wrap up in this term.

## Leadership in Business

- Cultivating leadership skills to drive team performance and growth
- Navigating as a leader in a changing and volatile ecosystem

## Business Innovation

- Insights into the innovation process followed at the world's top companies
- Live ideation for a new product innovation concept

## Business Strategy

- Strategic frameworks for building competitive advantages
- Building organisational competencies and synergies for success

## Retention Marketing

- Measuring customer retention and improving for web and app based businesses
- Leveraging marketing automation platforms like Webengage, Gupshup & Mailmodo

## B2B Marketing

- Leveraging marketing communications to improve business development
- Using content to drive B2B sales

## Entrepreneurship

- Understanding venture capital and startup valuation models
- Working through to MVP and PMF

## Capstone | New to World Research

All innovation starts with deep thinking. Students are encouraged to go deep into an area of interest and write and post a researched report that has some practical application to business. Usually the problem statements for such research emerges during the program and students are encouraged to pick an area of curiosity or wherever they want to specialize.

# 20+ Sprints

Sprints are 4-8 hours bootcamps on key domains conducted in association with leaders from top companies who specialise in those domains.

## Business Communication

Presentation of business solutions via structured communication - both verbal as well as written

Mentor From **BAIN & COMPANY** 

## Consumer Insights

Deep Consumer research to derive actionable insights

Mentor From



## Business Ethics

Managing dilemmas faced in everyday business scenarios

Mentor From  Pernod Ricard

## Product Design Thinking

Focus on crafting solutions through empathy, innovation, and a user-centric approach.

Mentor From  Microsoft

## Negotiation in Business

Creating mutual win-wins through actionable techniques

Mentor From  Hindustan Unilever Limited

## VC Investment Choices

Valuation models and negotiations in fund-raising

Mentor From *Whiteboard*  
C A P I T A L

## Root Cause Analysis

Using data and 5-Why analysis to arrive at root cause of a business symptom

Mentor From  EY Parthenon

## Project Management

Creating networks to plan project timelines and finding effective ways to crunch timelines

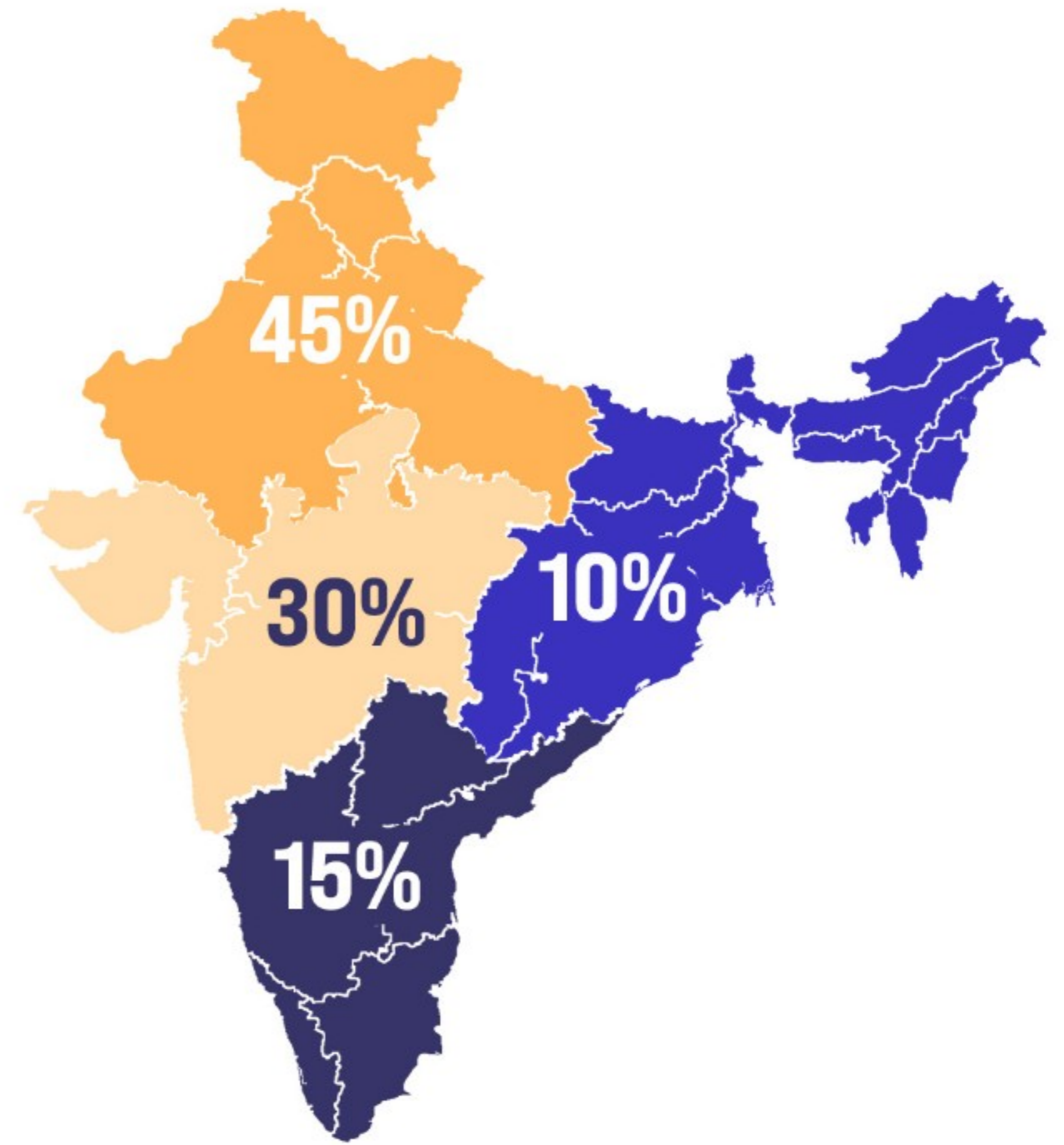
Mentor From **NETFLIX**

& many more...

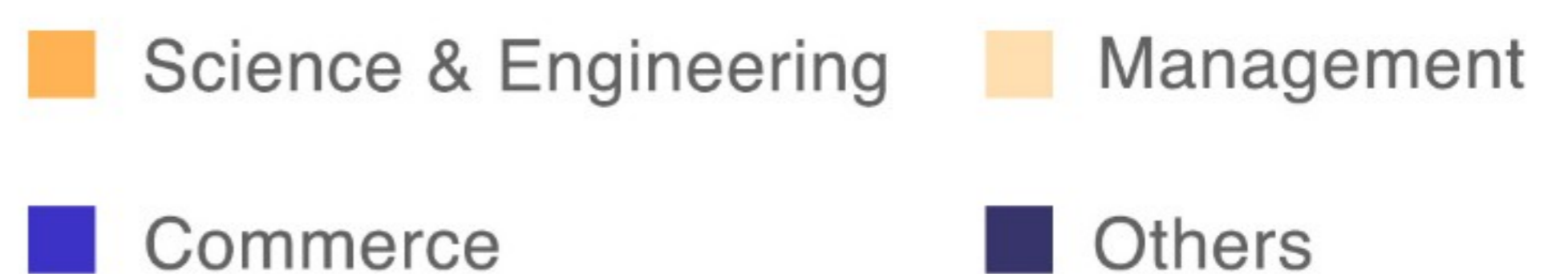
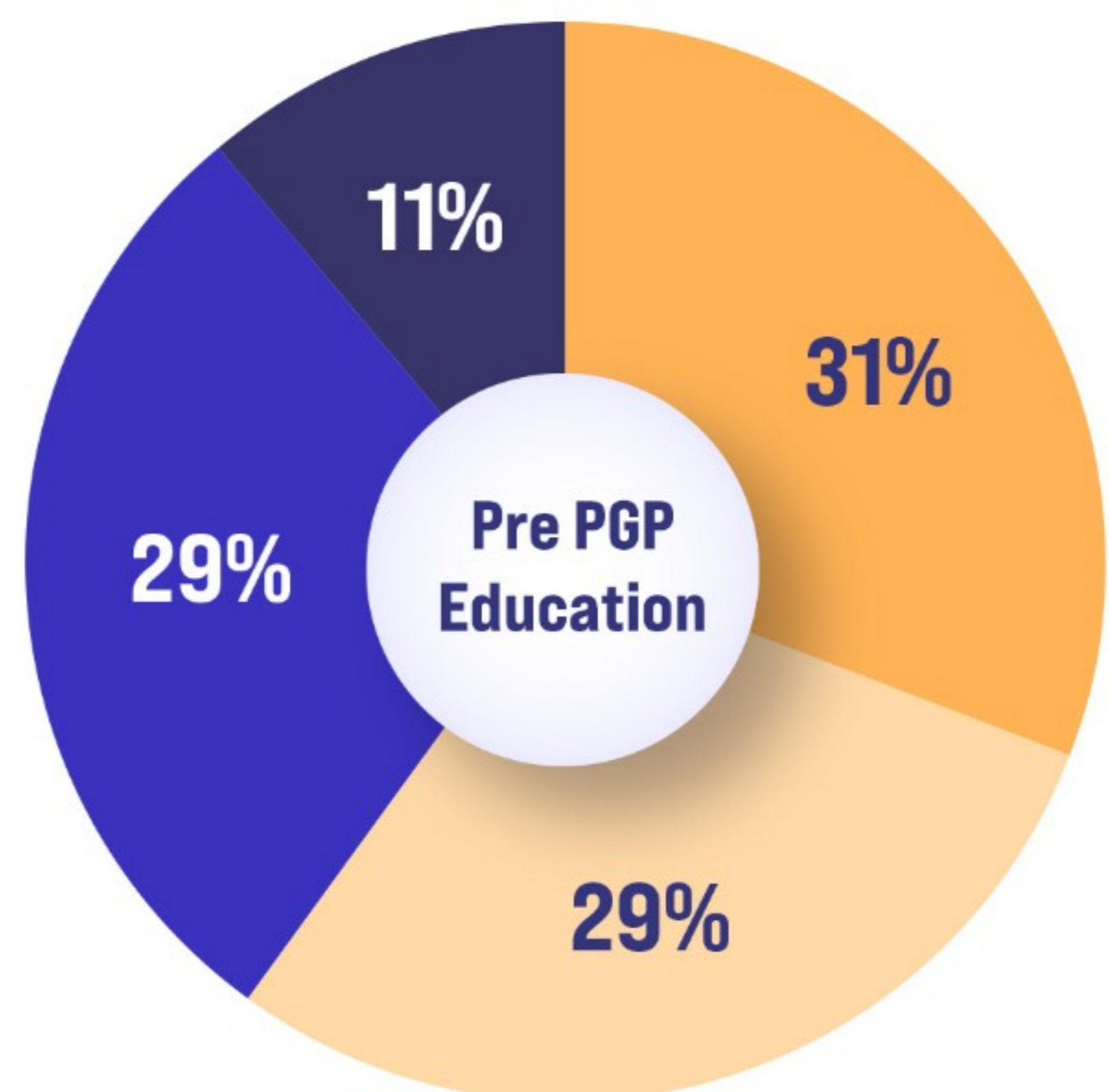
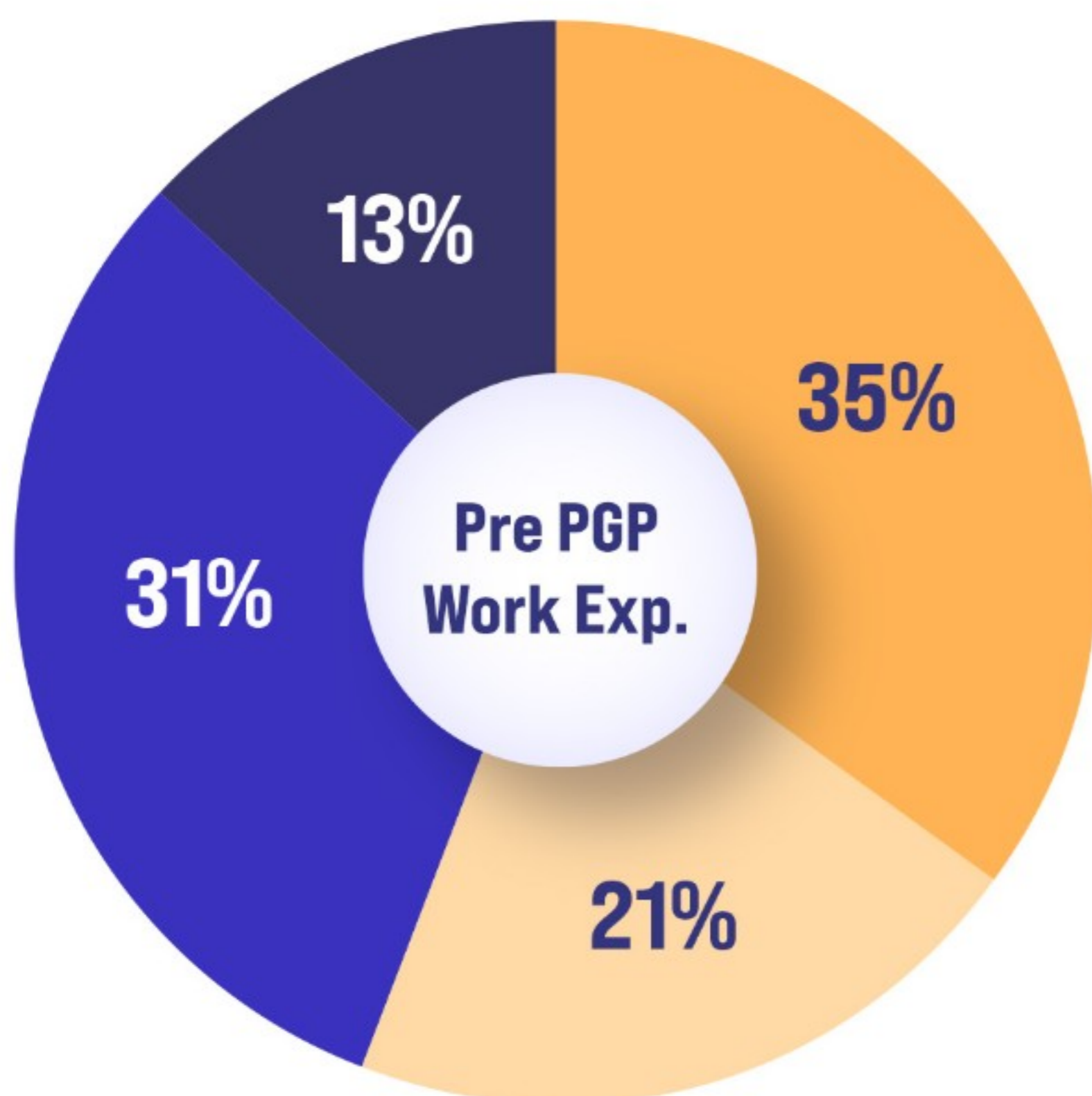
# Class of '26 | Overview

Altera Institute's Class of '26 is a diverse cross-country mix of prior working experience (~65%) and high quality freshers, united with the ambition of becoming future leaders in leading organisations.

## A diverse cohort from all across the country



## Class of '26 Experience & Domain



# 100% Industry Faculty

Every session at the institute is taught or facilitated by professionals with deep industry experience. Some of the faculty at Altera Institute were CXOs and CEOs at leading FMCG, D2C and Consumer Tech companies.



## Aalekh Tripathi

Experience: 9+ years

ex Marketing Manager



## Ankur Devpura

Experience: 16+ years

ex Head of eCommerce



## Swapnil S Kumar

Experience: 20+ years

ex Head of Marketing



## Shivani Khandewal

Experience: 11+ years

Consumer Cluster Head



## Kanika Singhania

Experience: 11+ years

Marketing Head-Maggi



## Avik Bhandari

Experience: 18+ years

VP Sales



## Karan Bhagi

Experience: 16+ years

ex Marketing Director



## Siddharth Batra

Experience: 17+ years

Co-Founder



## Rishabh Baid

Experience: 6+ years

ex Sr. Associate Consultant



## Arshdeep Singh

Experience: 4+ years

ex Sr. Consultant



## Aditya Gokhale

Experience: 7+ years

Marketing Manager



## Sarjana Singh

Experience: 9+ years

AVP - HR Transformation





**Sanjog Dash**

Experience: 9+ years

Director, eCommerce



**Nilesh Kotalwar**

Experience: 12+ years

SVP, Online Revenue



**Umesh Pahilani**

Experience: 11+ years

Finance Manager



**Himanshu Joshi**

Experience: 12+ years

Director



**Aviral Johri**

Experience: 21+ years

IT Performance Lead



**Tarun Jyot Singh**

Experience: 12+ years

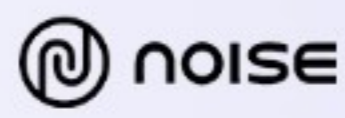
Co-Founder



**Akash Agarwal**

Experience: 11+ years

VP & Head of International Business



**Neha Bisht**

Experience: 14+ years

Director- CEO Office



**Smriti Maurya**

Experience: 9+ years

Strategy Principal



**Shagun Gupta**

Experience: 4+ years

ex Associate



**Pratik Ahuja**

Experience: 8+ years

General Manager, Growth



**Akash Verma**

Experience: 12+ years

Data Analytics & ML Leader



**Aditya Banerjee**

Experience: 7+ years

AVP Brand Strategy



**Amit Bhatnagar**

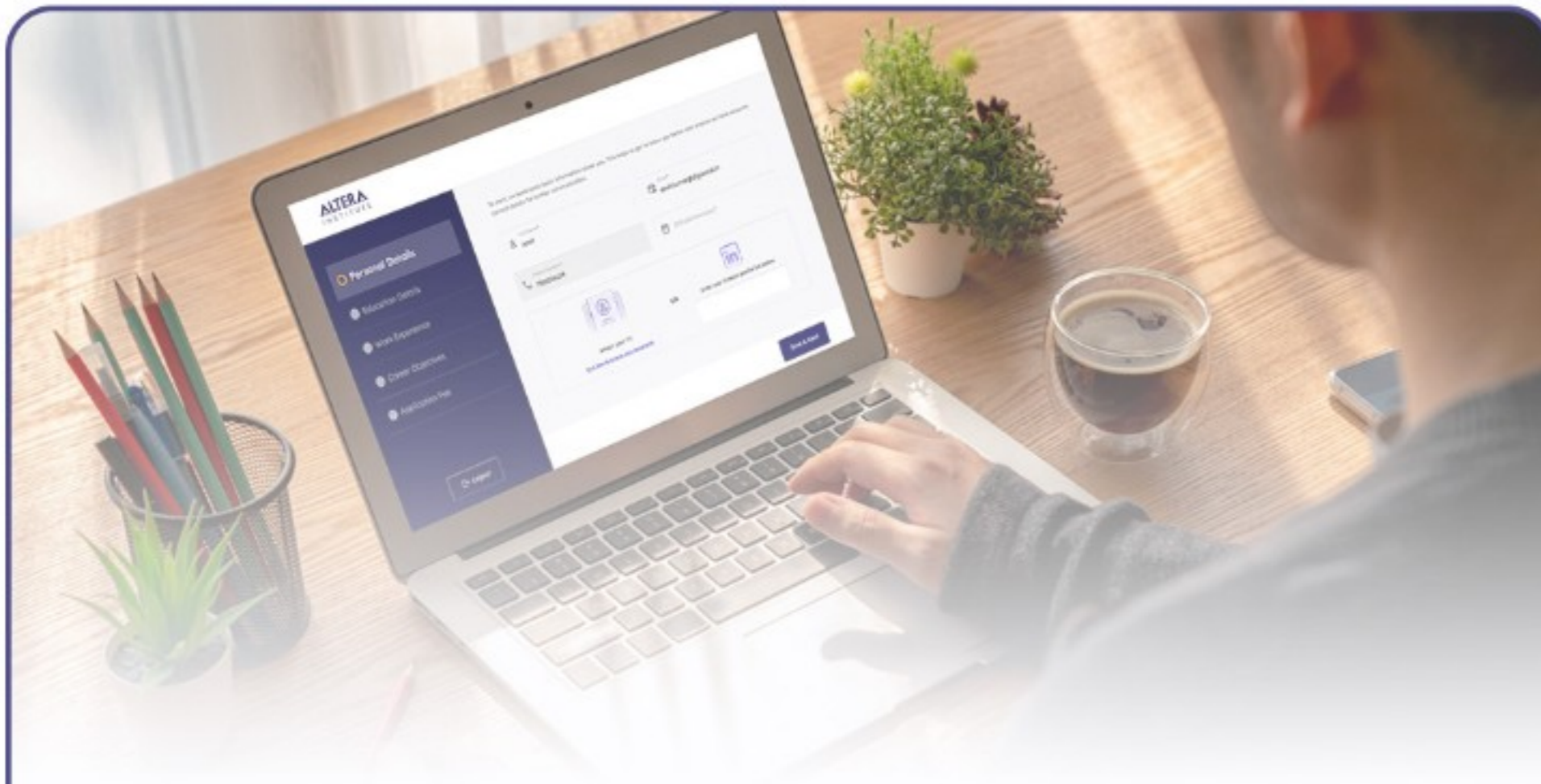
Experience: 16+ years

ex SVP, Product Management



# Admission Process

The Altera Institute uses a holistic framework of evaluation for applicants. Applicants are assessed basis a composite profile score that takes the following aspects into consideration.



## Pre-Application Profile (50%)

### Competitive Scores

The institute accepts CAT/ XAT/ NMAT and GMAT. Students can also opt to take the ALNAT which is conducted periodically.

### 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 Performance (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.

# Application Process




The application is an important input into the admission decision and it is recommended that you answer the subjective questions thoughtfully and honestly. The admissions team will review your application and get back with the next steps after the closure of the application round you have applied in.

## Admission Round Deadlines

 <b>Early Entry</b>	<b>27<sup>th</sup> Dec, 2025</b>	<b>₹1,499/-</b> Application Fee
 <b>Round 1</b>	<b>TBD</b> Deadline	<b>₹1,999/-</b> Application Fee
 <b>Round 2</b>	<b>TBD</b> Deadline	<b>₹1,999/-</b> Application Fee

Early applicants have a higher chance of securing an offer of admission.

## Program Fees

 <b>Admission Fee</b> (To secure your seat in the cohort)	<b>₹100,000/-</b>
 <b>Tuition Fee</b> (Payable in two tranches)	<b>₹15,44,000/-</b>
 <b>Total Program Fees</b> (All Inclusive)	<b>₹16,44,000/-</b>

- Financing options are available through external financing partners - HDFC Credila, IDFC Bank, Propelld, etc.



# ALTERA

## INSTITUTE

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

 [www.alterainstitute.com](http://www.alterainstitute.com)  +91 99711 35643  [info@alterainstitute.com](mailto:info@alterainstitute.com)

 Building 9A, DLF Cyber City, Gurugram-122022