

PGP BHARAT

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



CONTENTS:

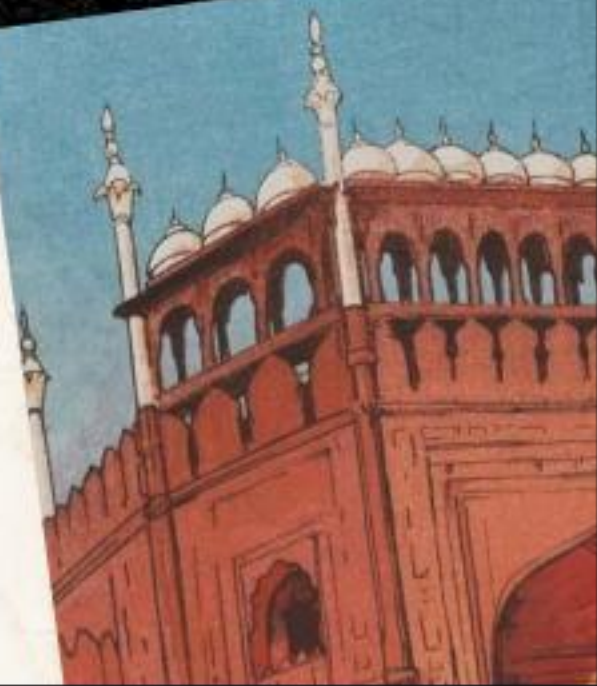
- 1 THE POWER OF TRAVEL
- 2 ABOUT PGP BHARAT
- 3 LEARNING FRAMEWORKS
- 4 HOW WE'RE DIFFERENT
- 5 PGP BHARAT AT A GLANCE
- 6 YOUR PGP BHARAT JOURNEY
- 7 BUSINESS IMMERSION
- 8 CULTURAL IMMERSION
- 9 INCLASS
- 10 OUTCLASS
- 11 A WEEK OF BUSINESS IMMERSION
- 12 FACULTY
- 13 OUTCOMES
- 14 ADMISSIONS
- 15 SCHOLARSHIPS
- 16 ABOUT MU



PLACE POST
STAMP HERE

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

142-QM



6 months.
A lifetime
of impact.



ITC FACTORY, JALANDHAR
VISITOR PASS
PASS NO: 0234-ADN-MNDR
CONTAINER ID: IN-56789
VALID: 10 AM - 6 PM



“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



CHANDRI CHOK, DELHI-6	
USE ONLY PURE SPICES	
ITEMS	PRICE
ITEM: MCHKE POWDER (200G)	- ₹105
ITEM: HALDI (500G)	- ₹120
ITEM: MCHKE POWDER (200G)	- ₹105
ITEM: HALDI (500G)	- ₹120

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

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.

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

How we're different

CATEGORY

LOCATION

CXO SESSIONS

INDUSTRY EXPOSURE

PEDAGOGY

CURRICULUM

OUT CLASS

ASSIGNMENTS

A TYPICAL MBA

CLASSROOM ONLY

GUEST LECTURES

LIMITED EXPOSURE

THEORY-HEAVY

FIXED

NO

CASE STUDIES

PGP BHARAT

✓ PAN-INDIA TRAVEL+ ONLINE SESSIONS

✓ IN-OFFICE IMMERSION

✓ NEW HUB/INDUSTRY EVERY WEEK

✓ PRACTICAL, IMMERSIVE

✓ FLEXIBLE & DIVERSE

✓ YES

✓ HANDS-ON ASSIGNMENTS

RECYCLED PAPER

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

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

HUB 1

DELHI NCR

IMMERSIONS:

ADDVERB



Mercedes-Benz



lenskart



HUB 2

JALANDHAR

IMMERSIONS:

SONALIKA
HEAVY DUTY. JAISE AAP.



ITC Limited



HUB 3

MUNDRA & AHMEDABAD

IMMERSIONS:

adani
wilmar

adani
Solar

Amul

adani
Ports and
Logistics

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





Guest Check

CHECK 240

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 IMMERSION

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.





#1

Business Immersions

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



Hub 1

VISITS
INVOLVE

ADDVERB
Human. Total. Possibilities.



Delhi NCR

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

ASSIGNMENT

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

LOCATION

DAY COUNT QUESTION

ORIENTATION

14

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?



Hub 2

VISITS
INVOLVE



SONALIKA
HEAVY DUTY TRACTORS



Jalandhar



LOCATION

DAY COUNT

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

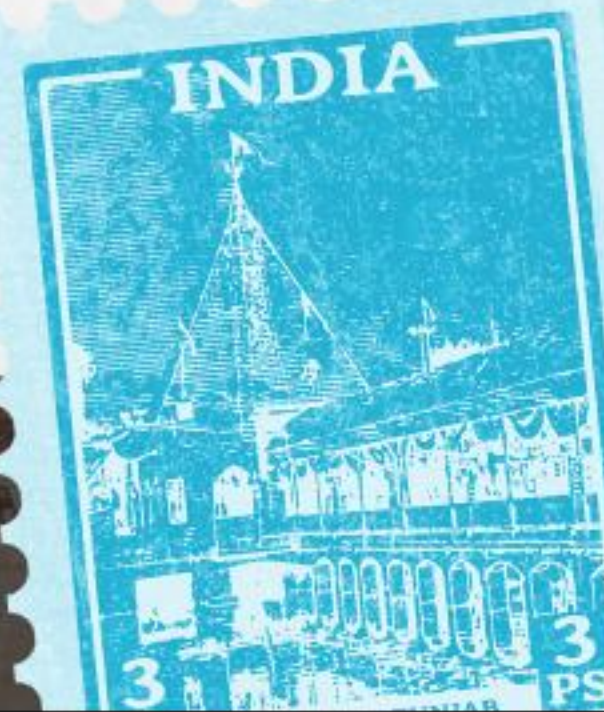


1

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.



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

Hub 3

VISITS
INVOLVE

Amul

Ahmedabad

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?



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

Hub 3

Mundra

VISITS
INVOLVE

adani
wilmar

adani
Ports and
Logistics

adani
Solar

LOCATION

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?



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.

VISITOR PASS

DETAILS

PERMIT NO: MASTERS' UNION
VALID TILL: 18-10-26

THE TASTE OF INDIA

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

ADANI PORT - MUNDRA

PASS NO: 0234-ADN-MNDR

Hub 4

Mumbai

VISITS
INVOLVE



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?

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



sesa
goa



ASSIGNMENT

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

Welcome
Aboard



LOCATION

CORDELIA
CRUISE FROM
MUMBAI TO
GOA



DAY COUNT

3

QUESTION

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?

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

Hub 6

Bengaluru

VISITS
INVOLVE



Infosys



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



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.



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

052

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

Hub 7

Darjeeling

LOCATION

RURAL
IMMERSION



DAY COUNT

5

QUESTION

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 Lucknow

VISITS
INVOLVE



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.

LOCATION

INDO-RUSSIAN
RIFLES
PRIVATE
LIMITED



DAY COUNT QUESTION

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?



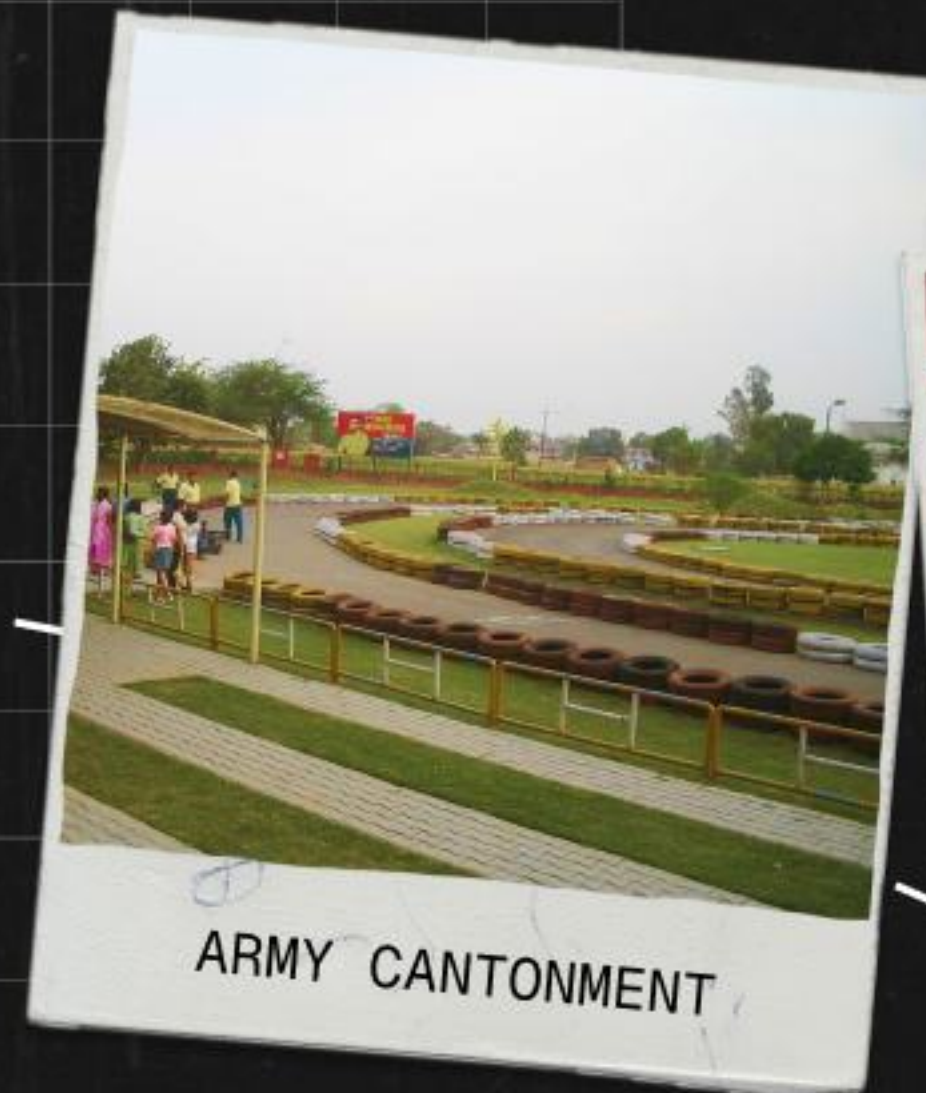
DISCLAIMER: THE IMMERSIONS LISTED ARE INDICATIVE AND MAY CHANGE BASED ON PARTNER AVAILABILITY AND UNFORESEEN CIRCUMSTANCES.

Cultural Immersions

#2

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

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





SALT PANNING AT
RANN OF KUTCH



MUMBAI DABBAWALAS



FADO MUSIC & PORTUGUES
GOAN FUSION EVENINGS



DELTIN CASINO

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



HAL MUSE



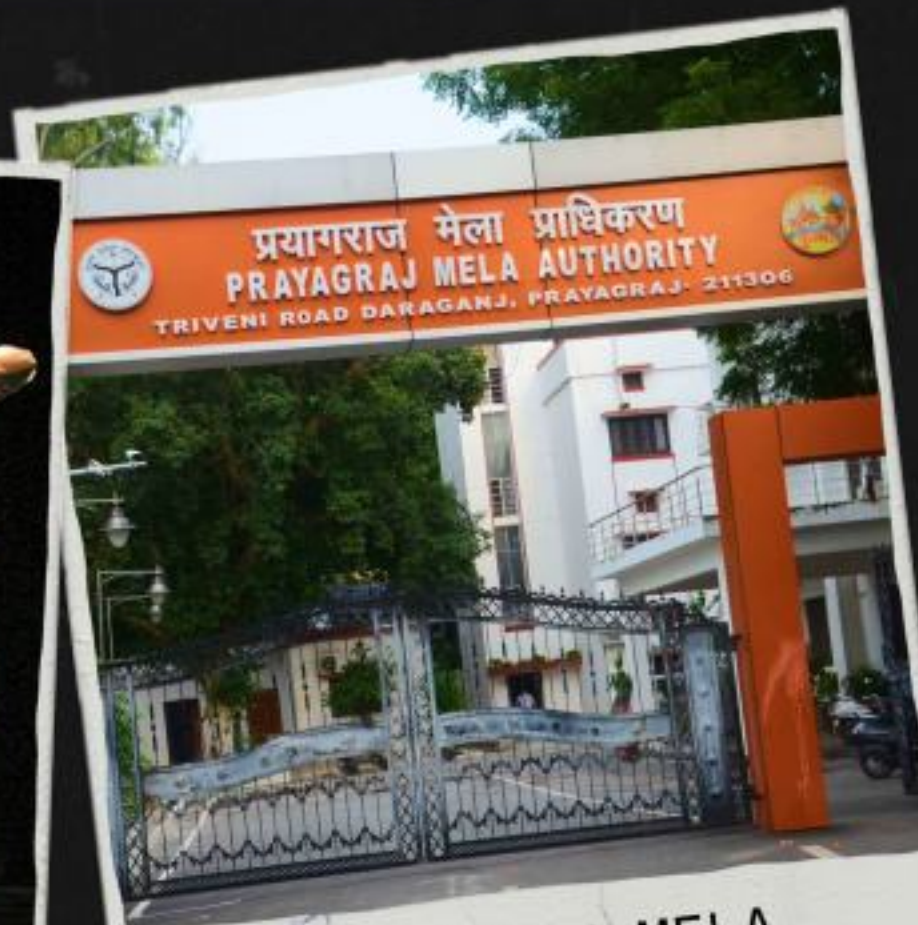
ADITYOGI STATUE



TOY TRAIN



KATHAK & AWADHI
MUSIC SESSIONS



PRAYAGRAJ MELA
AUTHORITY (KUMBH MELA)

In Class

#3

Hybrid In Class sessions 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? |
|----|-------------------|--|
-
- | | | |
|----|----------------------|---|
| 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

#4

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.



STATISTICS

5CR in revenue
130+ teams
1500+ customers



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



DELHI METRO RAIL CORPORATION



CARD BALANCE: ₹30.00
VALIDITY: 30-09-25

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.



Flight No.:
GE 8107

Date:
15/08/25

A Week Of Business Immersion

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

MORNING

EVENING

MON

Wellness Hour

Yoga, Sports, Gym & Meditation



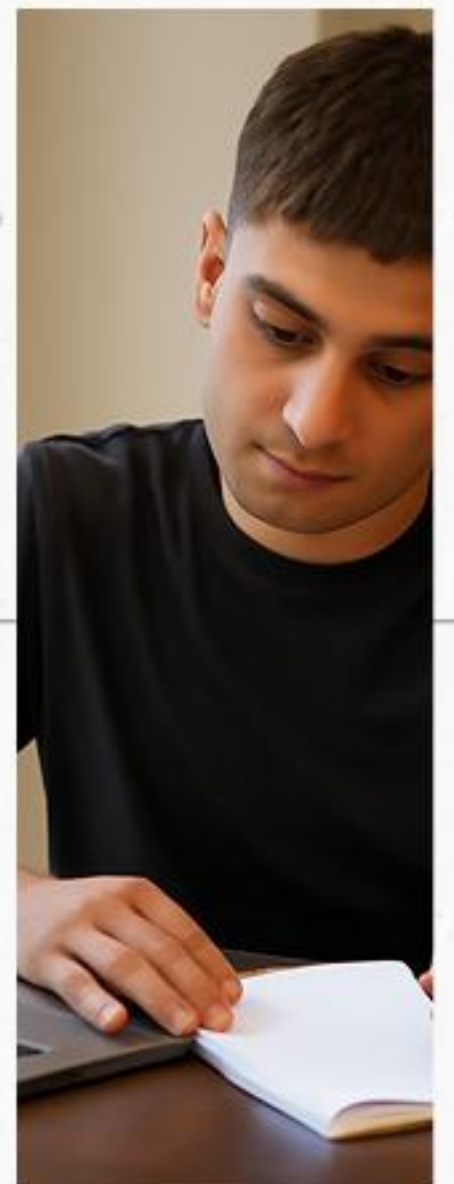
TUES



Business Immersions



Content Creation



WED



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

#content
creator



THURS

CXO Session

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



Networking Event



FRI

Cultural Immersion

Explore local settings to understand
culture, community & tradition.



Weekly
Assignment

SAT/
SUN



Travel

BOARDING PASS ✈

PASSENGER TICKET & BAGGAGE CHECK
NAME OF PASSENGER
SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

FLIGHT NO: EY68QT

DATE: 06/09

SEAT 26A

19:00 HRS

BOARDING NO.: 123-456-789-10112

BOARDING PASS ✈

NAME OF PASSENGER
SURNAME / NAME

FROM: DARJEELING
TO: LUCKNOW

FLIGHT NO: EY68QT

DATE: 06/09

SEAT 26A

19:00 HRS

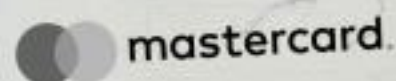


Faculty



Ms. Monica Jasuga

Head of Digital & Emerging Partnerships



Rajat Mathur

Managing Director

Morgan Stanley



Mr. Manoj Kohli

Former CEO



Avantika Tomar

Partner



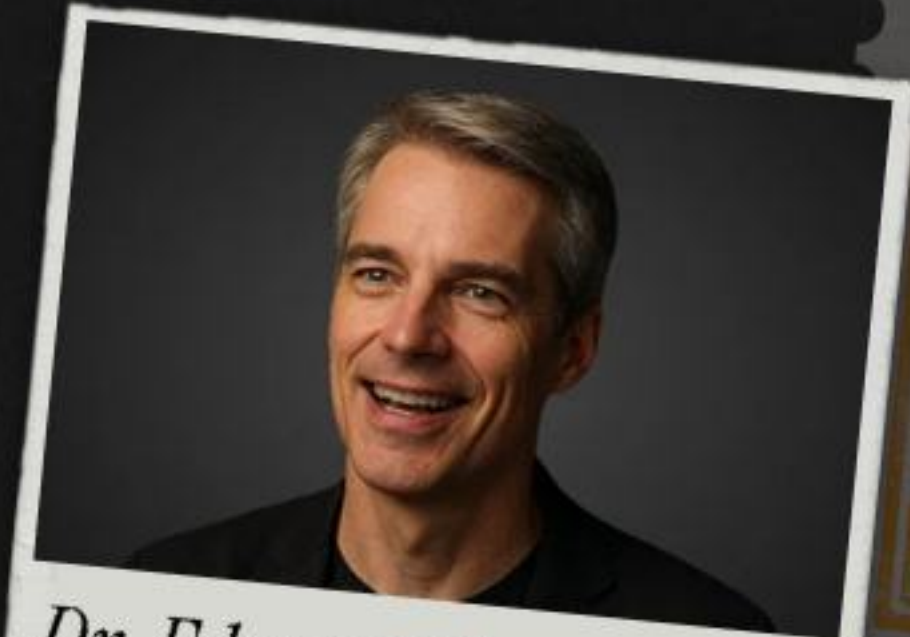
Rajiv Gupta

Ex- Vice President, Sales & Marketing



Dr. Soumik Bhushan

Ex- Head CX Strategy



Dr. Edward Rogers

Former Chief Knowledge Officer



Disclaimer: Faculty lineup may vary based on availability and programme requirements.

& more...

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

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

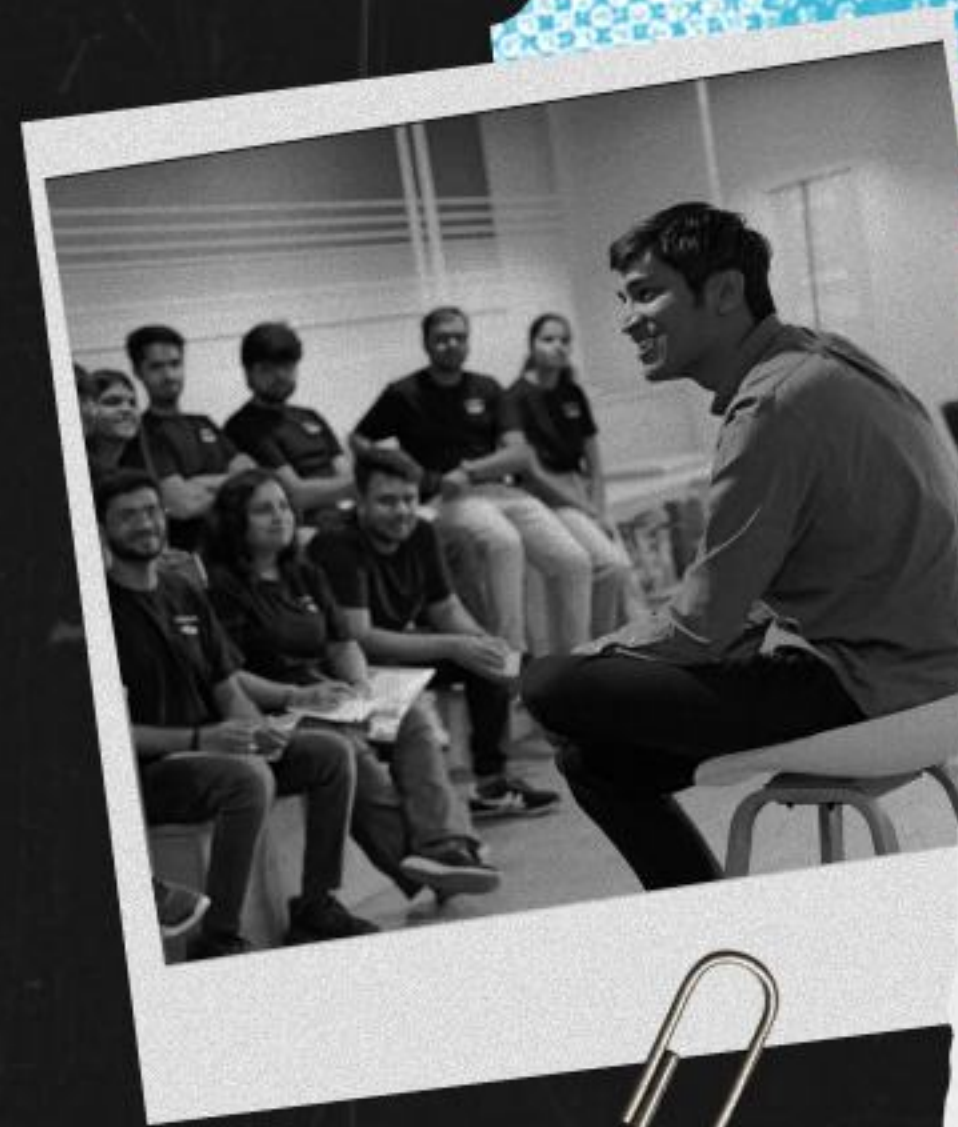
THE VANDE BHARAT SCHOLAR

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
Jitha

What Are You Waiting For? RSVP.

Email: pgpbharat@mastersunion.org

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

Website: mastersunion.org

