



INSTITUTE *of* MANAGEMENT

FLAGSHIP PGPM
PROGRAM
2025~26



INSTITUTE *of* MANAGEMENT

Educating the world's next generation of ethical leaders and professionals in meeting evolving global challenges and working towards sustainability.

ABOUT SOIL

SOIL Institute of Management stands at the forefront of management education in India, pioneering a unique approach to developing visionary leaders. Co-created by a consortium of 32 leading companies, SOIL offers three distinct programs tailored to nurture inspired leadership: a 1-year full-time PGPM, a specialized 1-year full-time PGPM in Human Resources, and a comprehensive 2-year full-time PGDM. These programs are the country's first solely dedicated to transforming competent professionals into forward-thinking, ethical leaders. Our flagship PGPM, equips executives with the perspectives and insights needed to navigate the complex challenges of today's interconnected business landscape, preparing them to lead with purpose and impact.

SOIL pioneers a transformative approach to leadership development, focusing on experiential learning, design thinking, and value-based leadership. Our innovative curriculum integrates hands-on experiences like Live Industry Projects, the Himalayan Retreat, and Social Innovation initiatives with cutting-edge concepts in design thinking and sustainable business practices. By emphasizing values-based leadership and creative problem-solving, SOIL prepares graduates to drive meaningful change, foster innovation, and lead with integrity in an ever-evolving global business landscape. Our pioneering methods ensure that SOIL alumni are uniquely positioned to tackle complex challenges and create sustainable value in their organizations and society at large.

Global Associations



Polimi
Italy



Royal Roads University
Canada



CEDEP
Spain



Shizenkan University
Japan



Johannesburg Business School
South Africa

Rankings



Rank 21

Top Standalone MBA
in India



Rank 5

Top 1 Year MBA private
Institutions



Rank 20

Top MBA Institutions for
Career Growth (Standalone)



Rank 33

Top Management
Institutes in India

THE SOIL ADVANTAGE

Learn to Lead with Purpose and Values

Develop the skills to drive business success while making a positive societal impact. Our curriculum integrates ethics, sustainability, and innovation to shape visionary leaders. Become a transformational leader who can navigate complex challenges with integrity and foresight.

Learn to Apply Industry-Integrated Knowledge

Engage directly with industry experts and tackle real-world challenges head-on. Stay at the forefront of business trends through our unique partnerships with leading companies. Bridge the gap between theory and practice, gaining insights that make you invaluable in any business setting.

Learn to Grow Through Immersive Experiences

Participate in transformative programs that expand your leadership capabilities. Engage in unique immersions such as the Social Innovation Project and Himalayan Retreat Program. Develop resilience, empathy, and adaptive leadership skills through real-world challenges.

Learn to Leverage a Powerful Alumni Network

Connect with our 1600+ alumni who are making significant impacts across global industries. Gain access to unparalleled opportunities for mentorship, collaboration, and career growth. Tap into a diverse ecosystem of professionals, expanding your horizons and opening new career paths.

Learn to Maximize Your Leadership Potential

At SOIL, we help you maximize your unique strengths through a personalized Individual Development Plan. Our expert faculty guide you in transforming your experiences into leadership expertise through coaching, mentoring, simulations, and experiential learning. This comprehensive approach ensures you develop the skills and insights needed to become an impactful leader in your chosen field.



INDUSTRY CONSORTIUM

SOIL partners with a consortium of 30+ leading companies ~ ABB, Anand Group, Aditya Birla Group, Avantha Group, Bharat Petroleum, Dr. Reddy's Laboratories, Glaxosmithkline, Hindustan Unilever, Kohler, L&T, Mahindra & Mahindra, Max India, SAS, Schneider Electric, SRF and Tata Steel and more. Consortium partners help SOIL in several key areas:

SELECTION OF STUDENTS

Our industry partners actively participate in the admissions process. They help identify and select candidates with the right potential and fit for the program.

SHARING LIVE CASE STUDIES

Consortium members provide real-world business challenges for student analysis. This exposure to current industry issues enhances practical learning and problem-solving skills.

RECRUITING STUDENTS

Our partners play a crucial role in the placement process, offering career opportunities. Students benefit from direct access to top companies and diverse industry sectors.

1 ON 1 INDUSTRY MENTORSHIP

Industry leaders offer one-on-one guidance to SOIL students. This personalized mentorship provides invaluable insights and career direction.

CURRICULUM DESIGN

Consortium members contribute to developing and updating our curriculum. Their input ensures our program remains aligned with evolving industry needs and trends.



Top Alumni of the Program

SOIL alumni have marked their presence in numerous leading organizations in India like Tata Steel, Maruti Suzuki, Vodafone, HDFC, McKinsey, Genpact, Dabur, Amul, and Mahindra to name a few.



Vasudevan Chinnathambi
Co-Founder,
Ninjacart



Arpit Bhatia
Associate Director,
KPMG



Supriya Pachani
Associate Director,
Deloitte



Saurabh Dayal
Head- Startups,
Paytm



Ashray Sachdev
Senior Marketing Manager,
Amazon India



Aman Malhotra
Global Head - Presales,
Tech Mahindra



Ankush Chopra
Founder & CEO,
Qling



Amit Sharma
Assistant Director, EY



Ashwani Rawat
Vice President HR,
Kotak Mahindra



Roopal Agarwal
Vice President,
Bank of America



Rohit Kumar
Sales Director,
HCL Technologies



Rachit Jain
Director - Supply Chain
Management, PWC



Bansi Maheshwari
Vice President HR,
BCH Electric Ltd.



Rahul Goswami
General Manager and Head
of Marketing, HCL



Animesh Mukherjee
Director - Delivery,
Hero



Avika Sood
Group Business Director -
Public policy, Chase India

PROGRAM HIGHLIGHTS

Our flagship 1-year full-time program is the country's pioneering initiative focused solely on developing inspired leaders. It equips executives with the perspectives and insights needed to navigate complex challenges in today's interconnected business world. The program transforms competent professionals into visionary leaders capable of driving sustainable growth and innovation. Through a unique blend of academic rigor and experiential learning, participants develop the skills to lead with purpose, ethics, and global awareness. Our PGPM stands out as the premier choice for those aspiring to make a significant impact in their organizations and society at large.



All Graduates have
**2+ years of work
experience**



Avg. Work
Experience -
42 Months



Specialisations in
**Marketing, Finance
& Analytics**



Top 50% CTC
offered -
13 LPA



Avg. CTC Offered
Last Year -
11.3 LPA



1400 alumni
working in 200+
organizations



120 hours of **Industry
Immersion** Learning



**1 on 1 Industry
Mentorship** for all
students



**International
Exchange** with Italy &
Japan Universities

PROGRAM CURRICULUM FOCUS

The 1 year full time FLAGSHIP PGPM program gives executives the perspectives and insights to take on the complex challenges of an interconnected business environment, enabling them to transform from competent professionals to inspired leaders.

The Flagship PGPM Program is structured such that there is a strong focus on Transformational Leadership and Business Excellence.

Designed to thoroughly and quickly prepare you for a career in a global business environment, the aim is reflected in the compressed time frame, reliance on group assignments and a clear focus on contemporary business themes and challenges.

A key element of this postgraduate program is the Individual Development Plan (IDP). Here you will be assigned a mentor from the industry, who will help shape and progress your learning around your future business roles, and your personal and career goals.

We supplement classroom learning by providing a set of experiences and explorations that will help you understand your strengths and develop into an effective leader.

You will be exposed to cutting-edge thought and applications, inside and outside the classroom, through a range of focused learning opportunities from the school's network with the corporate world.

Our curriculum prepares you to lead by offering a combination of rigorous fundamentals, practical experience, and the freedom to explore. Our goal is to provide an educational experience that is not just exceptional but transformational.

We want you to leave with broader aspirations, the tools to achieve them, and the confidence to pursue them.

A. Foundational Courses

- > Yoga & Wellness
- > Organizational Behaviour and HRM
- > Managerial Economics
- > Marketing Management
- > Business Communication
- > Decision Making - Statistical
- > Decision Making - Optimisation
- > Business Research Methods
- > Business Intelligence SQL
- > Data Analysis using Excel
- > Design & Systems Thinking

B. Core Courses

Value Creation is the goal of business. In order to understand what value can be created, it is important to determine the business value drivers and understand the context in which the business operates and grows.

- > Corporate Strategy
- > Applications of Management Accounting
- > Financial Planning and Analysis
- > Corporate Finance
- > Strategic Corporate Finance
- > Product and Brand Management

Value Deployment requires a review of risk mitigation, deployment challenges, an understanding of best practices and the desired 'to be' state, as well as benchmarking business processes in the industry.

- > Project Management
- > Digital Transformation
- > M&A and Corporate Restructuring
- > Supply Chain Analytics
- > Mgmt. of Bank Financial Institution
- > Security Analysis and Portfolio Mgmt.

Value Realization focuses on implementing and measuring business results using best practices and key performance indicators aligned with organizational objectives.

- > CRM
- > E-Commerce and Retail Management
- > Integrated Marketing Communication
- > Growth Strategies - Brand penetration
- > Channel Management
- > Sales Force Management

C. Specializations

Marketing

- > Pricing Strategy
- > Digital Marketing
- > Management of Services
- > Consumer Behaviour
- > B2B Marketing
- > Marketing and Retail Analytics

Finance

- > Project Finance
- > Fintech
- > Valuation & Financial Modelling
- > Derivatives & Risk Management
- > Financial Analytics

Analytics

- > Introduction to AI and Generative AI
- > Use of AI and Generative AI In Business
- > Business Forecasting and Planning
- > Predictive Analytics & ML (Python)
- > Deep Learning and NLP (R Programming)
- > Big Data & Cloud Computing (Python)

D. Leadership

- > Self Leadership
- > Ethics and Values
- > Enhancing your creative potential
- > Power of Positive Psychology
- > Project Management
- > Media Training
- > Negotiation Skills

E. Experiential immersions

- > Himalayan Retreat - Develop leadership skills through challenging outdoor experiences.
- > Social Innovation Program - Tackle real-world social challenges to enhance problem-solving skills.
- > Ethics by Theatre - Explore ethical dilemmas through interactive theatrical experiences.
- > Industry Immersion - Gain hands-on experience through projects and industry shadow programs.
- > Design Thinking Bootcamps - Learn to approach complex problems with a user-centric, creative mindset through real-world challenges.

Shape the Future of Global Capitalism

SOIL Institute of Management proudly presents a groundbreaking MBA elective course: The Future of Capitalism. This unique program offers SOIL students an unparalleled opportunity to engage with peers from prestigious global institutions. Collaborate on international projects addressing real-world economic challenges. This unique program offers SOIL students an unparalleled opportunity to engage with peers from prestigious global institutions, including:

- **IESE Business School, Spain (FT Ranked 5 for MBA)**
- **Shizenkan University, Japan**
- **FGV, Brazil (FT Ranked 49 for MBA)**

LEARN FROM THE BEST:



Paul Polman
Former CEO, Unilever



B. Muthuraman
Former Vice Chairman,
Tata Steel



Rajmohan Gandhi
Indian Biographer
Historian, Grandson to
Mahatma Gandhi



Prof. Rebecca Henderson
Professor, Harvard
University



Prof. Kohei Saito
Ecology & Political
Economy, The University of
Tokyo



Liz Wessel
Partner, First Round
Capital



Beth Thoran
Director of Environmental
Action, EMEA, Pantagonia



Prof. Niloy Biswas
Department of International
Relations, University of
Dhaka

How we teach?

Harvard & Ivey Case Studies

Analyze real-world business scenarios to develop critical thinking and decision-making skills.

Whole Systems Thinking

Learn to approach complex problems holistically, considering all interconnected elements.

Building your own business

Experience e-commerce entrepreneurship through a hands-on simulated business project.

Consulting Skills Project

Master problem-solving and client management through live, practical, case-based sessions.

Self Leadership

Develop personal mastery and self-awareness to enhance your leadership effectiveness and authenticity.

Industry Live Projects

Apply classroom learning to real business challenges provided by partner companies.

Design Thinking Lab

Cultivate innovation skills through human-centered, creative problem-solving techniques.



Experiential Immersions

HIMALAYAN RETREAT

Engage with remote Himalayan communities to understand grassroots challenges and leadership. Develop empathy and cross-cultural communication skills while working on community projects. Learn adaptability and resilience by navigating unfamiliar environments and diverse perspectives.

ETHICS BY THEATRE

Explore ethical dilemmas through interactive theatrical experiences and role-playing scenarios. Develop moral reasoning and decision-making skills in a safe, yet challenging environment. Enhance communication and empathy by experiencing diverse perspectives on ethical issues.

SOCIAL INNOVATION PROGRAM

Engage with real-world social challenges to develop empathy and sustainable problem-solving skills. Collaborate with NGOs and communities to create impactful solutions for pressing societal issues. Learn to balance social responsibility with business acumen in addressing complex problems.

DESIGN THINKING BOOTCAMPS

Immerse yourself in intensive, hands-on workshops to master the principles of design thinking. Learn to approach complex problems with a user-centric, creative mindset through real-world challenges. Develop innovative solutions and prototypes, enhancing your ability to lead transformative projects.



Industry Interactions

Academy Industry Week

Week Immerse yourself in a week-long industry exposure, gaining practical insights and networking opportunities.

1 on 1 Industry Mentorship

Receive personalized guidance from experienced industry professionals to shape your career trajectory.

Industry Tours/Visits

Explore diverse business environments through on-site visits to leading companies across sectors.

Institute Lecture Series

Engage with thought leaders and industry experts through insightful talks and interactive sessions.

Corporate Shadow Program

Experience a day in the life of a corporate leader, observing real-time decision-making and leadership styles.

Industry Case Competitions

Hone your problem-solving skills by tackling real business challenges presented by partner companies.



Employment Data PGPM 2024

93% Opted for Placements

07% Did not Opt for Placements

98% got placed at 11.33 LPA Average

2% - Entrepreneurship
3% - Company Sponsored
2% - Not eligible for Placements

22 LPA

Highest CTC Offered to Batch 2023-24

11.3 LPA

Average CTC Offered to Batch 2023-24

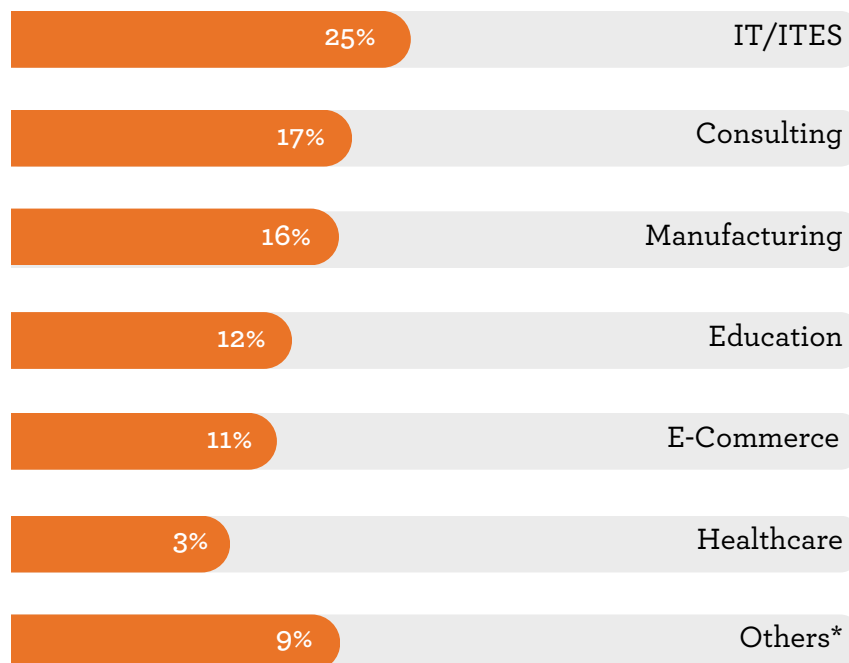
25%

Students offered CTC above 16 LPA

13 LPA

CTC of the Top 50% of the Batch

Top Recruiting Sectors (In Percentage)



Others* include Entertainment, Aviation, Consumer, Real Estate, Marketing, etc.,

Recruiters that hired from SOIL

The top companies that recruited for the Flagship PGPM program is given below. The list below is not exhaustive.

- ▶ Accenture
- ▶ Aditya Birla Group
- ▶ Airtel
- ▶ Apollo
- ▶ Axis Bank
- ▶ American Express
- ▶ Bosch and Lomb
- ▶ Capgemini
- ▶ Cognizant
- ▶ CAMS
- ▶ Dabur
- ▶ Dell
- ▶ Dr. Reddy's
- ▶ Ernst & Young
- ▶ Gartner
- ▶ Genpact
- ▶ GSK
- ▶ HCL Technologies
- ▶ HDFC
- ▶ Honda
- ▶ HONO AI
- ▶ ICICI Bank
- ▶ Indigo
- ▶ Infosys
- ▶ ITC
- ▶ John Deere
- ▶ Kotak Mahindra Bank
- ▶ Larsen & Toubro
- ▶ Mahindra & Mahindra
- ▶ MakeMyTrip
- ▶ Maruti Suzuki
- ▶ NIIT
- ▶ Oyo Rooms
- ▶ Procter & Gamble
- ▶ Raymond
- ▶ Saint Gobain
- ▶ Sapient
- ▶ S&P Global
- ▶ Tata Consultancy Services
- ▶ Tata Motors
- ▶ Tata Steel
- ▶ Tech Mahindra
- ▶ Vodafone
- ▶ Wipro Technologies



SUBRAMANIAN N.N

Director – UK, Europe & Global Accounts, Maveric Systems Limited

“SOIL has over the years been a key partner in Maveric’s growth. We have consistently nominated Maveric managers to attend the PGPM program at SOIL and have also been recruiting talent from SOIL every year. Professional skills, as well as life skills & values imbibed by students at SOIL, are visible amongst the Maveric’s who have joined us from SOIL. Many of them are key resources in the Maveric family today.”



PRITHVI SHERGILL

Former Chief Human Resources Officer, HCL Technologies Ltd.

“Professionalism and ability to learn are the qualities demonstrated by the SOIL students hired at HCL. Ability to collaborate and apply their problem-solving abilities to add value to the work assigned and produce results in line with desired business outcomes is highly appreciated. They are currently involved in Sales, Support and Delivery roles and are bringing fresh perspectives to the organization with passion and dedication.”

Roles Offered to Students

A. Marketing

Brand Manager	Develop and implement brand strategies to enhance market position
Digital Marketing Specialist	Plan and execute online marketing campaigns to drive traffic and sales
Market Research Analyst	Analyze market trends to inform business strategies
Content Marketing Manager	Create and manage content strategies to attract and engage audiences
Product Marketing Manager	Develop strategies to promote and sell products
Social Media Manager	Manage social media channels to build brand presence and engagement

B. Consulting

Strategy Consultant	Provide strategic advice to improve business performance
Management Consultant	Help organizations solve issues and improve efficiency
Operations Consultant	Improve business processes and operational efficiency
IT Consultant	Advise on technology solutions to enhance business operations
Human Capital Consultant	Develop strategies to manage and optimize human resources
Financial Consultant	Provide financial advice and planning services

C. Analytics

Data Analyst	Analyze data to provide insights and support decision-making
Business Intelligence Analyst	Develop and manage BI solutions to improve business processes
Data Scientist	Use advanced analytics and machine learning to solve complex business problems
Marketing Analyst	Analyze marketing data to optimize campaigns and strategies
Operations Analyst	Improve operational efficiency through data-driven insights

D. Finance

Investment Banking Analyst	Analyze financial data to support investment decisions
Financial Planner	Provide advice on financial planning and investment strategies
Corporate Finance Manager	Manage corporate financial activities including mergers and acquisitions
Risk Analyst	Assess and manage financial risks
Treasury Analyst	Manage the organization's cash flow and liquidity
Equity Research Analyst	Analyze stocks and provide investment recommendations

E. General Management

Management Trainee	Gain experience in various departments to develop managerial skills
Operations Manager	Oversee daily operations to ensure efficiency and productivity
Project Manager	Plan and execute projects to meet business objectives
BD Manager	Identify and pursue business growth opportunities
Supply Chain Manager	Manage supply chain activities to optimize logistics and costs
Relationship Manager	Develop and maintain strong relationships with clients



ARPIT BHATIA

ASSOCIATE DIRECTOR, KPMG; SOIL PGPM 2016

As a software engineer at TCS from 2012-2016, I was looking for a program that could broaden my horizons. SOIL not only honed my existing skills but also equipped me with new perspectives and business acumen. This transformation enabled me to pivot into consulting, first as a Senior Consultant at PwC and now as an Associate Director at KPMG. SOIL's one-year program empowered me to change my domain and field of work, opening doors I never thought possible. It's a testament to how SOIL prepares students from diverse backgrounds for leadership roles across industries.

Class Profile PGPM 2024

27.1 Years

Average Age of the Batch

44 Months

Average Work Experience of the Batch

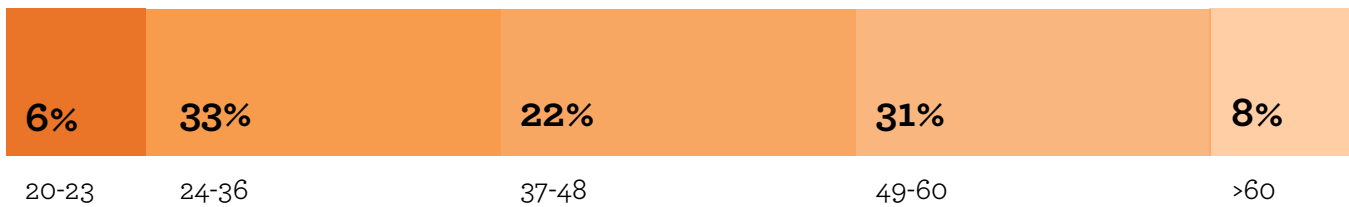
17

States Represented

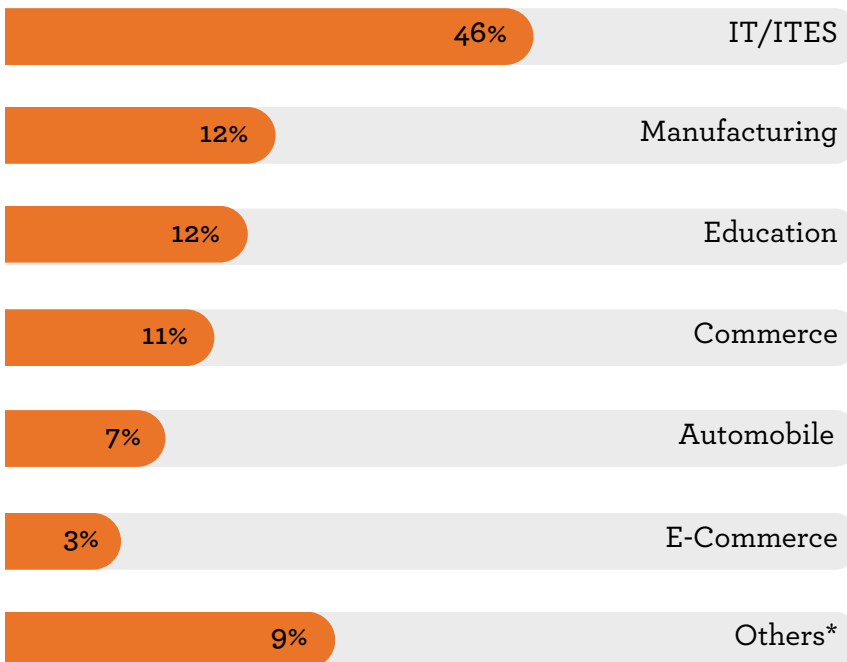
24%

Female Students

Work Experience (In Months)



Industry Experience (In Percentage)



Others* include Construction, Energy, FMCG, Logistics, Manufacturing, Marketing, etc.

Admissions Process

Step 1

Online Application available on app.soil.edu.in/pgpm

Step 2

Fill the online application

From the past admissions trends, early applications stand at a better chance to be selected for the program. Interview process is held on an application deadline round basis.

Step 3

Make a payment of application fee INR 2000/-

The application fee paid is non-refundable.

Step 4

Initial Screening and PI Invite by e-mail

Step 5

Group Exercise, Personal Interview, and SOIL Entrance Test (SET)

Group Exercise: Tackle real-world problems using Design Thinking principles, showcasing empathy, ideation, and quick solution refinement.

Personal Interview: A 45-minute session with faculty and industry leaders to discuss your background, aspirations, and program fit.

SOIL Entrance Test (SET): A 60-minute test for those without other entrance exam scores, assessing aptitude, data interpretation, verbal ability, and critical thinking. It's essential for completing admissions and can be taken before or after GEPI.

Step 6

Final Shortlisting and Offer Letters by e-mail

Step 7

Offer Acceptance and Initial Fee payment

Step 8

Scholarship Round (If Applicable)

Step 9

Orientation and Course Commencement

"SOIL's unique Selection Process focused on my strengths, not weaknesses, offering a refreshing approach to admissions. The interview with industry leaders and faculty provided valuable program insights while contributing to my Individual Development Plan. This holistic process not only evaluated my fit but also helped me understand myself better, setting a strong foundation for my leadership journey."

Jatin
Flagship PGPM 2024-25



Who are we looking for?

Suitable for

This program is designed for entry to mid-level working professionals aspiring to advance into managerial roles in the near future.

Our ideal candidates are those who seek to make a meaningful impact, combining professional growth with a strong sense of corporate responsibility and ethical leadership.

Education

A Bachelor's degree in any discipline from a recognized institution

Work Exp

2+ Years

However, exceptional students with 21+ months of experience by 30th April 2025 may be considered.

Exam Scores

We follow a profile based admissions process.

We follow a profile-based admissions process. Exam scores are mandatory.

We accept CAT 2023/24, XAT 2024/25, GMAT taken after 2021, MAT & CMAT, NMAT 2023 onwards, or the SOIL Entrance Test (SET). If you do not have any of these scores, you will be required to take the SET.

Program Fee

Fee Component	Amount (In INR)
Tuition & Academic Fee	9,58,160
Program Fee	5,39,166
Alumni Membership Fee	5,900
Caution Deposit (Refundable)	30,000
Total	15,33,226

Note

1. Students are compulsorily required to have their own laptop as per institute specifications.
2. Tuition fee is inclusive of reading material, including case studies, text books and online resources.
3. The mentioned fee includes fees for experiential activities like Himalayan Retreat and Social Innovation Program.
4. International Exchange program fee to be borne by the student in addition to the fee mentioned above.

Accommodation Facility

1. Numerous PG accommodations near the campus offer a range of options with amenities such as meals, laundry, Wi-Fi, and 24/7 security.
2. Located close to the campus, these accommodations minimize commute times, allowing students to focus more on their studies and campus activities.

Contact us

1 Year PGPM & PGPM-HR

SOIL Institute of Management

Plot no 76, Sector 44, Gurgaon

Haryana - 122003

✉ admissions@soilindia.net

☎ 9205333417 / 9289270707

2 Year PGDM

SOIL School of Business Design

Plot 23, Sector 2, Phase 1,

Institutional Area, Manesar, South Gurgaon,

Haryana - 122050

✉ pgdm@schoolofbusinessdesign.com

☎ 9717280018 / 9870256660

