ALTERA
INSTITUTE

PGP in Applied Marketing

PROGRAM DURATION	ON-CAMPUS	OPT-IN RESIDENTIAL
15 Months	**Cybercity, Gurugram**	**Full time**

India's Only Industry Backed B-School

of its kind

mamaearth®

Hindustan Unilever Limited

MULLENLOWE 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

BAIN & COMPANY

Hindustan Unilever Limited

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.

amazon | MULLENLOWE LINTAS GROUP | TATA CONSUMER PRODUCTS | Hindustan Unilever Limited

groupm | asianpaints | BOMBAY SHAVING COMPANY | WELLA

Performics | Levi's | whole The Truth | PUBLICIS MEDIA

ALTERA INSTITUTE

KNOWLEDGE PARTNER TO

Hindustan Unilever Limited | amazon

Give your Career the Altera Advantage

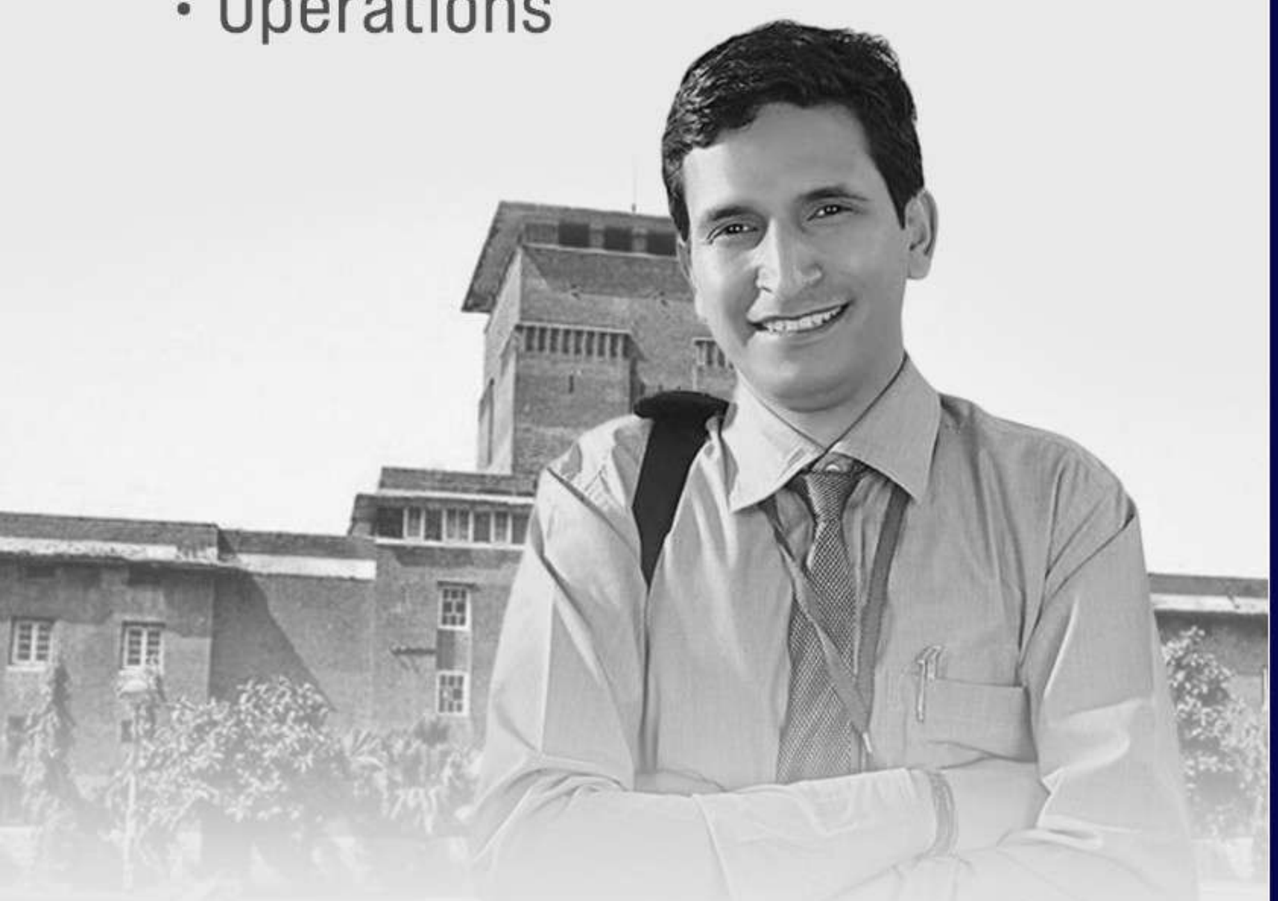
The careers of the future are very different from traditional careers. Traditional B-schools are not designed to unlock these Digital & AI first careers for their students.

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

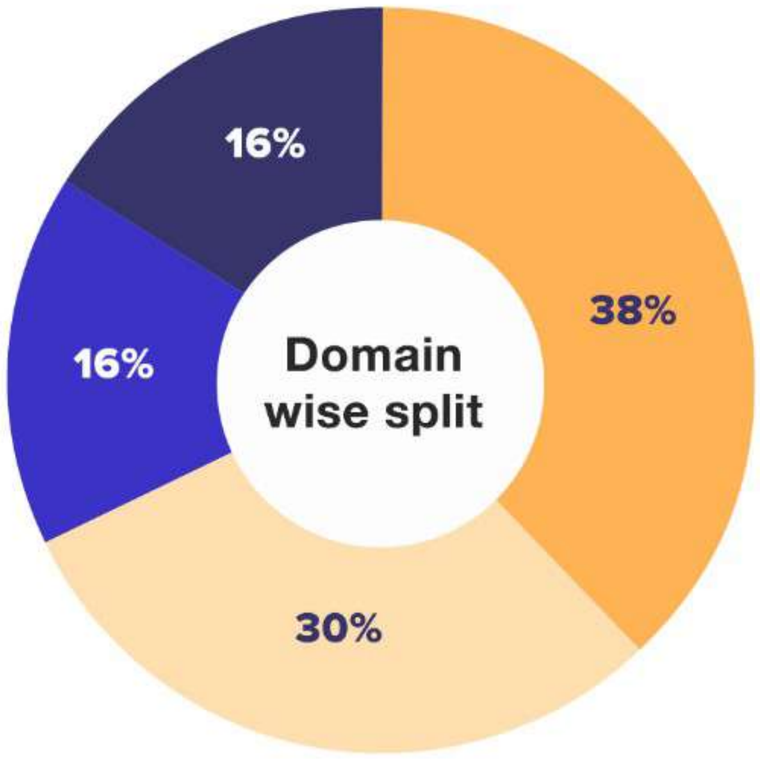
Altera Institute PGP vs Traditional MBA

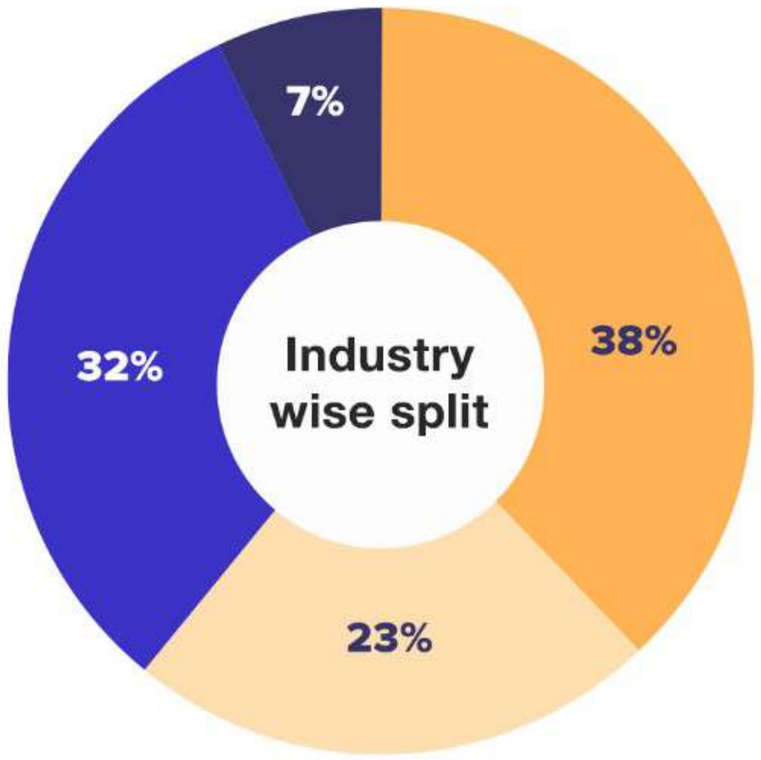
The PGP in Applied Marketing is a new-age and industry-backed version of the MBA in Marketing.

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Curriculum	Outdated	**Industry Backed** Designed by experts and CXOs of leading organizations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





Top Recruiters on Campus

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

Hindustan Unilever Limited · Flipkart · Godrej · HONASA · PUBLICIS GROUPE

Himalaya SINCE 1930 · mamaearth · Sleepwell · supertails.com · WPP

USV · JUBILANT FOODWORKS · plum · 1digitalstack.ai Intelligent Commerce · blinkit

OZONE PHARMACEUTICALS LTD · WELLA · groupm · THE SOLVED SUM · Nat Habit FRESH AYURVEDA

AU SMALL FINANCE BANK · sebamed · purplle.com India's #1 Beauty Destination · MULLENLOWE LINTAS GROUP · & many more...

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 ROYAL ENFIELD SINCE 1901

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 CAPITAL

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

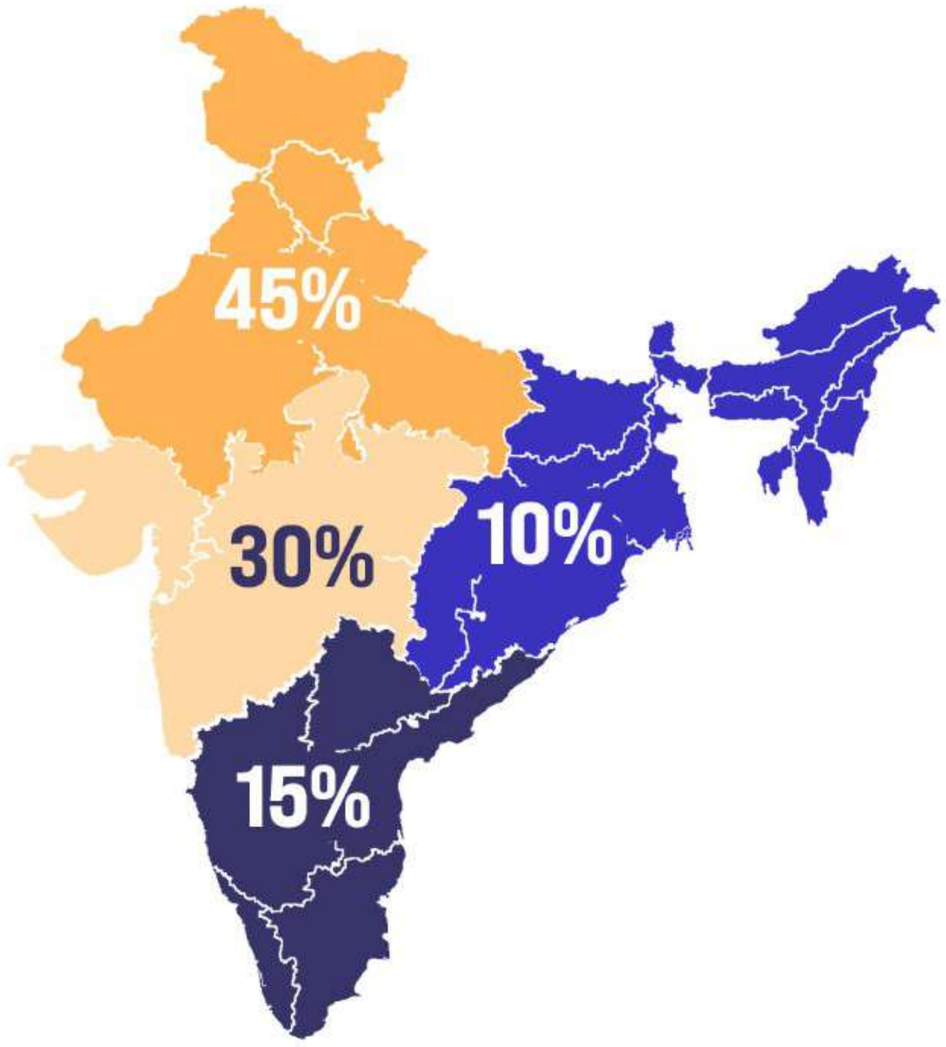
Mentor From NETFLIX

& many more...

Class of '26 | Overview

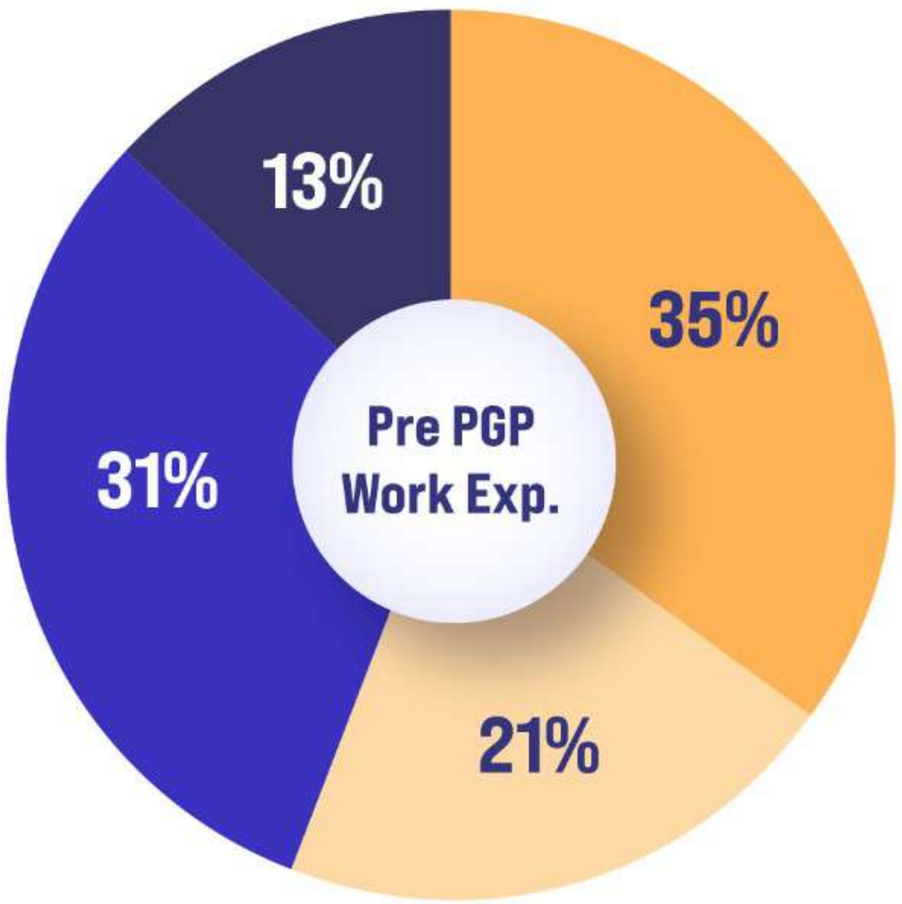
Altera Institute's Class of '26 is a diverse cross-country mix of prior working experience (~65%) and high quality freshers, united with the ambition of becoming future leaders in leading organisations.

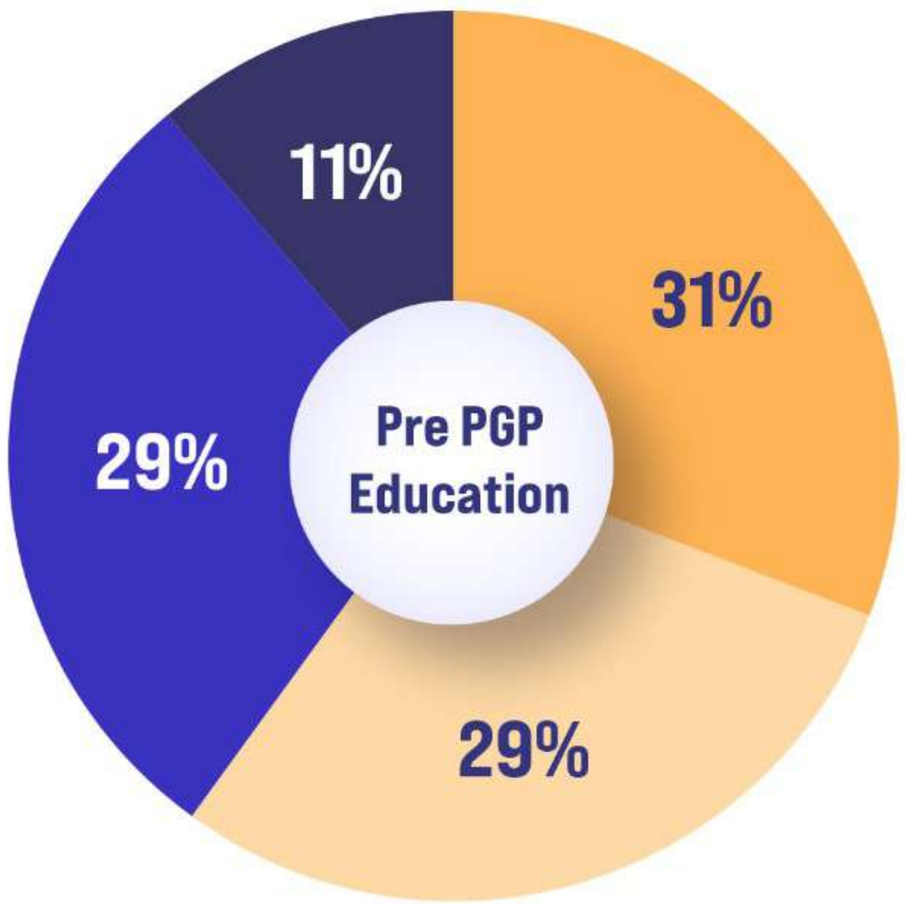
A diverse cohort from all across the country



North
West
East
South

Class of '26 Experience & Domain





Freshers
Less than 1 Year
1 - 2 Years
More than 2 Years

Science & Engineering
Management
Commerce
Others

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

Hindustan Unilever Limited



Ankur Devpura

Experience: 16+ years

ex Head of eCommerce

gsk



Swapnil S Kumar

Experience: 20+ years

ex Head of Marketing



Shivani Khandewal

Experience: 11+ years

Consumer Cluster Head

Unilever



Kanika Singhania

Experience: 11+ years

Marketing Head-Maggi

Nestlé



Avik Bhandari

Experience: 18+ years

VP Sales

plum



Karan Bhagi

Experience: 16+ years

ex Marketing Director



Siddharth Batra

Experience: 17+ years

Co-Founder

The HealthSpan Co.



Rishabh Baid

Experience: 6+ years

ex Sr. Associate Consultant

BAIN & COMPANY



Arshdeep Singh

Experience: 4+ years

ex Sr. Consultant

EY Parthenon



Aditya Gokhale

Experience: 7+ years

Marketing Manager

Hindustan Unilever Limited



Sarjana Singh

Experience: 9+ years

AVP - HR Transformation

genpact



Sanjog Dash

Experience: 9+ years

Director, eCommerce

Nat Habit
back to natural secrets everyday



Nilesh Kotalwar

Experience: 12+ years

SVP, Online Revenue

HONASA



Umesh Pahilani

Experience: 11+ years

Finance Manager

Unilever



Himanshu Joshi

Experience: 12+ years

Director

NITI Aayog



Aviral Johri

Experience: 21+ years

IT Performance Lead

Nestlé



Tarun Jyot Singh

Experience: 12+ years

Co-Founder

1digitalstack.ai
Intelligent Commerce



Akash Agarwal

Experience: 11+ years

VP & Head of International Business

noise



Neha Bisht

Experience: 14+ years

Director- CEO Office

Kimbāl



Smriti Maurya

Experience: 9+ years

Strategy Principal

accenture



Shagun Gupta

Experience: 4+ years

ex Associate

Goldman Sachs



Pratik Ahuja

Experience: 8+ years

General Manager, Growth

lenskart



Akash Verma

Experience: 12+ years

Data Analytics & ML Leader

airtel



Aditya Banerjee

Experience: 7+ years

AVP Brand Strategy

DENTSU CREATIVE



Amit Bhatnagar

Experience: 16+ years

ex SVP, Product Management

NYKAA

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

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

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

Program Fees

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

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



ALTERA
INSTITUTE

"The best time to start was yesterday.
The next best time is now."

www.alterainstitute.com +91 99711 35643 info@alterainstitute.com

Building 9A, DLF Cyber City, Gurugram-122022