

PGP BHARAT

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





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142-QM/ASI
QUTUB MINAR -
DELHI

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142-QM



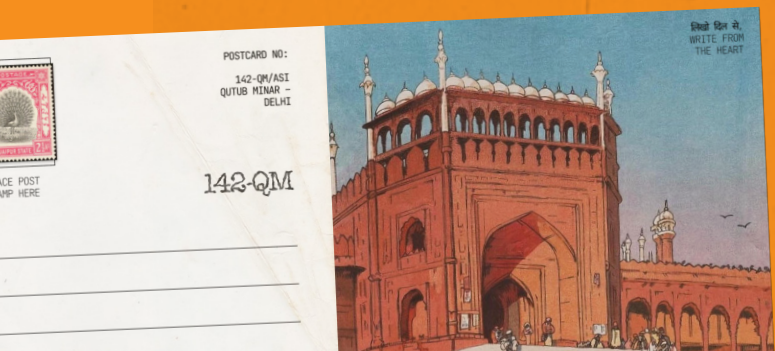
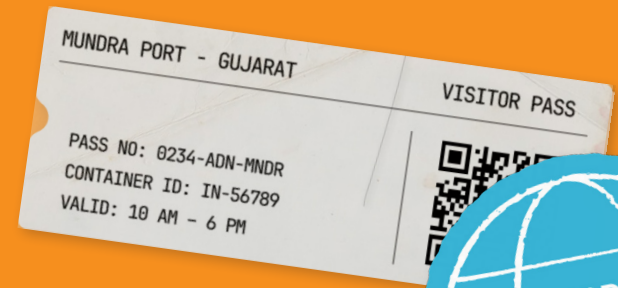
6 months.
A lifetime
of impact.



*Map for graphic purposes only

“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.

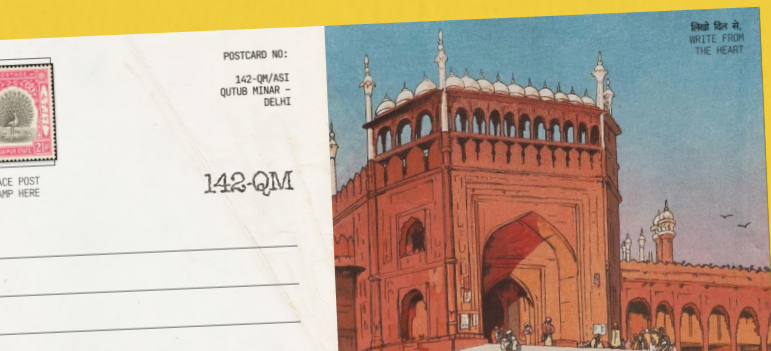
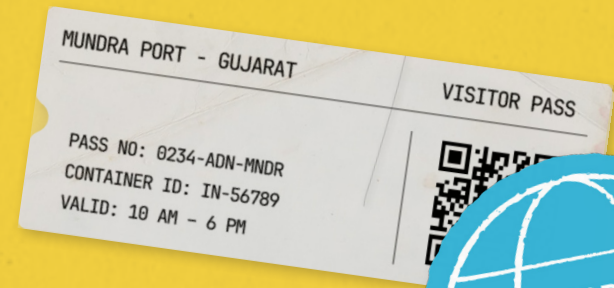
Travel reshapes how you see the world and yourself.

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.

The world's top business leaders sharpened their instincts through travel and hands-on challenges. PGP Bharat is a 6 month programme that blends theoretical learning with practical stints across India's business ecosystems, converting exposure into lasting ability.

PROGRAMME HIGHLIGHTS:

- 20 CITIES
- 10+ INDUSTRIES
- 40+ CXO & MENTOR SESSIONS
- 7000 KMS JOURNEY ACROSS COUNTRY
- 25+ BUSINESS IMMERSIONS AND 10+ CULTURAL IMMERSIONS
- MASTER BUSINESS SKILLS WITH DROPSHIPPING & VIP PRE-SEED CHALLENGE
- CREATE YOUR DIGITAL IDENTITY WITH THE CREATOR CHALLENGE
- MILLION DOLLAR PORTFOLIO WITH ~10 HANDS ON ASSIGNMENTS



Our learning framework.

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

Welcome Aboard
PGP BHARAT

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.

IN CLASS

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

OUT CLASS

Create your digital identity, with the chance to build your own MVP and launch a Dropshipping business.

How we're different

No.
Date

No.
Date

CATEGORY

A TYPICAL MBA

PGP BHARAT

LOCATION

CLASSROOM ONLY

✓ PAN-INDIA TRAVEL+
ONLINE SESSIONS

CXO
SESSIONS

GUEST
LECTURES

IN-OFFICE
IMMERSIONS

INDUSTRY
EXPOSURE

LIMITED
EXPOSURE

✓ NEW HUB/INDUSTRY
EVERY WEEK

PEDAGOGY

THEORY-HEAVY

✓ PRACTICAL, IMMERSIVE

CURRICULUM

FIXED

✓ FLEXIBLE & DIVERSE

OUT CLASS

NO

✓ YES

ASSIGNMENTS

CASE STUDIES

✓ HANDS-ON ASSIGNMENTS

More immersive than a typical MBA, this programme takes you into real markets and cultures, where learning goes beyond textbooks.

PGP Bharat at a glance

HUB 1
DELHI NCR
IMMERSIONS:



HUB 2
JALANDHAR
IMMERSIONS:



HUB 3
MUNDRA &
AHMEDABAD
IMMERSIONS:



HUB 4
MUMBAI
IMMERSIONS:



HUB 5
GOA
IMMERSIONS:



HUB 6
BENGALURU
IMMERSIONS:

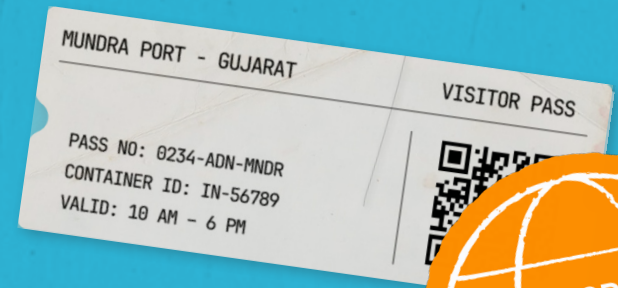


HUB 7
DARJEELING
IMMERSIONS:



HUB 8
LUCKNOW
IMMERSIONS:





Let's break it down.

AHEAD, A DETAILED LOOK AT EACH LEARNING METHOD AND ITS EXPERIENCES.



Your PGP Bharat Journey

1

ORIENTATION

Kick off your PGP Bharat journey with two weeks of skill-building, cultural discovery, AI mastery, and peer bonding.

2

TERM 1 (MONTH 1&2) TRAVEL BASED IMMERSIONS

Explore 20 cities through 40+ business & cultural immersions and apply your learning through hands-on assignments.

3

TERM 2 (MONTH 3&4) IN CLASS & DROPSHIPPING CHALLENGE

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

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 to build practical business understanding.



FROM: MASTERS' UNION 16DEC

MU
DEL100

TO: HYDRABAD 17DEC



INDIA

Boarding Pass

NAME
ARYAMAN SHARMA

GATE
MU

FLIGHT
6123

FROM
MASTERS' UNION, MU

TO
BENGALURU, BLR

BUSINESS CLASS

SEAT
26B

NAME
ARYAMAN SHARMA

FROM

ats Rann of

Business Immersions



#1

Travel across 20 cities, exploring industries and companies through guided questions, assignments, and real-world themes.

1

INDUSTRY EXPOSURE

Students tour notable industries and businesses unique to each city.

2

MACRO QUESTIONS

Each immersion is guided by a big-picture question that frames the visit.

3

ASSIGNMENTS

Every hub ends with a structured assignment to connect learnings.



VISITOR PASS

DETAILS

PERMIT NO: 1234567890

VALID TILL: 18-10-26

MASTERS' UNION

Hub 1

VISITS
INVOLVE

ADDVERB
Human. Robot. Possible.



Delhi NCR

LOCATION

DAYS

QUESTION

CHANDNI
CHOWK
MARKET



2

How to boost sales of small shop owners leveraging social media virality?

LENSKART



2

How to know what your consumer wants before they know it?

MERCEDES-
BENZ
DEALERSHIP



1

How to sell aspiration, not just automobiles?

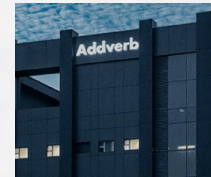
NDMA -
COVID-19
CRISIS
MANAGEMENT



0.5

How to navigate a nation when unprecedented crisis strikes?

ADDVERB



0.5

How is AI improving manufacturing efficiency and automation?

ASSIGNMENT

Launch a product using storytelling and virality, aiming for 50K impressions and 2% conversions with no paid marketing.

*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.



Hub 2

VISITS
INVOLVE



SONALIKA
HEAVY DUTY TRACTORS LTD.



Jalandhar

LOCATION

DAYS

QUESTION

ITC FOODS FACTORY



2

How to turn farm staples into multi-million-dollar brands?

SONALIKA TRACTORS



1

How to build tractors that are made for India?

NIVIA SPORTS



1

How can my business expand and successfully tap into new markets?

AGRICULTURAL IMMERSION



1

How can farming become India's road to prosperity?

ASSIGNMENT

Propose a new variant from ITC's Portfolio (flavor, size, or packaging) tailored for rural Punjab consumers.

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Hub 3

VISITS
INVOLVE

Amul

Ahmedabad

LOCATION

DAYS QUESTION

AMUL
FACTORY



1

How to build brands that drive loyalty?

IIM A
VENTURES



1

How to design the conditions where startups don't just start, but scale?



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Hub 3

VISITS
INVOLVE



Mundra



LOCATION

DAYS

QUESTION

ADANI PORTS
AND SPECIAL
ECONOMIC
ZONE (SEZ)



1

How can ports move goods faster and smoother?

ADANI
WILMAR
REFINERY



1

How can large plants run efficiently and safely?

ADANI
SOLAR

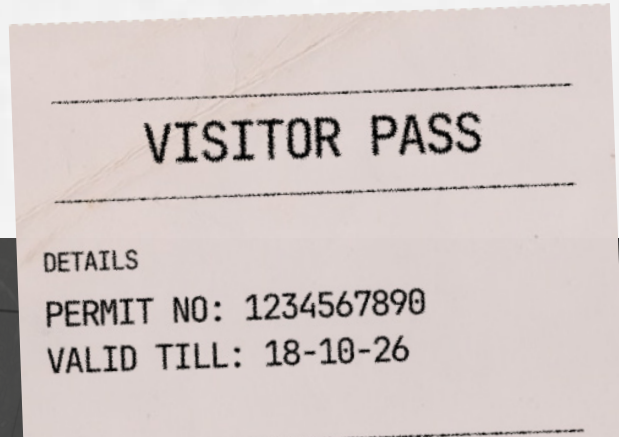


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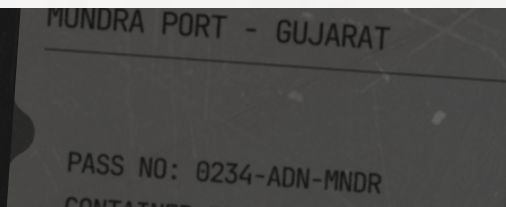
How does the world's first fully integrated solar manufacturing ecosystem work behind the scenes?

ASSIGNMENT

Pick one product you saw this week (e.g., edible oil, solar panel, or dairy product) and show how it travels from Mundra to the Indian consumer.



*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.



Hub 4

VISITS
INVOLVE



Mumbai

LOCATION

DAYS QUESTION

DHARMA
PRODUCTIONS



1

How do production houses choose between theatres and OTT platforms for releasing a movie?

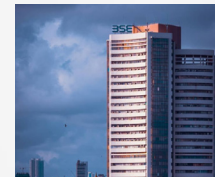
GODREJ
INDUSTRIES



2

How to build one brand DNA across many businesses?

RBI, BSE



2

How to safeguard financial stability while fueling innovation for 1.4 billion people?

ASSIGNMENT

Select a movie that was released before the OTT era and design a launch plan as if it were premiering for the first time in 2026.



*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.

Hub 5 Goa

VISITS
INVOLVE



LOCATION

DAYS

QUESTION

CORDELIA
CRUISE FROM
MUMBAI TO
GOA



3

How to design
unforgettable
journeys at scale?

SESA GOA
IRON ORE



2

How does India
extract minerals
efficiently and
responsibly?

FENI
DISTILLERY



0.5

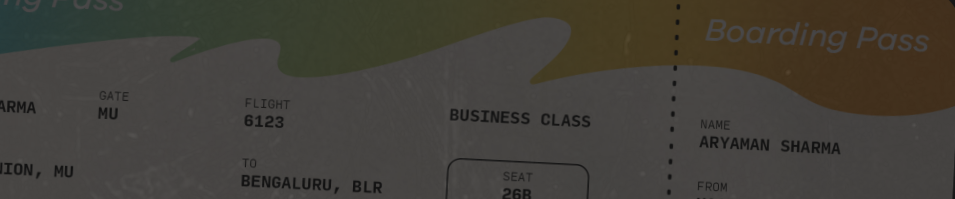
How does a drink
rooted in Goan soil
flow seamlessly
into global
markets?

ASSIGNMENT

Analyse the hidden systems in Goa's distillery, mining, or cruise industry, and propose one value-adding improvement.



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Hub 6

VISITS INVOLVE



Bengaluru



LOCATION

DAYS

QUESTION

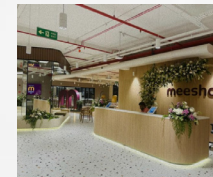
ZERODHA, CRED



2

How can I design a product that forms habits and keeps users coming back?

MEESHO



12

How to create successful category strategies for digital marketplaces?

CINGULARITY INDIA



1

How can India design aerospace solutions at global standards?

INFOSYS



1

How to turn IT services into India's biggest export story?

ASSIGNMENT

Identify and define a new product feature (for a fin-tech) that will drive user engagement and habit formation over time.

*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.



052



Infosys®

INFOSYS TECHNOLOGIES LTD

37, Infosys Internal Rd, Konappana Agrahara, Electronic City, Bengaluru, Karnataka - 560100
Tel: +91 123456789

Hub 7

Darjeeling

LOCATION

DAYS

QUESTION

RURAL
IMMERSION



5

How can rural India turn geography into economic opportunity?

TEA ESTATE
VISIT



2

How does Darjeeling tea sustain its premium in a commoditized world?

ASSIGNMENT

Design a 'New Darjeeling Export'; a product, service, or experience that, like tea, can carry Darjeeling's identity to the world.



*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.

Hub 8

VISITS
 INVOLVE



Lucknow

LOCATION

DAYS

QUESTION

INDO-RUSSIAN
 RIFLES
 PRIVATE
 LIMITED



2

How is Indo-Russian Rifles advancing Atmanirbhar Bharat?

CHIKANKARI
 CLUSTERS



1

How to scale hand-embroidery globally while preserving its luxury appeal?

CM OFFICE
 VISIT



1

How does UP build and sustain the path to a trillion-dollar economy?

CM OFFICE

NAME: GUEST VISITOR

DATE: 12-10-25

TIME: 10:30 AM

BARCODE: 0192837465

STAMP: ✓ प्रवेश अनुमति / ENTRY ALLOWED

ASSIGNMENT

Identify one critical urban challenge that Lucknow must address in the next decade to power Uttar Pradesh's trillion-dollar economy.

*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.



Cultural Immersions

#2

Alongside business immersions, cultural immersions expose students to India's diversity by exploring these cities, and how culture shapes markets.



ECI



PARLIAMENT



LOVELY FACTORY



SALT PANNING AT RANN OF KUTCH



HAL MUSEUM



DELTIN CASINO



KATHAK & AWADHI MUSIC SESSIONS



MUMBAI DABBAWALAS



PRAGYARAJ MELA AUTHORITY



ADIYOGI STATUE

*Disclaimer: The immersions listed are indicative and may change based on partner availability and unforeseen circumstances.

In Class

#3

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

WEEK	FOCUS ON	MACRO QUESTION
11	MANAGEMENT & STRATEGY	HOW TO DECODE MARKET TRENDS TO BUILD YOUR NEXT STARTUP?
12	MANAGEMENT & STRATEGY	HOW TO CRACK THE CODE ON STARTUP BUSINESS MODELS THAT ACTUALLY WORK?
13	DATA, PRODUCT & TECH	HOW TO BUILD ANYTHING YOU WANT?
14	FINANCE & FINTECH	HOW TO READ FINANCIALS LIKE AN INVESTOR-AND BUILD SMARTER?
15	SALES & MARKETING	HOW TO COLLECT, ANALYSE, AND INTERPRET CUSTOMER INSIGHTS?
16	FINANCE & FINTECH	HOW TO BUILD FINANCIAL MODELS THAT VALIDATE YOUR IDEA AND ATTRACT INVESTORS?

WEEK	FOCUS ON	MACRO QUESTION
17	DATA, PRODUCT & TECH	HOW CAN BUSINESSES UTILISE LIMITED RESOURCES OPTIMALLY?
18	DATA, PRODUCT & TECH	HOW TO STEP INTO PRODUCT MANAGEMENT AND MAKE AN IMPACT?
19	FINANCE & FINTECH	HOW TO TELL IF YOUR UNIT ECONOMICS ARE LYING TO YOU?
20	MANAGEMENT & STRATEGY	HOW TO OUTSMART THE COMPETITION AND CRAFT GAME-CHANGING STRATEGIES?
21	SALES & MARKETING	HOW DO I CLOSE EARLY CUSTOMERS AND BUILD A SALES ENGINE FROM SCRATCH?
22	FINANCE & FINTECH	HOW TO BUILD TRANSFORMATIVE BUSINESS MODELS USING EMERGING TECHNOLOGIES FOR TRADITIONAL INDUSTRIES?
23	SALES & MARKETING	HOW TO USE MARKETING ANALYTICS TO ENHANCE CUSTOMER EXPERIENCE?
24	SALES & MARKETING	HOW TO DO A 360 DEGREE PROMOTION?

Out Class

#3

1 CREATOR CHALLENGE

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

GO VIRAL WITH ZERO BUDGET

A one-of-a-kind marketing challenge that pushes students to be creative through content creation and storytelling.

STATISTICS

5CR in revenue
130+ teams
1500+ customers

DROPSHIPPING MELA

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



2 DROPSHIPPING

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

3 VENTURE INITIATION PROGRAMME

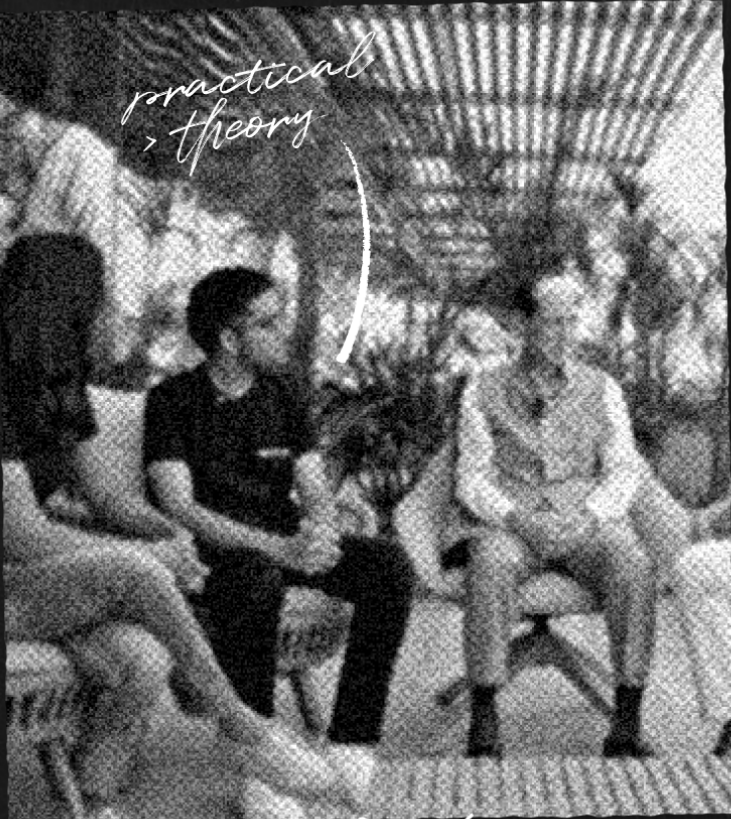
With VIP Pre-Seed, gain the opportunity to secure funding for your idea.



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.





practical > theory

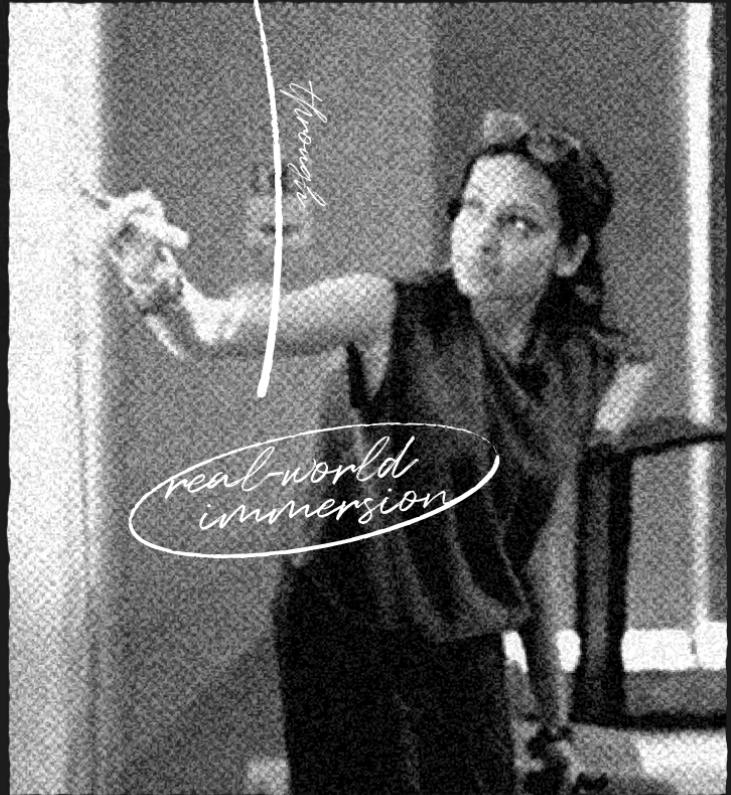
create



Build



growth



through

real-world immersion



A Week of Business Immersion

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

MORNING

MON

TUE

WELLNESS HOURS
Yoga, Sports, Gym
& Meditation



BUSINESS IMMERSION

From factories to startups, markets to ports, tourism to pharma, students dive into diverse business immersions.

**PEER TO PEER
LEARNING**

**CONTENT
CREATION**

EVENING

WED



THUR

CXO SESSIONS

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



FRI

CULTURAL IMMERSION

Explore local settings to understand culture, community & tradition.



SAT/SUN



TRAVEL



NETWORKING
EVENT



WEEKLY
ASSIGNMENT

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

BOARDING PASS ✈️

NAME OF PASSENGER
SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

FLIGHT NO: E168QT 123-456-789-10112
DATE: 06/09 SEAT 26A 19:00 HRS



Your Next Big Move

1

MILLION-DOLLAR PORTFOLIO

Build a powerful cross-industry portfolio through consulting, internships, and hands-on assignments 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

SUBMIT AN 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 ARE 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 PALACE ON WHEELS FELLOWSHIP

For creatives, storytellers, and cultural entrepreneurs.

3

THE VANDE BHARAT SCHOLAR

For academically exceptional minds shaping the future.

4

THE SAMTA EXPRESS FELLOWSHIP

For the diverse, remote and underrepresented.

5

THE DURONTO FELLOWSHIP

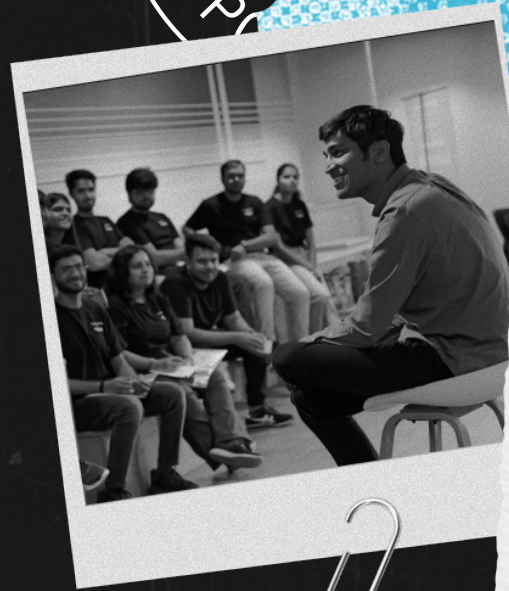
For the fearless builders and founders.



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 Master's 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: pgpbarat@mastersunion.org

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

WEBSITE: mastersunion.org

