

ENTREPRENEURSHIP & BUSINESS ACCELERATION PROGRAMME

3X your revenue & improve profits
while automating your business



Leadership

SPEAKS



From Our Founder

Building on this foundation, I co-founded Masters' Union with a mission to transform business education. By integrating industry leaders & real world practitioners into our curriculum, we're creating a new paradigm where students don't just learn about business they live it, breathe it, & build it.

Pratham Mittal

Founder, Masters' Union



From Our Chairperson

Family businesses are the backbone of India's economy, yet they face unique challenges that traditional business education doesn't address. Through EBAP, we're bridging this gap by providing practical, implementable strategies that help business owners not just survive, but thrive across generations.

Rajiv Gupta

Chairperson - School of Family Business, Masters' Union



From Our Director

At Masters' Union, we believe in learning by doing. EBAP represents our commitment to creating business leaders who can navigate the complexities of modern entrepreneurship while staying rooted in practical, actionable insights that deliver real results."

Nikhil Mittal

Managing Director, Masters' Union
Ex. Head of Marketing, WhiteHat Jr | EIR at Multiply Ventures

About *Masters' Union*

Masters' Union is a pioneering business school that challenges traditional educational paradigms through its innovative, hands-on learning approach. By combining academic rigour with industry expertise, we equip our students to lead with strategic and innovative thinking in today's dynamic business landscape.

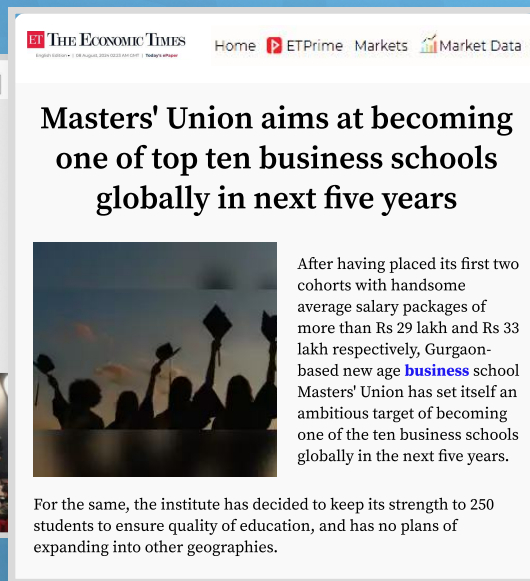
Media Coverage in Leading Publications



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PwC India partners with Masters' Union to equip future leaders with industry-ready skills

New Delhi [India], November 28 (ANI): PwC India has announced a year-long collaboration with Masters' Union, a modern business school, to prepare the next generation of professionals with cutting-edge skills in emerging domains such as artificial intelligence (AI), emerging technologies, environmental, social, and governance (ESG), and healthcare.



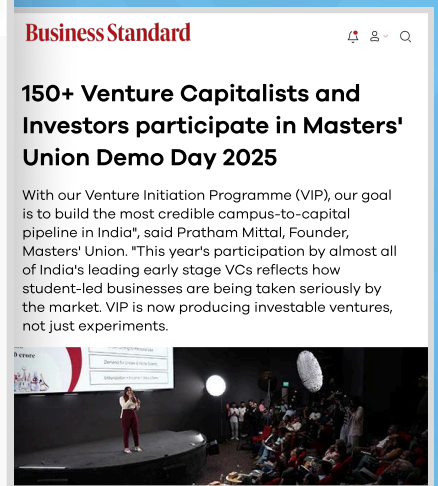
THE ECONOMIC TIMES Home ETPrime Markets Market Data

Masters' Union aims at becoming one of top ten business schools globally in next five years



After having placed its first two cohorts with handsome average salary packages of more than Rs 29 lakh and Rs 33 lakh respectively, Gurgaon-based new age **business** school Masters' Union has set itself an ambitious target of becoming one of the ten business schools globally in the next five years.

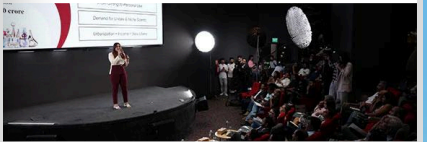
For the same, the institute has decided to keep its strength to 250 students to ensure quality of education, and has no plans of expanding into other geographies.



Business Standard

150+ Venture Capitalists and Investors participate in Masters' Union Demo Day 2025

With our Venture Initiation Programme (VIP), our goal is to build the most credible campus-to-capital pipeline in India", said Pratham Mittal, Founder, Masters' Union. "This year's participation by almost all of India's leading early stage VCs reflects how student-led businesses are being taken seriously by the market. VIP is now producing investable ventures, not just experiments.



Accreditations *and Affiliations*

Organizations

Accreditation Bodies

	
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Government Bodies

		
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Program *Overview*



Format:

Hybrid, Online + In-Person
Sessions



Duration:

6 Months of classes +
Optional Global Immersions



Designed for:

Business Owners, SMEs, MSMEs,
Entrepreneurs, Family Business
Owners



Next Cohort:

March '26 | Applications Open



Hands On Learning for *Real Business Acceleration*

Grow your business in real time with weekly implementations. Apply tools, get feedback, and track impact through dashboards, SOPs, and scorecards—guided by mentors and coaches.

Build "Apna" Circle of Business Owners

Only another business family knows the real struggles—growth, governance, and ghar ke dynamics. Connect with peers who get it and build a circle that grows together. Points:



Learn from Those Who Have Actually Built

Why theory, when you can learn from 50+ proven builders? Factory owners, brand creators, family leaders—sharing what worked, what failed, and what to do next.



Real Tricks and No Theory

Forget concepts—this is "doable advice" you can apply next morning. From GST headaches to distributor wars, get hacks that work in the Indian business jungle.



Observe and Learn from the Best

Walk into thriving Indian businesses—see how factories run, how teams are managed, and how families scale.



Who Is This *Programme For?*

1



Small and Medium Size Business Owners:

- You actively run your growing SME/MSME.
- You want to scale your business beyond current limits.
- You seek proven strategies for sustained growth and profitability.

2



First Time Entrepreneurs:

- You are launching or have recently started your first venture.
- You need a solid foundation to avoid common startup mistakes.
- You want structured guidance to build a resilient and profitable business.

3



Family Business Owners and their Next Gen:

- You are managing a family enterprise and planning its future.
- You aim to modernize operations while honoring tradition.
- You want to ensure smooth succession and a lasting family legacy.

Powerful Outcomes *You'll Achieve*

You Will 3X Your Sales Revenue:

This isn't theory. Get the exact strategies and tools to aggressively grow your sales through proven GTM & digital playbooks that accelerate topline growth.

You Will Multiply Your Business Profits:

Find every single financial leak and ruthlessly optimize operations with sharper pricing, tighter controls, and performance-driven teams that grow both margins and profits.

You Will Reclaim Your Life:

Build systems so powerful that your business works for you. Step out of firefighting and build leaders who run the business without you. You are the owner, not the operator.

You Will Build High-Performance Teams:

Learn to attract and keep top talent, transforming your staff into a team that is not just reliable, but unstoppable.

You Will Strike Family Harmony:

End conflicts, align roles, and turn family harmony into a growth engine. Grow the business with alignment and support of all family members.

You Will Master Digital & AI:

Gain a decisive edge by learning to use technology and AI to outmaneuver your competition and future-proof your business.

EBAP : A Curriculum For *Big and long term wins*

Increase Sales

- How to learn WhatsApp & Instagram marketing for Indian customers.
- How to expand into booming Tier-2/ Tier-3 markets.
- How to upsell to existing customers who already trust you.
- How to brand your product right (packaging, positioning) – stop competing only on price.
- How to design smart incentives for your sales team, no discount wars.
- How to turn 'jugaad' selling into value-based selling.
- How to partner with distributors, kirana stores, e-commerce – expand without new shops.
- How to build a simple sales dashboard – know your sales, no manual updates needed.

Maximize Profits

- How to find bank loans, NBFCs, angels – stop relying only on family money.
- How to negotiate better with suppliers, buy in bulk, or team up with other businesses.
- How to use government schemes, subsidies, MSME benefits – lighten your financial load.
- How to go digital for payments – get discounts, reduce cash leakage.
- How to improve collections – get customers to pay on time.
- How to know your real product cost (all hidden expenses) – stop selling at a loss.

Prevent Leakages

- How to set up a simple CRM (even Google Sheets!) to never lose a lead.
- How to use CCTV + simple software (Tally, Zoho, Vyapar) to stop pilferage.
- How to track inventory digitally, ditch 'Munimji's diary'.
- How to map your processes (even on paper!) to find where time and money are wasted.
- How to implement 'Indian-style' lean principles – reduce waste, reworks, late deliveries.

Business Automation

- How to manage non-core work (delivery, accounting, HR) – focus on your core.
- How to hire trustworthy managers without fear of them stealing customers or starting rivals.
- How to set clear SOPs (Standard Operating Procedures) – staff runs daily operations, no 'Sir, ab kya karein?' calls.
- How to structure your team (org chart) – clear roles, no everyone reporting to 'Bauji'.
- How to use AI tools (ChatGPT, Zapier, Indian apps) to automate billing, stock, customer replies.
- How to professionalize hiring – move beyond 'bhai ka dost' recruitment.
- How to get a professional CEO, set his pay, build checks – protect your business.
- How to design a simple report (MIS dashboard) – get a business snapshot in 10 minutes.
- How to create decision rules – every small choice doesn't need your approval.
- How to take a 2-week holiday and find your business still standing!
- How to slowly shift from being an operator → owner → investor in your own business.

Family Harmony

- How to build shared trust and mutual respect – have transparent communication, show appreciation, and treat everyone fairly in daily decisions.
- How to align individual family members' aspirations with business goals – make sure everyone sees their future in the company, not outside it.
- How to separate 'ghar ki baatein' (family drama) from 'business ki baatein' – use structured reviews, data-based discussions, and agreed governance processes so emotions don't hijack strategy.
- How to make every family member feel valued and accountable – recognize contribution through measurable results, not just family name or seniority.
- How to sustain unity across generations – build collaboration through mentoring and regular family-business dialogues so the legacy continues beyond one generation.

Immersions & Industry *Study Tours - Domestic*

Executive Industry Study Tours

Across all industry study tours, participants observe how market leaders achieve consistent performance through systematic operations, data-driven decision making, and scalable business processes.

Manufacturing Excellence Study

Analyse how leading manufacturing facilities achieve operational excellence through systematic process control rather than individual dependency. Study standard operating procedure implementation, lean manufacturing practices, and comprehensive productivity measurement systems.

Food & Beverage Operations Study

Examine how premium food brands maintain consistency, regulatory compliance, and cost optimisation across multiple locations. Understand integrated sales delivery coordination and comprehensive supplier relationship management systems.

Supply Chain & Distribution Study (Heritage & DHL)

Visit premier industry benchmarks like Honda & Maruti to witness first-hand how market leaders achieve operational performance across supply chain and distribution networks.

Domestic Residencies

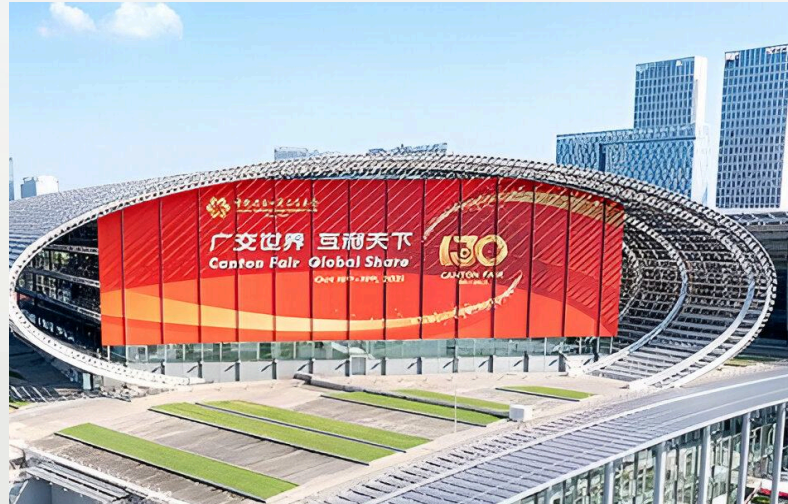
6 in-person residencies in NCR designed for busy business owners, requiring just ~5 hours per week commitment without pausing your business operations.



Immersions & Industry *Study Tours - International* (Optional)

Discover Manufacturing Excellence in China and Taiwan

Dive into trade innovations, connect with industry giants, and build powerful networks at **the world's largest trade fair**.



Tap into Strategic Knowledge from Leading Owners and Promoters led Family Businesses Worldwide

Study the strategies of decades-old legacy European empires like **Ferrari, Fendi, and Prosecco Ventures** for multi-generational success.

Pioneer Governance and Digital Innovation at H-Farm, Italy

Leverage advanced technology at H-Farm, a leading innovation hub and **prestigious global university**.



Faculty & Masters

Learn from Real Business Leaders & Industry Experts. Not Just Theory.

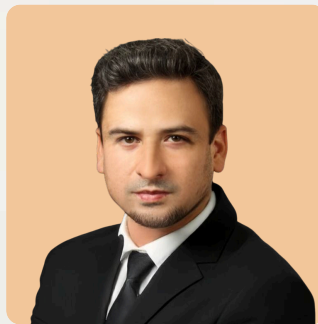
Courses delivered by 25+ successful family business CEOs & founders. Exclusive masterclasses from 100+ crore enterprise leaders. 1:1 mentorship with proven multi-generational entrepreneurs. Live implementation support from transformation specialists.

Featured Faculty Include:



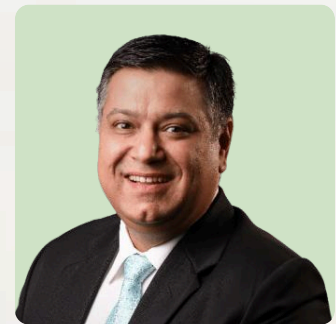
Hetal Sonpal

Driving Strategy and
Business Scale-up



Saurav Sen Gupta

Modern Sales Educator



Avishkar Mahrotra

Ex-CHRO, Walmart



Raman Kumar Sharma

Ex-SVP & Director, Honda



Dhiraj Thripathi

Chief Business Officer,
Rosmerita Technologies Limited



Tarun Malik

CEO, Zaystack



Venkat S

Founder at Practus



Anubhav Jain

Director, Rollin (A K
Engineering Inds)



Nalin Kapoor

Strategic Advisor,
CARS 24



Dr Bhupesh

Director - Faculty and Academics, Marketing



Dr Nandini Seth

Director, Curriculum & L&D



Amit Pandey

CEO & Board of Directors, PinCap



Shishir Bhartia

Directional Strategy Consultant, The Times of India



Raman Nanda

Founder & CEO, The Captains' Club



Dr Shiv M

Dir. & Co-Founder, Camp Automation Platform



Praveen Paranjape

Ex. SVP & Director, Honda Cars India



Niranjan Mishra

Ex. President Mktg, JK White Cement



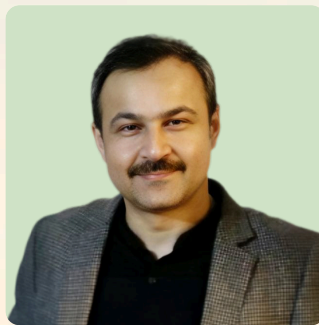
Sachin Jain

Country Program Mgr, Harley-Davidson



Piyush Jain

Strategy & Ops Lead - APAC, ServiceNow



Manish Malik

Ex. Bus. Plng. & Analytics Head - Aircel Telecom

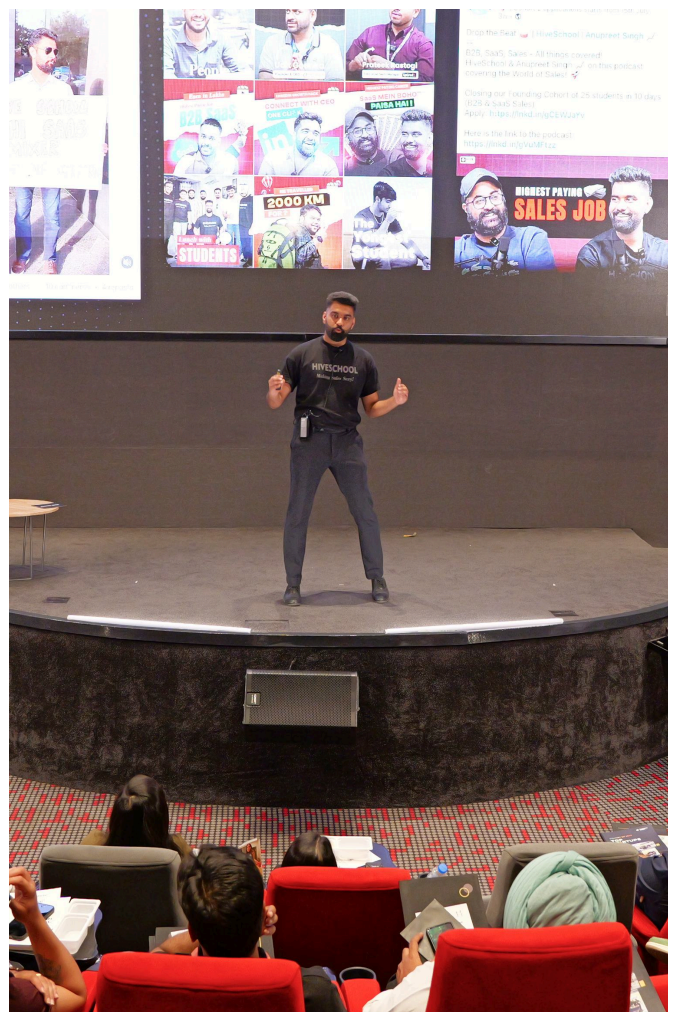


Vinod Menon

Ex. Mktg & Brand Head - MRF Tyres, Tata Teleservices

Business Success Stories At *Masters' Union*

Guided by industry masters, our learners evolve from ambitious professionals to successful founders and scale-driven business leaders



Key Highlights

Number of Startups

30+

Projected Revenue (FY26)

₹ 480 Cr

Annualised Revenue (last
month revenue x 12)

₹ 319.8 Cr

Grants given by
Masters' Union

₹ 5.7 Cr

1:1 Mentorship hours

10,000+

Number of Employees

180+

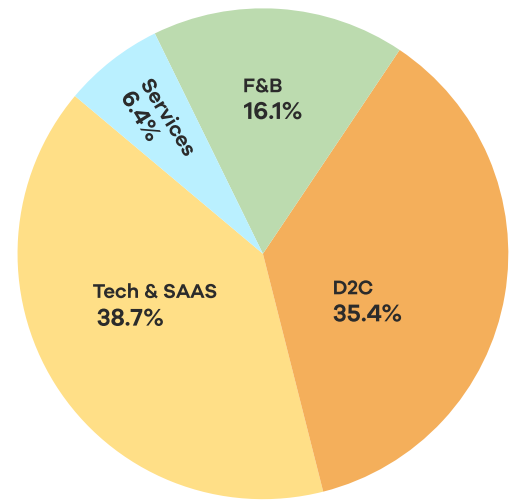
Capital Efficiency

14.7x

Total Valuation

₹ 593.10 Cr

Masters' Union Startup Portfolio:



- Tech & SAAS
- F&B
- D2C
- Services

Tech & SAAS:

EIGHT	BULLSPREE	Seeds AI	PlaySuper	offlyn
Guardex ⁷	JustMyRoots	STARTT	vinyasa Consent. Privacy. Autonomy.	EVENTSA
CRYPTIQUE	Spawn Right			

F&B:

eat atlas.	lex <i>i's</i> EST 2024 GREAT TASTE. BETTER ACTIVITIES.	BANA ROMA	BAMBALI FOR THE LOVE OF SNACKS	Woody's PIZZERIA
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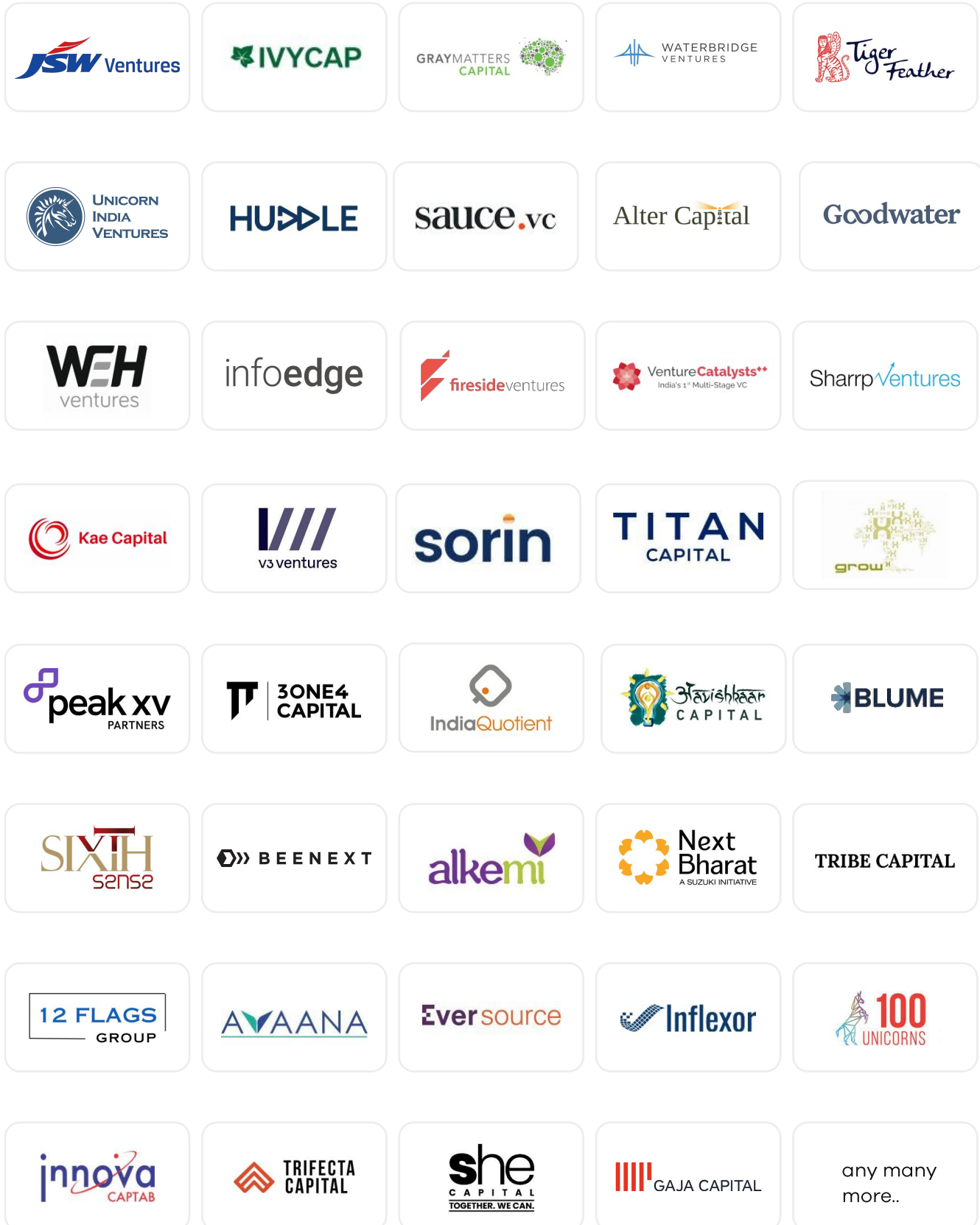
D2C:

NIVARA	Flourish TM FOODS	MONARQUE FRANCE	Beyond Veda	YANGO
SHRNM	saaha	FNOR	BLUE BREW	TRUE BRANDS -INDIA-
MOM'S mixes				

Services:

PIXEL SCHOOL OF FASHION	WittyAdverts
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Angels & VCs Who Have *been on campus*



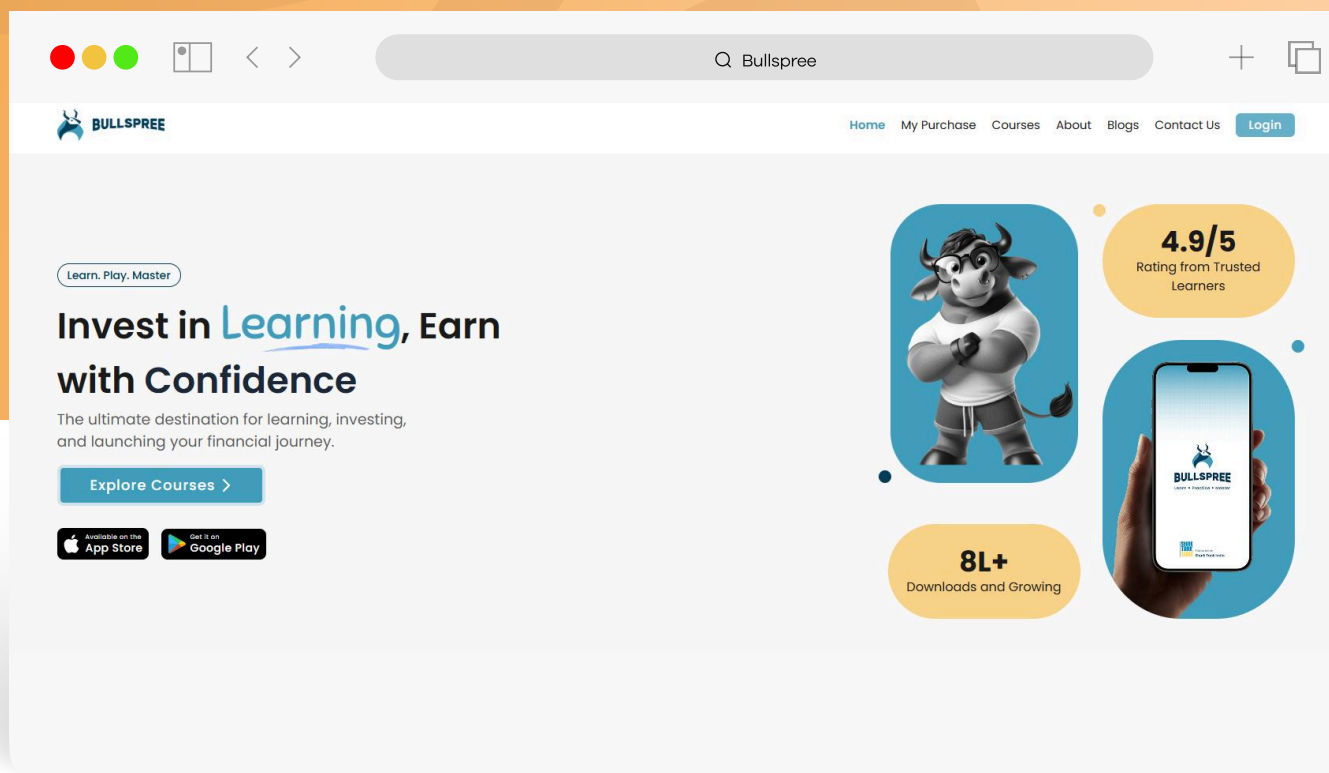
Exceptional Ventures *at Masters Union*

Bullspree

Empowering india to invest smarter



BULLSPREE



Annual recurring revenue

₹10 Cr

Registered users

10 L+

Number of employees

30

Funding from investors

15.04 Cr

Available Platforms



iStore

Investors



JustMyRoots

Delivering Regional Flavors,
Connecting Indian Homes



Annual recurring
revenue

₹240 Cr

Monthly recurring
revenue

20 Cr

Number of
customers served

1 L+

Masters' Union
grants

₹2.5 L

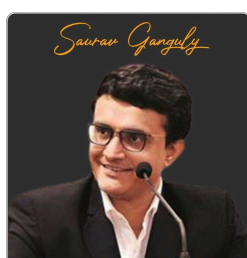
Capital raised

40 Cr

Last
valuation

500 Cr

Brand Ambassador



Blue Brew

Chaos, Caffeine, And
Cult Denim Fits

BLUE BREW



Annual recurring
revenue

₹3.6 Cr

Monthly recurring
revenue

₹30 L

Projected
revenue for FY26

₹8 Cr

Masters'
Union grants

₹9 L+

Number of
employees

8

Number of orders
per day

30

Last valuation

₹5 Cr

Capital raised

₹36 L+

Customers
served

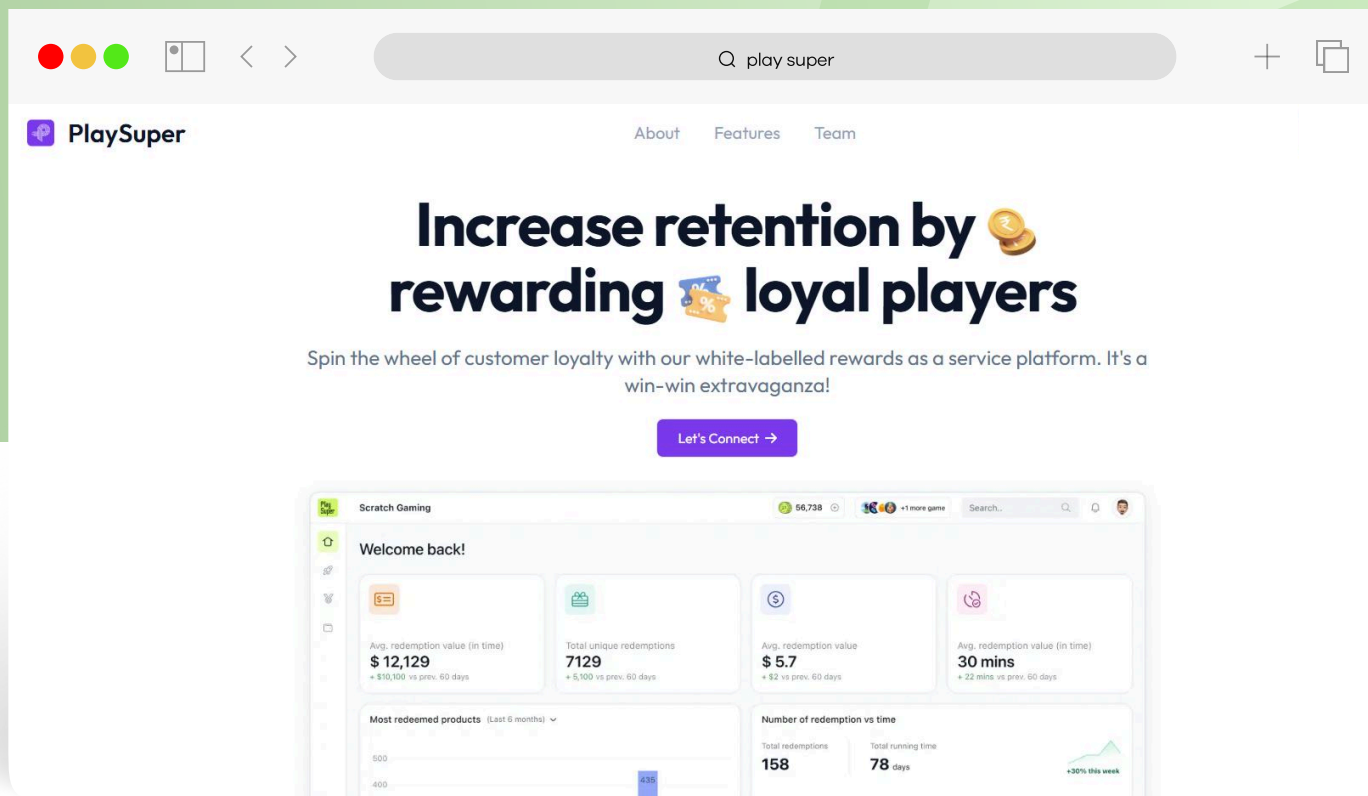
8000+

Offline
outlets

4

PlaySuper

Childhood Sparks Igniting
India's Gaming Revolution



Annual recurring revenue

₹42 Cr

Monthly recurring revenue

₹3.5 Cr

Number of customers served

20 B2B

Masters' Union grants

₹50 K

Capital raised

₹13.4 Cr

Last valuation

₹83.5 Cr

Number of employees

20

Investors

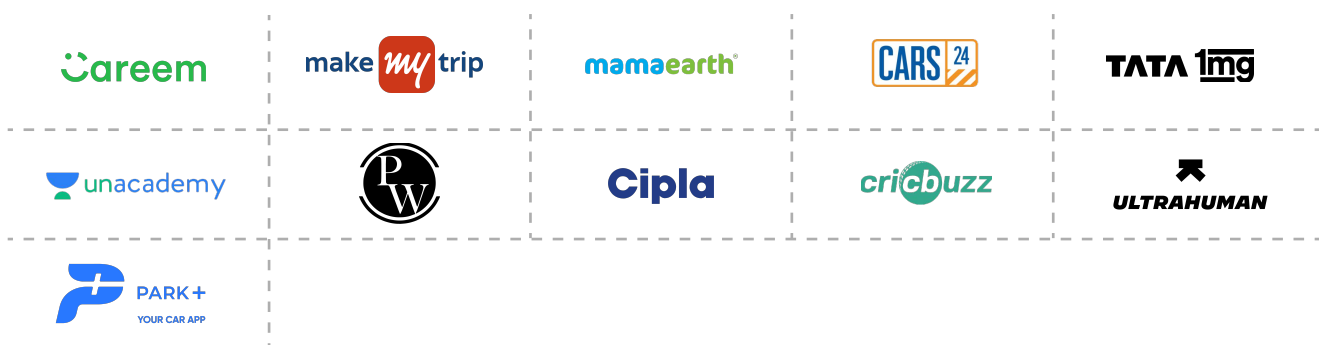


Leverage Top Networks *at Masters' Union*

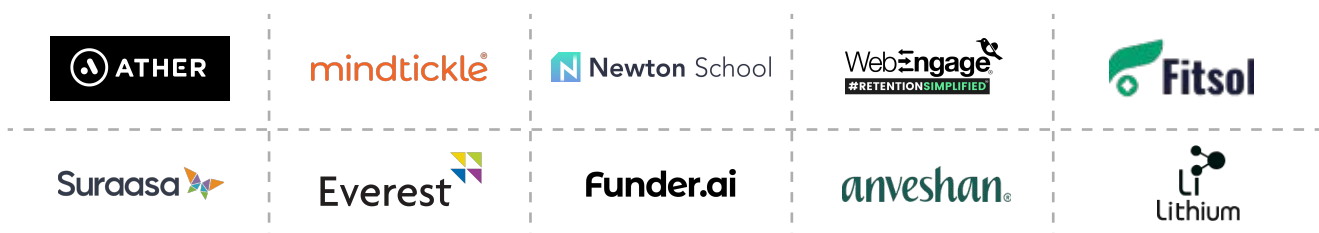
Large Tech Firms



Consumer Tech Firms




Emerging Tech Firms



BFSI Fintech Firms

Quick Commerce Firms

Top Legacy Firms

Admissions *Process*

Submit Application

Complete the online application form with your business details, growth aspirations, & leadership experience.

Step 1:

Step 2:

Document Review

Our admissions committee reviews your application, business performance, and growth potential.

Personal Interview

Engage in a comprehensive interview with our faculty and admissions team to assess program fit.

Step 3:

Step 4:

Programme Confirmation

Receive admission confirmation and begin your transformation journey with Masters' Union.

[Check Your Fitment](#) ↗

Get in Touch
Admissions Office

✉ executive.admissions@mastersunion.org

☎ [+91 9899 741 741](tel:+919899741741) | Monday–Saturday | 11:00 AM – 7:00 PM IST

Connect *with* us:

