

# OWNERS AND PROMOTERS

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## MANAGEMENT PROGRAMME

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FORMAT  
**Blended**

DURATION  
**12 Months**

DESIGNED FOR  
**Owners & Successors**

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**Masters' Union** is a revolutionary business school that challenges the conventional with its groundbreaking, hands-on learning approach. By blending academic rigor with real-world industry expertise, it empowers learners to lead with bold, innovative thinking in an ever-changing business landscape.

AACSB

Business  
Education  
Alliance  
Member




EFMD  
GLOBAL  
MEMBER

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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.

**THE TIMES OF INDIA** SIGN IN

### Take steps to transform your city into a 'Green Gram': Dhankhar to Gurgaon residents



















Gurgaon: Vice-president Jagdeep Dhankhar on Sunday urged the citizens to develop the city as a "Green Gram", making an impassioned plea to them to "cooperate" with the administration to resolve local problems and improve infrastructure.

## MASTERS' UNION

SCHOOL OF BUSINESS

# Our Affiliations & Collaborations

## Practitioners

 <b>HARVARD</b> UNIVERSITY	 <b>IIMA</b> INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD विकास विचार समाधि कला	 <b>standard</b> chartered	 भारतीय प्रबंध संस्थान बंगलूर INDIAN INSTITUTE OF MANAGEMENT BANGALORE
 <b>INDIAN INSTITUTE OF MANAGEMENT CALCUTTA</b>	 <b>NASA</b>	<b>Bank of America</b> 	 <b>Mercedes-Benz</b>
<b>McKinsey&amp;Company</b>	 <b>PayPal</b>	<b>BCG</b>	<b>MorganStanley</b>
 <b>NSE</b>	 <b>Tufts</b> UNIVERSITY	 <b>MIT</b> MANAGEMENT SLOAN SCHOOL	 <b>Cornell University</b>
 <b>Imperial College Business School</b>	 <b>Apple</b>	<b>make my trip</b>	 <b>HEROEXPORTS</b>
 <b>ADITYA BIRLA GROUP</b>	 <b>National Australia Bank</b>		

## Communities

 <b>FICCI</b> flo	 <b>Entrepreneurs' Organization</b>	 <b>I • D • F</b> INDIA DEVELOPMENT FOUNDATION
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## Govt. Bodies

 <b>विद्युत मंत्रालय MINISTRY OF FINANCE</b> सत्यमेव जयते	 <b>NITI Aayog</b>	 <b>N-S-D-C</b> National Skill Development Corporation Transforming the skill landscape
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## From the **Leaders' Desk**



**Pratham Mittal**

CEO & Founder, Masters' Union;  
Co-Founder, Outgrow; Forbes 30U30

“

Family businesses are the backbone of India's economy, yet traditional education often overlooks their challenges. PGP Rise: Owners and Promoters Management Programme addresses this gap by combining mentorship, actionable insights, and cutting-edge tools. It's a programme that not only protects legacies but inspires successors to innovate, lead, and drive exponential growth.

”



**Rajiv Gupta**

Chair, Board of Governors, PGP Rise: Owners and Promoters Management Programme  
Formerly: CEO-Tricolite, VP-Honda Cars, Reliance Petroleum Retail

“

This world-first, practitioner-led programme for family business owners blends India's unique context with global best practices from the West and East. Combining modules for patriarchs and successors, international immersions, and hands-on mentoring, it ensures real-world application, helping participants solve critical challenges and drive transformative business growth.

”



**Nikhil Mittal**

Director, Masters' Union;  
MBA, Goa Institute of Mgmt;  
Ex. Skill-Lync & WhiteHat Jr.

“

Family businesses fuel economies, yet challenges like succession and global expansion require specialized solutions. This program delivers AI-driven strategies, insights from legendary family empires, and mentorship from industry icons. It's a transformative journey, combining global immersions and actionable tools to future-proof businesses for the next generation.

”

# Programme Advisors' Perspective



**Raman Kumar Sharma**  
Programme Advisor

Ex-SVP & Director, Honda Cars;  
Alumnus, IITK & IIMA

“

PGP Rise: Owners and Promoters Management Programme bridges legacy and ambition, integrating family values with modern tools like balanced scorecards and dashboards. Designed for seasoned owners, the program emphasizes Sustainability, Consistency, and Growth, empowering participants to navigate real-world scenarios with professional expertise, technological excellence, and a focus on measurable business outcomes.

”



**Tarun Malik**  
Programme Advisor

CEO, Zaystack; Ex-Microsoft &  
Amazon; Ex-CTO, Family Business

“

Family businesses stand at the brink of limitless potential. By embracing digitization and AI, they can ignite innovation, unlock growth, and create lasting impact. This program equips leaders with the vision, tools, and strategies to transform their businesses today and build a legacy that inspires generations tomorrow.

”



**Avishkar Mehrotra**  
Programme Advisor

Ex-CHRO, Walmart;  
Co-Founder, NeoNavigate & ThinkUq

“

Great family businesses thrive on trust, clear objectives, and empowered teams. This program equips leaders with tools to foster psychological safety, build trust, and provide consistent direction. By blending emotional intelligence with modern practices, participants learn to inspire ownership, accountability, and innovation, creating a high-performing culture across generations.

”

“

## Wealth does not last beyond three generations.”

Family businesses drive **70-90% of global GDP** but face significant challenges in sustaining their legacy. Research by **The Williams Group** shows that **70%** of families lose their wealth by the second generation, and **90%** by the third. This loss often stems from intergenerational friction, unclear ownership, poor planning, and resistance to innovation—factors that can disrupt continuity and threaten the founder's vision.

With effective succession planning, strong governance, and professional management, family businesses can overcome these obstacles, ensuring growth and long-term success.

“



# Who Is This Programme For:



1



## Business Owners & Founders

- Holding a significant equity stake in the business
- Having an active operating role in the firm
- Having experienced substantive growth and scale in business since inception

2



## Owners & Promoters of a Family Business

- Focused on shaping strategy
- Working on the enhancement of governance standards
- Planning future growth

3



## Next Generation Family Business Leaders

- Driving business growth
- Refining strategy
- Building a lasting legacy

# Purpose-Driven Curriculum

Designed by a faculty with **decades of real-world family business experience**, the modules are tailored to tackle the specific complexities faced by family-run enterprises, offering practical solutions and strategic insights customised to your needs.

## Key Insights on Family Businesses

60%

Only about 60% of family business leaders say that they have formal **governance structures** in place.

11th Family Business  
Survey 2023 India Report by  **pwc**


36%

Only 36% of family businesses express confidence in their **digital capabilities**.

11th Family Business  
Survey 2023 India Report by  **pwc**

35%

Only 35% of respondents said that **business objectives align with family goals**.

Global family business report by  **Deloitte**  
insights

# Curriculum Curated by Industry Leaders for Business Owners

## Module 1

### Execution by Business Scorecard

- Turning Vision & Strategy into Actionable Scorecards
- Aligning Scorecards with Family & Business Objectives
- Linking Scorecards to Financial Management
- Driving Clarity & Accountability with RACI Framework
- Integrating Scorecards into Daily Operations
- Enhancing Governance through Structured Board Reviews
- Continuous Process Improvement with PDCA Cycles
- Connecting Rewards to Performance Metrics

## Module 2

### Digitalisation & AI

- Boosting Business with Digital Scorecards
- Enhancing Collaboration & Productivity via Technology Platforms
- Scaling Operations with Advanced Technologies
- Elevating Customer Experience with Digital Tools
- Securing Organizations from Cyber Threats
- Leveraging AI for Growth & Innovation
- Building Products and Services Using AI

## Module 3

### Dynamic People Leadership

- Creating Organisation Structure, Roles & KPIs
- Building an Employee Value Proposition
- Designing & Executing Performance Management Systems
- Linking Performance to Increments & Incentives
- Planning Short and Long-Term Rewards
- Mapping and Implementing Succession Plans
- Developing Talent for Business Growth

## Module 4

### Nurturing Family Legacy

- Setting Rules for Joining Family Business
- Defining Remuneration and Lifestyle Guidelines
- Establishing Family Constitution & Succession Plan
- Ensuring Fair Wealth Distribution
- Resolving Conflicts with Structured Frameworks
- Creating Family Advisory Boards & Councils
- Blending Traditions with Digital Innovation
- Securing Legacy Through Philanthropy & Impact Investing



## Module 5

### Self-Mastery & Transformation

- Understanding Behavior with Hogan & Heartstyles
- Gaining Self-Awareness Through 360° Feedback
- Building Focus, Consistency & Discipline
- Practicing Respect, Empathy & Active Listening
- Creating Psychological Safety & Positive Culture
- Leveraging Strengths and Addressing Weaknesses
- Leading with Custodianship & Stewardship

## Module 6

### Future-Proofing & Innovation

- Launching Disruptive Products for Future-Proofing
- Embedding Design Thinking in Family Business
- Innovating Within Legacy Systems
- Modernizing Branding, Marketing & Sales Operations
- Redesigning Customer Experience to Stay Ahead
- Building Resilient Supply Chains and Distribution
- Integrating Sustainability into Operations

## Module 7

### Strategic Wealth Management

- Unlocking Wealth Vested in Business
- Preparing for IPOs and Strategic Investors
- Preserving Wealth Across Generations
- Establishing Family Offices for Structured Governance
- Diversifying Portfolios for Long-Term Resilience
- Integrating Tax Planning and Risk Management
- Aligning Wealth Strategies with Succession Goals

## Module 8

### CXOs' & Business Owners' Insights

- Aligning CXO Contributions with Family Board Vision
- Turning Risks Into Business Behemoths
- Learning Profit & Talent Strategies from Conglomerates
- Scaling with Systems, Processes & Governance
- Building a Team of Integrity & Accountability
- Managing Large Projects for Sustainable Growth
- Creating Brand Equity, Legacy, and Societal Respect

# Master Advanced Business Tools and Frameworks for Measurable Results

Transform chaos into sustainable growth by learning to use the right tools to **streamline operations, manage complexities**, and make **data-driven decisions**.

Enterprise Resource Planning



GenAI Large Language Models



Balanced Scorecard



SCG Framework



KT Method



Hogan Assessments



Heartstyles Indicators



Social Media for Lead Generation



Wix & Hostinger for Websites



Gamma AI for Presentations



People Management



# Lead Capstone Projects within Your Business to Create Real Change

Apply your learnings to hands-on projects within your business, driving meaningful change and tangible results.



## Diagnose Core Challenges

Find the top 3 problems stopping you from growing to 10X. Leverage Balanced Scorecards and the SCG Framework to identify challenges and craft your 10X growth strategy.

01



## Prescribe the Solution

Design a custom solution for your family business by integrating frameworks like GEAR, SHIFT, PMS, D&I and more.

02



## Execute the Cure

Receive tailored guidance from seasoned experts to sharpen your strategies, define clear milestones, and navigate challenges with precision during execution.

03



# Work With an Advisory Board Focused on Your Family Business

Leverage the expertise of a prestigious panel of 10+ industry veterans, committed to guiding your business.

## The advisors will offer guidance on:

Enhancing Business Operations

Governance & Succession Planning

Aligning Business & Family Objectives

Intergenerational Conflict Resolution

Scaling Business with Sustainability

Effective People Management

Unlocking Family Wealth

Digitising your Business

## How It Works:

### Step 1

- Assessment: We evaluate your business needs and goals.

### Step 3

- Regular Meetings: The board meets consistently for strategic oversight.

### Step 2

- Board Composition: We handpick a tailored board of advisors to fit your unique needs.

### Step 4

- Ongoing Support: We offer continuous support to maximize board impact.

## Advisors come with Boardroom Experience at:

Walmart



Microsoft

amazon

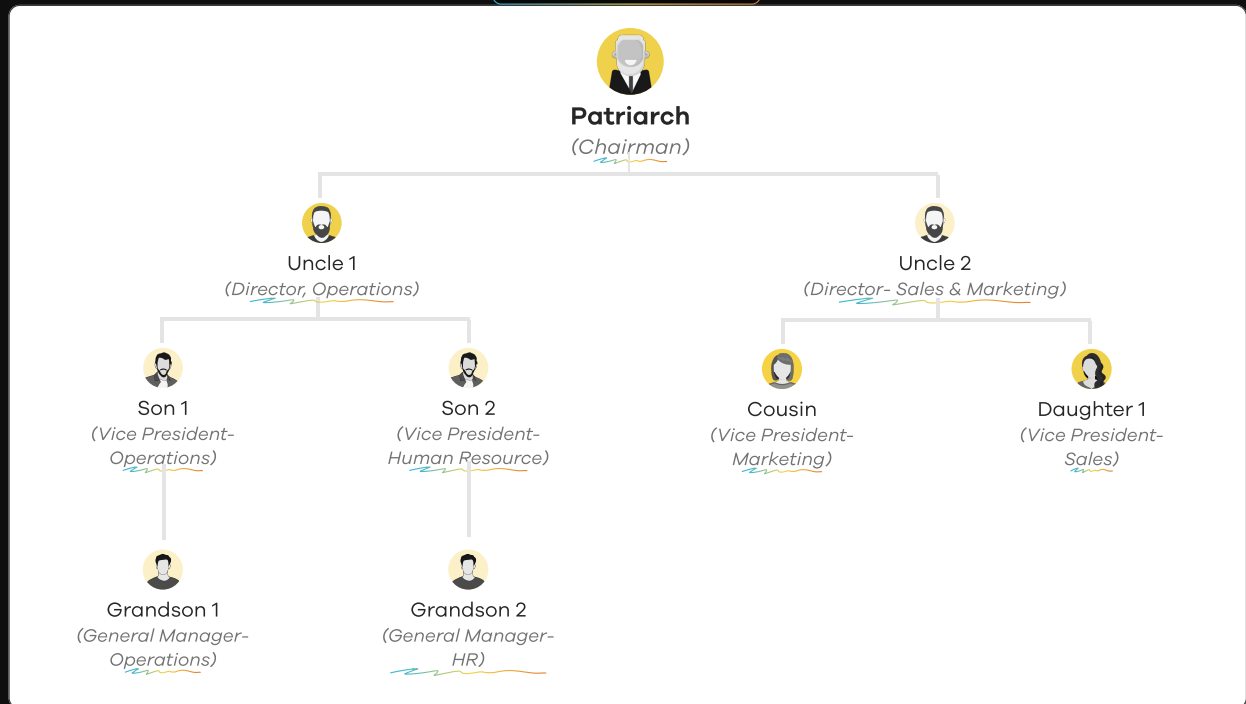
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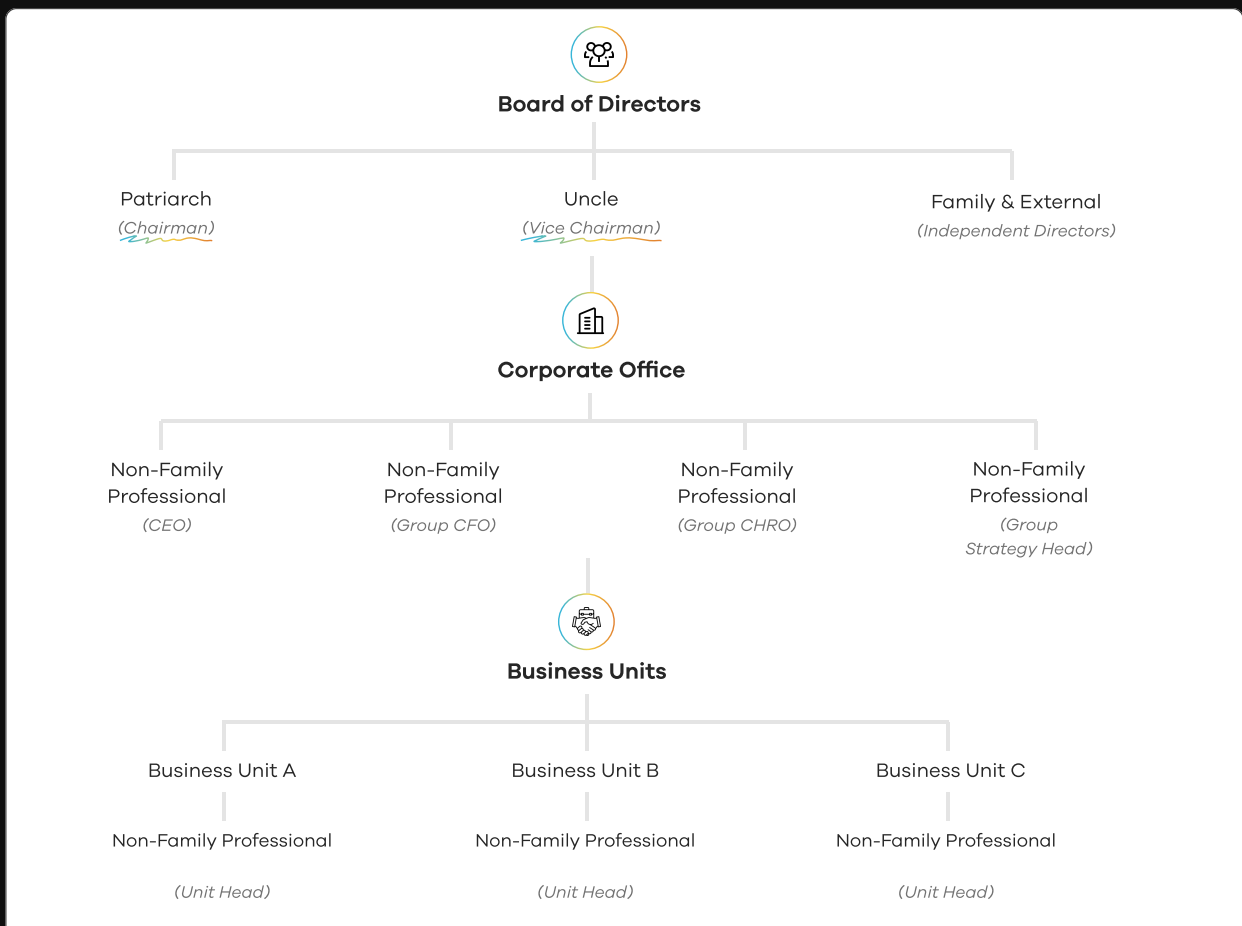
ASHOK LEYLAND

# Transform from a **Family Business** to a **Business Family**

## Typical Family Business



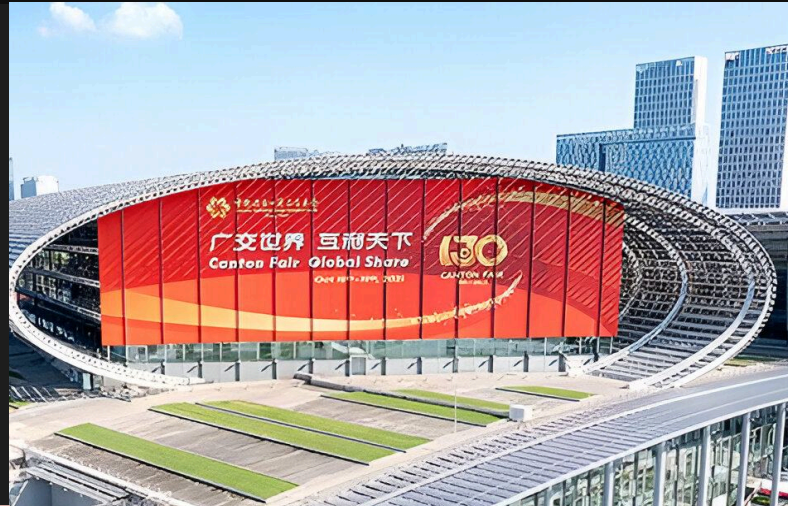
## Family-Owned & Professionally-Managed Business



# Gain Global Insights from **Leading Family Businesses** and **Industry Hubs**

## 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**.





# Acquire Real-World Strategies in Curated Domestic Residencies

## Involve the Patriarch & Key Promoters

Bring along the head of the family & key promoters of your family business for a curated residency led by global leaders. **Strengthen value systems, resolve power struggles, and ensure seamless transitions** in targeted modules.



## Lead as a Team: Empower Your Top Executives

Invite your key professional team members to a transformative residency that aligns operational excellence with entrepreneurial vision, focusing on **Owner-CEO trust, and mastering board governance.**

## Explore the Inner Workings of Prominent Family Firms in India

### ✦ Automotive Industry Immersion

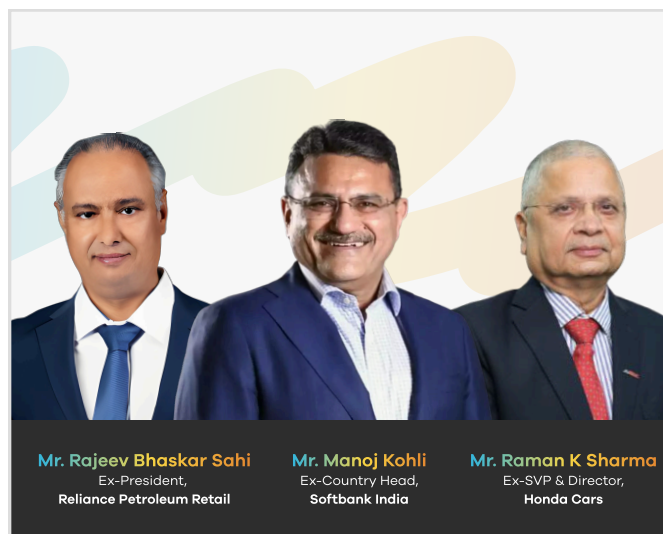
Explore Japanese manufacturing excellence at **Maruti** and **Honda**, gaining insights to elevate your family business.

### ✦ F&B Industry Immersion

Learn from Indian food giants like **Haldirams** and **Varun Beverages** on blending tradition with innovation to drive success.



# Experience the **Masters' Union Advantage**



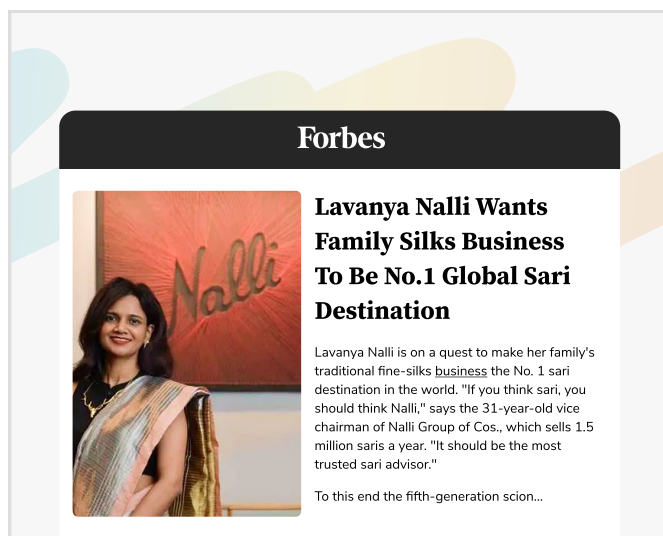
## Receive 1:1 Mentorship from Industry Veterans for Tailored Solutions

Get direct, personalized guidance from influential industry leaders, offering tailored solutions to your business challenges, deep **domain expertise**, and **hands-on advice** to drive real results.



## Access to Elite Global Leadership Circles

Connect with heirs from leading family businesses like **Future Group, Marico, and RPG Group** within esteemed networks like YPO, EO, and CII-FBN to expand your circle of influence.



## Craft a Powerful Public Image with Personal Branding & PR Coaching

Elevate your leadership, build a strong family brand, and gain high-profile media exposure in top publications like **Forbes** and **Business Insider**.



## Learn with a Select Cohort of Seasoned Heirs

Learn alongside a **diverse group of family business owners** and engage in meaningful discussions and collaborations that drive learning, growth, and strategic opportunities.

# 100% Practitioner-Led Programme Delivered by Industry Experts

## ✦ Learn Directly from the Pioneers Behind Family Empires

Gain invaluable, real-world insights from a **faculty of seasoned practitioners**—family business owners and promoters, renowned board advisors, authors, academics, and expert consultants with decades of experience.



Rajiv Gupta-Chair, Board of Governors, OPM  
**Formerly: CEO-Tricolite, VP-Honda Cars, VP-Reliance Petroleum Retail**

How to professionalise family businesses



Raman K Sharma-Programme Advisor  
**Ex-SVP & Director, Honda Cars; Board of Directors, NIT-D & PTU**

How to use business scorecards for strategic execution



Tarun Malik-Programme Advisor  
**CEO, Zaystack; Ex-Microsoft & Amazon; Ex-CTO, Family Business**

How to leverage AI & tech to digitally transform the business



Avishkar Mehrotra-Programme Advisor  
**Ex-CHRO, Walmart; Co-Founder, NeoNavigate & ThinkUq**

How to use performance management systems



Rishi Khanna  
**MD, Trimaster Group; Ex-MD, C&S Electric**

How to leverage sibling rivalry to enhance business success



Rajive Saharia  
**Ex-President, International Operations, Ashok Leyland**

How to prevent pitfalls and lead effectively using values



Manny Anchan  
**Founder, HQ Global; Ex-Exec Director, First Abu Dhabi Bank**

How to find your purpose & happiness with Ikigai



Nikunj Sanghi  
**Ex-President, FADA; Owner, J.S. Fourwheel Motors**

How to build a family legacy across generations



Atul Bansal  
**Director, Maruti Papers Pvt. Ltd.**

How to scale using scorecards & reviews





Saurav Arora

**Founder & MD, Horizon Homes & Infra;  
Co- Founder United Stock Exchange of  
India (merged with BSE)**

How to decide strategies for  
unlocking family wealth



Vishal Juneja

**Managing Director, Vidhata Industries**

How to diversify with support of family  
members



Tushar Arora

**CEO, Abilities India Piston and Rings  
Limited**

How to navigate differences and align  
leaders



Meera Chauhan

**Director, Tricolite Electrical Industries  
Limited**

How to nurture the family legacy as  
the 4th gen



Vineet K.K.N Panchhi

**Founder, Word of Mouth Media**

How to communicate effectively  
through storytelling



Vinod Menon

**Ex-Sr. VP, Reliance Petroleum;  
Ex-VP, Tata Teleservices**

How to build brands customers love  
and trust



Rajeev Bhaskar Sahi

**Ex-President, Reliance Petroleum Retail;  
Ex-CEO, Kwaliti Group**

How to run large projects - lessons  
from mega corporations



Manish Rastogi

**Group CEO & Whole Time Director, Zee  
Learn**

How to achieve synergy between  
business owners & CEO



V.P. Rajesh

**Managing Partner, Banyan Capital  
Advisors**

How to align business with what  
investors value



Pankaj Jain

**Managing Director, State Street; Harvard  
Alumni**

How to run large projects - lessons  
from mega corporations



Sanjeev Govil

**Ex-EVP & CEO, Vodafone;  
Ex-COO, Idea Cellular**

How to drive growth through  
customer centricity



Sanjay Mathur

**Chief Executive & Principal Consultant,  
Forsee Advisory Services**

How to value intergenerational  
uniqueness

# Who We Seek

Owners and and successor of current and next generation of family businesses

## Admission Process

- ✦ **Submit Application:** Provide a detailed application outlining your experience and aspirations.
- ✦ **Personal Interaction:** Participate in an interaction to discuss your fit for the programme.
- ✦ **Selection Decision:** Admission is based on the application and assessment of your interaction.







# Ready to Transform Your Family Business?

[Check Your Fitment](#) 

Get in Touch  
Admissions Office

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