Soil SCHOOL OF BUSINESS DESIGN

PGDM · CLASS OF 2026

Placement report 2024–26



Where the Class of 2026 went, who came to hire them, and what they say about the journey.

24.80 LPA
HIGHEST CTC

12.30 LPA
MEDIAN CTC

122
COMPANIES PARTICIPATED

THE SEASON AT A GLANCE

Six numbers from the season.

24.80 LPA

HIGHEST CTC

Marketing specialisation.

11.84 LPA

AVERAGE CTC

Median 12.30 LPA.

16.36 LPA

TOP 10% AVERAGE

Top 25% average 14.29 LPA.

122

COMPANIES PARTICIPATED

Across nine sector groups.

154

ROLES ON OFFER

From banking to brand to analytics.

50%

OF OFFERS BETWEEN 11 AND 13 LPA

A tight, consistent band.

Compensation figures are Final CTC: the revised CTC plus a fixed asset component of 0.80 LPA. All four specialisations included.

FROM SUMMER INTERN TO A PRE-PLACEMENT OFFER AT S&P GLOBAL.

My summer internship at S&P Global was where everything came together. The case work, presentations and mentoring at SOIL had prepared me to take ownership from the first week, and by the end of the internship the team offered me a full-time role. Converting it into a PPO is the proudest moment of my PGDM.

ANEEQA GUPTA

SOIL PGDM · PPO, S&P GLOBAL



ON VIDEO

My PPO Journey at S&P Global

▶ WATCH THE STORY

WHO THEY ARE

A young class, a wide mix.

The placed cohort of the Class of 2026: graduates from 21 disciplines, half of them women, most starting their careers here.

51%	24.4 yrs	21	30%
WOMEN	AVERAGE AGE	UG DISCIPLINES	WITH WORK EXPERIENCE

UNDERGRADUATE DEGREE

B.Com	32%
BBA	29%
B.Tech	13%
B.Sc	10%
B.A.	8%
Others	8%

Others include BMS, B.Pharm, hotel management and BAMS.

PRIOR WORK EXPERIENCE

None	70%
Under 1 year	11%
1 – 2 years	14%
2 years +	5%



IN THEIR WORDS

"

At SOIL, you don't wait for the real world. From my first term I was prototyping ideas, working with AI tools and solving problems for real organisations. Leading the Student Council taught me the biggest lesson of all: leadership starts with leading yourself.

DHARIYA GUPTA

2-YEAR PGDM · STUDENT COUNCIL PRESIDENT

ON VIDEO

"Every activity counts."

TANMAY KAUSHAL

SOIL PGDM · ON WHAT ACTUALLY GETS YOU PLACED

▶ WATCH THE STORY

THE NUMBERS

What the class earned.

Half of all offers sit between 11 and 13 LPA. The four specialisations are within one lakh of each other on average.

AVERAGE CTC BY TIER (LPA)



BY SPECIALISATION (LPA)

SPECIALISATION	HIGHEST	AVERAGE	MEDIAN	TOP 25% AVG
Marketing	24.80	12.20	12.80	14.13
Finance	18.80	11.99	12.30	14.78
Analytics & Operations	20.80	11.25	10.80	15.13
Human Resources	15.80	11.19	11.30	13.60
All specialisations	24.80	11.84	12.30	14.29

Analytics & Operations recorded the strongest top-10% average: 17.47 LPA.

HOW SOIL'S INDUSTRY EXPOSURE HELPED ME.

"

What set SOIL apart for me was how close we were to industry. Leaders came into our classrooms, and live projects meant I was solving real business problems long before placements began. By the time I sat across from Schneider Electric, I could talk about real work, not just theory.

MADHAV KRISHNA

SOIL PGDM · MANAGEMENT TRAINEE, SCHNEIDER ELECTRIC



ON VIDEO

How SOIL's Industry Exposure Helped Me

▶ WATCH THE STORY

WHERE THEY WENT

By industry. By function.

Banking and technology hired the most. Finance roles, though few, paid the highest average.

BY INDUSTRY

INDUSTRY	SHARE OF OFFERS	AVERAGE CTC
Banking & Financial Services	43%	12.59
IT & ITES	29%	11.05
Manufacturing	11%	11.60
Ed Tech	2%	13.18
Retail	2%	12.80
Consulting	2%	12.05
Real Estate	2%	11.04
Healthcare	2%	10.30
Others	7%	–

BY FUNCTION

FUNCTION	SHARE OF OFFERS	AVERAGE CTC
Banking & Relationship Mgmt	26%	12.63
Sales & Business Development	19%	12.24
General Management	18%	12.05
Consulting	16%	10.59
Human Resources	7%	10.15
Analytics & Data	5%	10.84
Finance	3%	15.69
Marketing & Brand	3%	10.47
Operations & Supply Chain	2%	10.34

ROLES ON OFFER

Where they started.

154 roles were on offer across the season. A selection, grouped by function.

BANKING & FINANCE

- Customer Relationship Manager
- Sales Manager, Business Banking
- Associate, CFO Office
- Financial Analyst
- Finance Consultant
- Research Analyst

CONSULTING & ANALYTICS

- Associate Consultant
- Analyst
- Data Analytics
- Sr. Executive, Products & Solutions
- Associate Product Manager
- Analyst, Financial Advisory

MANAGEMENT TRAINEE

- Management Trainee
- MT, Sales Head Office
- MT, Growth
- MT, Revenue
- MT, Urban Business
- MT, Tractor R&D

SALES & GROWTH

- Business Development Manager
- Business Development Associate
- Pre-Sales & Lead Generation
- Inside Sales
- Store Director
- Sales Associate

MARKETING & BRAND

- Brand Marketing
- Digital Marketing Executive
- Affiliate Marketing
- Manager, Operations & Campaign
- Retail Sales
- Founder's Office

PEOPLE & OPERATIONS

- HR Manager
- Management Trainee, HR
- HR Business Partner
- Manager, Sales & Operations
- MT, PMO
- Solutions Design

STUDENT VOICE

Two paths, one campus.



FROM NATIONAL-LEVEL SPORTS TO GLOBAL FINANCE.

"Sport taught me discipline. SOIL showed me how to carry it into a career. Moving from national-level sports to global finance felt like a big leap, but the faculty and mentors here helped me build the skills and the confidence to make it."

TANVI KHANDELWAL

SOIL PGDM

▶ WATCH THE STORY



FROM PGDM AT SOIL TO KORN FERRY, ON CHOOSING HER OWN PATH.

"SOIL gave me the space to choose my own path rather than follow the crowd. The people-focused courses and the support from the career team helped me find where I fit, and that is what led me to Korn Ferry."

ANANYA

SOIL PGDM · KORN FERRY

▶ WATCH THE STORY

122 companies took part.

Every organisation that participated in the PGDM placement process for the Class of 2026, by sector.

BANKING & FINANCIAL SERVICES · 17

- Aditya Birla Capital
- Ameriprise Financial
- Anand Rathi
- AUM Capital
- Axis Bank
- CAMS
- CredFlow
- DBS Bank
- Grip Invest
- ICICI Bank
- ICICI Prudential AMC
- Kotak Mahindra Bank
- KrazyBee
- Piramal Finance
- SMFG India Credit
- SMICC
- TresVista

CONSULTING & ANALYTICS · 23

- 1DigitalStack.ai
- Accenture
- BlackRock
- Decision Point
- ERM Consulting
- ESME Consumers
- Factrika
- Genpact
- Grant Thornton
- Indus Insights
- Kaizen Institute
- KMK Ventures
- Korn Ferry
- LSC Lifesciences
- PeopleSquare
- Persol
- Phronesis Partners
- Pride Circle
- Purple Quarter
- S&P Global
- Sapphire Human Capital
- StatusNeo
- WNS

TECHNOLOGY · 22

- Adobe
- AdvantageClub.ai
- AWIROS
- Benepik
- Chipsy IT Services
- CloudKeeper
- Cognizant
- Cyfuture
- DriftPoint Technologies
- GoComet
- HCLTech
- Honeybee Tech Solutions
- Infosys
- Infosys BPM
- Karanji Infotech
- Newgen Software
- NimbusPost
- Rolling Arrays
- SIS Group
- Think Future Technologies
- To The New
- Vodafone

MANUFACTURING & AUTO · 22

- Alicon Group
- Apollo Tyres
- CMR Greens
- Emcure Pharmaceuticals
- GLS Business Group
- GLS Polyfilms
- Hindustan Power
- IFB Industries
- Jio BP
- JK Cement
- Kohler
- Mahindra AFS
- Montra Electric
- NMTronics
- Ola Electric
- Royal Enfield
- Schneider Electric
- Sharp Business Systems
- Sonal Tools
- Sonalika Tractors
- Trampoline
- VECV

INTERNET & E-COMMERCE · 11

- 99acres
- AceVector
- Birla Pivot
- CaratLane
- CarDekho
- Flipkart
- Hotcult
- InfoEdge
- PolicyBazaar
- Times Internet
- Unicommerce

RETAIL & CONSUMER · 12

- Antara
- Coffee Day Beverages
- D'art Design
- Fast & Up
- Lenskart
- People Business Solutions
- Primo Foods
- RateGain
- Spartan Fitness
- StyleBuddy
- Taste of MOM
- Tata Consumer

REAL ESTATE · 5

- BNM Business Solutions
- Isprava
- Maxim Realty
- Ozone Group
- Property Pistol

EDUCATION & HEALTHCARE · 5

- Betterway
- C2C Mentors
- Jaro Education
- Scaler Academy
- World Education Services

LOGISTICS & AGRI · 5

- AAJ Enterprise
- Dhwani RIS
- Leap India
- NCML
- Proconnect Logistics

FROM INTERNSHIP TO OFFER

The summer that became a job.

Students who turned their summer internship into a pre-placement offer, in their own words.

MALAVIKA MANOJ

WIPRO · PPO

Best intern among 72 at Wipro, then a PPO.

▶ WATCH THE STORY

JAPNOOR KAUR

KISSANSAY · PPO

Getting a PPO at KissanSay.

▶ WATCH THE STORY

JYOTI PRASAD

SOIL PGDM · PPO

From my internship to a PPO: what helped me.

▶ WATCH THE STORY

ANEEQA GUPTA

S&P GLOBAL · PPO

My PPO journey at S&P Global.

▶ WATCH THE STORY

PLACED, ON VIDEO

Their road to the offer.

Gap years, career switches and first sales roles. Scan to hear each story.

SIMRAN SINGH

KOHLER

Do recruiters reject gap years? From B.Sc Agriculture to Kohler.

▶ WATCH THE STORY

KHUSHI

KOHLER

Why sales is the backbone of any company.

▶ WATCH THE STORY

CONSULTANT, INFOSYS

SOIL PGDM

How career development support helped me get a consultant role at Infosys.

▶ WATCH THE STORY

SHAMBHAVI SHARMA

SOIL PGDM

Shambhavi Sharma's PGDM journey.

▶ WATCH THE STORY

TWO YEARS OF SOIL PGDM, THROUGH MY LENS.

Two years at SOIL were never just about classes. Design Thinking workshops, club events, Experiential Fridays and the people around me changed how I think and how I show up. I came for a management degree and I am leaving with a much clearer sense of who I want to be.

VAISHANTH
SOIL PGDM



ON VIDEO
Everything at SOIL PGDM, Through the Lens of Vaishanth

▶ WATCH THE STORY

WATCH MORE

The SOIL way, on film.



INSIDE THE SOIL PLACEMENT PROCESS

Student perspectives from top recruiters.

▶ WATCH



BEHIND THE SCENES: PLACEMENTS AT SOIL

How the season comes together.

▶ WATCH



THE MENTORSHIP PROGRAMME

How mentors walk with every student.

▶ WATCH



OUR PGDM EXPERIENCE

A student podcast on the two years.

▶ WATCH



DESIGN THINKING INDUCTION DAY

PGDM 2025–27 begins with design.

▶ WATCH



WHY SOIL STANDS OUT

Featuring Rajeev Dubey.

▶ WATCH



SOIL VISION & VALUES

From the founder.

▶ WATCH

Soil SCHOOL OF BUSINESS DESIGN

Hire from the Class of 2027.

Two-Year PGDM at the SOIL School of Business Design, Manesar. Business, design thinking and liberal arts, built for the real world.

CAMPUS

SOIL School of Business Design
Plot 23, Sector 2, Phase 1,
Institutional Area, Manesar,
Haryana 122050

CONTACT

pgdm@schoolofbusinessdesign.com
97172 80018
98702 56660