

Placement Report

VEDICA CLASS OF 2024

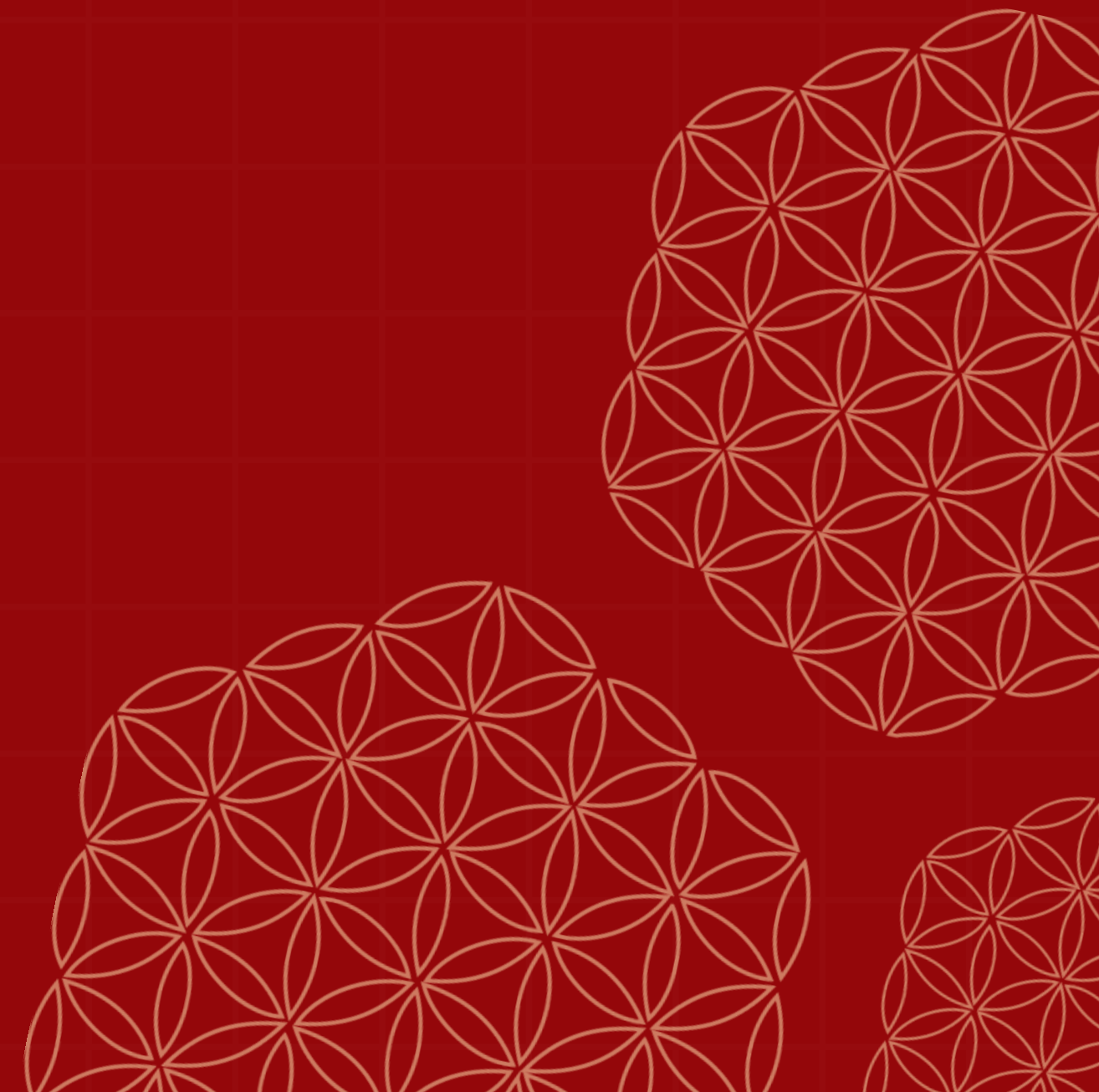
Batch Profile

Recruiters this year

Function Split

Industry Split

Notable Transitions



Ref: B2K/VEDICA/MUM/RB/0002/2025-26

December 11, 2025

To
The Founder
The Vedica Scholars Programme for Women
Shaheed Jeet Singh Marg
New Delhi - 110016

Dear Ma'am,

Re: **Audit of the Placement Figures for the batch 2024-25 of Post Graduate Certificate Programme in Management Practice & Leadership**

We have audited the data related to remuneration, function and industry as presented in the placement report prepared by The Vedica Scholars Programme for Women (Vedica) for the final placement (based on the offers received and accepted on campus) for the batch of Post Graduate Certificate Programme in Management Practice & Leadership of The Vedica Scholars Programme for Women for 2024-25.

The report has been prepared by Vedica. B2K Analytics (formerly Brickworks Analytics) has validated the information related to remuneration, function and industry provided in the same with the relevant documentation.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations which to the best of our knowledge and belief, were necessary.
2. The validation of information presented in the report is based on communication received by Vedica from recruiting companies. B2K Analytics (formerly Brickworks Analytics) has not independently sourced any information or documentation from the recruiters.
3. We have verified the information with respect to remuneration as per below guidelines:
 - a. The CTC as presented in the placement report is the Maximum Earning Potential (MEP) for the first year of employment.
 - b. Stock Options (ESOPs/ RSUs) have been offered to some students with details on the amount to be vested in the first year. Hence, only the corresponding amount has been considered for the calculation of the CTC / MEP.
 - c. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefits to be paid after the first year have not been considered for the calculation of CTC / MEP.
 - d. We have considered the amount of gratuity in the calculation of CTC / MEP, as has been considered by the recruiters in their offers, even though it is payable after 5 years of continuous service, as this amount was not separately available for all the candidates.
 - e. The functions for 19 students have been considered based on the information provided by Vedica and supported by a written undertaking from the Institute.

B2K Analytics Private Limited
(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076
P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com



- f. The CTC for 20 students mentioned in the supporting documents was slightly higher or lower than the actual salaries offered. As advised by the Institute, the actual figures have been considered, and an undertaking in this regard has been obtained.
4. We have only audited the data related to remuneration, function and industry on page no. 3, 4, 6, 7 and 8 in the placement report and not any additional information presented therein.
5. The data pertaining to average CTC based on work experience, as presented on page no. 3 of the placement report, has not been independently verified by B2K.
6. Wherever information was missing reasonable assumptions have been made.

Best Regards,



Ritaban Basu
CEO
B2K Analytics Private Limited

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OVERVIEW

Vedica continues its stellar placement legacy with 100% placements for the Class of 2024

Vedica offers comprehensive placement support and an assured, appropriate placement to every Scholar. Our promise to employers is simple yet powerful: every Vedica Scholar brings the right blend of strong values, critical skills, and knowledge. This positioning has earned the Programme consistent endorsement and strong interest from recruiters across industries.

In a relatively short span, Vedica and its Scholars have built a robust reputation for competence, professionalism, and a strong work ethic. As our pool of recruiters grows year on year, many of our long-standing partners return to hire in greater numbers—a clear reflection of the consistent value Vedica talent brings to the workplace.

In 2025, we concluded yet another successful placement season with 100% of our 9th cohort placed—reaffirming Vedica’s promise of assured placements. While the average salary remained competitive, the strength of outcomes this year lies in the diversity of roles, industries, and organisations our Scholars have joined.

PLACEMENT HIGHLIGHTS

ON CAMPUS PLACEMENT

HIGHEST CTC

20 LPA

HIGHEST CTC FOR FRESHERS

20 LPA

AVERAGE CTC

8.9 LPA

AVERAGE CTC FOR WORK-EX

10.1 LPA

AVERAGE CTC FOR FRESHERS

8.2 LPA

MEDIAN CTC

8 LPA

AVERAGE CTC FOR

ON CAMPUS PLACEMENT

TOP 10%

16.8 LPA

No. of Scholars- 10

TOP 20%

14.2 LPA

No. of Scholars- 20

MIDDLE 80%

8.3 LPA

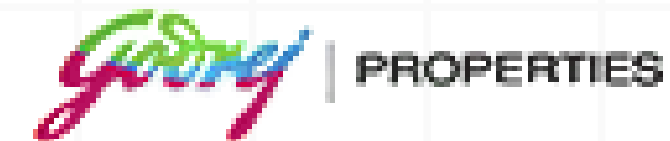
No. of Scholars- 80

BOTTOM 25%

5.8 LPA

No. of Scholars- 26

128 RECRUITERS ON CAMPUS

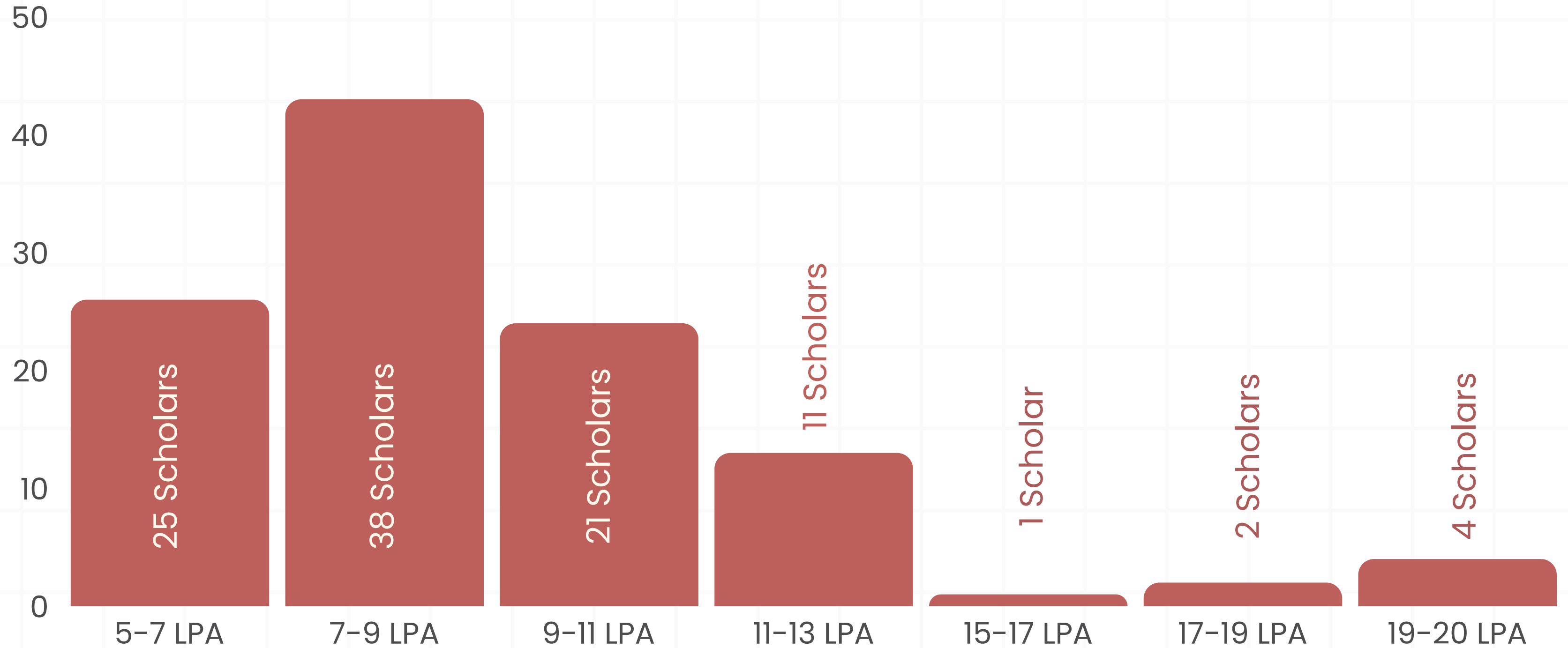


and many more...

PACKAGE RANGE

ON CAMPUS PLACEMENT

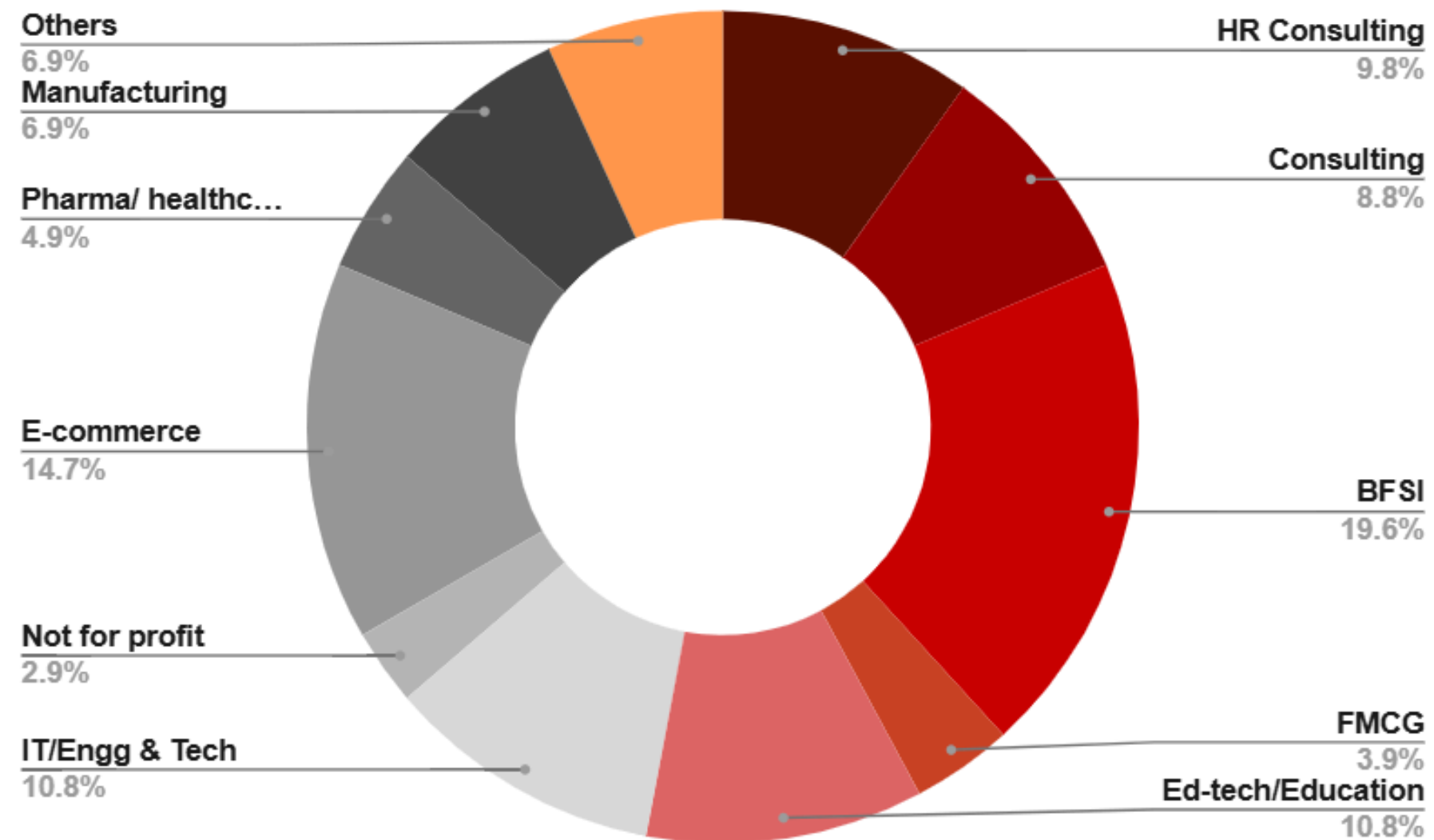
● Scholars



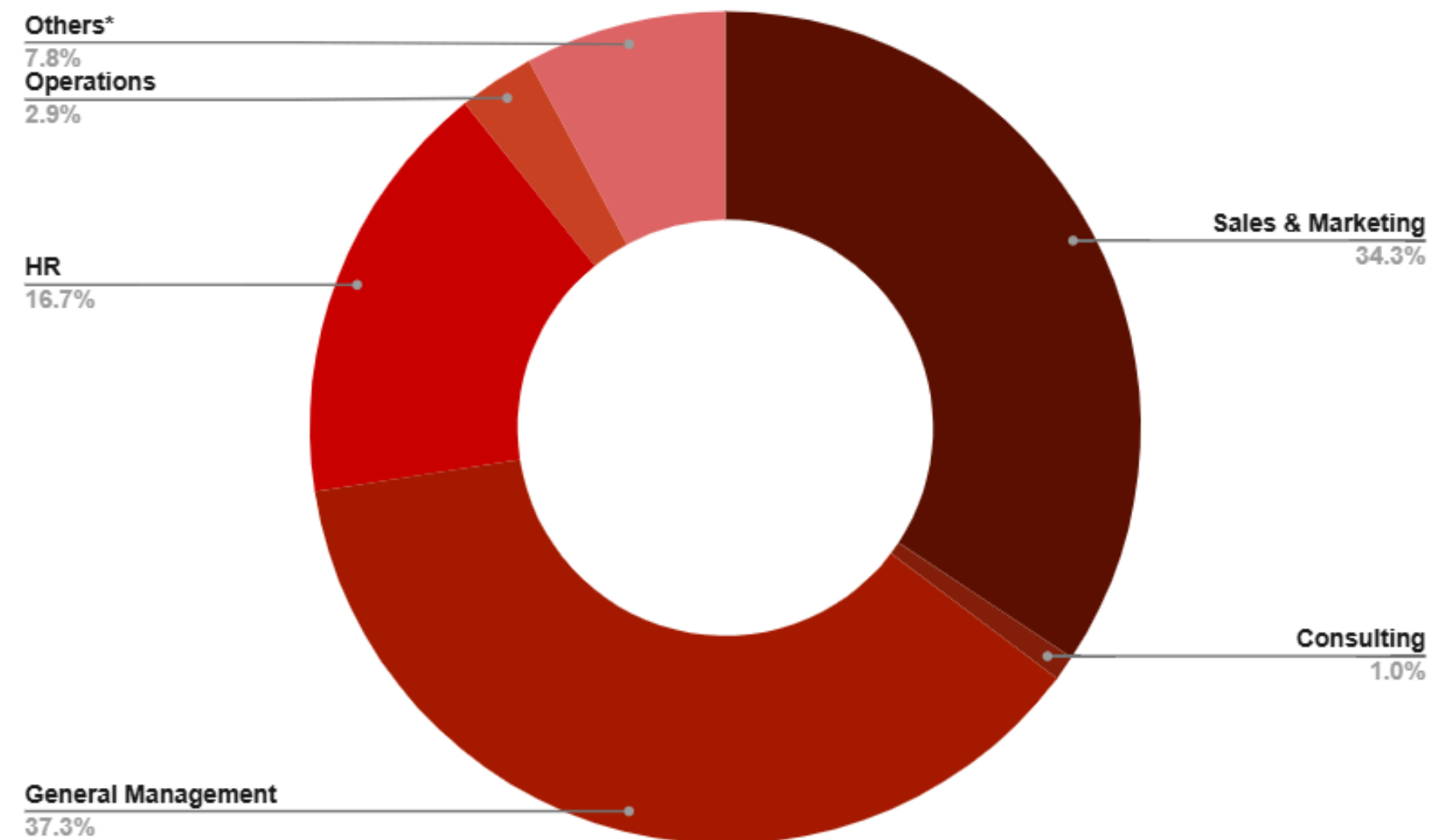
INDUSTRY AND FUNCTION SPLIT

ON CAMPUS PLACEMENT

INDUSTRY SPLIT



FUNCTION SPLIT



*Programme Associate, Research, Product Management, Finance, Strategy

FUNCTION SPLIT

ON CAMPUS PLACEMENT

FUNCTION	MAJOR RECRUITERS	OFFERS	AVERAGE CTC
General Management	Aditya Birla Capital, KPMG, HCL, Kinara Capital, Bombay Shaving, Bharti AXA	38	10 LPA
PM & Strategy	Bharti AXA, MakeMyTrip	2	10 LPA
Consulting	KPMG	1	10 LPA
HR	Sutherland, Clear Tax, Policy Bazaar, HT Media	17	8 LPA
Sales/Marketing	Nestle, Zomato, Grassik, Godrej Properties	35	8 LPA

FUNCTION SPLIT

OFF CAMPUS PLACEMENT

FUNCTION	RECRUITERS	OFFERS	AVERAGE CTC
General Management	Centre for Education, Governance and Policy	1	10 LPA
Product & Project Manager	Nexedge Capital, Labournet Services, Stackbox	3	9.8 LPA
Consulting	Ink IT Consultants	1	8 LPA
Operations	Dossa Chemicals	1	11 LPA
Sales/Marketing	We work, Cybermindr, MMT, DCM Group of School	4	9.7 LPA

NOTABLE TRANSITIONS

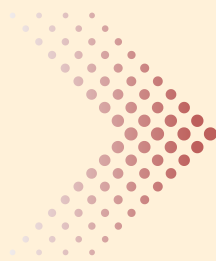
INCREASE IN SALARIES



SAMRIDHI DUREJA

BEFORE VEDICA

HR, Wipro



AFTER VEDICA

Accelerate trainee,
Positive Moves

INCREASE IN PRE-VEDICA SALARY

930%

“This transition has empowered me with financial independence while aligning my work with a sense of purpose.”



MUSKAAN THAKUR

BEFORE VEDICA

Senior Associate,
Arthan



AFTER VEDICA

Management Trainee,
Aditya Birla Capital

INCREASE IN PRE-VEDICA SALARY

400%

“Transitioning from a startup to securing a management role at a large organisation like Aditya Birla Capital is a significant milestone in my career.”

NOTABLE TRANSITIONS

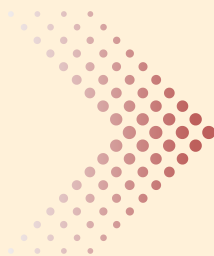
INCREASE IN SALARIES



SIMRAN ARORA

BEFORE VEDICA

Research Associate,
ABC Consultants



AFTER VEDICA

Programme
Manager, HR
Aditya Birla Group

INCREASE FROM PRE-VEDICA SALARY

300%

“Moving from a research associate to a programme manager role has been a transformative journey”



SANJANA GUPTA

BEFORE VEDICA

CustomerSupport,
Tech Mahindra



AFTER VEDICA

Sales Trainee,
Nestle

INCREASE FROM PRE-VEDICA SALARY

600%

“I was always aspired to work in the FMCG industry, and stepping into a sales role with Nestlé is exactly the opportunity I needed.”

NOTABLE TRANSITIONS

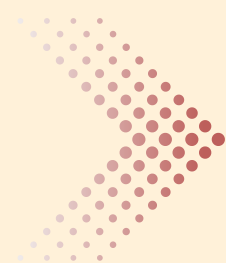
CAREER PIVOT (INDUSTRY/FUNCTION CHANGE)



ANJALI KUMARI

BEFORE VEDICA

B.Com. Finance



AFTER VEDICA

Senior Executive,
Customer Lifecycle
Marketing

Makemytrip

The training programs and mock interviews conducted by the careers team helped me prepare thoroughly for the role and boosted my confidence during interviews.



AREKATLA
DEEKSHITHA

BEFORE VEDICA

B.Com.



AFTER VEDICA

Senior Executive,
Distribution Strategy

Bharti Axa

“Joining the company as part of the youngest cohort in the workforce was a proud milestone for me.”

NOTABLE TRANSITIONS

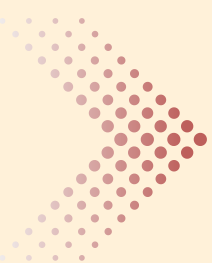
CAREER PIVOT (INDUSTRY/FUNCTION CHANGE)



AVNI PAL

BEFORE VEDICA

BBA



AFTER VEDICA

Associate Consultant **KPMG**

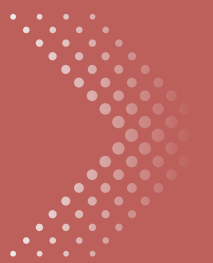
“KPMG’s inclusive culture and focus on development make it the perfect place to begin my professional journey.”



ISHIKA GHOSH

BEFORE VEDICA

B.Sc. Physics



AFTER VEDICA

Senior Executive,
Distribution Strategy **Zomato**

“This start represents not just a career milestone, but a chance to be part of a brand that is shaping the future of the food ecosystem, and I couldn’t be more excited to grow and make an impact with Zomato.”

NOTABLE TRANSITIONS

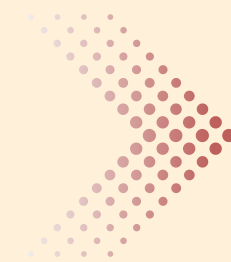
CAREER PIVOT (INDUSTRY/FUNCTION CHANGE)



**SHUBHANGI
SHARMA**

BEFORE VEDICA

Content Writer,
Eleven Inc.



AFTER VEDICA

Management Trainee,
Aditya Birla Capital

“Moving from a Content Writer in a Marketing Agency to a Management Trainee role presents a unique opportunity to apply my creative and analytical skills in a larger, and more strategic context.”



BIJETA BHOWAL

BEFORE VEDICA

Senior Engineer, L&T



AFTER VEDICA

Consultant, HCL

“Vedica came to me at a time when I was looking to change my industry of work and helped me transition from the construction industry to the IT industry”

NOTABLE TRANSITIONS

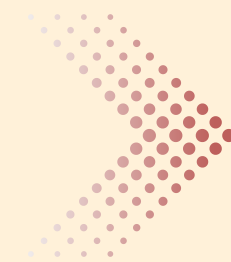
CAREER PIVOT (INDUSTRY/FUNCTION CHANGE)



TANYA SINGH

BEFORE VEDICA

Operations Manager,
Gamete Pharma



AFTER VEDICA

Senior Executive HR.
MakemyTrip

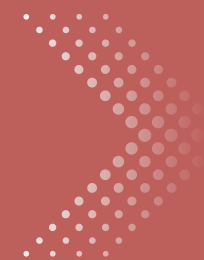
“The shift from operations to HR was deliberate and I’m excited to pivot my career with a brand like Makemytrip”



STUTI P

BEFORE VEDICA

R&D, Fabrica



AFTER VEDICA

Key Account Manager,
Zomato

“Earlier, I was working as a chef, managing kitchens and now I am ready to manage a whole portfolio with multiple restaurants as a Key Accounts Manager at Zomato.”