

MARKETING LAUNCHPAD

14 MONTHS SNAPSHOT &
BATCH 39 REPORT

1,000+ PLACEMENTS



Marketing Launchpad Results | Last 14 months

Kraftshala School of Business remains the largest institution for marketing placements



Last 14 months
MLP Placements

1,037



MLP Placement
Rate

94%

Highest CTC for
Marketing Launchpad |
Relevant experience

₹16L

Highest CTC for
Marketing Launchpad |
Freshers

₹10.4L

Average CTC

Average CTC for
Marketing Launchpad



Average CTC for
Hindi + English Program



Kraftshala School of Business | 2026 Placements

Placements have substantially accelerated: 74% growth in the year, 147% in the most recent months

PLACEMENT GROWTH
OVER LAST YEAR

Jul–Aug'26

+147%
growth vs
last year

Jan–Mar'26

+80%
growth vs
last year

Apr–Jun'26

Impact of US–Iran War

+23%
growth vs
last year

Every period in 2026 has outperformed last year – driving 74% year-to-date growth.

Jul–Aug'26 placements were **~2.5× last year.**

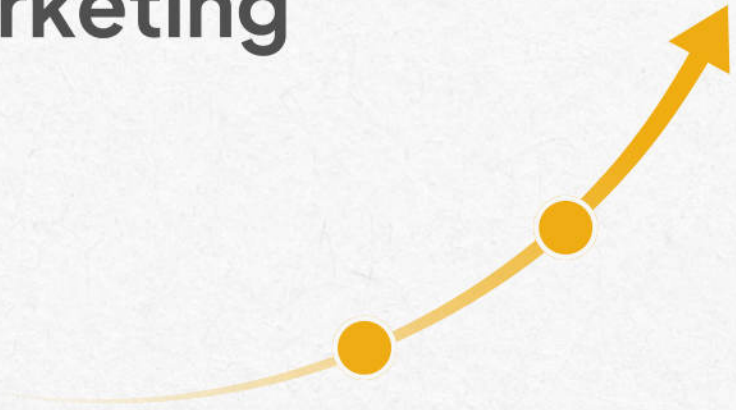
Marketing Launchpad Results | Last 14 months

Marketing Launchpad is the fastest way to start your career in marketing

6

months

Start your marketing career



Candidates don't need years of experience before they can get started in marketing.

In 6 months, Marketing Launchpad helps build practical skills and evidence of what they can plan and execute across all aspects of marketing- so they can enter the job market **ready to contribute from day one.**



84%

Placements went to freshers / candidates without relevant experience



68%

Placed at companies that hire repeatedly from Marketing Launchpad



56%

Direct Hires (foregoing internships). Graduates placed in internships are either converted to full-time roles at ₹4.5L or more or brought back into the placement pool.

Recruiters - Marketing Launchpad

Where did the 1,037 placements happen?

~1 in 3

Marketing Launchpad graduates walk into a Big Five global advertising and marketing company - the networks running the world's advertising. Kraftshala has become one of their most consistent talent sources.



20% Other Global Agencies

ASSEMBLY

M&C SAATCHI
PERFORMANCE

MADISON
WORLD

mediamint

LS DIGITAL
CHALLENGE THE NOW

Digital Stack

Schibang

BOTPRESSO

crealytics

21% Brands

MENSA
HOUSE OF BRANDS

mamaearth™

MEATIGO
by PRASUMA

COMET

SLEEPY OWL
COMICS

BEARDO

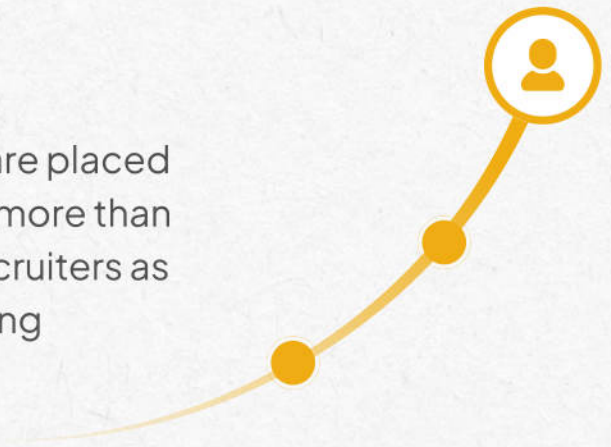
CURRY

& many more

Recruiters – Marketing Launchpad

Strength of Recruiter Pool

~2 out of 3 graduates are placed at companies that have hired from Kraftshala more than once. With every passing year, the width of recruiters as well as depth (number of placements) in existing companies keeps increasing.



NEW RECRUITERS IN THE LAST 14 MONTHS

 **lenskart**

OYO

MEATIGO
by PRASUMA

de
const
ruct™

 **lyxel&flamingo**
Building For The Future

Skillmatics

COMET

CookieMan
Fresh Baked Australian Cookies


NEEMAN'S

 **BEARDO**

handpickd

Vedantu
LIVE ONLINE TUTORING


9x9 DIGITAL


campus

 **BrightCHAMPS**

Ketto

& many more



Recruiters keep coming back because they know our students bring more than technical skills. They know how to communicate, take ownership and collaborate.

In fact, most of our key recruiters look elsewhere only once they've exhausted the Kraftshala talent available.



Varun Satia
Founder & CEO,
Kraftshala School of Business

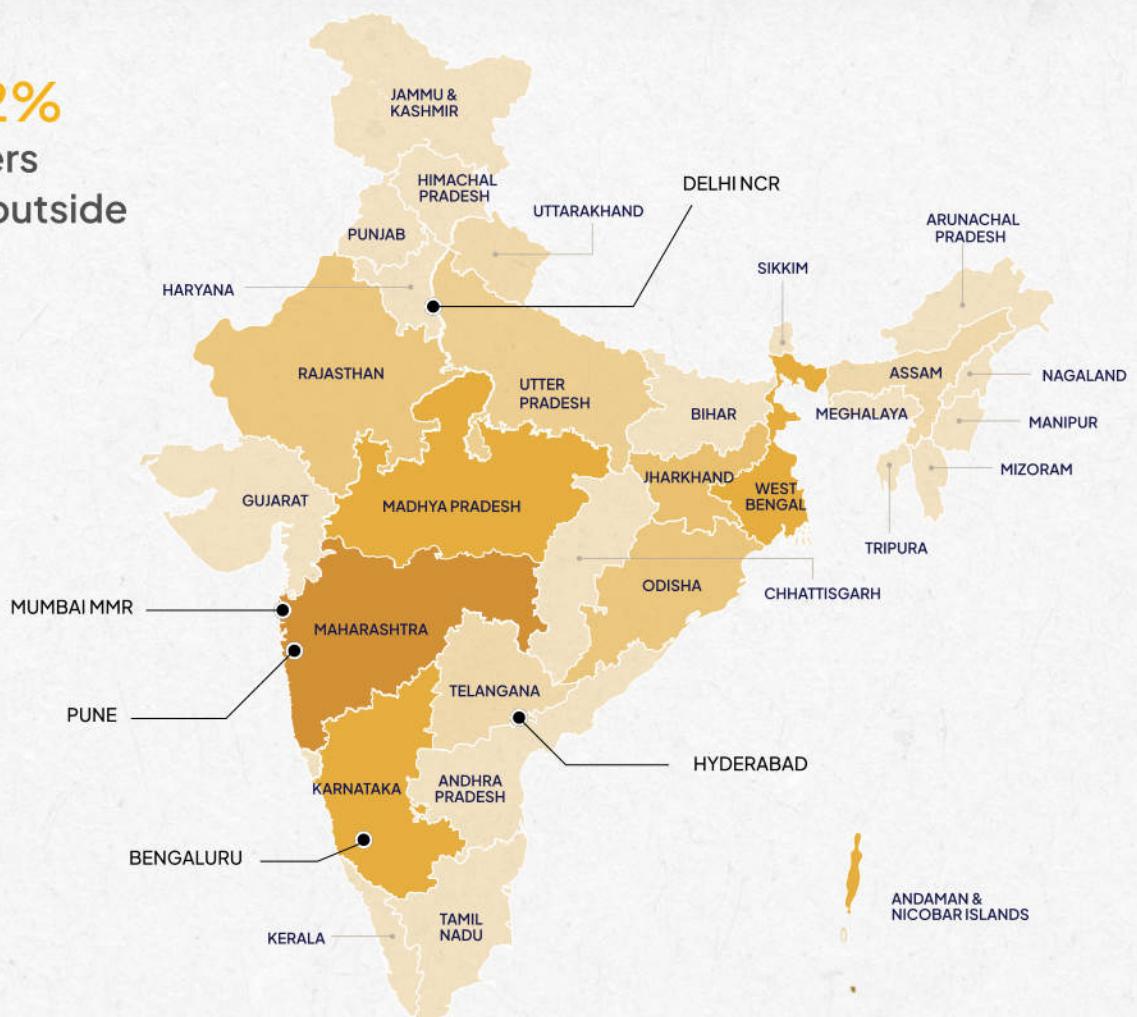
Geographical Split

Education Without Relocation. Outcomes Without Compromise.

Online education promised access. But it became recorded videos nobody finished, followed by chat/AI-based adaptive solutions that didn't deliver results. Somewhere along the way, industry started saying that online wasn't "real" learning, so education swung back to requiring students to relocate to a campus

The problem is that for much of India, relocating before you even have a job is either not practical or simply not preferred. That's why this number matters: **More than 2 out of 3 Marketing Launchpad** students studied from outside the top 6 metros. They learnt live, worked with peers, built real skills and got placed - without having to move cities or take on the cost of campus life.

Nearly 72%
of our learners
come from outside
India's top 6
metros.



Lower student concentration

Higher student concentration

Remote Access Enabled

Learners from across India – **connected** through one program

Students from remote towns, border regions and smaller cities joined Marketing Launchpad online and went on to **start their careers at leading companies.**



Port Blair, Andaman & Nicobar Islands

ASSEMBLY

A Jonarthan



Galiveedu, Andhra Pradesh (village of about 16k people)

Mastan Shaik



Kupwara, Jammu & Kashmir (District along 170 km of LoC)

IPG MEDIABRANDS

Fazil



Malkangiri, Odisha (remote district with challenging seasonal connectivity)

Ishita Brahma



Ukhrul, Manipur (district bordering Myanmar)

Khangamsing Woleng



Alipurduar, West Bengal (near Bhutan border)

Nitisha Pradhan

dentsu



Prayagraj, Uttar Pradesh (home to the Triveni Sangam)

Sayna Khan



Kalpakkam, Tamil Nadu (nuclear research township)

Jeevan Kumar



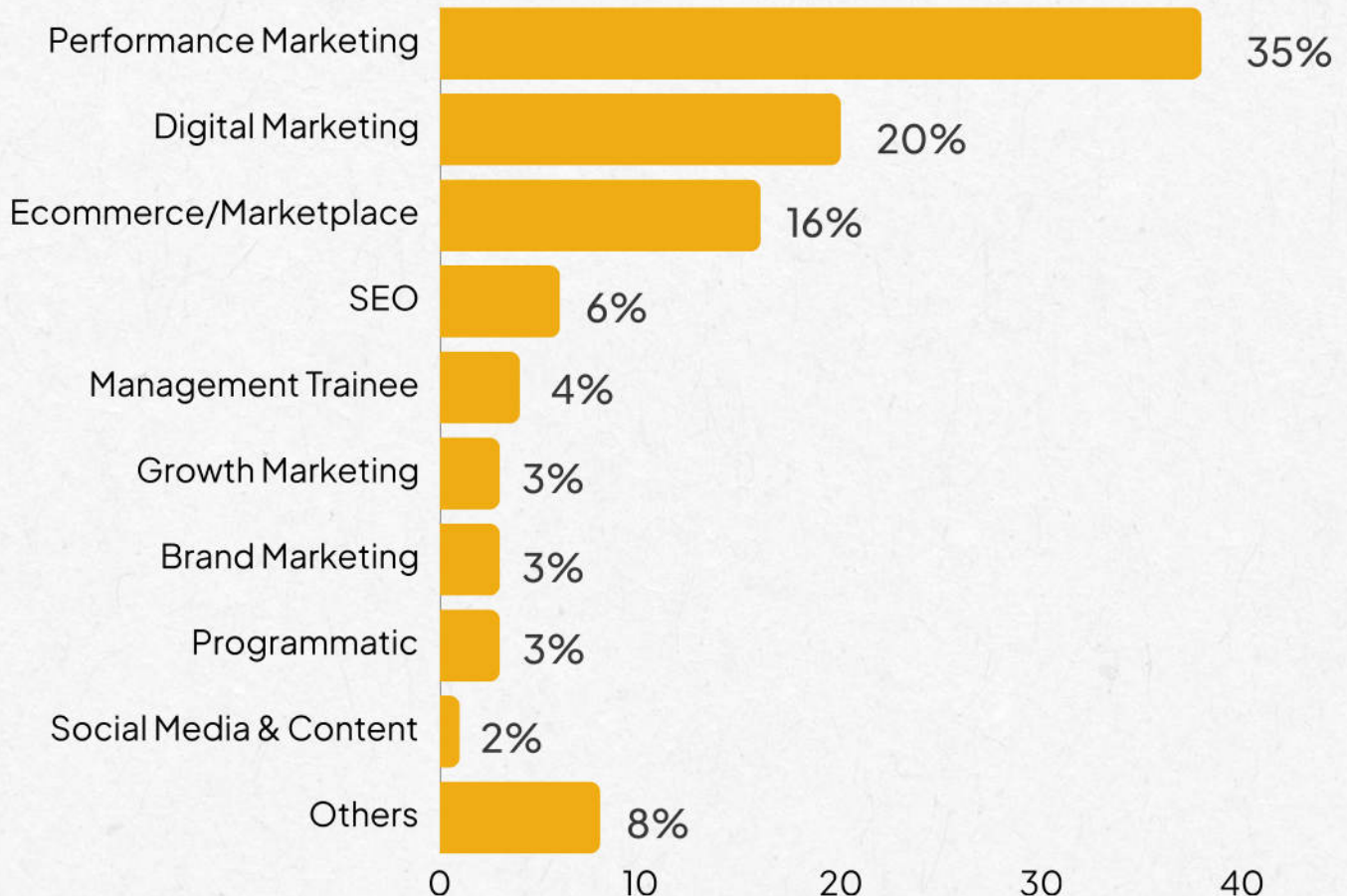
Roles - Marketing Launchpad

1,037 Placements – Role breakdown

2/3rd of all placements are Performance Marketing and Digital Marketing – but the other third spans seven distinct disciplines, from Ecommerce to Programmatic to Management Trainee tracks.

Marketing Isn't One Job – its spread across different high potential roles

Role breakdown, core MLP placements



Program Eligibility

No Degree gets you in.
No Degree keeps you out.

EXPERIENCE BEFORE KRAFTSHALA

**Fresher / No relevant
experience**

84%

**Relevant
Experience**

16%

Top companies hire for the ability to execute - and they assess it through the work students have done, not the degree they hold.

Our students come from backgrounds in Commerce, Management, Science, Arts and Engineering and in some cases, without a degree at all. What determines their outcome isn't what they studied before joining. It's the work they do once they're here.

EDUCATIONAL BACKGROUND (for graduates)

27%	21%	17%	14%	12%	9%
Commerce BCom, MCom	Management BBA, BMS	Science BSc, MSc	Arts BA	Engineering BTech, BE	Others Media, Hotel Mgmt, etc

Why is Marketing Launchpad so effective?

Marketing Launchpad is India's largest program in terms of marketing placements. With 3300+ students placed overall and 800+ recruiters, the results are consistently good because of the strength of the talent. Here's why:

01

Candidates with high intent and learning agility get selected for the program

02

Candidates get good at both core problem solving and knowledge of latest AI tools

03

Prior candidates hired have done well. That track record is why 2 out of 3 companies that hire from KSB come back for the next batch. Some examples of how well the alumni are doing is given below.

Where alumni are a few years later:

-  **Ishan Pant** joined **Dentsu** from Kraftshala. He switched to **NYKAA**, and is now working with **TATA DIGITAL**
-  **Dev Bhatia** joined **Performics**. He worked for couple of more agencies before switching to **glenmark** as a Media Manager and is now working with **BAIN & COMPANY** as an Expert Consultant, Marketing.
-  **Aayush Saraiya** joined **Performics** and then moved to the brand side with **games 24x7** and is now working with **Meta** in their London office.
-  **Abdul Afreed** joined **team pumpkin**, switched to **HiveMinds** and is now working with **Razorpay** as Senior Associate, Performance Marketing
-  **Yuraj Singh Deora** joined a couple of agencies and has now started with **lenskart** as Growth Ads Manager.

And that is why companies keep coming back to hire again and again. Not just because of Kraftshala's reputation but because the talent delivers faster than most others.

Alumni Success Spotlights

Based on internal newsletters for the last year

NAME	BATCH	SUCCESS	ROLE / COMPANY
Dev Bhatia	MLP 1	New Role	Expert Consultant – Marketing 
Abdul Afreed	MLP 2	Promotion	Senior Associate – Performance Marketing 
Charu Kulshreshtha	MLP 3	Award	Most Trustworthy Extraaedgian 
Rohan Singh	MLP 4	New Role	Senior Associate Omnicom
Aatreya Sawant	MLP 4	Award	Judge's Favourite Award 
Aman Kataria	MLP 5	New Role	Business Manager – E-Commerce 
Mohit Ghadi	MLP 5	New Role	Senior Associate 
Nishi Jain	MLP 5	Award	Extra Mile Award 
Ankit Bhaskar	MLP 6	New Role	Manager 
Sandeep Bemaal	MLP 6	New Role	Performance & Growth Marketing Lead 
Ishan Pant	MLP 6	Award	Best Performer – Marketing 
Mansi Rastogi	MLP 6	Award	iAppreciate Award 
Ayush Jain	MLP 7	Promotion	Associate 
Badruljamali Kanchwala	MLP 7	Promotion	Media Performance Manager 

Alumni Success Spotlights

Based on internal newsletters for the last year

NAME	BATCH	SUCCESS	ROLE / COMPANY
Deepak Rana	MLP 7	Promotion	Associate Manager 
Hritik Mehta	MLP 7	New Role	Manager 
Sachin Srivastava	MLP 7	Award	Achiever Award 
Shivam Kasera	MLP 8	Promotion	Manager – Performance Marketing 
Shivam Pandey	MLP 8	New Role	Senior Performance Marketing Manager 
Gaurav Bharti	MLP 9	Promotion	Business Manager 
Devanshu Goyal	MLP 9	New Role	Senior Executive – Programmatic 
Aman Singhal	MLP 10	New Role	Senior Executive, 
Anand Singh	MLP 10	Award	Hackathon 2026 Award 
Afnan Momin	MLP 11	Promotion	Associate Manager – Performance Media 
Jaya Pawar	MLP 11	Promotion	Associate Manager 
Shakshi Pal	MLP 11	New Role	Senior Associate 
Thanushree S	MLP 11	New Role	Channel Marketing Analyst 
Aanchal Kalra	MLP 12	Promotion	Associate 

Alumni Success Spotlights

Based on internal newsletters for the last year

NAME	BATCH	SUCCESS	ROLE / COMPANY
Piyush Patel	MLP 12	New Role	Associate  Performics
Saloni Mourya	MLP 12	New Role	Senior Executive – Paid Social  WPP Media
Aayush Vats	MLP 13	Promotion	Media Planner  M&CSAATCHI PERFORMANCE
Sharanya Sanoj	MLP 13	Promotion	Business Manager  Performics
Gourav Rawat	MLP 13	New Role	Associate Manager  PUBLICIS GLOBAL DELIVERY
Simran Yadav	MLP 13	New Role	Assistant Manager  PUBLICIS GROUPE
Sharanya Sanoj	MLP 13	Award	Hall of Fame Award,  Performics
Anu Mohandas	MLP 14	New Role	Account Manager  HiveMinds A UNIT OF MADKIN WORLD
Pawan Kushwaha	MLP 14	Award	Achiever Award,  PUBLICIS GLOBAL DELIVERY
Santashri Roy	MLP 14	Award	Make It Real Award  dentsu
Abhishek Kumar	MLP 15	Award	Performance of the Month  PUBLICIS GLOBAL DELIVERY
Arbab Ali Khan	MLP 15	Award	Achiever Award,  PUBLICIS GLOBAL DELIVERY
Pramod Srivastava	MLP 15	Award	MAD Award  Swiggy
Ravindra Singh	MLP 16	Promotion	Business Manager  Performics

Alumni Success Spotlights

Based on internal newsletters for the last year

NAME	BATCH	SUCCESS	ROLE / COMPANY
Vardaan Sharma	MLP 16	Promotion	Associate Manager 
Vishal Kumar	MLP 16	Promotion	Quick Commerce Lead 
Nishit Surti	MLP 16	New Role	Account Manager – Programmatic 
Ravindra Singh	MLP 16	Award	Spotlight Award 
Suyash Rastogi	MLP 18	New Role	Media Performance Analyst – Social 
Kesar Dodmani	MLP 18	Award	Young Performer of the Year 
Kailash Sajnani	MLP 19	Promotion	Associate Analyst 
Kavya Lal	MLP 19	Promotion	Associate Manager 
Sahil Lakhera	MLP 19	Promotion	Marketing Specialist 
Shaikh Hisammuddin	MLP 19	Promotion	Performance Marketing Manager 
Atul Kadam	MLP 19	New Role	Senior Executive – Performance Marketing 
Azhar Rahim	MLP 19	New Role	Account Manager 
Safwan Mohammed Khan	MLP 20	Promotion	Senior Associate 
Mihir Chhabra	MLP 23	Promotion	Assistant Manager 

Alumni Success Spotlights

Based on internal newsletters for the last year

NAME	BATCH	SUCCESS	ROLE / COMPANY
Mounika	MLP 23	Promotion	Associate II 
Purnima Tiwari	MLP 23	Promotion	Associate 
Rushikesh Kulkarni	MLP 23	New Role	Senior Analyst 
Anupam Chakravourty	MLP 23	Award	Digital Disruptor Team Award 
Mounika	MLP 23	Award	Q Star Award 
Priyanka Sharma	MLP 24	New Role	Senior Executive 
Yaman Joshi	MLP 25	New Role	Senior Executive – Social 
Mayank Durgapal	MLP 25	Award	Achiever Award 
Srushti Raut	MLP 25	Award	Shooting Star Award 
Ishita Kamboj	MLP 26	Promotion	Associate Manager 
Devesh Jetwani	MLP 26	New Role	Media Performance Analyst – Search & Social 
Saumya Gupta	MLP 26	Award	Movers & Shakers Award 
Anudeep Dalvi	MLP 27	New Role	Executive – Search 
Indranil Bagdi	MLP 27	New Role	Senior Executive 

Alumni Success Spotlights

Based on internal newsletters for the last year

NAME	BATCH	SUCCESS	ROLE / COMPANY
Avi Ranka	MLP 28	Promotion	Campaign Management Associate 
Avi Ranka	MLP 28	Award	Star of Business Award 
Tahir Mohd Saleem	MLP 28	Award	Star of the Month 
Adarsh Tiwari	MLP 29	New Role	Media Executive 
Namrata Verma	MLP 29	Award	Achiever's Award 
Aakash Badola	MLP 30	Promotion	Senior Associate – Performance Marketing 
Sonali Chatterjee	MLP 30	Award	Spark Award 
Syed Sadan Firoz	MLP 31	Promotion	Associate Manager 
Sneh Sahu	MLP 32	Award	Shooting Star Award 
Shivam Gujral	MLP 33	New Role	E-commerce – Ads Operations 
Akshat Pandey	MLP 33	Award	GCC Spotlight Award 
Rishabh Singh	MLP 35	Promotion	Senior Marketing Analyst 
Guduru Manikanta	MLP 35	Award	House of Champions Award 
Rushabh Rajput	MLP 36	Award	Dashing Debutant 

BATCH 39 REPORT

Kraftshala's published placement reports for every batch of Marketing Launchpad since inception.

With this report, we're also releasing the outcomes of Batch 39. Results on the next slide.

Placement Results:

Marketing Launchpad – Batch 39

Placement Rate **97%**

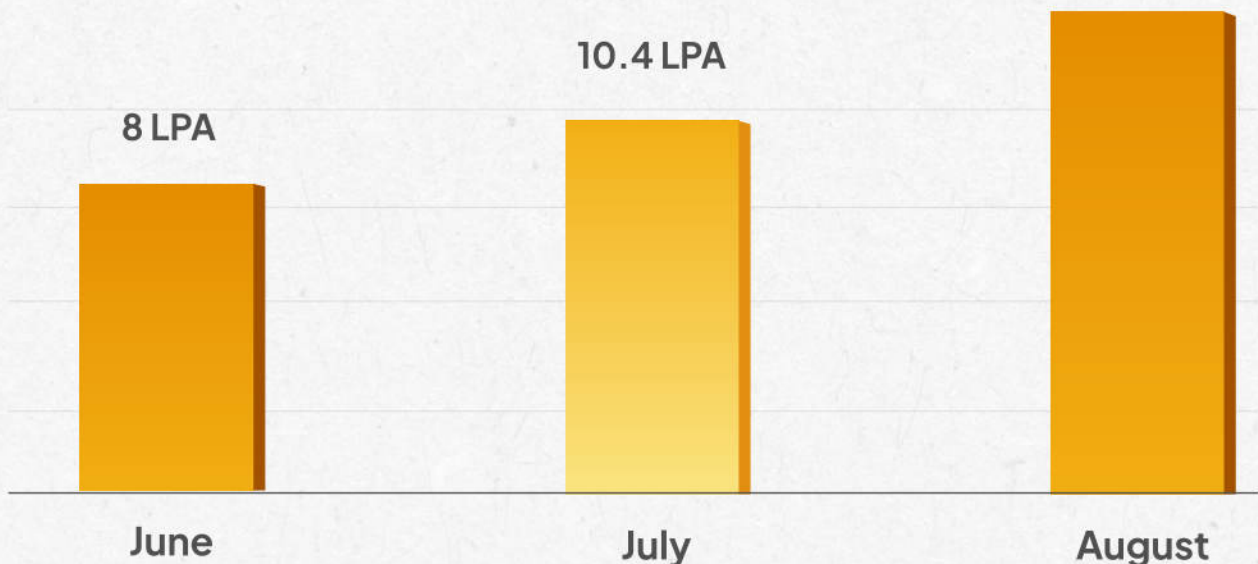
Highest CTC **9.2 LPA**

Average CTC **5.2 LPA**

% of direct hires **66%**
(Foregoing the internship option)

HIGHEST CTC OVER THE LAST 3 MONTHS (ACROSS ALL BATCHES)

16 LPA
*For Relevant
Work-Experience*



Founders' Note



At Kraftshala, we are working towards one long-term goal:

Place 1 million students by 2047.

Not enrol.

Not certify.

Place.

Because for us, the real test of education has always been simple: *does it change what someone is capable of doing, and therefore what opportunities become available to them?*

Placement is the first proof of that – a very important one. But it is not the finish line. This report, in many ways, is about what happens when you stop asking, “Who is allowed in?” and start asking, “What can this person become capable of?”

3,300+ students have now been placed through the Marketing Launchpad – including 1,000+ in the last 14 months. 72% came from outside the metros. 84% entered the program with no prior marketing experience.

On paper, many of them would have been filtered out by traditional hiring funnels before anyone had even spoken to them. And yet, 1 in 3 went on to join one of the Big Five global agency networks. That matters to us.

But what matters even more is what happened next.

Across batches, we continue to see our alumni get promoted, take on larger mandates, move into stronger roles and build careers long after the program helped them land their first job.

That, for me, is the strongest proof.

That our graduates are good at what they do.

That is what Kraftshala stands for.

Not the optics of education.

Actual outcomes.

We've been doing this for a while now.

And we intend to do it for decades to come.

That is our long game: **to scale with soul.**

This report is one more piece of evidence that we're moving in the right direction.

Varun Satia

Founder & CEO, Kraftshala School of Business





kraftshala

SCHOOL OF BUSINESS



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