

PGP BHARAT

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

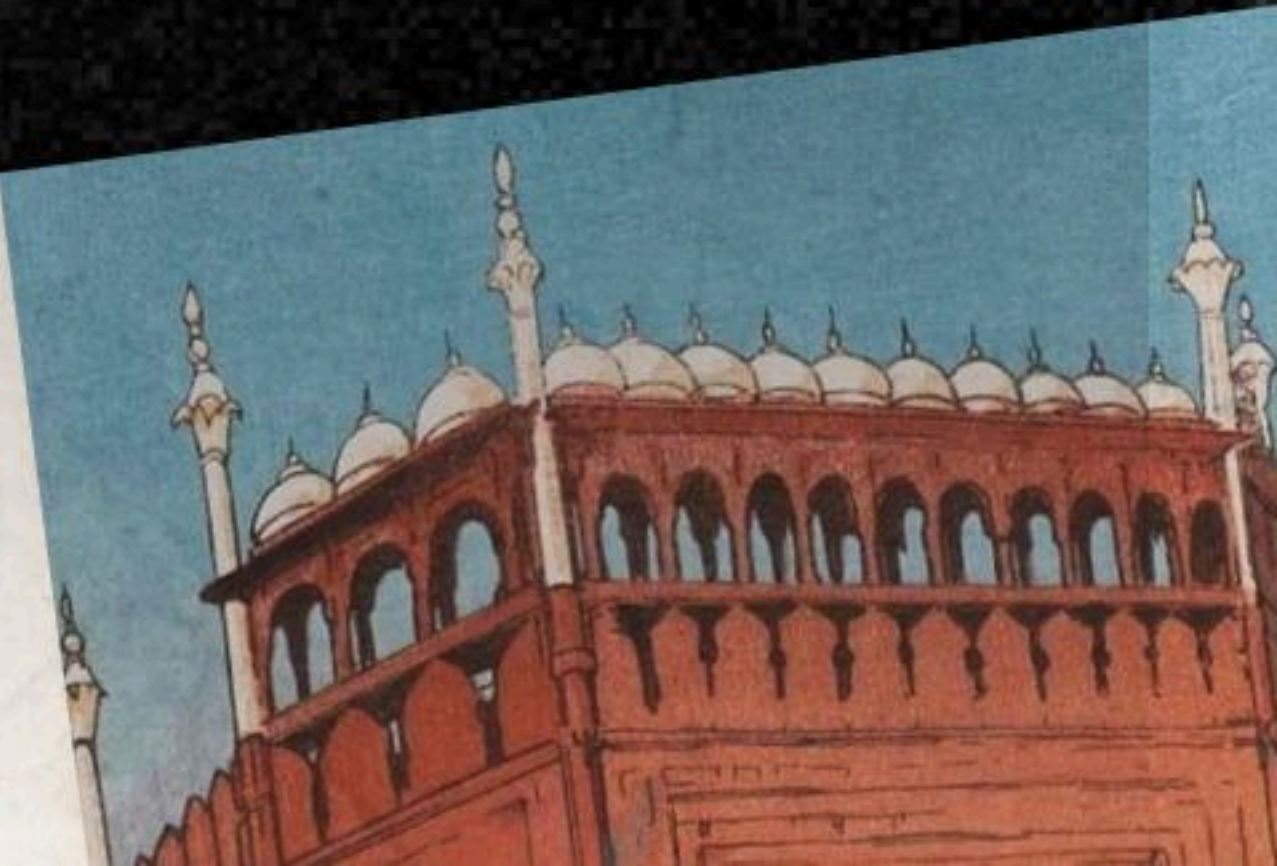


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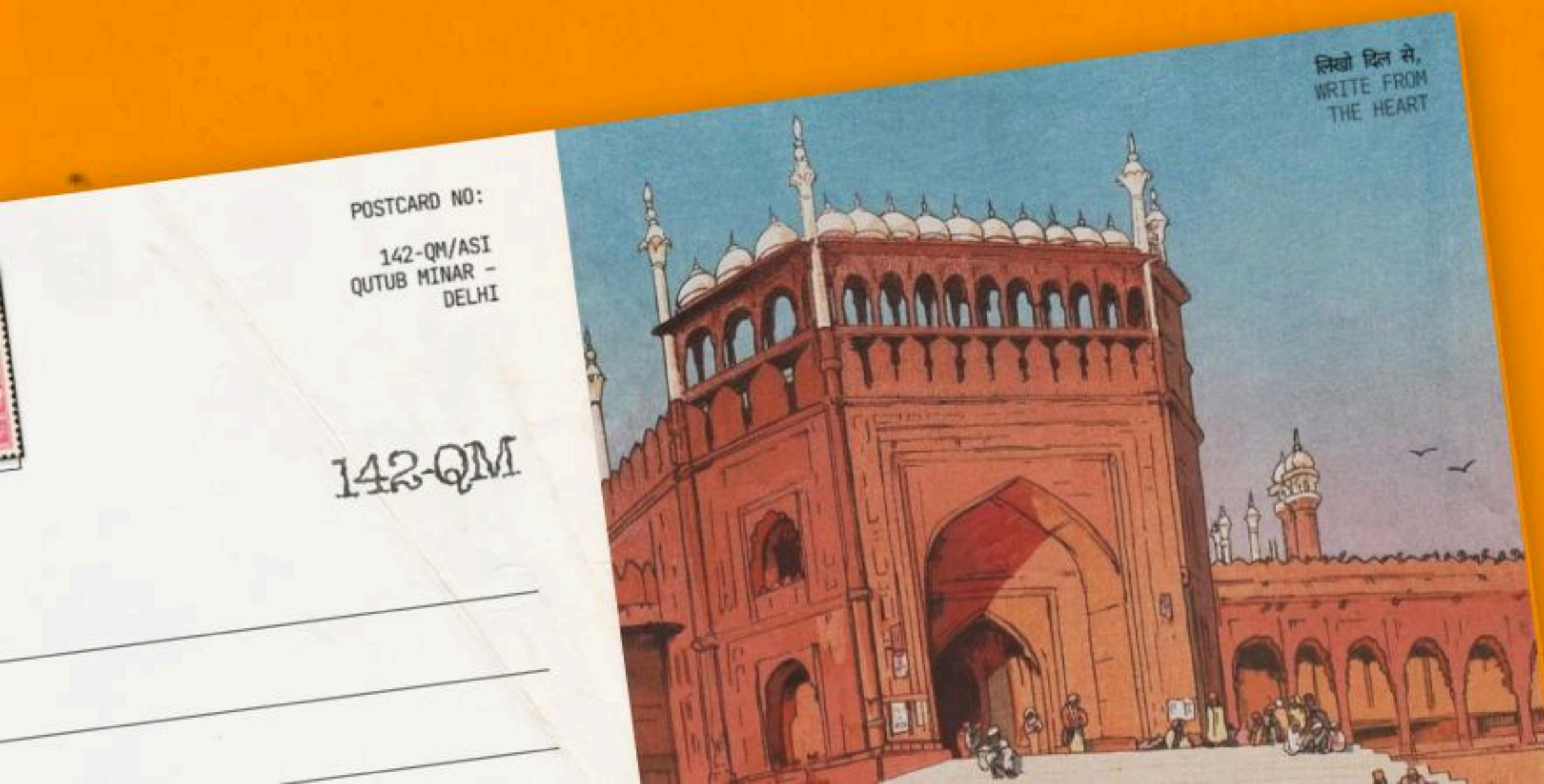


POSTCARD NO:
142-QM/ASI
QUTUB MINAR -
DELHI



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

BY 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.

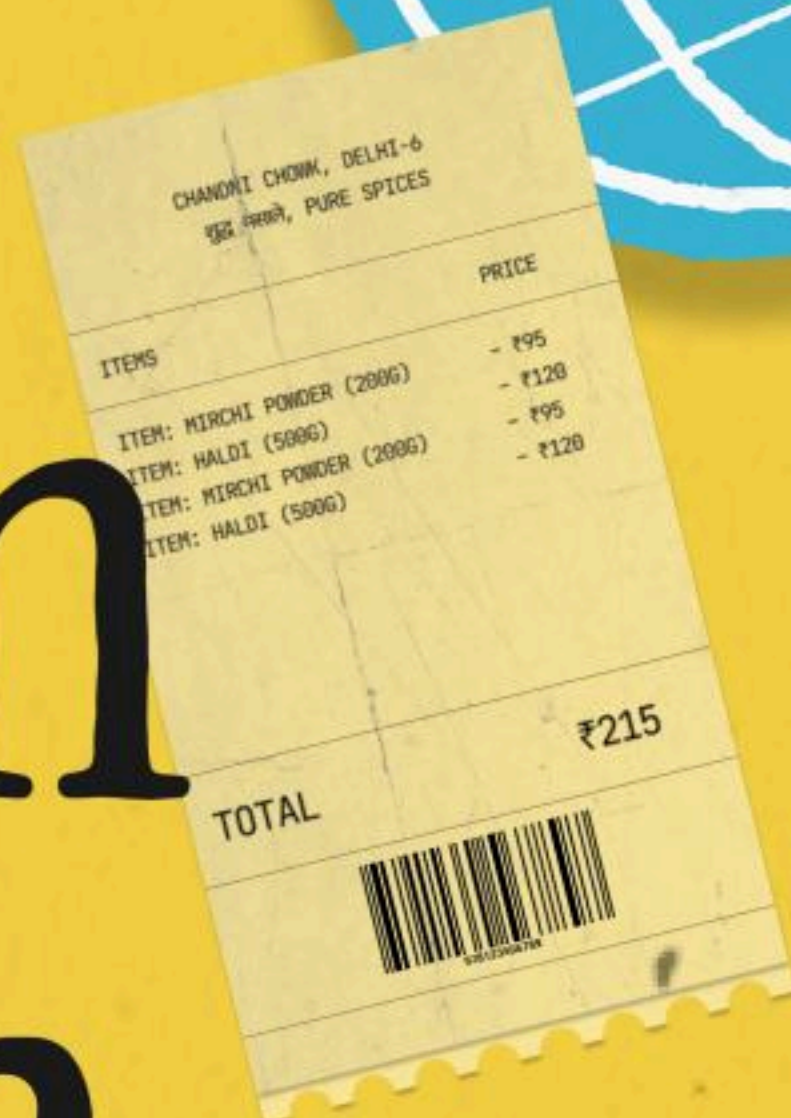
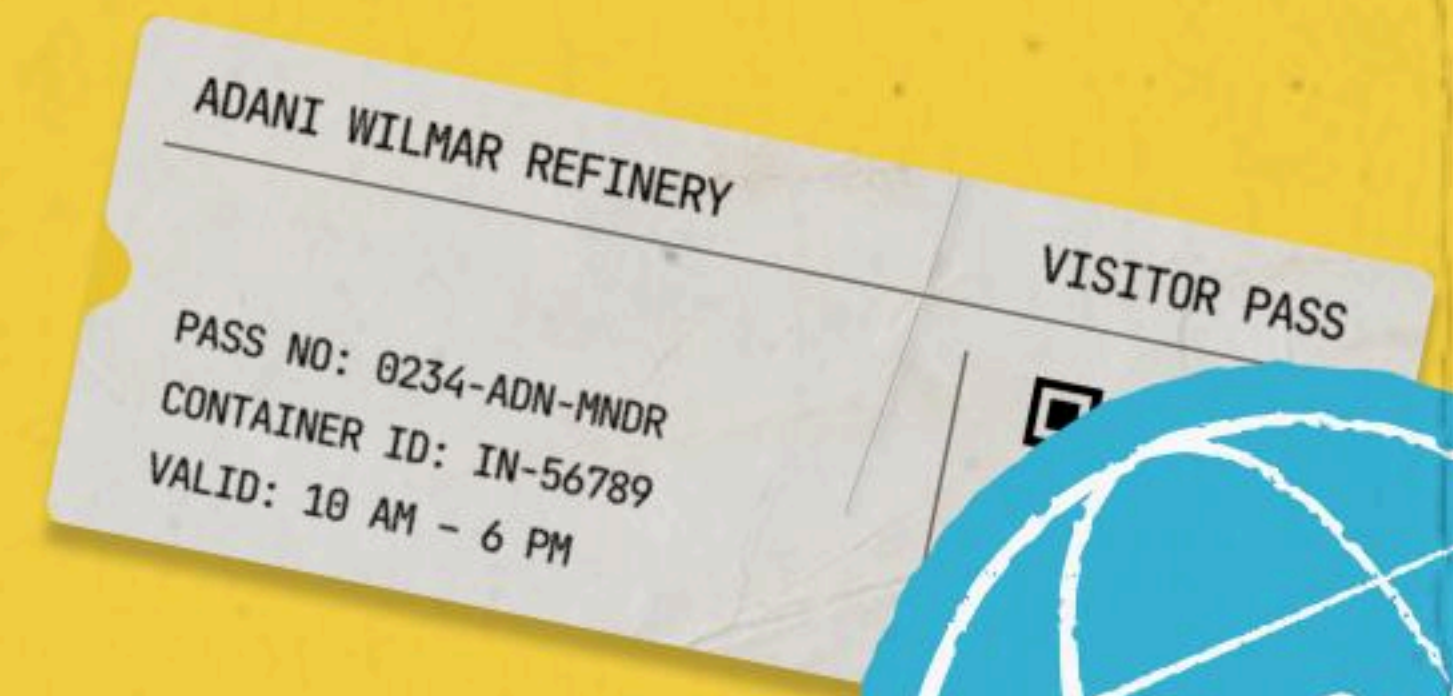


6 months.
A lifetime
of impact.



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

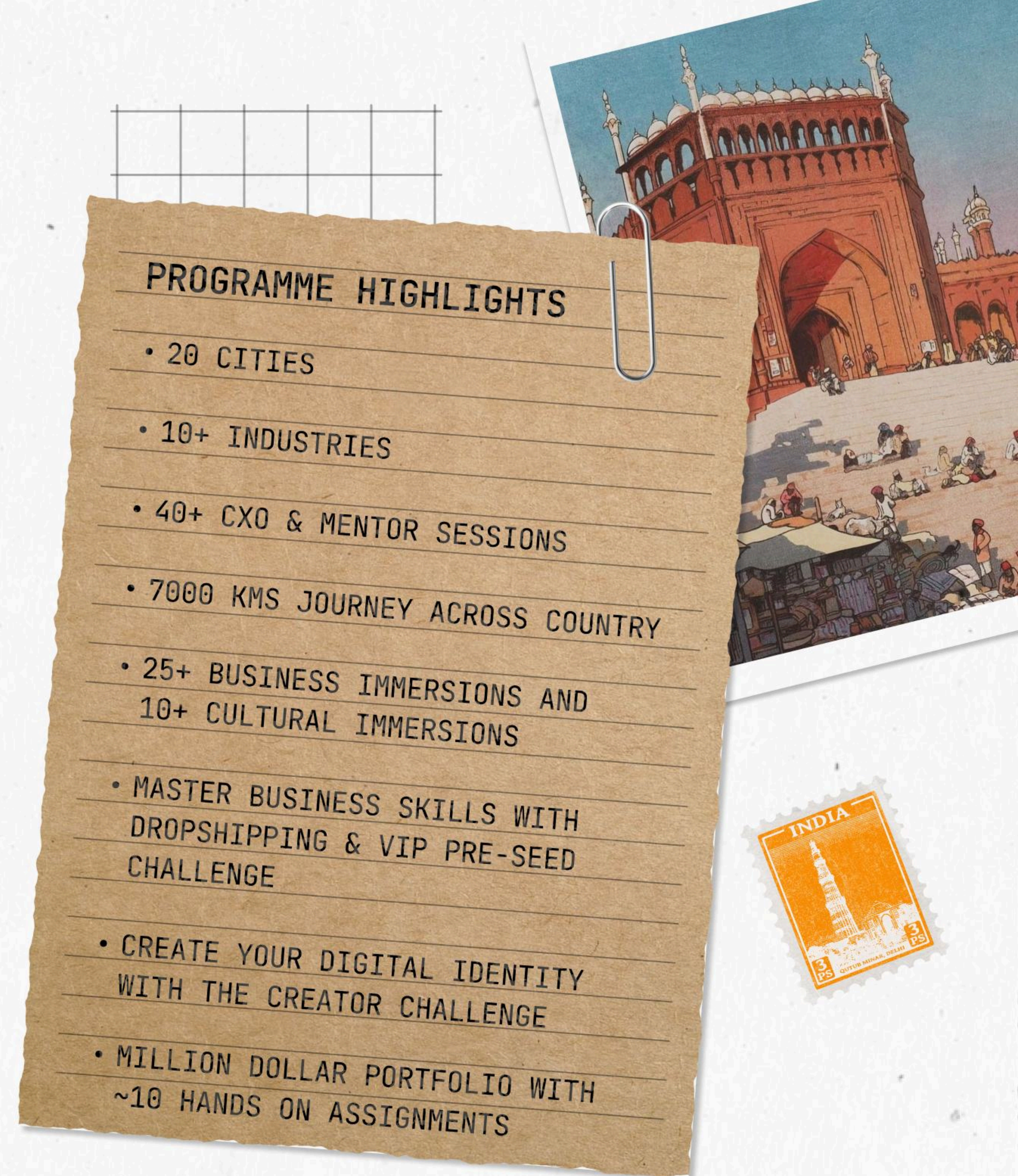
THIS IS PGP BHARAT



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.



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
PGPBHARAT

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 opportunity to build your own MVP and launch a Dropshipping business.

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

RECYCLED PAPER

PGP Bharat at a glance

1. For 2 months, students travel to new cities, visit top companies, and explore industries at the source.



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:



2. For 4 months, students focus on In Class learning that connects practical experience with strong theoretical foundations.

DISCLAIMER: THE IMMERSIONS LISTED ARE INDICATIVE AND MAY CHANGE BASED ON PARTNER AVAILABILITY AND UNFORESEEN CIRCUMSTANCES.



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 practical 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.

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.

HERE'S HOW IT LOOKS

Delhi NCR

VISITS INVOLVE

ADDERB

Mercedes-Benz

lenskart

HUB

CULTURAL IMMERSIONS

ASSIGNMENT

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

LOCATION

DAY COUNT

QUESTION

ORIENTATION

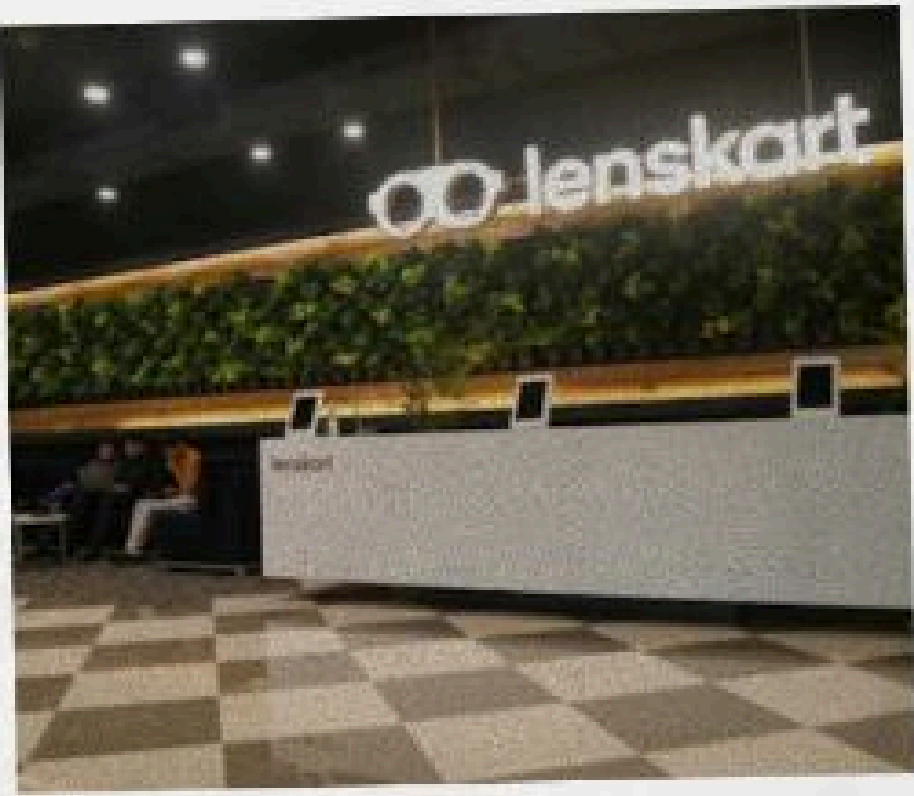
CHANDNI CHOWK MARKET VISIT



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?

ADDERB



0.5

How is AI improving manufacturing efficiency and automation?

Jalandhar

VISITS INVOLVE

ITC Limited

SONALIKA

NIVIA

HUB

CULTURAL IMMERSIONS

ASSIGNMENT

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

LOCATION

DAY COUNT

QUESTION

ITC FOOD 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?



1

How can farming
become India's road
to prosperity?

INDIAN ARMY
CANTT. JALANDHAR



Mundra

VISITS
INVOLVE



HUB

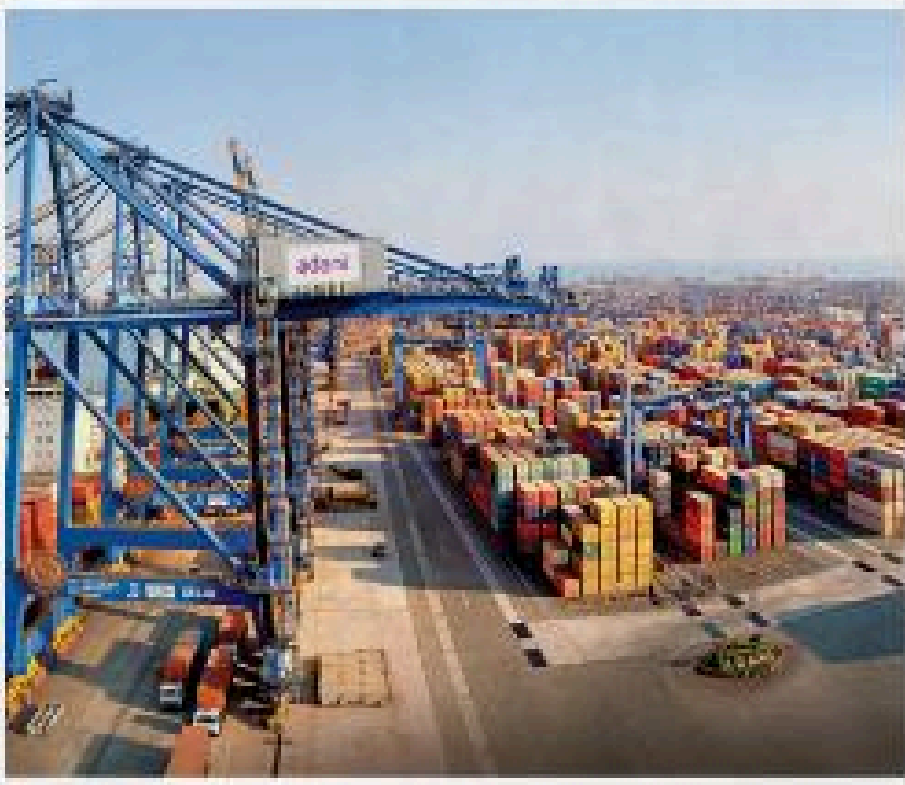


3

CULTURAL
IMMERSIONS

1

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.

LOCATION		DAY COUNT	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		1	How does the world's first fully integrated solar manufacturing ecosystem work behind the scenes?


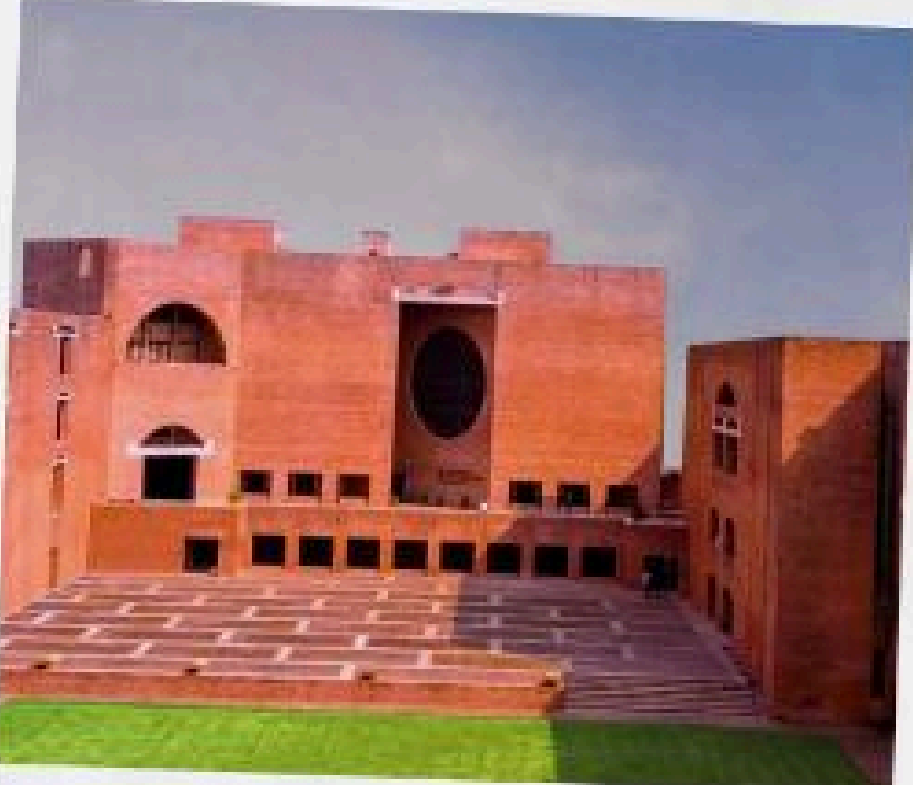
Ahmedabad

VISITS
INVOLVE



HUB

3

LOCATION		DAY COUNT	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?

Mumbai

VISITS
INVOLVE



HUB




4

CULTURAL
IMMERSIONS

1

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.

LOCATION		DAY COUNT	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?

Goa

VISITS
INVOLVE



HUB



5

CULTURAL
IMMERSIONS

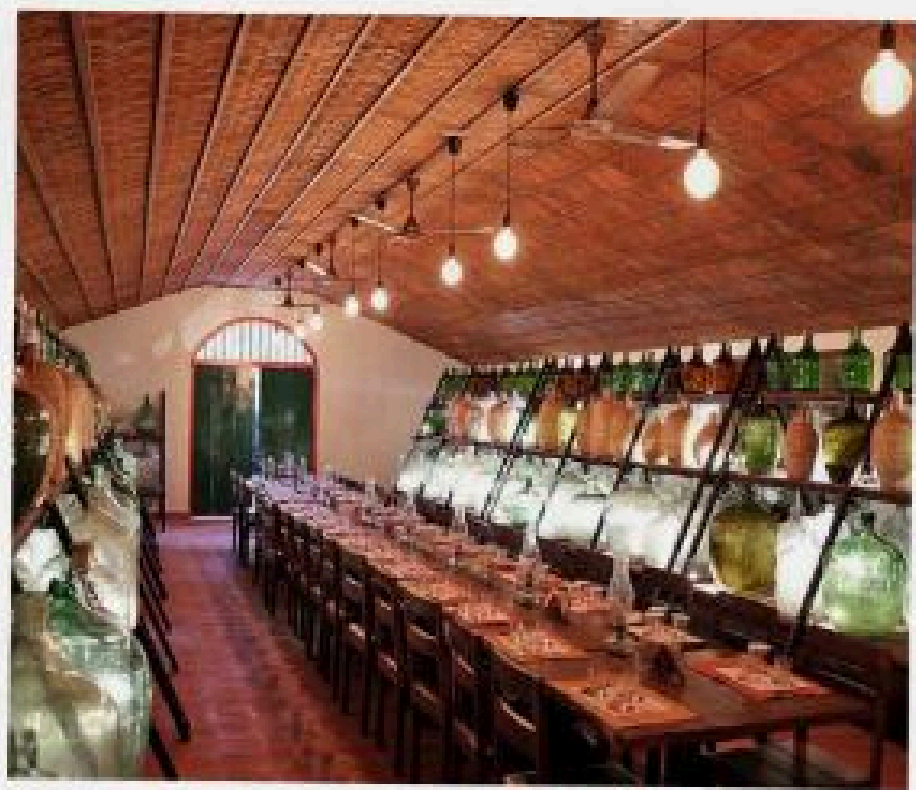
2

ASSIGNMENT

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

LOCATION		DAY COUNT	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?

Bengaluru

VISITS INVOLVE



HUB

6

CULTURAL IMMERSIONS

2

ASSIGNMENT

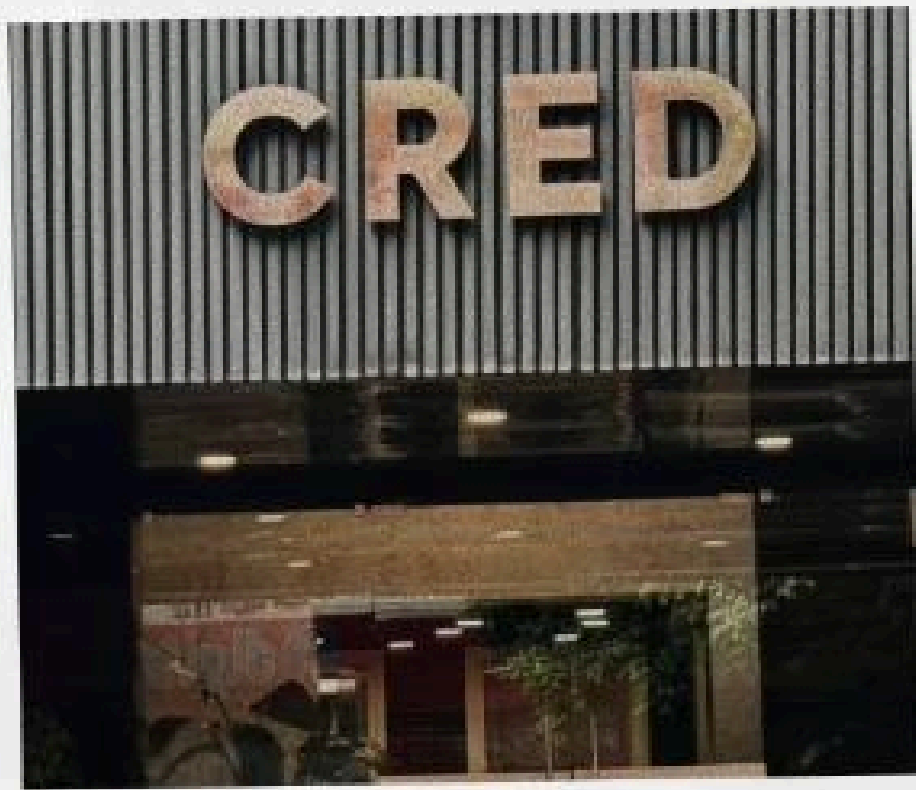
Identify and define a new product feature (for a fin-tech) that will drive user engagement and habit formation over time.

LOCATION

DAY COUNT

QUESTION

ZERODHA, CRED



2

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

MEESHO



1

How to create successful category strategies for digital marketplaces?

CINGULARITY INDIA



1

How can India design aerospace solutions at global standards?

INFOSYS



01

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



V VISITOR

INFOVIS TECHNOLOGIES
28, Lakshmi Narayana
Apartment, Electronic
City, Bangalore - 560075
Tel: +91 1234567890

KINDLY HANDOVER THE BADGE TO THE SECURITY/RECEPTION

Darjeeling

LOCATION

DAY COUNT

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?

HUB

7

CULTURAL IMMERSIONS

1

ASSIGNMENT

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

Lucknow

VISITS INVOLVE



HUB

8

CULTURAL IMMERSIONS

3

ASSIGNMENT

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

LOCATION

DAY COUNT

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?

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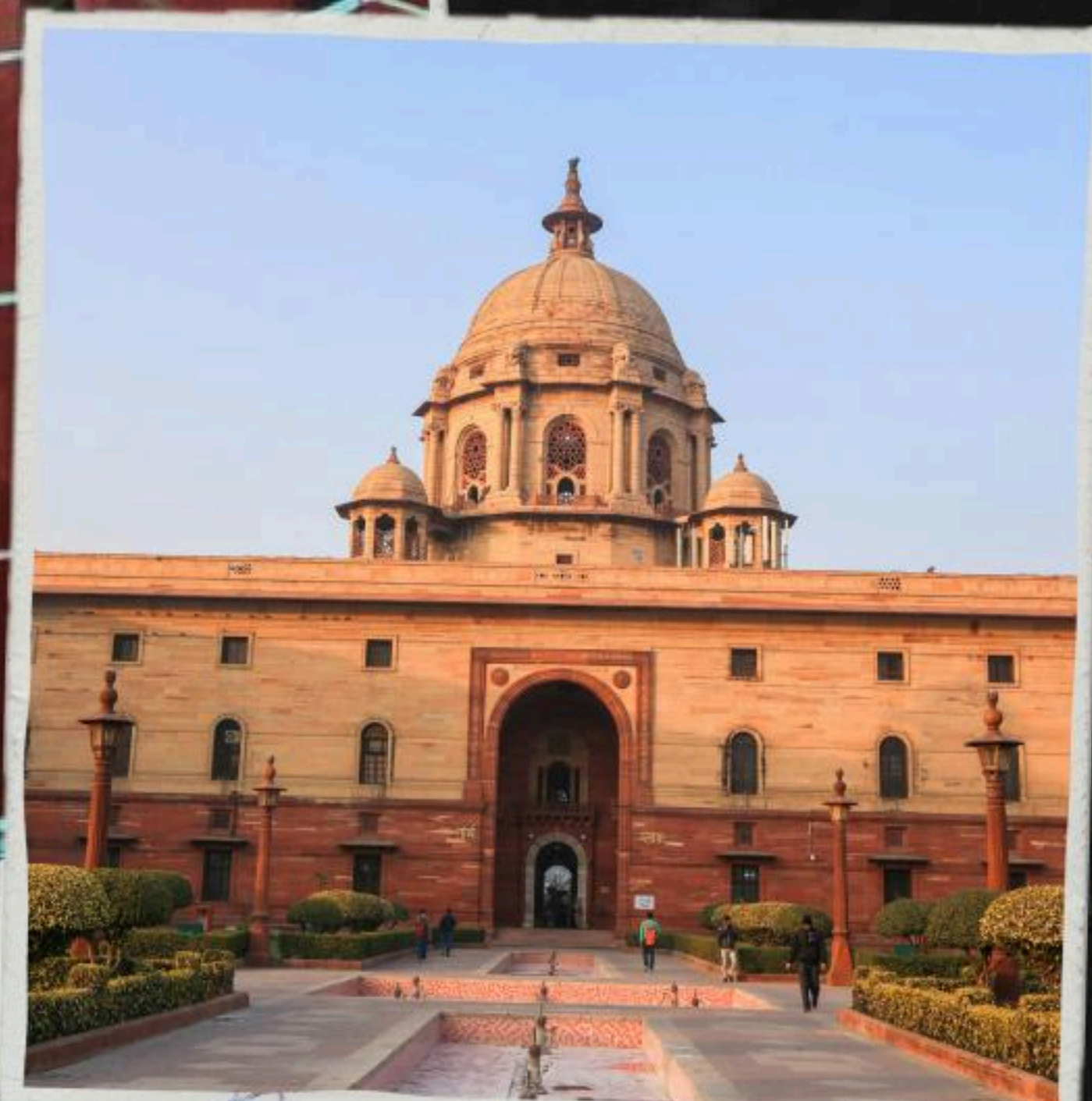
Cultural Immersions

#2

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



ECI



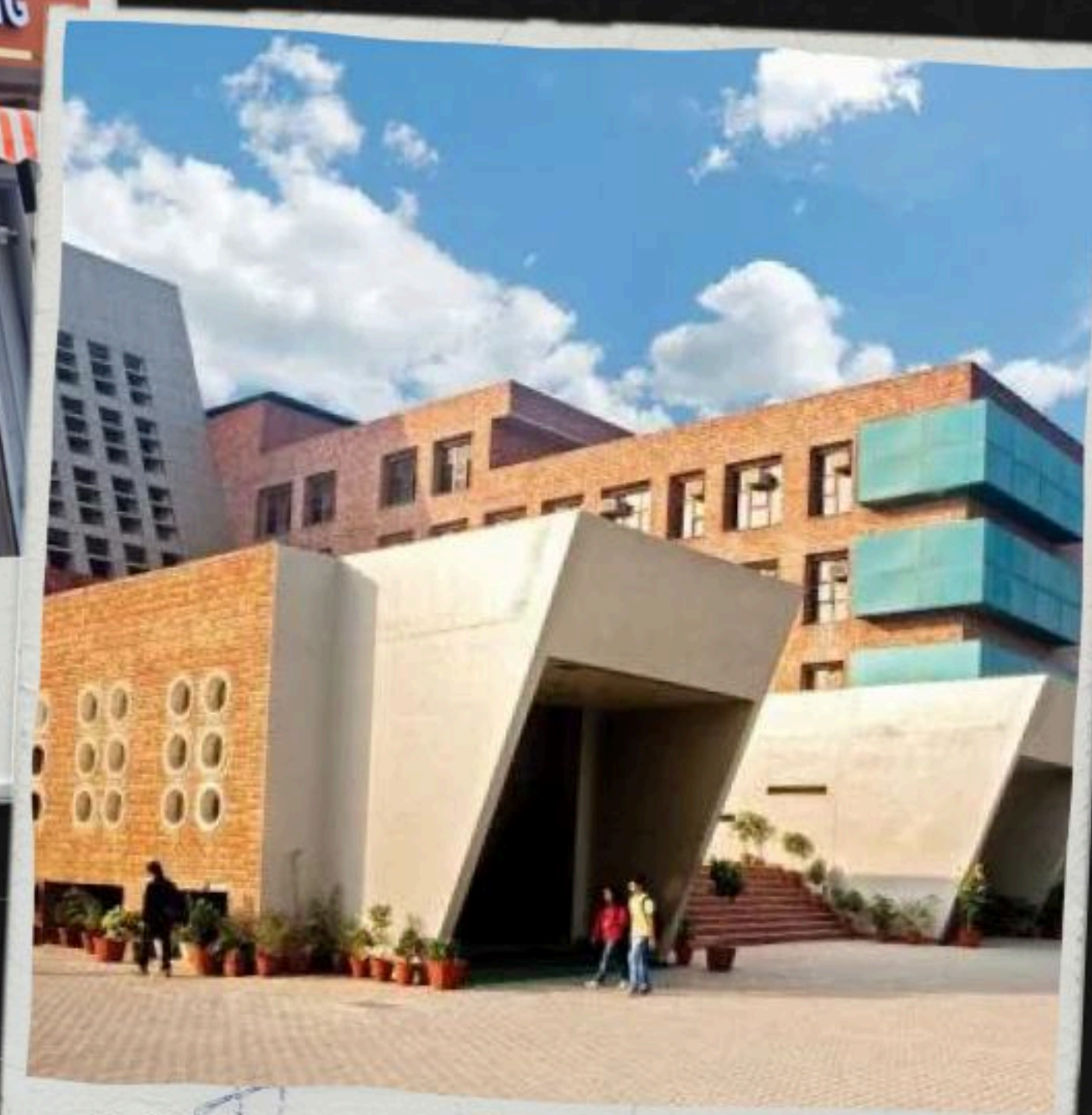
PARLIAMENT



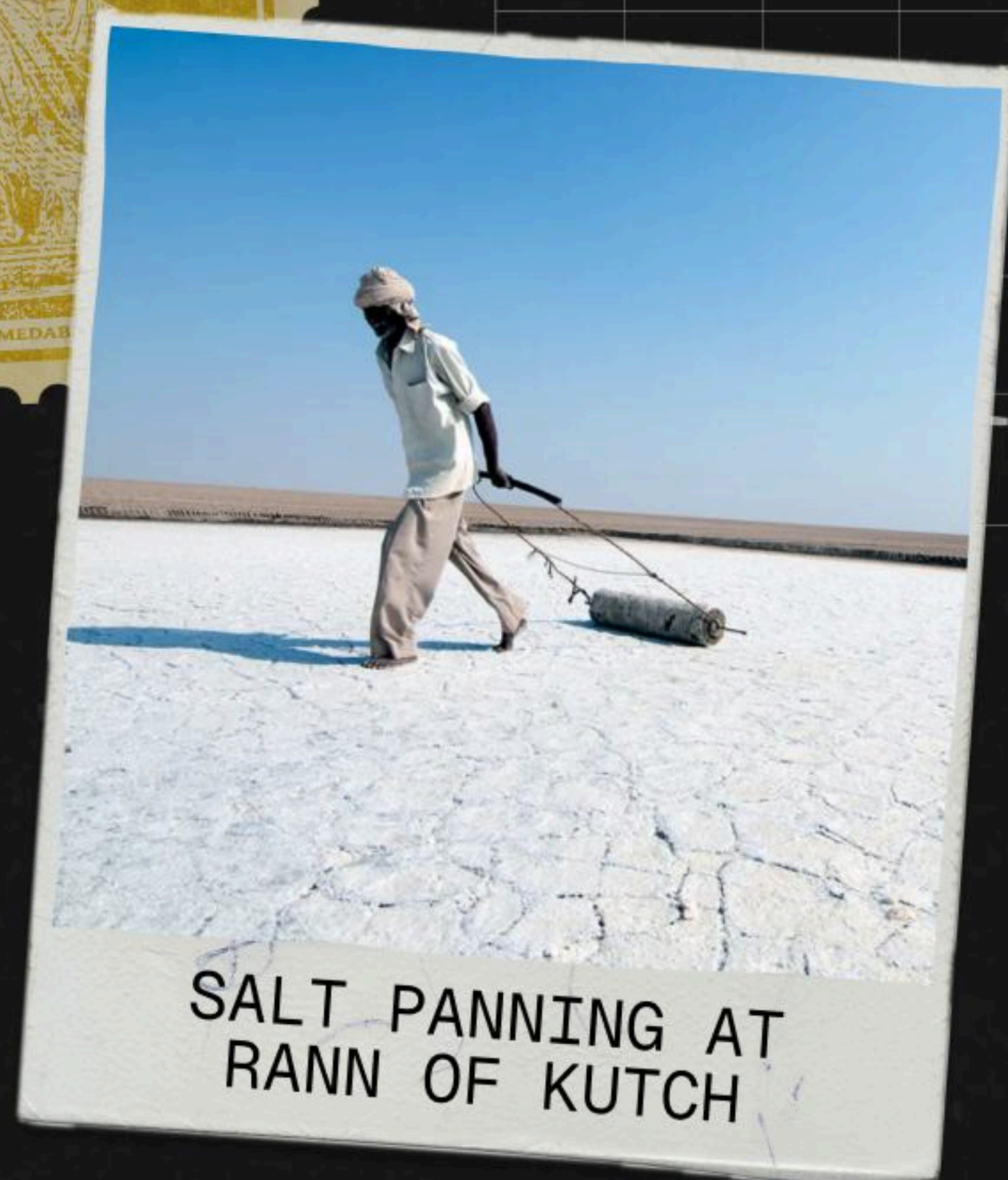
ARMY CANTONMENT



LOVELY BAKERY



LOVELY PROFESSIONAL UNIVERSITY



SALT PANNING AT RANN OF KUTCH



MUMBAI DABBAWALAS



FADO MUSIC & PORTUGUESE-
GOAN FUSION EVENINGS



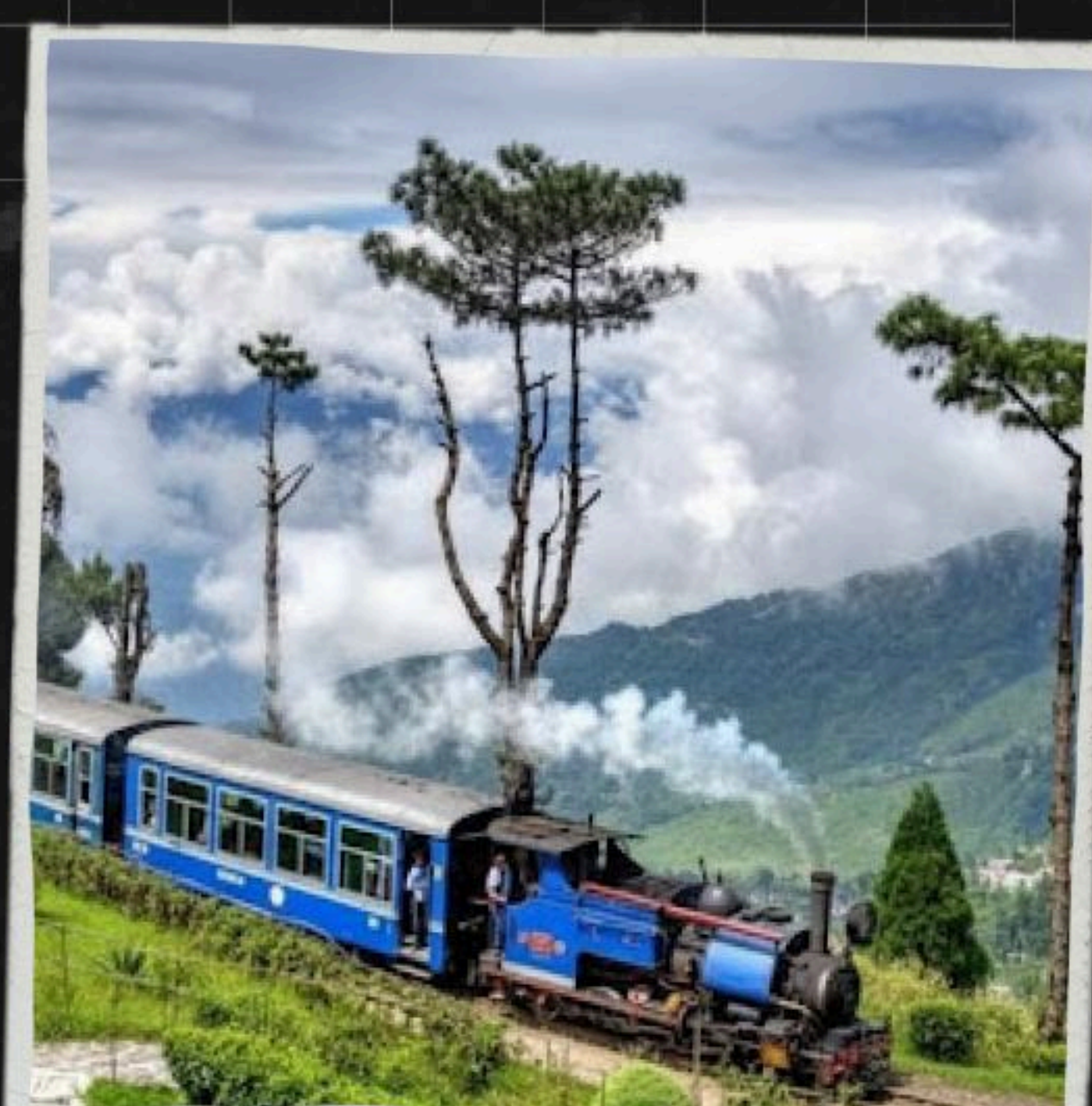
DELTIN CASINO



HAL MUSEUM



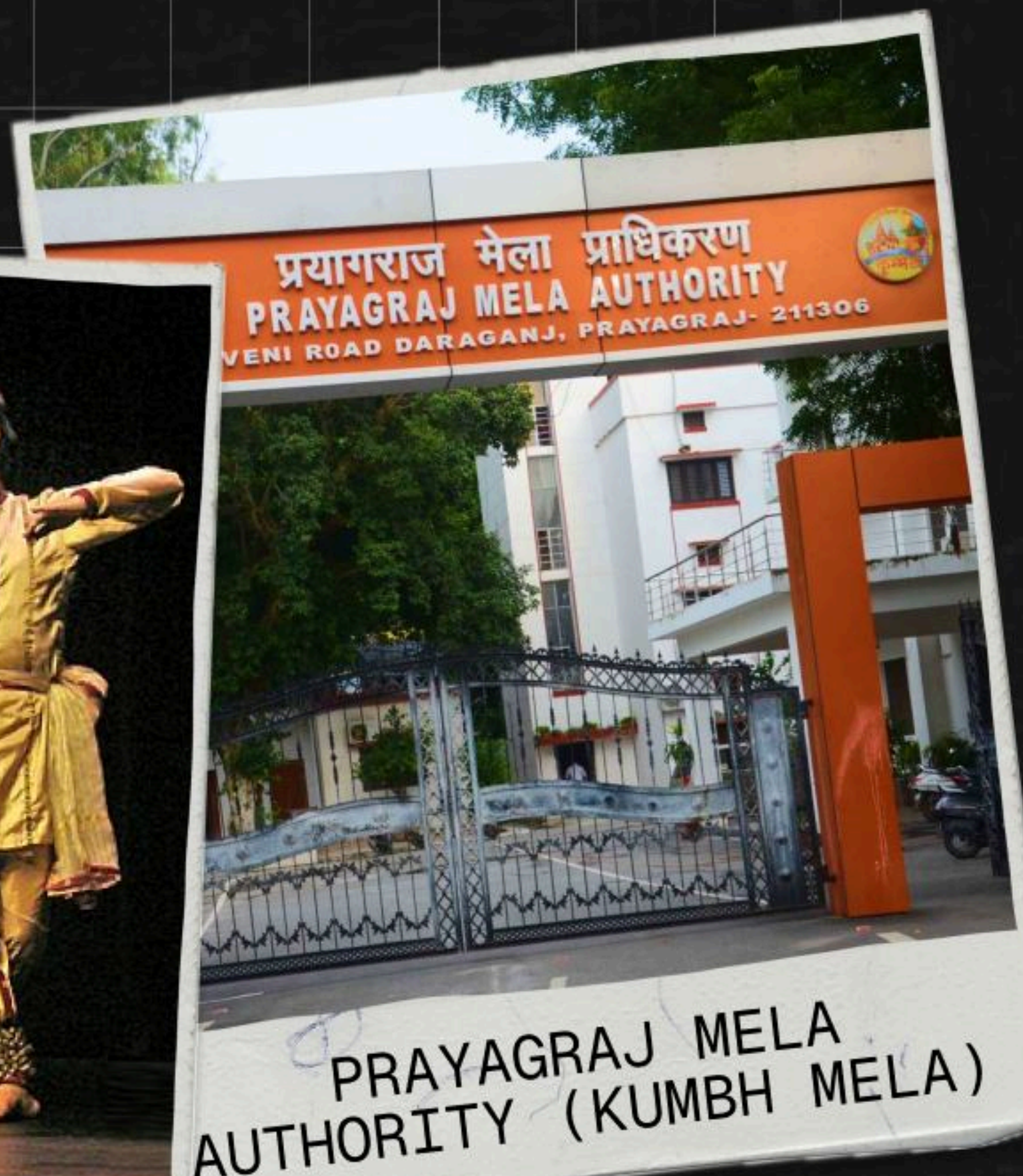
ADIYOGI STATUE



TOY TRAIN



KATHAK & AWADHI
MUSIC SESSIONS



PRAYAGRAJ MELA
AUTHORITY (KUMBH MELA)



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#3

In Class

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

WEEK	FOCUS ON	MACRO QUESTION
1	MANAGEMENT & STRATEGY	HOW TO DECODE MARKET TRENDS TO BUILD YOUR NEXT STARTUP?
2	MANAGEMENT & STRATEGY	HOW TO CRACK THE CODE ON STARTUP BUSINESS MODELS THAT ACTUALLY WORK?
3	DATA, PRODUCT & TECH	HOW TO BUILD ANYTHING YOU WANT?
4	FINANCE & FINTECH	HOW TO READ FINANCIALS LIKE AN INVESTOR—AND BUILD SMARTER?
5	SALES & MARKETING	HOW TO COLLECT, ANALYSE, AND INTERPRET CUSTOMER INSIGHTS ?
6	FINANCE & FINTECH	HOW TO BUILD FINANCIAL MODELS THAT VALIDATE YOUR IDEA AND ATTRACT INVESTORS?
7	DATA, PRODUCT & TECH	HOW CAN BUSINESSES UTILISE LIMITED RESOURCES OPTIMALLY?
8	DATA, PRODUCT & TECH	HOW TO STEP INTO PRODUCT MANAGEMENT AND MAKE AN IMPACT ?
9	FINANCE & FINTECH	HOW TO TELL IF YOUR UNIT ECONOMICS ARE LYING TO YOU?
10	MANAGEMENT & STRATEGY	HOW TO OUTSMART THE COMPETITION AND CRAFT GAME-CHANGING STRATEGIES?
11	SALES & MARKETING	HOW DO I CLOSE EARLY CUSTOMERS AND BUILD A SALES ENGINE FROM SCRATCH?
12	FINANCE & FINTECH	HOW TO BUILD TRANSFORMATIVE BUSINESS MODELS USING EMERGING TECHNOLOGIES FOR TRADITIONAL INDUSTRIES?
13	SALES & MARKETING	HOW TO USE MARKETING ANALYTICS TO ENHANCE CUSTOMER EXPERIENCE ?
14	SALES & MARKETING	HOW TO DO A 360 DEGREE PROMOTION ?

Out Class #4

STATISTICS

5CR in revenue
130+ teams
1500+ customers

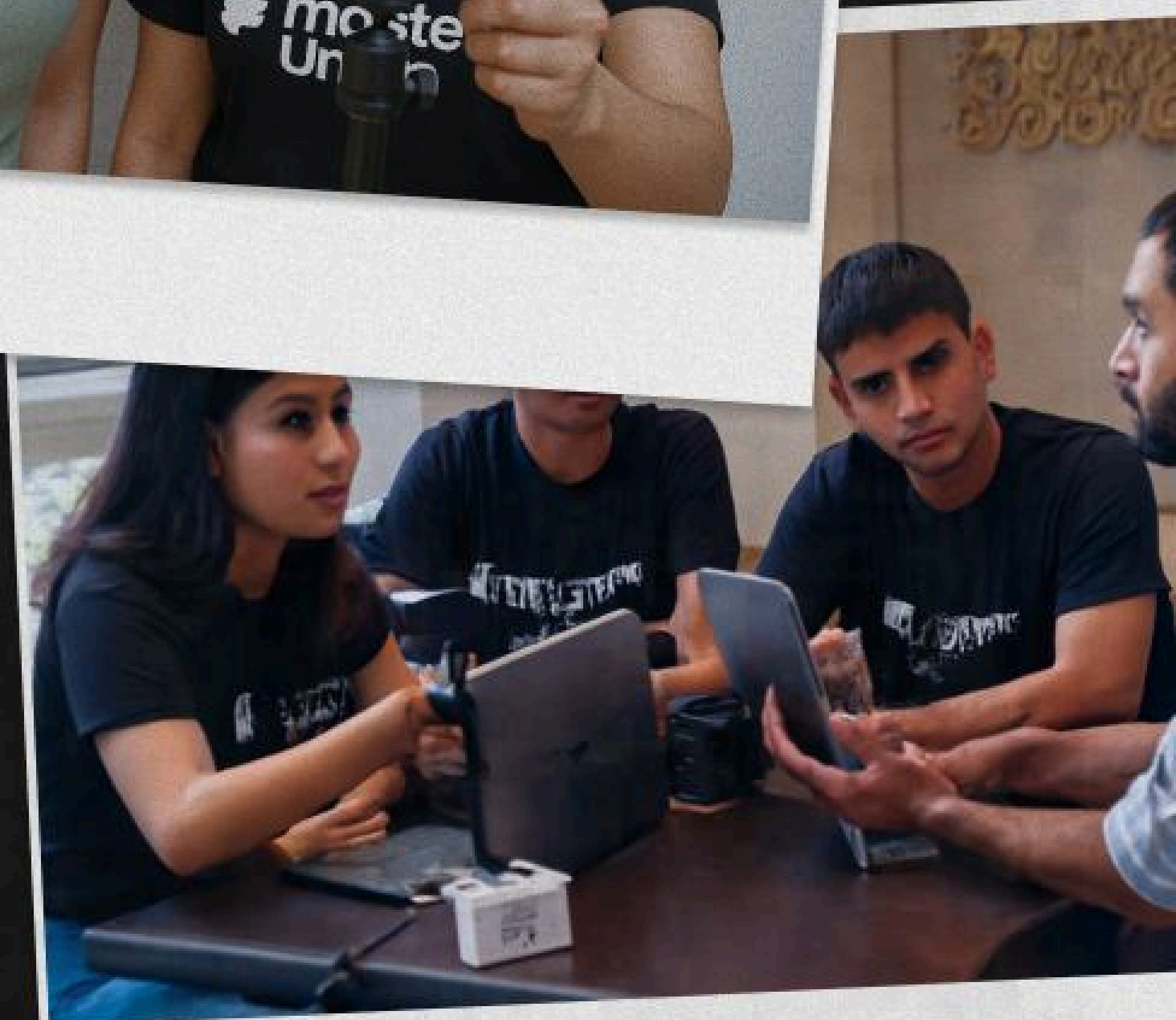
1 CREATOR CHALLENGE

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.



2 DROPSHIPPING

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

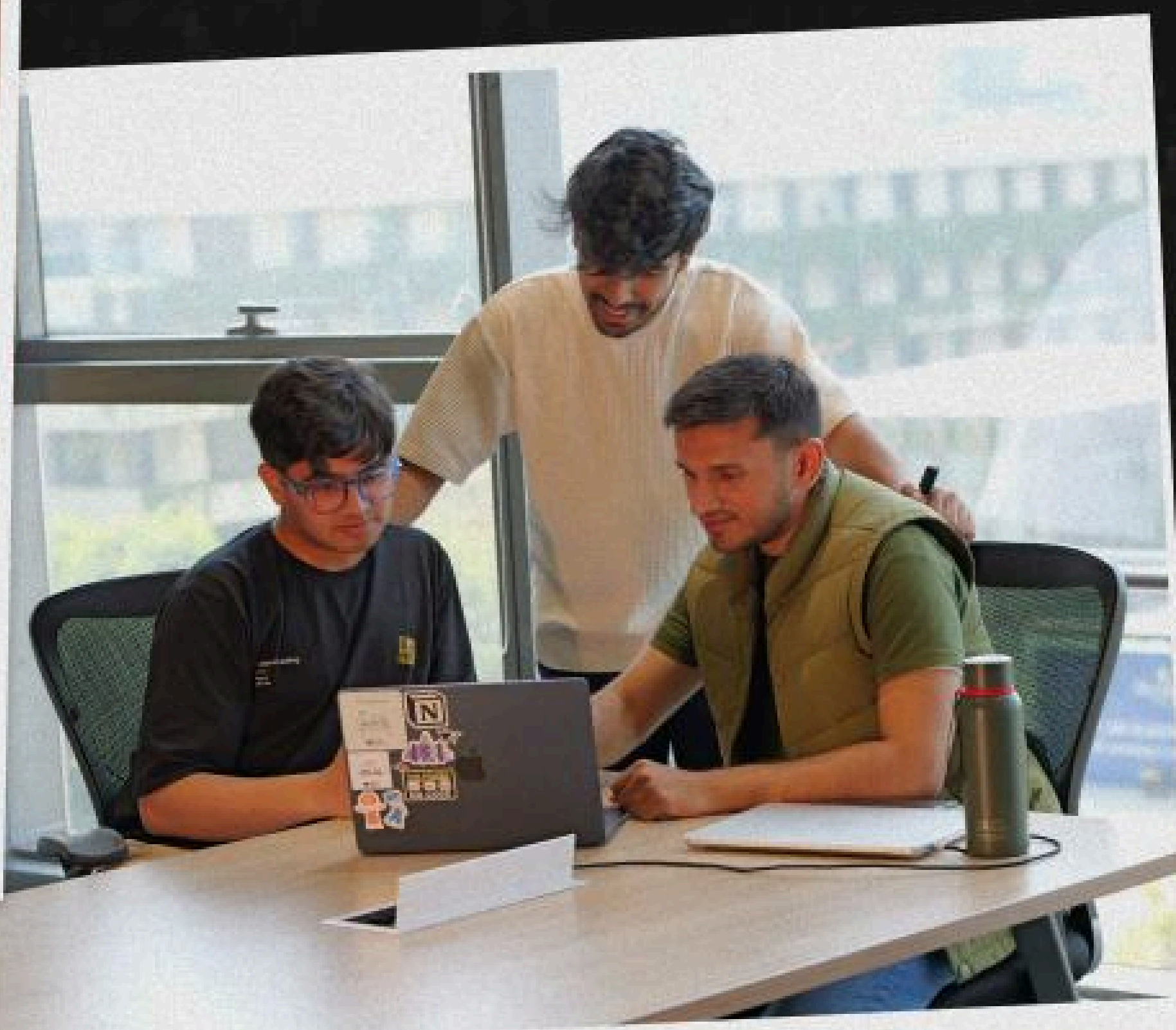
DROPSHIPPING MELA

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



3 VENTURE INITIATION PROGRAMME

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






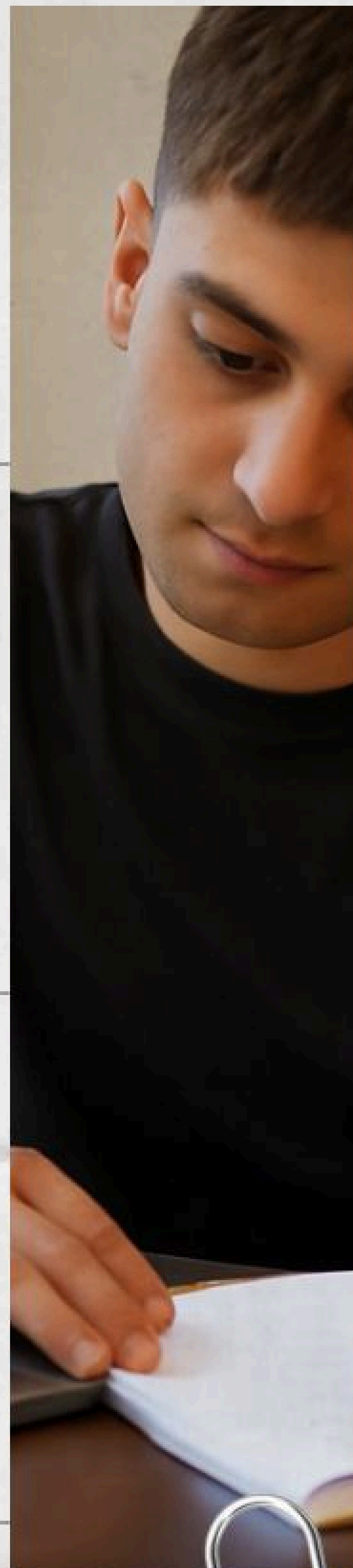



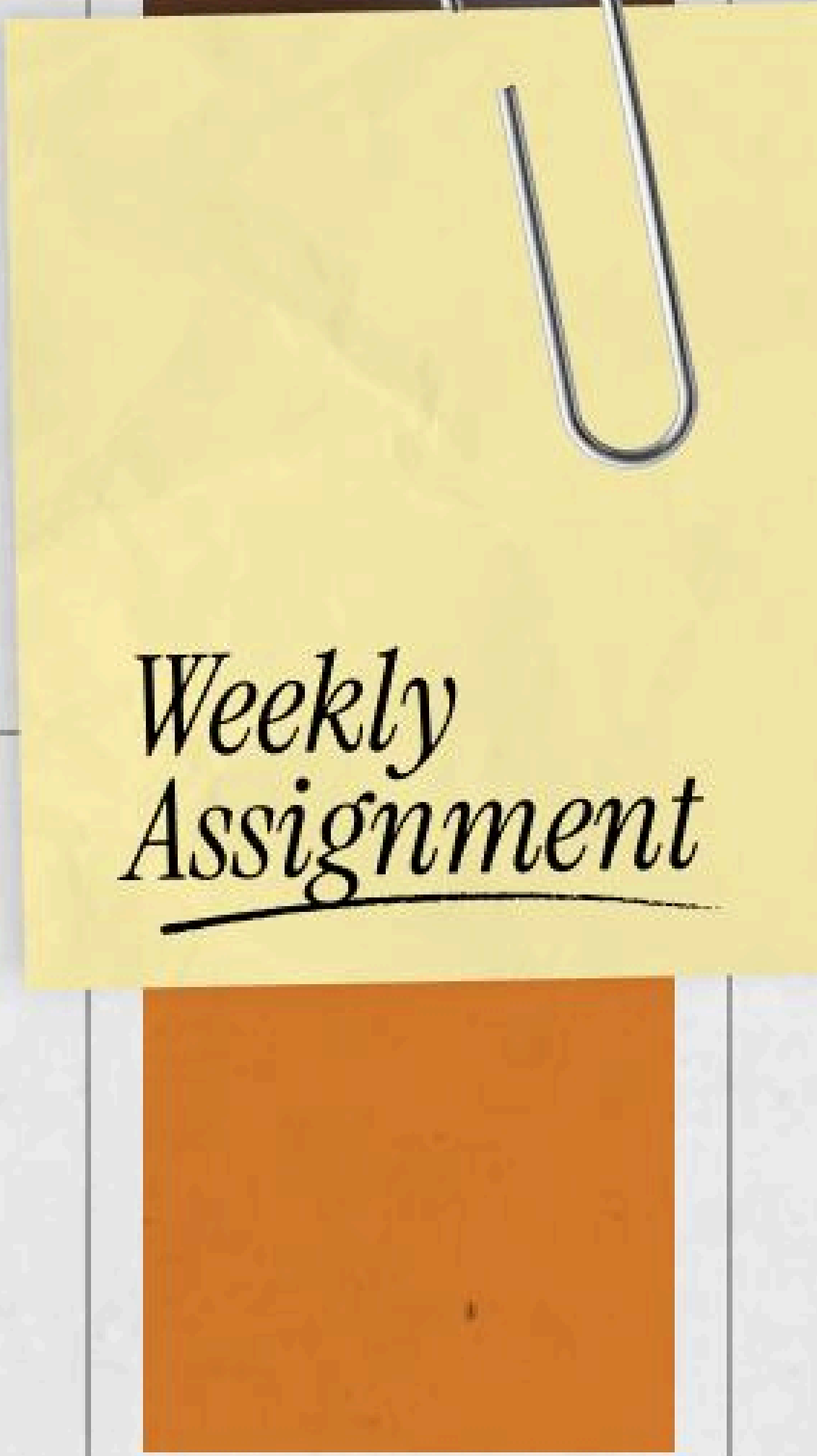

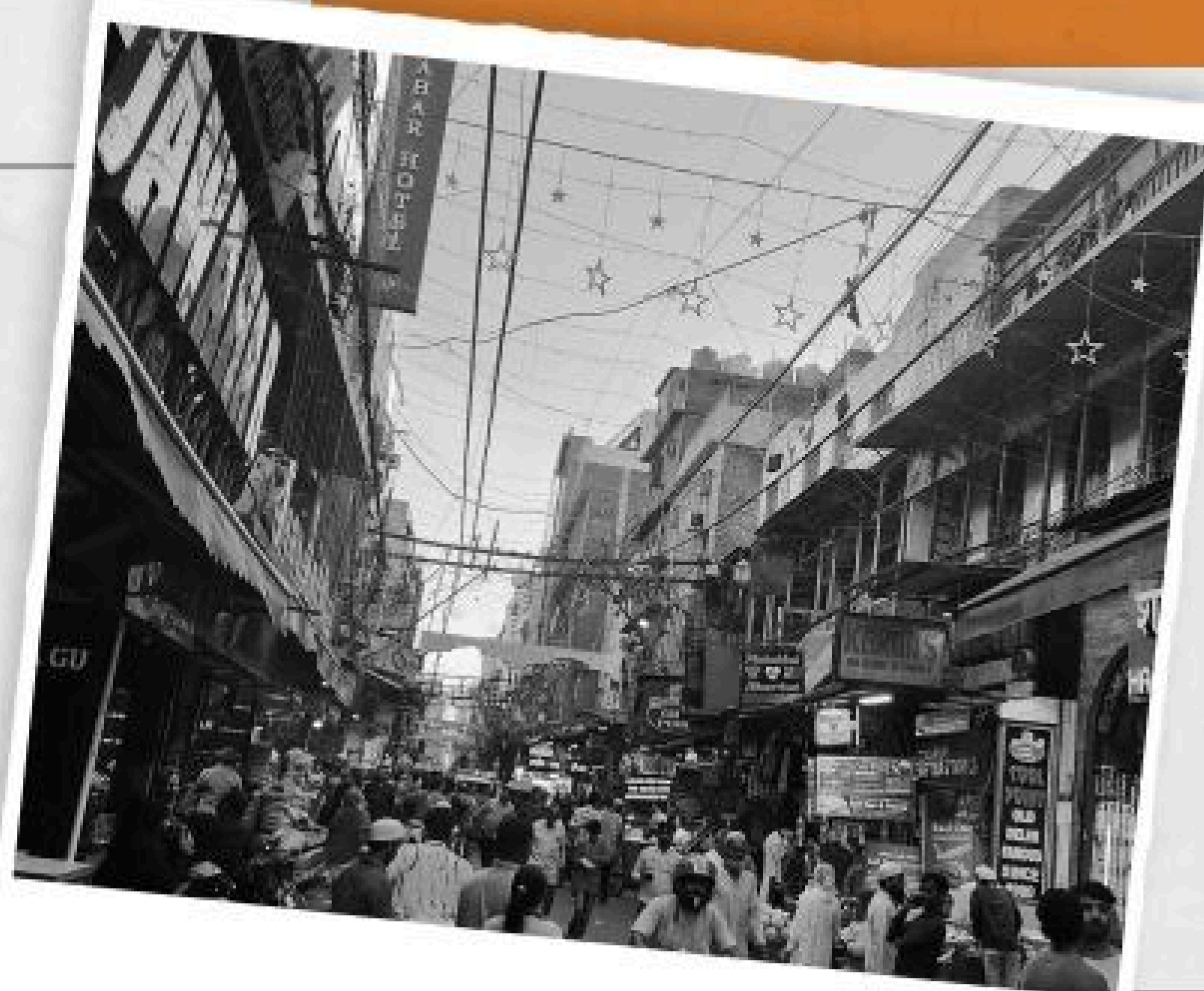

PRE-SEED CHALLENGE

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



A Week Of Business Immersion

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

	MORNING		EVENING	
MON	<div>Wellness Hour</div> <div>Yoga, Sports, Gym & Meditation</div> 	 <div>Business Immersions</div> <div>From factories to startups, markets to ports, tourism to pharma, students dive into diverse business immersions.</div>	<div>Peer-to-peer learning</div> <div>Content Creation</div> 	
TUES				
WED				
THURS	<div>CXO Session</div> <div>Learn directly from CXOs and engage with them in their workplaces.</div>		<div>Networking Event</div> 	<div>Weekly Assignment</div> 
FRI	<div>Cultural Immersion</div> <div>Explore local settings to understand culture, community & tradition.</div> 			
SAT/SUN		<div>Travel</div> 		



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

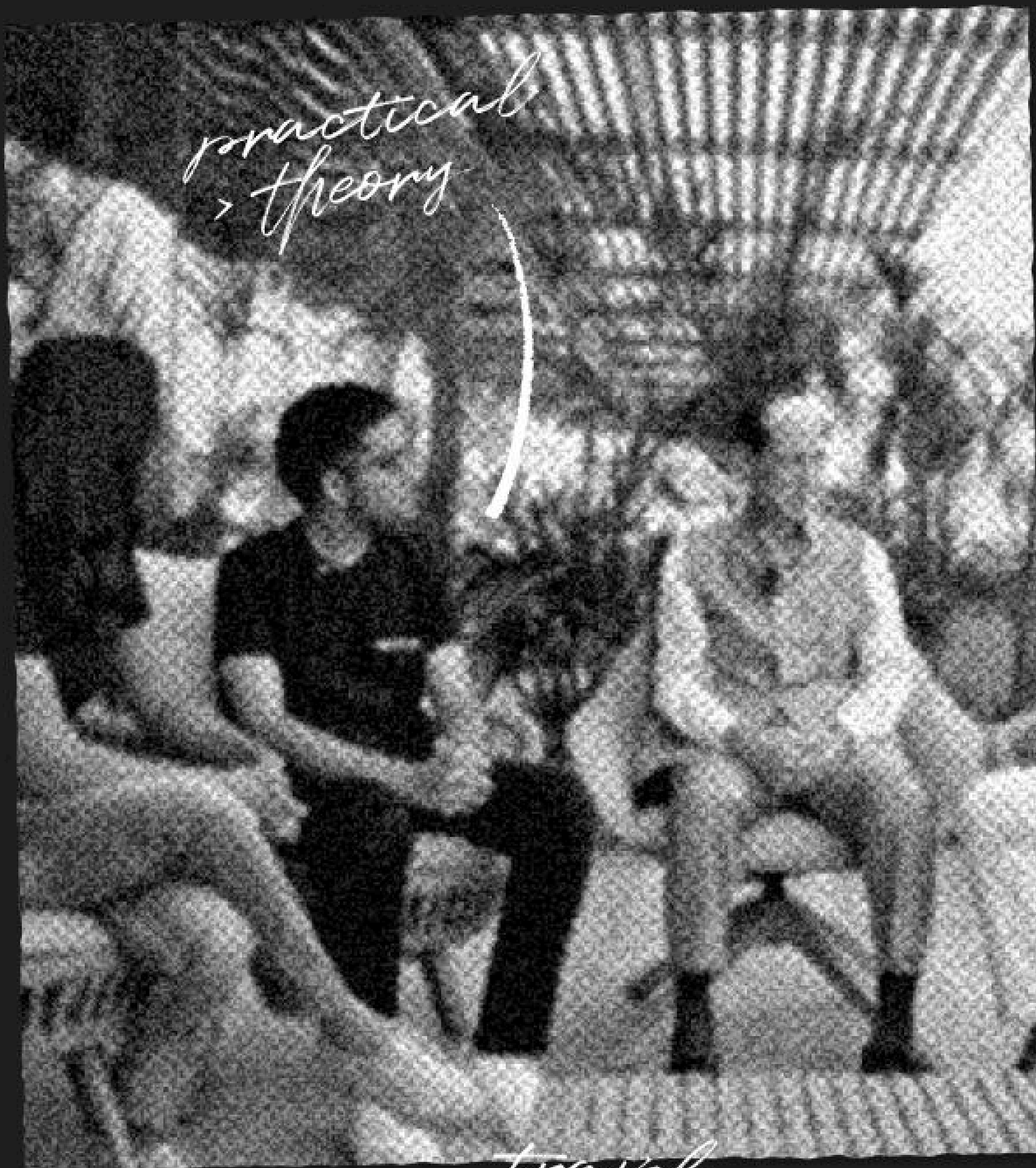
Source winning products, build websites, run ads, manage logistics, and compete for real revenue.

4

VENTURE INITIATION PROGRAMME

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



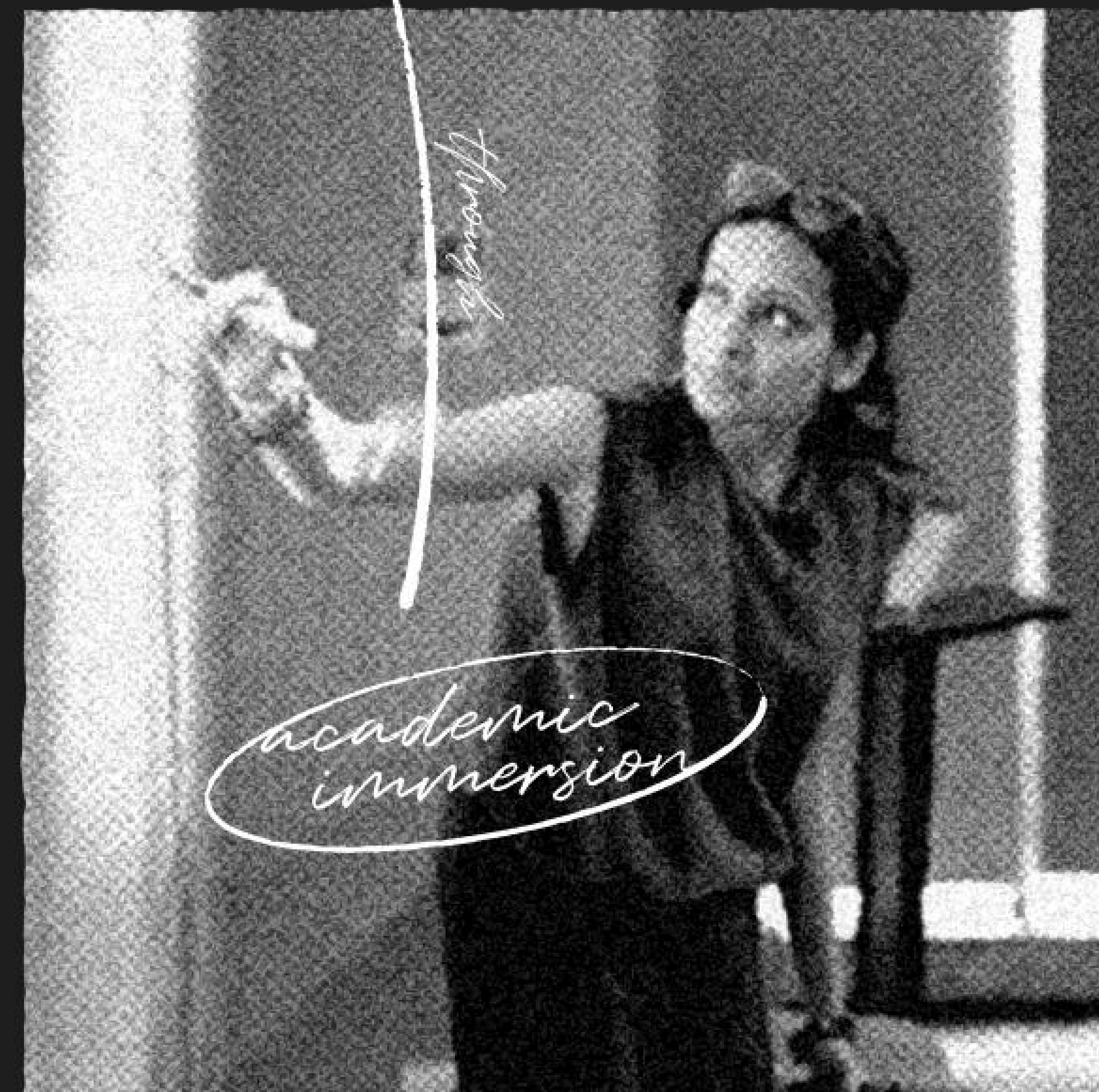


practical
> theory

travel



build



through

academic
immersion



growth

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 OF 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 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: executive.admissions@mastersunion.org

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