kraftshala
SCHOOL OF BUSINESS

PGP in AI-Led Sales, Marketing and Business

PLACEMENT REPORT

October 2026

Batch 5 & 6 results



Placement Results
Batch 5 and 6

Placement rate	100%
Average CTC	₹10.78 LPA
Highest CTC	₹22 LPA
Direct hires	75%



JOURNEYS OF SOME PAST ALUMNI

Everyone started in different places, but moved into business and sales roles

FRESHERS

Anjana Jose	Fresher with an internship	→	**SDR, Rippling**
Rudra Trivedi	Mithibai graduate	→	**SDR, CleverTap**
Harish	BCA fresher	→	**Key Account Executive, Prasuma**
Vignesh Balaji S	BCom fresher	→	**SDR, Pazcare**
Sanskar	BTech Aerospace Engineering	→	**Business Development Manager, Unicommerce**
Sounav Naskar	BCom fresher	→	**Inbound SDR (US), LeadSquared**

SWITCHING CAREERS

Ashish Yakri	Creative producer / Media	→	**Outbound SDR, Rippling**
Tushar Tyagi	Quality Executive, Jubilant FoodWorks	→	**Area Sales Executive, Mensa Brands**
Vijeta Singh Rajput	Account Manager, US logistics	→	**Sales and Growth, Skit.ai**
Vedam Shashank Sharma	Associate Developer, Accenture	→	**Business Development, Zotok**
Aman Deo	Ex-footballer; Operations Manager	→	**SDR, Procol**
Mainak Roy	BCom (Hons), MBA drop out	→	**Business Development, Datazop**

SWITCHING FROM BUSINES

Deep Roy Chowdhury	Family tea business, Darjeeling	→	**Assistant Manager, Ergode**
Anchal Porwal	BBA; ran a yoga coaching practice	→	**SDR, LeadSquared**

THE WORK BEHIND THE OFFERS

Before placements came, students had put in a lot of work

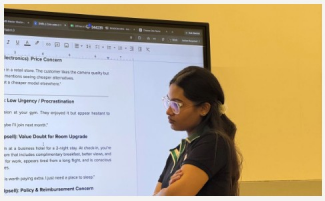
01 WHERE THEY DID THE WORK



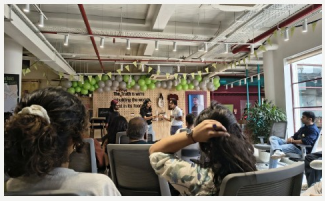
General trade: Pitching kirana owners in person



Street sale: 39 of 40 brownie boxes sold in a day



Objection drills: Price, urgency and upsell cases



Industry visits: The Whole Truth's 4th anniversary

02 THE PROBLEMS THEY WERE HANDED

B2B SAAS SALES

Sold restaurant-tech software to business owners: prospecting, cold calls, outlet visits and live demos.

Results: 4 deals closed from 30–35 demos; one client changed pricing after a student's feedback

OUTBOUND PROSPECTING

Booked demos for an AI product-shoot tool with fashion, jewellery and furniture brands wary of AI, prospecting on Apollo and Clay.

Results: 312 leads → 250 connected → 19 demos booked → 7 potential clients, in 6 weeks

CONSULTATIVE SELLING

Counselled hundreds of career-switchers, running discovery on every call to move only the ready ones forward.

Results: 461 candidates consulted in 20 days by one student

STREET SALES

Started with as little as ₹500 of stock and sold to strangers for a profit: brownies on Indore's food street, and a sattu stall where they also fixed the vendor's water supply.

Results: 39 of 40 boxes sold, and a 50-cupcake bulk order from one buyer

PERFORMANCE MARKETING

Ran live Amazon and Meta ads for two emerging D2C brands, a bedsheet maker and a streetwear label.

Results: learnt first-hand how targeting and bids decide what each sale costs

GO-TO-MARKET

Planned the launch of an AI product for small coaching centres in Tier-2 and Tier-3 cities: interviewed owners, chose pilot cities, picked channels and justified pricing

Results: Full GTM plan pitched to and assessed by FieldAssist's VP of Global Sales

WHO THEY LEARNED FROM

Learning the kraft from people who practise it every day



Suvikas Bhandari
Enterprise Sales and Partnerships, Mindtickle



Fahad Mistry
Associate Vice President, Sales, Taggd



Amit Agarwal
Author, The Ultimate Sales Accelerator; IIM Ahmedabad



Shaivya Gupta
CMO, Procol AI ex- Spyne, Mettl



Suresh Ramachandran
GTM advisor to 15+ companies; ex-Nestlé, Relaxo



Anshul Vijay
Global Director, Partnerships and Strategic Alliances, Darwinbox



Pamela Kundu
Director, Global Transformation and AI Market Development, Celonis



Ishan Manchanda
Co-founder, GrowthSpree; 300+ B2B SaaS clients



Deepak Lamba
Chief Revenue Officer, CleverTap



Melwyn Coelho
Senior Director, Sales and Revenue Operations, WebEngage



Shyam Parthasarathy
Sales Lead, DACH and BFSI (EMEA), Whatfix



Chintan Bhaskar
Vice President, WPP Media



Saurav Kumar Gupta
Head of Growth, Marketing and GTM, Superleap



Satish Vishvakarma
VP, Enterprise Sales, fleetx.io



Gopichandar J
Director, Dairy and Nurtition, Nestlé



Vinesh Paperwala
Ex-VP, Enterprise Sales, Icertis; ex-Oracle, Reliance Jio



Sarthak Rohilla
Marketing and Brand, Scallor; ex-Publicis



Pramukh G
Sales Leader, Alaan; ex-Rippling



Ashutosh Kumar
Ex-Director, Paid Search, Dentsu



Mohit Gaur
VP, Global Sales and Strategy, FieldAssist

ON CAMPUS

Leaders who came on campus over the last few months



Sushrut Nallulwar
Sales Director, Nestlé India



Pallav Jain
Angel investor; ex-Co-CEO, Performics India



Kunal Malhotra
CMO, Taco Bell India; ex-Nestlé, Coca-Cola, L'Oréal, Dabur



Nischal Kandula
Founder, CurryIt; featured on Shark Tank India S5



Mehak Gulati
Ex-Chief Brand Officer, Airtel; ex-Unilever; IIM Ahmedabad



Mansi Khanna
Business Executive Officer, Chocolates and Confectionery, Nestlé; ex-P&G



Deep Bajaj
Re-Founder and CEO, Sirona Hygiene; angel investor in 50+ startups



Tejashree Bhaskar
Client Services Director, Ogilvy



Mohit Sadaani
Venture Partner, DeVC; ex-founder, The Moms Co.



Anshuk Aggarwal
Co-founder, AdYogi; $100M+ annual ad spend, Meta APAC Top 10 Partner

RECRUITERS AT KSB

Companies where the students work now

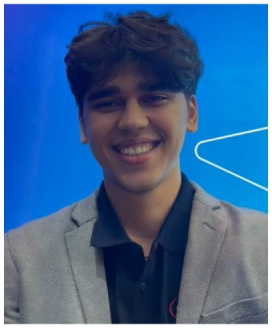
In Batches 5–6, **60%+ were hired as SDRs** at SaaS companies like Rippling, CleverTap and LeadSquared. In these sectors, revenue roles grow fastest and good work is noticed early.



Nestlé · Piramal · RIPPLING · Adobe · CleverTap
MENSA HOUSE OF BRANDS · PRASUMA™ SINCE 1985 · leadsquared · pazcare · kraftshala SCHOOL OF BUSINESS
BrowserStack · MyGate · skit.ai · Zetexa · betterplace
INFLECTION POINT VENTURES · ADSOCIAL.AI · Procol · Datazop · IMPRESARIO handmade restaurants

HEAR FROM SOME OF THE STUDENTS

Students and their amazing stories



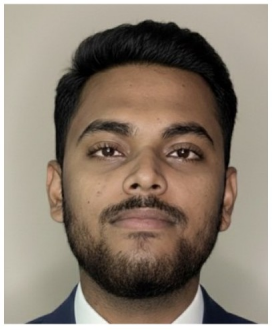
"My dad has a traditional business, but I wanted to explore something of my own, which led me to Kraftshala's PGP. I chose this because it offered more than theory: learning from industry leaders across India and real revenue processes. What I enjoyed most was working with two B2B companies, Stuv.ai and Thyleads, as a sales rep while being in the program itself. I graduated from Mithibai last year, ***and this is my first job, placed through Kraftshala.*** *"*

Rudra Trivedi
Mithibai College grad → **SDR, CleverTap**



"I was sure I wanted to work in sales, but I did not want to settle for a Tier 2 MBA college. Leaving my job for 2 years was a hard decision too, and an MBA covers every field when I only wanted sales. ***With Kraftshala, I could see the ROI in 7 months, and it was only sales.*** *Now my CTC is up about 150% and I'm on Skit.ai's North America GTM team, doing what Kraftshala trained me for, every day."*

Vijeta Singh Rajput
Account Manager, US logistics; apparel business → **Sales and Growth, Skit.ai**



"From Class 10 I sold tea with my father in Darjeeling: talking to buyers, explaining the product, chasing targets. After helping my father in the business, I wanted exposure beyond it. At Kraftshala, live projects with real brands, mock interviews, objection handling with mentors made an online programme feel like a real classroom. In fact, it was those 9 months of projects that made ***the VP of my current company offer me a managerial role.*** *"*

Deep Roy Chowdhury
Family tea business, Darjeeling → **Assistant Manager, Ergode**

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Students and their amazing stories



"I'm from Tirupati, and after my BBA I spent two years in business development, but I wanted to learn sales systematically. For a middle-class family the fees was not easy for me and leaving my job was the boldest decision I've made. I worried about the language barrier, but ended up entertaining my North Indian batchmates with my broken Hindi! ***Today I'm in a partnerships role, and I talk about business with a confidence I didn't have two years ago.***"

Pandluru Thanuja
BBA; Business Development Manager → **Partnerships role, Zetexa**



"My father ran a medical equipment business and my mother has worked in corporate for 25 years, so I grew up hearing about vendors, revenue and pipeline reviews at home. I was preparing for CAT, but a gap year made less sense than work experience, and the ROI made Kraftshala the choice. Live B2C and B2B projects taught me to talk to prospects and run a proper cadence. ***I'm much more comfortable speaking to people professionally now.***"

Sounav Naskar
BCom; was preparing for CAT → **Inbound SDR (US), LeadSquared**



"It never felt like conventional studying; it felt like being professionally trained. You learn a concept, practise it, then apply it: I booked meetings for Assessify, an early-stage SaaS startup planning its India GTM. Mentors worked on exactly what I was weak at, and once my CV showed real skills, it started getting shortlisted. ***I came out with a structure for B2B sales: the right leads, objection handling, and clarity on what I want to do.***"

Sanskar
BTech Aerospace Engineering → **Business Development Manager, Unicommerce**

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Students and their amazing stories



"After my B.Com I spent 1.7 years on reconciliations and balance sheets at an auditing firm, with no customers. Consulting projects and my commerce club showed me I wanted to be on the front line of a business. Live projects across B2B sales, FMCG and marketing put me there, and my FMCG mentor, now a brand manager at Mars, showed me how the industry really runs. ***Today I handle Tier 1 HoReCa accounts at Prasuma, the youngest in my company to do so.****"*

Ashwath Vinod
B.Com; Process Associate, FMS Solutions → **Key Account Trainee, Meatigo by Prasuma**



"After my BBA in Bhopal I spent three years in SEO and performance marketing, managing over ₹30 lakh in Meta ad spend, then took a career break. I wanted to move beyond running campaigns into sales and growth. On the Assessify B2B SaaS project I made 550+ cold calls, booked 16 demos, contributed to 3 deals and presented to their VP of Sales. ***Today I build partnerships with D2C brands at AdSocial.ai, and I look at business far beyond marketing execution.****"*

Anuj Thakur
BBA; Performance Marketer, career break → **Growth Partnerships Manager, AdSocial.ai**



"After a BBA in Guwahati and a master's in Budapest, I had consulted but never sold. I joined thinking sales meant convincing people, and had a lot to unlearn: it is about understanding people, building trust and solving problems. SPIN, Clay, mock calls and live projects made that second nature. ***After Cross Identity, IMA's Country Head reached out on LinkedIn, and I now build IMA's presence across Northeast India.****"*

Prerana Das
BBA; Masters in Budapest; Consultant → **Assistant Manager, Cross Identity; now Relationship Development Officer, IMA**

COMMON QUESTIONS

Is the program the right fit for you?

"Will anyone hire me with no experience?"	→ **The highest offer of ₹22L to date**, went to a fresher. This year's freshers started as SDRs at CleverTap and LeadSquared.
"Is it worth leaving my job for this?"	→ One of our students left a US-logistics account role and **raised her CTC by about 150%**. Another moved from quality ops at Jubilant into sales at Mensa Brands.
"Can I move from my own business into a corporate role?"	→ One of the students left the family business for **a ~₹15L CTC**. Another student closed his café and joined **Nestlé**

So how does Kraftshala School of Business compare to a traditional B-school?

9 months start earning 15 months sooner	**3–7× ROI** vs 0.5–0.75× for most Bschools	**₹10.67L** average CTC across batch 1–6
Time: 9 months, vs 2 years for a generic BSchool	**Fees:** 3–5L vs 15–20L for traditional B-School	**Outcome:** 100% Placement Rate with top companies and high growth roles

PGP in AI-Led Sales, Marketing and Business comes with

Kraftshala's Placement Accountability Pledge

If your job pays < ₹7.5L, you get a 60% refund



Founder's note

Confession: this programme has almost died thrice.

We first started building this program in 2018, to launch professionals into high-growth business careers across SaaS and FMCG. Before launch, we shut it down because the rest of the business needed more attention. We revived the plans in 2021 and finally launched in September 2023, right when Kraftshala was going through another difficult transition. I nearly pulled the plug again, but decided to go ahead this time.

The first 18 months did little to reassure. Finding high-potential talent willing to choose sales, teaching a deeply human skill, placing every student at ₹9–22 LPA: everything was super hard. The smart advice was to cut our losses. But the biggest successes are built by ignoring the rules and operating on conviction. Ours was that sooner or later, the truth always wins out.

The truth is that sales is what all leaders do day in and day out. Business = Sales.

The truth is that most of India's 5,000 B-schools pitch strategy in plush conference rooms, when pretty much every business professional starts with sales.

The truth is that you don't need 2 years and ₹20 lakh for a generic MBA to get a well-paying role. This programme costs a fraction of a generic B-School's fee, finishes in 9 months, and has delivered 100% placements at an average of ₹10LPA+ and a highest of ₹22 LPA.

The truth is that recruiters got an excellent deal: our graduates have hit 120–150% of target in their first 4 months, won awards, and stood first in pan-India rankings. We hire from every cohort ourselves.

The truth is that in the age of AI, the ability to sell matters more, which is why average salaries are consistently high across batches.

All the blood, sweat and heart poured into the PGP in AI-Led Sales, Marketing and Business is why it is now one of our finest achievements and why it always gives me immense pleasure to share the incredible results of this program.

Varun Satia
Founder and CEO,
Kraftshala School of Business





YOU COULD BE IN THE NEXT BATCH

PGP in AI-Led Sales, Marketing and Business

You can pursue the program in 2 ways:
online, from anywhere in India, or **offline**, on our Gurugram campus.

Apply at Kraftshala.com

www.kraftshala.com contact@kraftshala.com +91 78271 35490

Visit our campus: Kraftshala School of Business, 8th Floor, Tower A1,
DLF World Tech Park, Sector 30, Gurugram 122001