

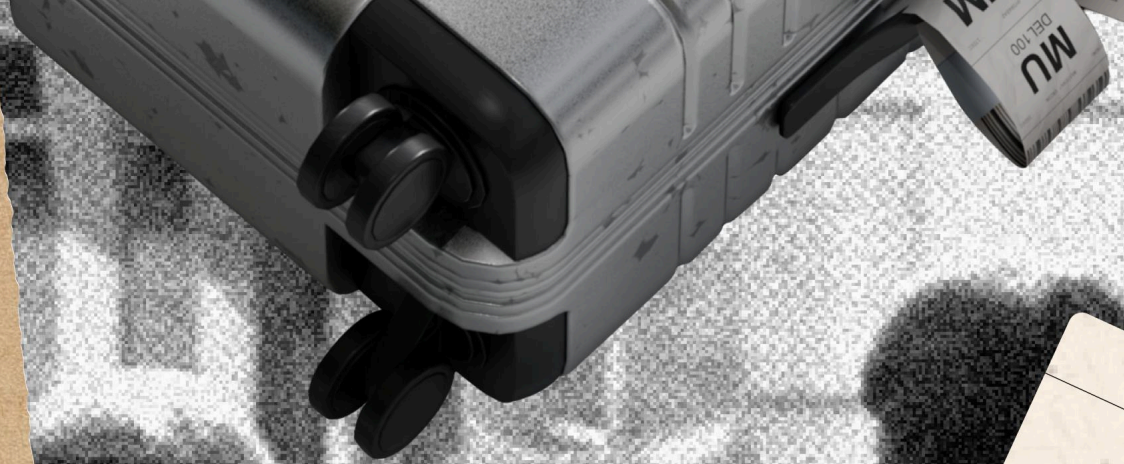
PGP BHARAT

A one-of-its-kind immersion led postgraduate programme crafted by Masters' Union.



CONTENTS:

- 1 THE POWER OF TRAVEL
- 2 ABOUT PGP BHARAT
- 3 YOUR PGP BHARAT JOURNEY
- 4 LEARNING FRAMEWORKS
- 5 PGP BHARAT AT A GLANCE
- 6 ORIENTATION
- 7 IN CLASS
- 8 OUT CLASS
- 9 A WEEK OF BUSINESS IMMERSION
- 10 A DAY IN THE IMMERSION
- 11 FACULTY
- 12 OUTCOMES
- 13 ADMISSIONS
- 14 SCHOLARSHIPS
- 15 ABOUT MASTERS' UNION



6 months.
A lifetime
of impact.



Cities listed are indicative and may change due to unforeseen circumstances*

“How can I leave my mark on the world, I thought, unless I get out there first and see it?”

- PHIL KNIGHT
FOUNDER, NIKE

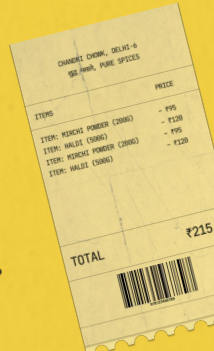
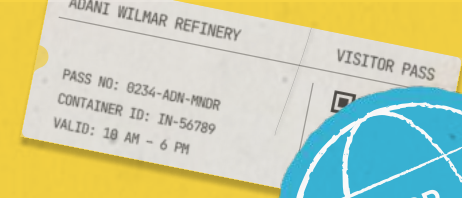


Travel teaches you.

Travel reshapes how you see the world and yourself.

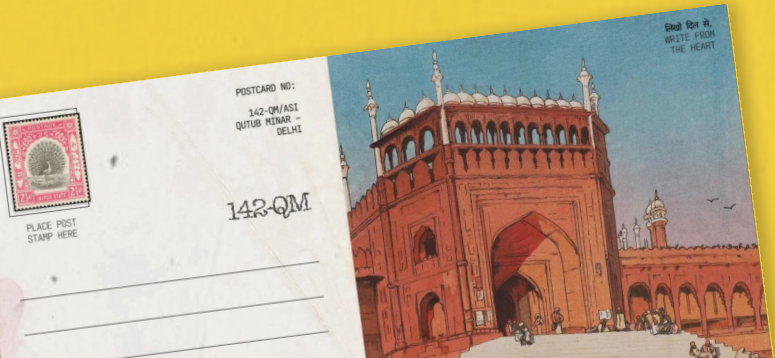
Travel challenges you, expands perspective, and turns the world into a classroom; sparking growth, adaptability and leadership.





India's first ↖
business programme built on
immersive learning through
real industry ecosystems.

THIS IS PGP BHARAT



A better way to learn.

*How real-world immersion
turns classroom lessons into
actionable skills.*

PROGRAMME HIGHLIGHTS

- 20 CITIES
- 25+ IMMERSIONS
- 15+ INDUSTRIES
- 30+ CXO & MENTOR SESSIONS
- 7000 KMS JOURNEY ACROSS COUNTRY
- 08 ONE DAY CONSULTANCY CHALLENGES
- MASTER BUSINESS SKILLS WITH
DROPSHIPPING & VIP PRE-SEED CHALLENGE
- CREATE YOUR DIGITAL IDENTITY
WITH THE CREATOR CHALLENGE
- MULTI-INDUSTRY PORTFOLIO
DEVELOPMENT



**BHARAT IS MY
CLASSROOM**



Your PGP Bharat journey

1

ORIENTATION

Kick off your PGP Bharat journey with one week of skill-building, cultural discovery and peer bonding.

2

TERM 1 (MONTH 1&2) IN CLASS & DROPSHIPPING CHALLENGE

Run a real dropshipping venture while learning business frameworks through Out Class workshops and In Class Sessions, blending practical entrepreneurship with structured insights.

3

TERM 2 (MONTH 3&4) TRAVEL BASED IMMERSIONS + CREATOR CHALLENGE + ODC

Explore 20 cities through 25+ business & cultural immersions and apply your learning through hands-on consultancy challenges.

4

TERM 3 (MONTH 5&6) IN CLASS & VENTURE INITIATION PROGRAMME

Students get the opportunity to present their startup idea for pre-seed funding and parallelly, In Class learning blends core courses, workshops, and real-world challenges.

Learning framework

Most learning happens outside the classroom through immersions, complemented by Out Class projects and In Class frameworks.

ORIENTATION

Begin with sessions that prepare you for immersions and the journey ahead.

IMMERSIONS

Explore 20+ cities through business & cultural immersions & discover what truly makes Bharat work.

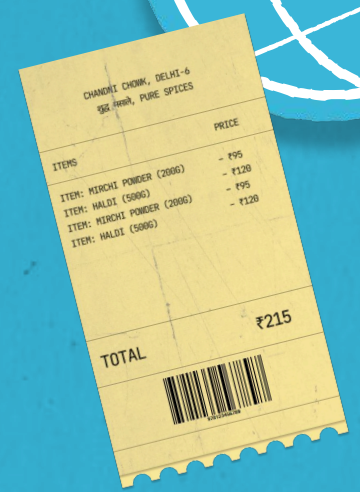
IN CLASS

Apply frameworks in lectures and seminars to connect theory with practice.

OUT CLASS

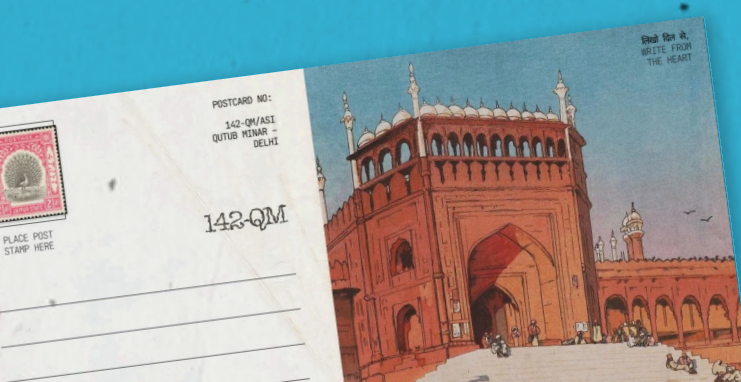
Create your digital identity, build your MVP and launch a dropshipping business.
Work on weekly One Day Challenges to solve real business problems

Welcome Aboard
PGP BHARAT

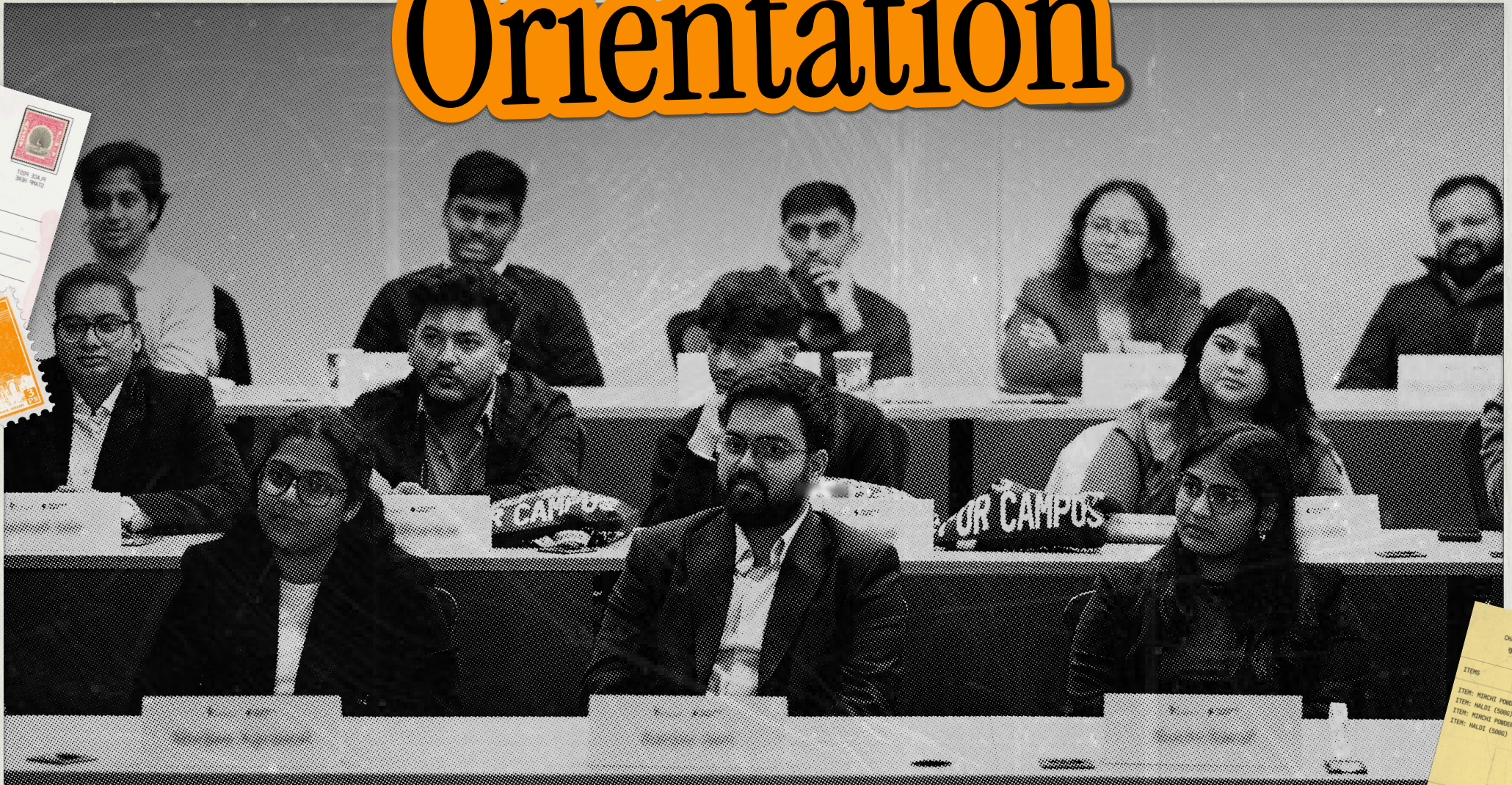


Let's break it down.

AHEAD, A DETAILED LOOK AT EACH LEARNING FRAMEWORK



Orientation



Begin your journey at the **Masters' Union** Gurugram campus with an **Orientation** designed to prepare you for **immersions, travel** and meaningful interactions with industry **leaders**.



Travel Based Immersions

Welcome Aboard
PGP BHARAT

MAJOR BUSINESS IMMERSIONS

Visit real businesses, understand how they work, and translate those insights into action through weekly **One Day Challenges**.

MINOR BUSINESS IMMERSIONS

Step into startups, factories, and corporate hubs to see strategy and leadership in action.

CULTURAL IMMERSIONS

Engage with India's traditions, markets, and communities that shape real-world business.



COHORT - 1

Past Immersions Snapshot

For 8 weeks, students travel to new cities, visit top companies explore industries and cultures.



HUB 1

DELHI NCR

IMMERSIONS:



HUB 2

JALANDHAR

IMMERSIONS:



HUB 3

*JAIPUR

IMMERSIONS:



HUB 4

MUMBAI

IMMERSIONS:



HUB 5

GOA

IMMERSIONS:



HUB 6

BENGALURU

IMMERSIONS:



HUB 7

DARJEELING

IMMERSIONS:



HUB 8

LUCKNOW

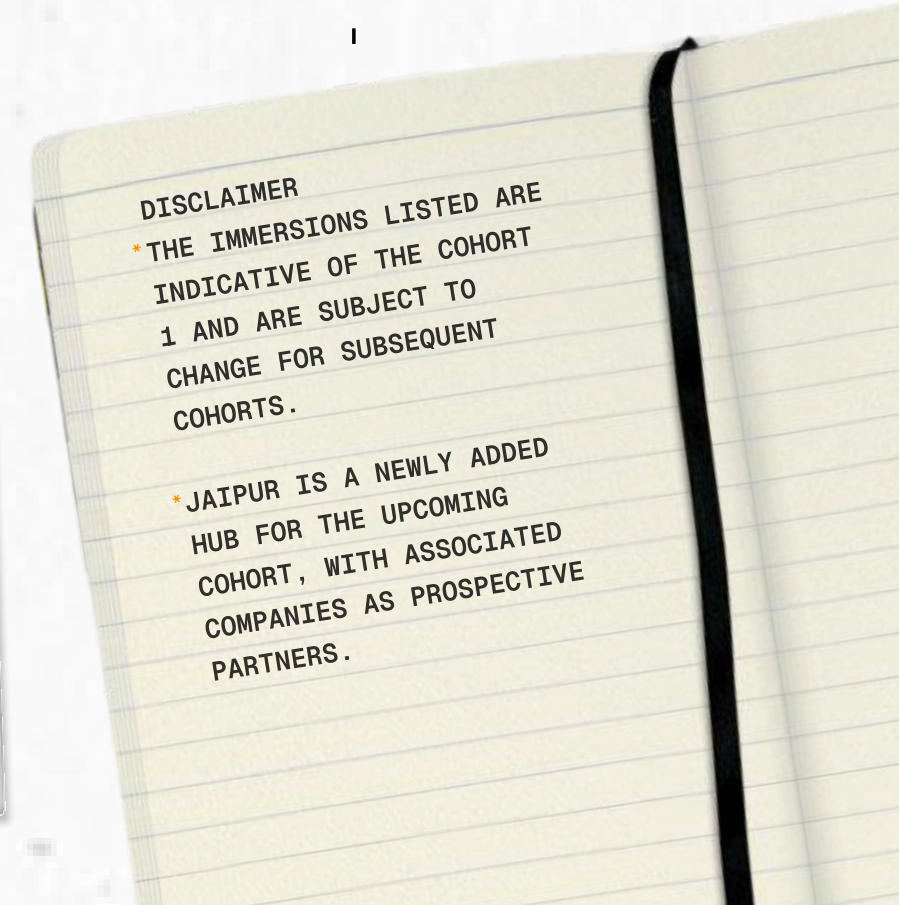
IMMERSIONS:



practical > theory



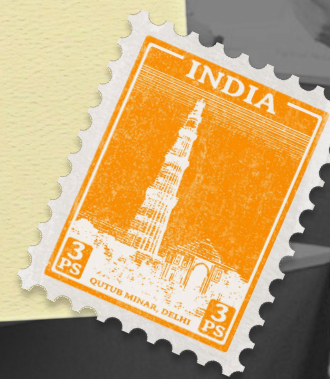
Sonalika Tractors



DISCLAIMER
*THE IMMERSIONS LISTED ARE INDICATIVE OF THE COHORT 1 AND ARE SUBJECT TO CHANGE FOR SUBSEQUENT COHORTS.

*JAIPUR IS A NEWLY ADDED HUB FOR THE UPCOMING COHORT, WITH ASSOCIATED COMPANIES AS PROSPECTIVE PARTNERS.

In Class



Hybrid In Class sessions held over the weekends anchored by macro questions and core business themes.

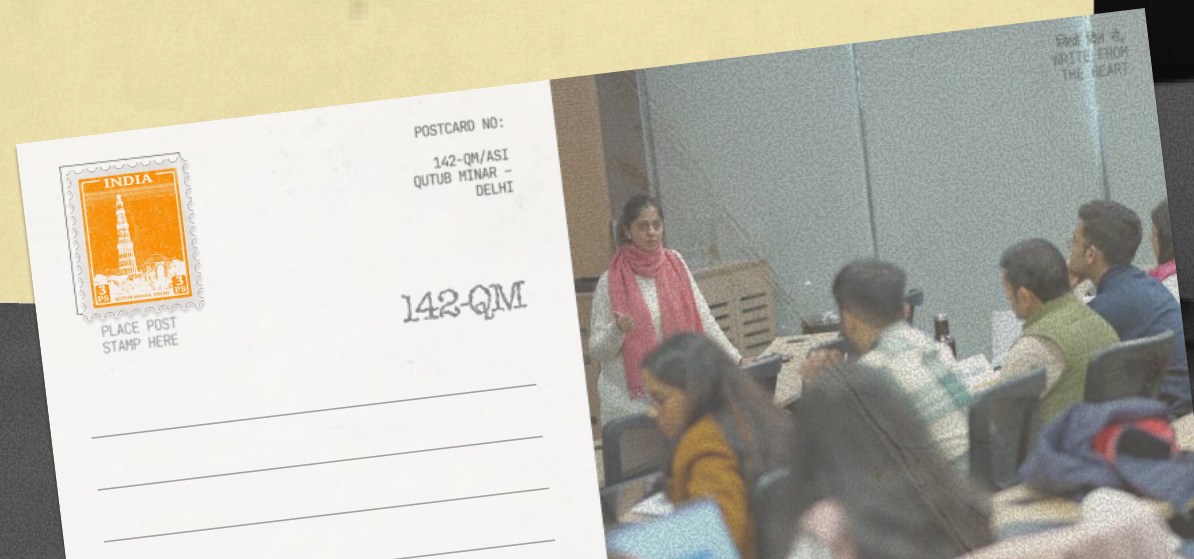
TERM	FOCUS AREA	MACRO QUESTION
1	STRATEGY	HOW CAN ORGANIZATIONS DESIGN STRATEGIES AND DRIVE TRANSFORMATION USING STRUCTURED THINKING AND DATA?
1	MARKETING	HOW CAN A BUSINESS SYSTEMATICALLY ACQUIRE, CONVERT, AND RETAIN THE RIGHT CUSTOMERS
1	OPERATIONS	HOW DO COMPANIES STRUCTURE PROCESSES TO DELIVER SPEED, COST, QUALITY TRADE-OFFS?
1	FINANCE	HOW CAN PROFESSIONALS USE FINANCIAL LANGUAGE TO ASSESS AND COMMUNICATE PERFORMANCE?

TERM	FOCUS AREA	MACRO QUESTION
1	GENERATIVE AI	HOW CAN INDIVIDUALS USE AI TOOLS TO IMPROVE PRODUCTIVITY AND DECISION-MAKING?
3	OPERATIONS	HOW DO OPERATING MODELS OUTPERFORM, AND UNDER WHAT CONTEXTUAL CONDITIONS?
3	FINANCE	HOW DO FINANCIAL PATTERNS SIGNAL SCALABLE, RESILIENT, HIGH-VALUE BUSINESS MODELS?
3	MARKETING	HOW DO GROWTH STRATEGIES GENERALIZE ACROSS CONTEXTS, AND WHERE DO THEY FAIL?

TERM FOCUS AREA MACRO QUESTION

3 **STRATEGY** HOW DO STRATEGIC ARCHETYPES EMERGE, AND HOW SHOULD FIRMS CHOOSE AMONG THEM?

3 **GENERATIVE AI** HOW DOES AI ADOPTION CREATE ADVANTAGE VERSUS PARITY OR WASTED INVESTMENT?



Out Class

VIP Pre Seed Challenge

Creator Challenge & One Day Challenges

MONTH 5&6

Dropshipping Challenge

MONTH 3&4

MONTH 1&2





1

DROPSHIPPING

Launch an online store, set up suppliers, and test sales strategies in real time.

DROPSHIPPING MELA

Unique Outclass Challenge for students to showcase exclusive products and services of their businesses in the most imaginative and innovative ways possible.

RAIL CORPORATION



₹39.00

30-09-25

यात्रा सुरक्षित बनें | TRAVEL SAFE

2

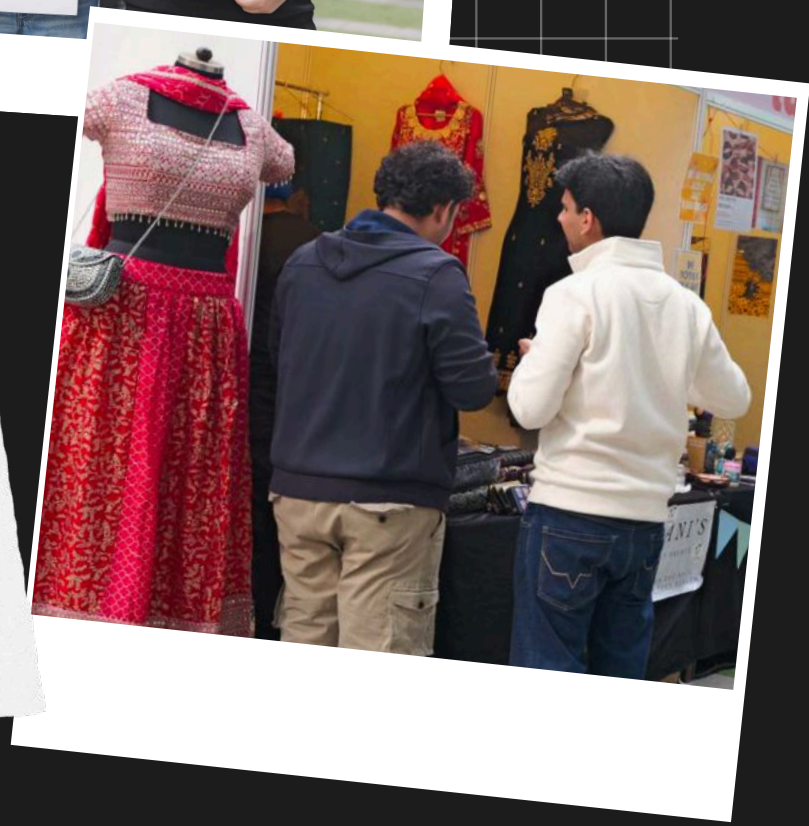
CREATOR CHALLENGE

From identifying a content niche to building an audience, students are trained to grow their personal brands on Youtube, Instagram, and LinkedIn.



PAST CREATOR CHALLENGES

- 1 **Food Storytelling:** Create engaging food-focused content that captures the culture and essence of Lucknow through its cuisine. Your content should make the food story interesting, insightful, and culturally rooted.
- 2 **PGP Bharat Journey Coverage:** Create a video documenting your journey throughout the PGP Bharat program, the learnings, experiences, cities, people, and moments that shaped your journey.



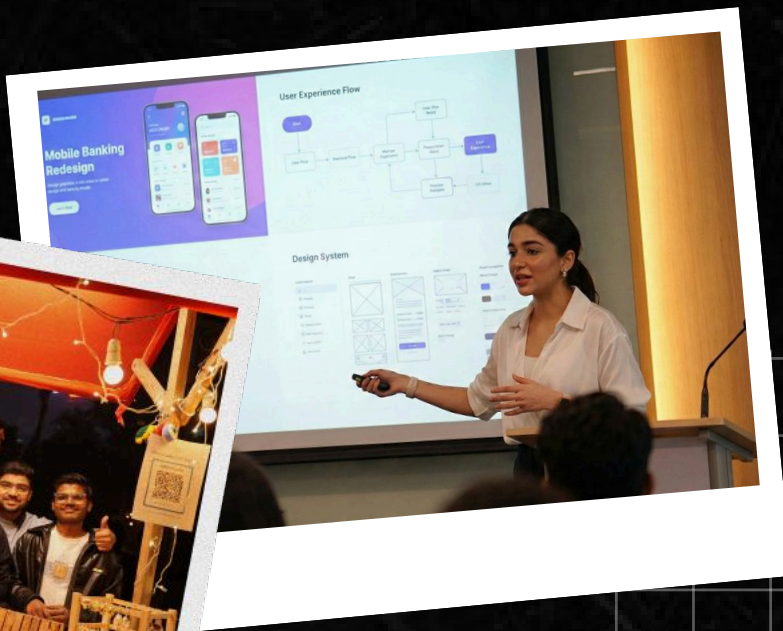
3

ONE DAY CHALLENGES

Take on one hands-on consultancy challenge each week, **designed around the major business immersion**, where you solve real problems faced by businesses on the ground.

PAST IMMERSION CHALLENGES

- 1 Students collaborated in teams to develop strategies on how to premiumise Nivia's brand image, particularly for products like Aura, while retaining the existing brand name.
- 2 Understand the overall casino economy and track how casino engagement shapes revenue per guest and non-casino spending.



Flight No.:
6E 6107

AHMEDABAD

4

VENTURE INITIATION PROGRAMME

With VIP Pre-Seed, gain the opportunity to secure funding for your idea.

PRE-SEED CHALLENGE

Get the platform to pitch your ideas to investor allies and the Masters' Union Investment Fund, and secure your first pre-seed funding.



Flight No.:
61 0107

Date:
15/08/25

Seat:
2A

What your Immersion Week will look like

Immersion weeks blend learning, projects, networking, and reflection.

MORNING

EVENING

DAY 1

Workshop



Wellness Hour

Yoga, Sports, Gym, Rest & Meditation

DAY 2

Major Business Immersion



CXO Session

Learn directly from CXOs and engage with them in their workplaces.



Reflection Session

DAY 3

One Day Challenge

Based on Major Business Immersion



ODC Presentation



DAY 4

Minor Business Immersion

CXO Session

Learn directly from CXOs and engage with them in their workplaces.



Reflection Session

DAY 5

Cultural Immersion



Peer Networking

DAY 6 & DAY 7

Travel & Rest

BOARDING PASS



BOARDING PASS



PASSENGER TICKET & BAGGAGE CHECK
NAME OF PASSENGER:

SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

BOARDING NO.: 123-456-789-10112

FLIGHT NO: E168QT

DATE: 06/09 SEAT 26A 19:00 HRS

NAME OF PASSENGER
SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

FLIGHT NO: E168QT 123-456-789-10112

DATE: 06/09 SEAT 26A 19:00 HRS



A Day in the Immersion

Additionally, the Major Immersions will feature *One-Day Consultancy Challenges*.



MORNING

Business Site Visit

Real-world Exposure



AFTERNOON

On Ground Q&A

Interactive Learning



MIDDAY

CXO Session

Leadership Insights



EVENING

Reflection Session

Deep Thinking

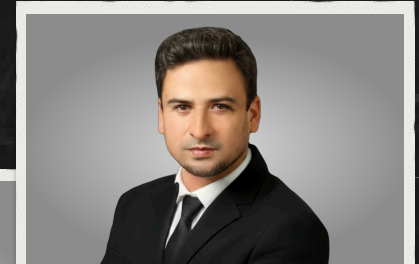


Faculty

*Guided by educators, thinkers
and industry pioneers.*



Mr. Manoj Kohli
Former CEO



Saurabh Sengupta
Ex- Senior Vice President

zomato



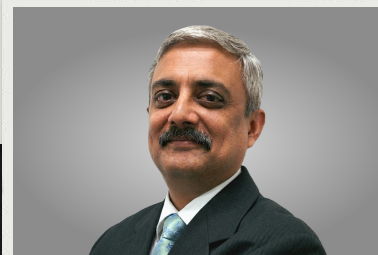
Dr. Nandini Seth
PhD, IIM Bangalore



Sanjeev Bhasin
Former Director



Dr. Bhupesh Manoharan
PhD, IIM Calcutta



Rajat Mathur
Former Managing Director

Morgan Stanley



Rajiv Gupta
Ex- Vice President, Sales
& Marketing



Your Next Big Move

1

MILLION-DOLLAR PORTFOLIO

Build a powerful cross-industry portfolio through consulting and hands-on challenges across industries, markets, factories and boardrooms.

2

YOUR OWN CONTENT IDENTITY

Share your ideas through video, audio, or writing—from podcasts and vlogs to becoming a LinkedIn Top Voice.

3

YOUR DROPSHIPPING VENTURE

Source winning products, build websites, run ads, manage logistics, and compete for real revenue.

4

VENTURE INITIATION PROGRAMME

With VIP Pre-Seed, students get an opportunity to present their startup idea and secure funding.

Join The Cohort

Travel, grow, and build with a dynamic peer group - sharpening your skills through experiential learning.

1

ONLINE APPLICATION

Apply online. Just tell us who you are and why PGP Bharat.

2

INTERVIEW WITH INDUSTRY & ACADEMIC EXPERTS

No panels. No committees. Just you and a leader who's built real businesses.

3

DECISIONS MADE ON A ROLLING BASIS

We move fast. Exceptional talent doesn't wait - and neither do we.



Scholarships

Named after iconic Indian trains, each scholarship supports a different kind of journey whether of need, grit, brilliance, or creativity.



1

THE UDAY EXPRESS GRANT

For students with strong potential and limited means.

2

THE SAMTA EXPRESS FELLOWSHIP

For the diverse, remote and underrepresented.

3

THE PALACE ON WHEELS FELLOWSHIP

For creatives, storytellers, and cultural entrepreneurs.

4

THE DURONTO FELLOWSHIP

For the fearless builders and founders.

5

THE VANDE BHARAT SCHOLAR

For academically exceptional minds shaping the future.

The Masters' Union Story.

Building a world-class business school that stays in India.

At Masters' Union, we believe in learning business by doing business. Through collaboration of industry experts and academic leaders, we aim to revolutionise business education with a tech-centric and industry-driven approach.



FOUNDER'S NOTE

When I started Masters' Union, I had one mission: create the school that keeps India's talent at home while preparing them to compete globally. A place where learning is messy, real, and transformative. Where you don't just study success—you create it.

Pratham Mittal

What Are You Waiting For? RSVP.

Email: [pgpbharat@mastersunion.org](mailto:pgp Bharat@mastersunion.org)

Address: DLF Cyberpark, Phase II, Udyog Vihar, Sector 20,
Gurugram, Haryana, PIN - 122022

Website: mastersunion.org

Contact: +91 9899-741-741

