

**PGP in AI-Led Sales,
Marketing and Business**

PLACEMENT REPORT

2025-26



Placement Results: **Batch 4**

Placement Rate

100%

Highest CTC

20 LPA

Average CTC

11.55 LPA

% of direct hires

73%

This report also captures a detailed overview across all batches of the PGP in AI-Led Sales, Marketing and Business so you get a full view into the incredible work that our students are doing not just in one batch, but across batches.

Turn the page over :)

Placement Results: All Batches

Every batch has placed higher than the last

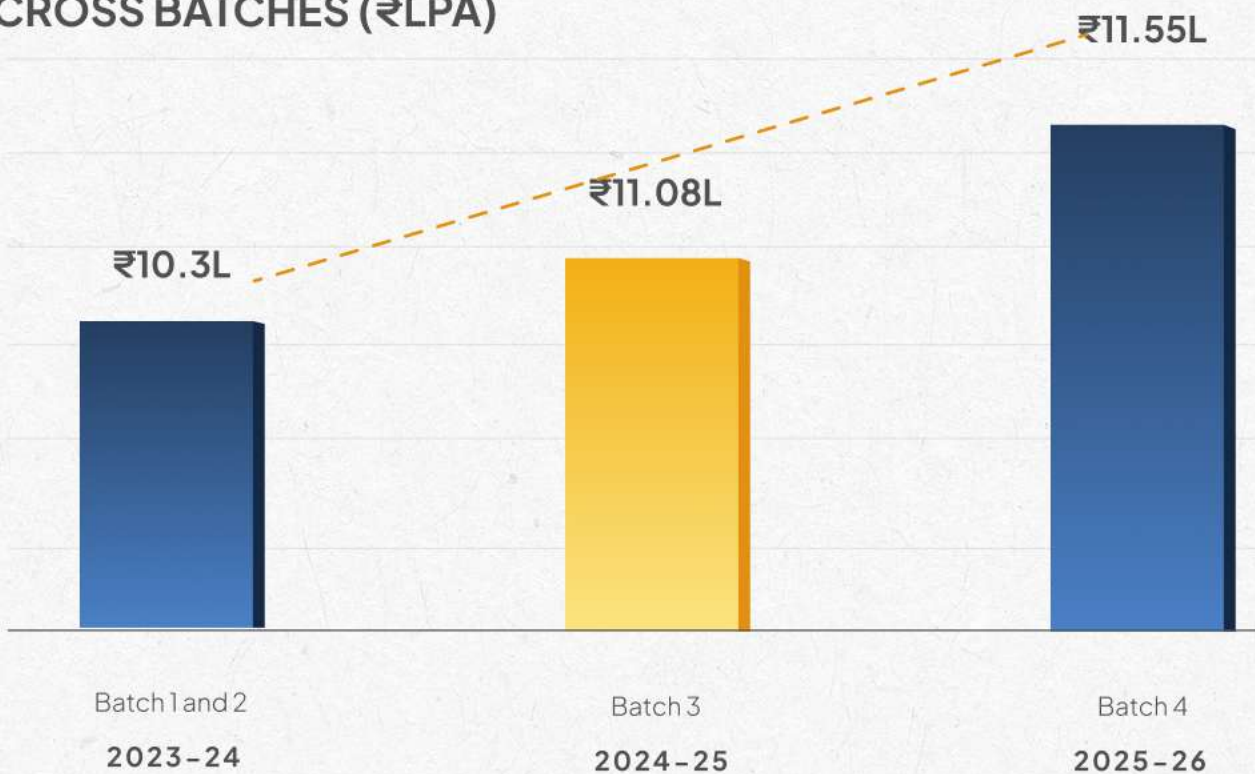
PGP in AI-Led Sales, Marketing and Business is delivering better outcomes with every passing batch.

Average CTC has increased from ₹10.3L in the first year to ₹11.08L in Batch 3 to ₹11.55L in Batch 4.

The demand is growing and so is what companies are willing to pay.

And as they hire from KSB and see what these graduates deliver, they come back with **better roles and higher offers.**

AVERAGE CTC ACROSS BATCHES (₹LPA)



Placement Results: All Batches

BATCH	RATE	AVG CTC	TOP 25% AVG	HIGHEST
BATCH1&2 2023-24	93%	₹10.3L	₹11.47L	₹17.47L
BATCH3 2024-25	100%	₹11.08L	₹13.75L	₹15.00L
BATCH4 2025-26	100%	₹11.55L	₹17.00L	₹20.00L

22L

HIGHEST SALARY

(Batch 5 in-training student got a 22L offer)

15.74L

AVERAGE SALARY FOR TOP 25%

10.64L

AVERAGE SALARY

Kraftshala School of Business is the **fastest way to start your career in business and revenue roles**

Most high growth business roles don't require 2 years and ₹20LPA on fees to break into. What they require is **evidence – that you can drive growth, solve problems, adapt quickly and deliver from day 1.**

PGP in AI-Led Sales, Marketing and Business is 9 months of building that evidence till it becomes *instinctive*. By the time students sit for placements, they have real and relevant work to show.

That's how they land jobs at **Rippling, Nestlé, Piramal, Mensa Brands** and more, backed by an accountability – if you don't get a job with min. CTC of 7.5L, **60% of the fees is refunded.**

9 immersive months

Start earning 15 months sooner

3–7X ROI

vs 0.5–0.75X for most B-Schools

100%

Placement rate with
Real Accountability

₹10.64 L Avg. CTC

In Top Companies

Ashish Yarki

Kraftshala
Alumnus

**Deeksha
Yadav**

Kraftshala
Alumnus



SALARY DISTRIBUTION

What does the typical student actually earn?

80% students got placed at ₹9LPA+. 1 in 6 placed at ₹15L or above across all batches of PGP in AI-Led Sales, Marketing and Business

Every student in every batch has been placed at ₹7.5L or above. If the placement < ₹7.5L, 60% of the fee is refunded.

SALARY DISTRIBUTION IN PLACEMENTS

7.5 - 9L
SALARY

20%

9 - 12L
SALARY

54%

12 - 15L
SALARY

9%

15 - 22L
SALARY

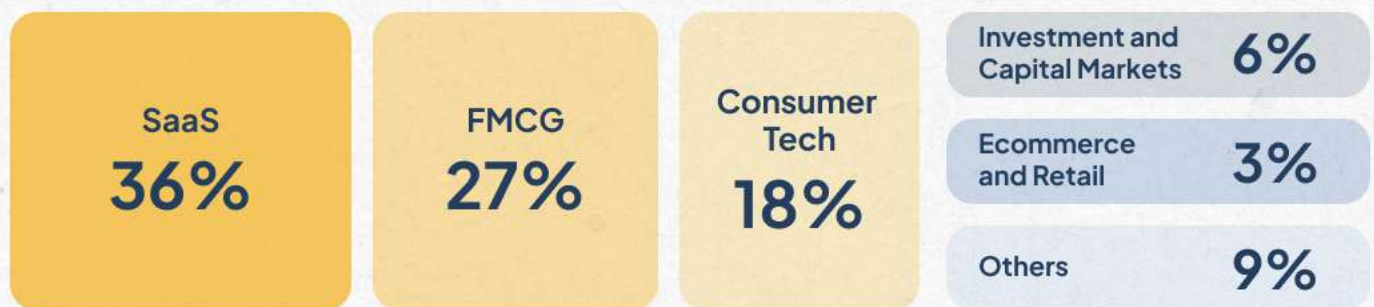
16%

RECRUITERS AT KSB

Where do students **get placed**?

SaaS, FMCG, and Consumer Tech account for most of the placements. These are domains where revenue and growth roles compound fast - early performance is visible, and career acceleration follows quickly.

DOMAINS AND COMPANIES



RIPPLING

Nestlé

Piramal

BrowserStack

MENSA
HOUSE OF BRANDS

CleverTap

MEATIGO
by PRASUMA

IMPRESARIO
handmade restaurants

mygate

IPV
INFLECTION POINT VENTURES

leadsquared

TRANZACT

kraftshala
SCHOOL OF BUSINESS

betterplace

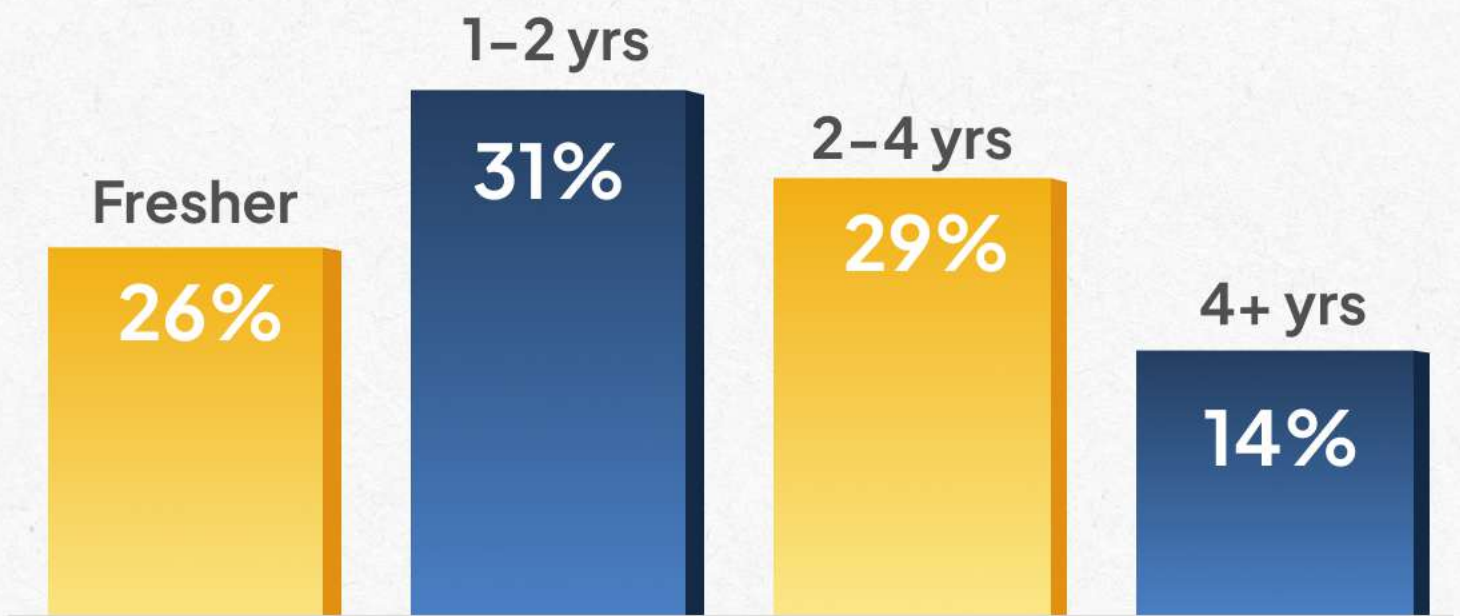
skit.ai

AiSensy

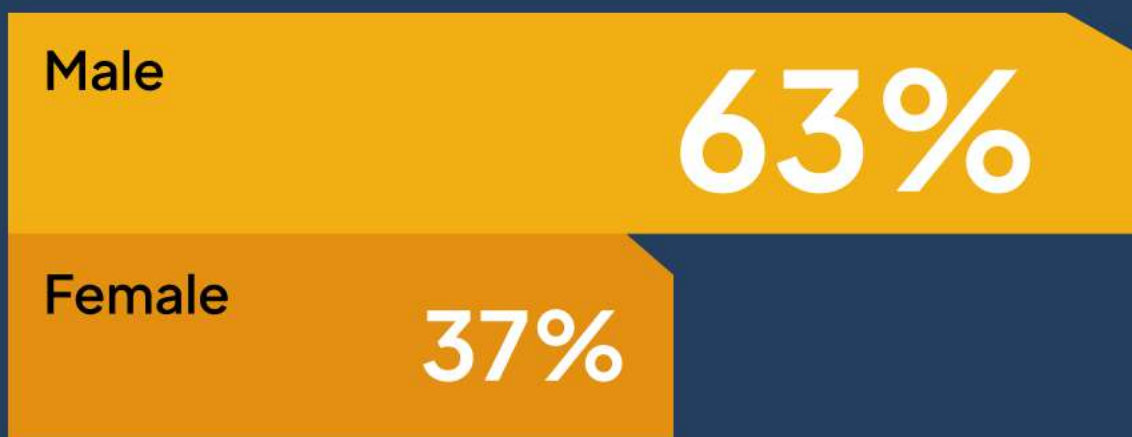
BATCH DEMOGRAPHICS

Who gets into the program?

WORK EXPERIENCE BEFORE KRAFTSHALA



GENDER SPLIT



BATCH DEMOGRAPHICS

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

EDUCATIONAL BACKGROUND BEFORE KRAFTSHALA



Top companies hire for the ability to drive growth - and they test for it through the work you've done, not the degree you hold.

That's why PGP in AI-Led Sales, Marketing and Business has **no specific degree filter**. Students join from different educational backgrounds. What determines the outcome is the intent you bring in, and the work you do once you're here.

Under-graduate

63%

Post-graduate

37%

Why are such companies hiring from Kraftshala School of Business?

Kraftshala is known for business, sales and marketing talent. 700+ companies hire every year 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 8 in 10 companies that hire from KSB come back for the next batch. Some examples of how well the alumni are doing is given below.

Post-placement performance

-  **Tushar Tyagi** joined **Mensa Brands** and won an award for being the best Area Sales Manager in this first year itself
-  **Ashish Yarki** joined **Rippling** and overachieved his targets and received the SMB Top Gun recognition
-  **Deep Roy Chowdhury** joined **Ergode** and has been receiving continuous praises and making above par incentives from Month 1
-  **Abhishek Nimawat** joined **Nestlé** and was promoted to Senior Sales Executive recognizing his consistent performance and contributions
-  **Deeksha Yadav** joined **Browserstack** and was promoted to Senior SDR and also earned the Rising Star award at BrowserStack

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.

Some amazing alumni ❤️



I was originally planning to pursue an MBA, but I chose the ASMB program at Kraftshala instead and looking back, it was absolutely worth it.

The **8 months were intense in the best way possible**. It wasn't passive learning. It was hands-on, high accountability, and very real. The access to mentors who are actually working in the industry made a huge difference. You are learning beyond just theory.

Freelance Creative Producer



Outbound SDR,
Rippling



I come a quality background, but throughout this learning process, I got to learn about the **insights of driving revenue and how to effectively deploy the techniques learned into real world problems**.

I also understood different aspects of selling for a B2B business, B2C business and FMCG business.

I am just grateful to all the mentors for holding my hand.

Quality Executive
(Jubilant FoodWorks Ltd)



Area Sales Executive
Mensa Brands



Starting as a fresher, I struggled with the **'no experience, no job' loop**.

This program gave me real work exposure through internships and projects.

That's what helped me land a role at BrowserStack.

Fresher (Bachelor's in
Biological Science)



Senior SDR,
Browserstack

Some amazing alumni



Being part of Kraftshala's program has been a great learning experience, with practical assignments, real-world case studies, and guidance from industry experts.

Every session is **structured to build skills that are actually used in revenue roles, while mentors push you to think deeper.**

not only improves your skills but also boosts your confidence!

Fresher



**Business Development,
MYFITNESS (Mensa Brands)**



Kraftshala **has been a complete game-changer for me**, with 1:1 mentorship, mock interviews, and constant feedback building strong clarity and confidence.

The learning is deeply practical—you don't just learn concepts, you apply them through real projects. All of this helped me crack a 14 LPA role and truly transform my career.

Family Business



**Assistant Manager,
Ergode**



It is overall a good program and it gives you exposure to different modules- B2B, B2C, FMCG, GTM and Marketing.

I **personally was benefited from Human skills the most and Manav**, our program lead was always there to support and guide no matter how busy he is. Overall there is a lot to learn especially for freshers and it gives a good kick start to your career .

Account Manager,
ELD Mandate



**Sales Development
Representative, Skit.ai**

Founders' Note

At Kraftshala, we are working on one long-term goal:
Place 1 Million students by 2047.
Not enroll.
Not certify.
Place.

Of all the metrics we track, placement rate - the percentage of students who actually get jobs - is the one we protect most fiercely.

This matters because it's easy to inflate enrollments and hard to inflate outcomes. Every student who doesn't get placed is a person whose career didn't change the way they needed it to. That is a cost we are not willing to accept.

This report is thus, a very important milestone.

Four batches of PGP in AI-Led Sales, Marketing and Business.
100% placement rate across every one of them. These numbers are the result of painful choices made at every stage - from admissions to training to placements - choices we wouldn't have had to make if we were willing to compromise on either quality or accountability.

We believe that obsessing over outcomes, not optics, is how Kraftshala earns the trust of students, their families, and the companies that hire from us.

That is our long game - to Scale with Soul.
This report is proof that the game is working.

-Varun Satia

Founder and CEO
Kraftshala



PGP in AI-Led Sales, Marketing and Business



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