



IIDE

PLACEMENT BROCHURE

Founder's Vision

About IIDE

At IIDE, we're not just an institute; we are a vision shaping the digital marketing leaders of tomorrow. We believe that education should extend beyond theory and make a real-world impact.

Our mission is to empower, inspire, and equip our students to lead, innovate, and redefine the digital marketing landscape. With a cutting-edge curriculum tailored to today's dynamic industry, we ensure our students are prepared for the challenges and opportunities ahead.

From discovering their dream careers to achieving their professional goals, we guide our students at every step, nurturing their growth into future leaders of digital marketing.

Join us in redefining digital education and shaping the future of this fast-evolving field.

Karan Shah,
Founder & CEO, IIDE.



Unstoppable Placement Growth

PGPDMS Delivers Success Year After Year

Our Post Graduate Programme in Digital Marketing & Strategy (PGPDMS) has consistently surpassed placement expectations, providing unmatched opportunities for our students to step into their dream careers. With a **150%** growth in placements from 2022 to 2024, our programme is a proven gateway to industry success.

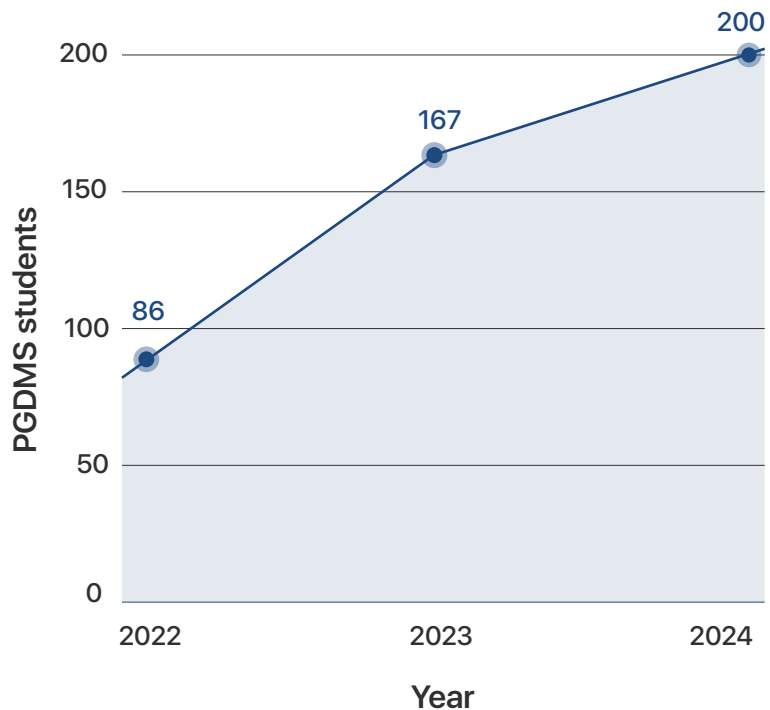
28

Total number of
PGPDMS batches
graduated

600+

Students enrolled in
IIDE's PGDMS
Programme

PGPDMS students placed vs Year



2016 - Mumbai Campus



2023 - Delhi Campus



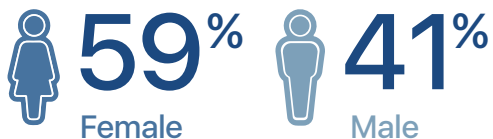
2023 - Nepal Campus

A Diverse Cohort, Shaping the Future of Digital Marketing

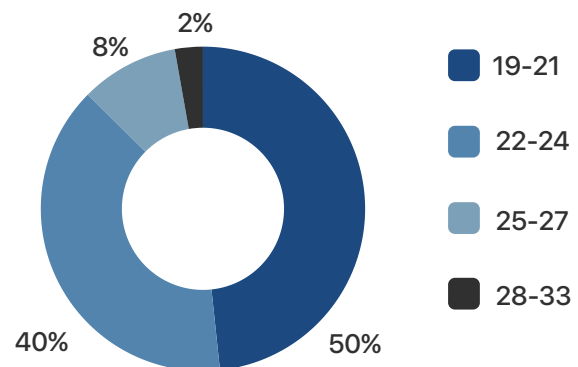
Batch Profile

At IIDE, we cultivate a vibrant community of learners from diverse academic, professional, and cultural backgrounds. Driven by a shared passion for digital marketing, they are equipped with skills and knowledge, prepared to excel in the ever-evolving digital landscape.

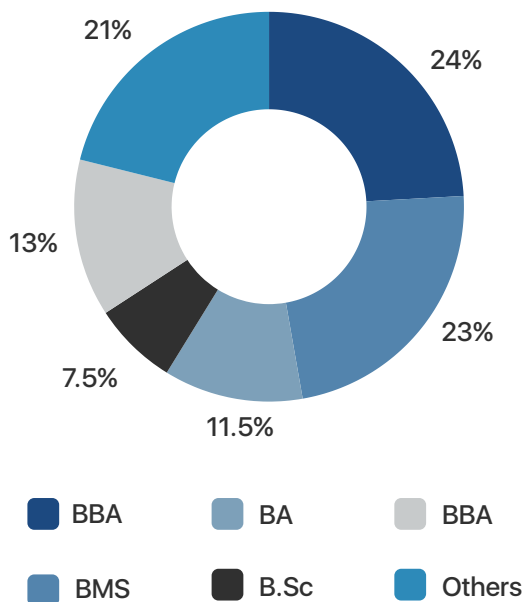
Gender Ratio



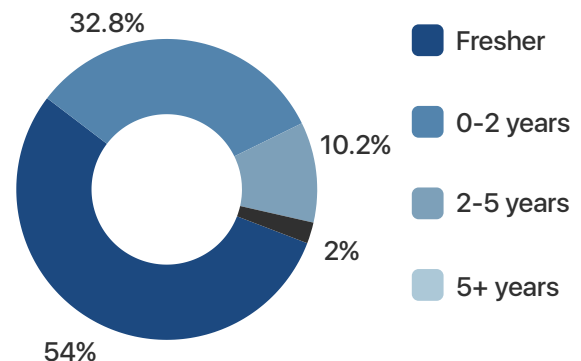
Age Demographics



Educational Background



Work Experience



Milestones, at a Glance

Placement Statistics

At IIDE, we ensure a seamless transition from the classroom to successful careers. Our programmes, hands-on training, and strong industry connections equip graduates with the skills and confidence they need to thrive in today's competitive job market.

79%

Placement Rate over the last 9 batches

200⁺

Students placed through IIDE in the last cohort

2100⁺

Unique Companies approached.

25%

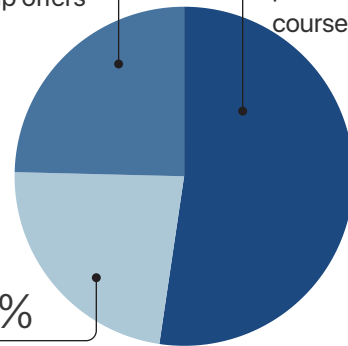
Students received Internship offers

54%

Students secured full-time placements by course completion

21%

Students received Pre-placement offer even before course completion



CTC Distribution

9.20 LPA

Highest CTC

4.20 LPA

Median CTC

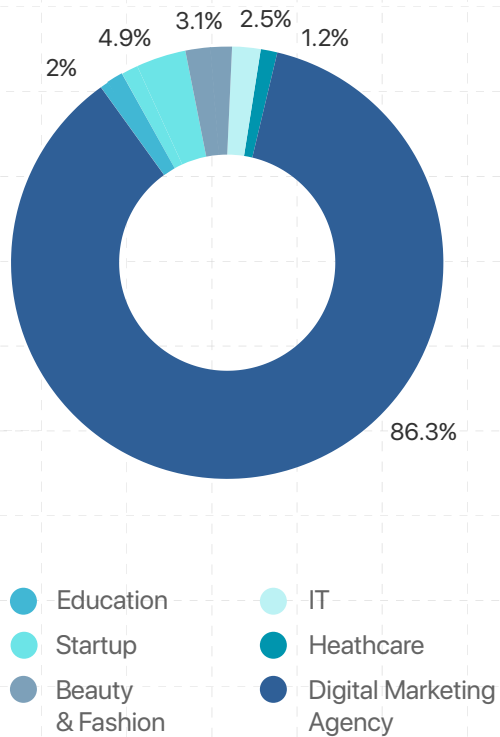
4.07 LPA

Average CTC

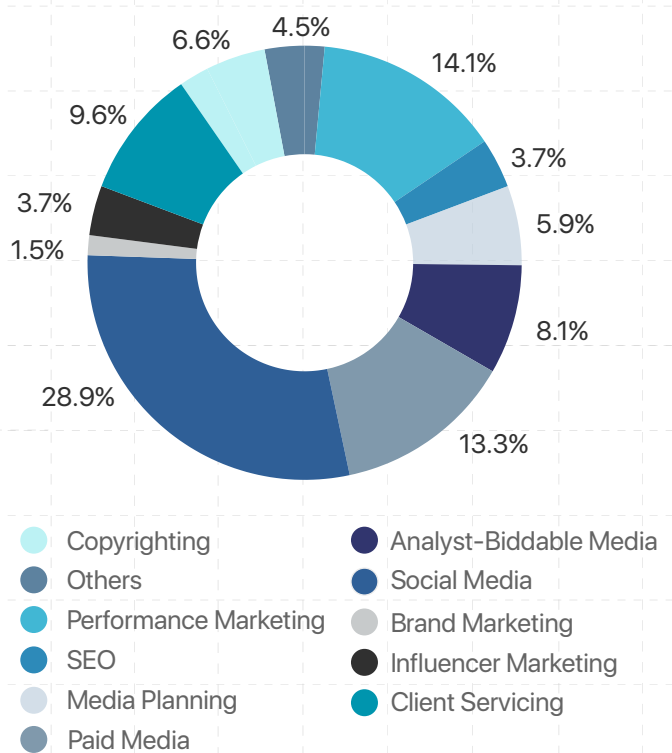
All CTC figures are in Indian Rupees (₹)

Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.

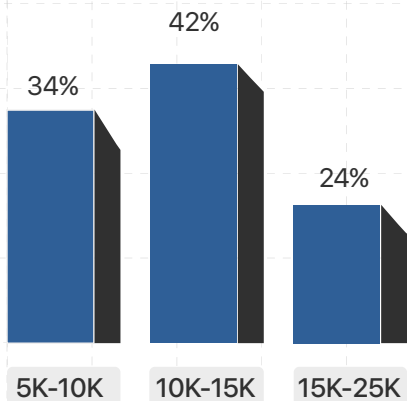
Sector Bifurcation



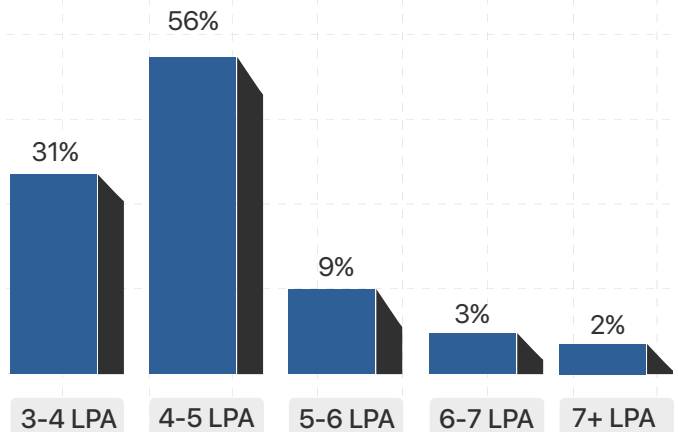
Role Bifurcation



Stipend Distribution



Salary Distribution



All salary/stipend figures are in Indian Rupees (₹)

Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.

Work For Top Brands

Recruiting Brands

Kickstart your digital marketing career by working with leading brands. Through expert mentoring & dedicated placement support, get access to prestigious hiring partners including Nykaa, McDonald's and Zerodha. Turn your ambitions into achievements with brands that shape the digital landscape.

The Nykaa logo is written in a stylized, pink, cursive-like font.The Purple.com logo features the word "purple" in a lowercase, rounded font, with ".com" in a smaller font to the right. Below it, the text "India's #1 Beauty Destination" is written in a very small font.The Sugar logo consists of a black circle containing a white stylized "S" symbol, followed by the word "SUGAR" in a bold, uppercase, sans-serif font.The Gushr logo features the word "Gushr" in a bold, orange, sans-serif font.The Balaji Telefilms logo features a stylized red and yellow "V" shape to the left of the word "BALAJI" in a bold, uppercase, sans-serif font, with "TELEFILMS" in a smaller font below it.The meesho logo is written in a lowercase, purple, sans-serif font.The Traya. logo is written in a bold, black, sans-serif font.The Rebel Foods logo features the word "REBEL" in a bold, uppercase, sans-serif font, with "FOODS" in a smaller font below it.The ELLE logo is written in a bold, uppercase, serif font.The Nykaa logo is written in a stylized, pink, cursive-like font.The PharmEasy logo features a green stylized "P" icon to the left of the word "PharmEasy" in a green, sans-serif font.The Food Adda logo features the words "FOOD" and "ADDA" in a bold, uppercase, sans-serif font, with a stylized orange and yellow background.The Zerodha logo features a blue square icon to the left of the word "ZERODHA" in a blue, uppercase, sans-serif font.The Times Internet logo features the words "TIMES" and "INTERNET" in a bold, uppercase, sans-serif font.The Freakins logo features the word "FREAKINS" in a bold, uppercase, sans-serif font.The Humans of Bombay logo features the words "HUMANS OF BOMBAY" in a bold, uppercase, sans-serif font.The Bewakoof logo features the word "Bewakoof" in a bold, yellow, sans-serif font.The ElaraCapital logo features the word "ElaraCapital" in a bold, blue, sans-serif font.The BookEventz logo features a colorful star icon to the left of the word "BookEventz" in a bold, sans-serif font.

Work For Top Agencies

Recruiting Agencies

Fast-track your growth in leading digital agencies, where you'll work with multiple brands every day. With access to creative powerhouses like Schbang, FCB Kinnect, and ARM along with personalised guidance to jumpstart your career in the dynamic world of agencies.



Dedicated Career Support From Day One

Placement Touchpoints

Our hands-on training approach is designed to maximize each learner's full potential with:



760+ Hours

**Expert-Led Digital
Marketing Training**

Comprehensive knowledge and skills in core digital marketing, taught by experts.



300+ Hours

**Live Projects,
Assignments
& Mentorship**

Hands-on projects, with personalized guidance from experienced mentors.



60+ Hours

**Industry-Focused
Preparation**

For the competitive job market with sessions on best practices, interviews, and professional development.



Placement Team



Soft Skill Training

Develop essential soft skills for networking.



Understanding Agency Structures

Navigating agency landscapes and insights into running top agencies.



Aptitude Training

Improve logical thinking with aptitude exercises.



Job Role Mapping

Participate in intensive sessions to craft standout resumes & profiles.



Resume & LinkedIn Building

Craft standout resumes through extensive sessions.



Professional Portfolio Building

Building Impactful Portfolios for Job Success



Interview Skills Training

Improve your interview skills with in-depth workshops on effective approaches.



2- Day Mock Placement Drive

Experience real-world interviews with top agencies in our 2-day mock drive.



Professional Development Planning

Get personalized career planning to support long-term professional growth.



Agency Visit

Visit the top digital marketing agencies & experience the inner workings.



Mandatory Paid Internship 3 – 6 months

Apply classroom learning in a real-world setting through an internship.



Full-Time Job Opportunities

Explore full-time job opportunities with top industry partners for career advancement.

Experience The Agency-Life, First-Hand

Bringing the Classroom to an Agency

Step beyond theory and into practice with our exclusive agency visits. These visits provide a unique opportunity to experience the inner workings of top marketing agencies first-hand. You'll step into their offices and observe how digital marketing strategies are crafted and executed, gaining practical insights that go beyond classroom learning.

Engage directly with future recruiters, network with like-minded peers, and gain the confidence to apply your knowledge in real-time scenarios. Agency visits are a cornerstone of our programme, ensuring that you graduate not only with theoretical knowledge but also with the practical skills and industry experience that employers seek.



[Click here to see how IIDE students experience agency visits.](#)



IIDE Students at FCB Kinnect, Mumbai



IIDE Students at Schbang, Delhi

Empowering Careers: Meet Our High-Achieving Graduates

Placed with packages ranging from ₹5+ LPA.



Pratik Gawde
Assistant Account Manager,
bamboodigital



Sherina Sebastin
Sr. Executive - Copywriter,
TECH  BAY LEAF



Sahil Saxena
Creative Strategist,
 **Schbang.**



Arvinth S
Executive paid social,
groupm



Kaivan Gala
Growth Analyst,
WebEngage 



Sahil Rathod
Marketing Strategist,
bamboodigital



Dhruvil Doshi
Sr. Executive Digital Marketing,
 **GreenHonchos**



Jahnavi Popat
Account Based Marketer,
Fluid AI



Urvi Mishra
Management Trainee,
WebEngage 

Empowering Careers: Meet Our High-Achieving Graduates

Placed with packages ranging from ₹4-5 LPA.



Drishti Mandhyan
Client Servicing,
FCBKINNECT



Vatsal Jolia
Executive in PR
ElaraCapital



Sanjana Mundada
Executive,
interactive avenues



Ravishankar K R
Media Strategist,
Schbang.



Milee Thakkar
Management Trainee - AdOps,
RD&X



Deepali Dige
Analyst – Biddable Media,
Performics



Sakshi Shrimali
Performance Marketer,
MADISON WORLD



Aditya Chaubey
Senior Marketing Analyst,
HiveMinds
A Unit of MADISON WORLD



Nandini Jadeja
Influencer Marketing Associate,
BAR CODE ENTERTAINMENT

How IIDE Shaped Their Careers

Real Stories, Real Success



"During my time at IIDE, I got to learn from the top marketing professionals! If you're looking for industry exposure, IIDE is the place to be!"

Rashneet Singh
Performance Marketer



"The hands-on experience that I got at IIDE made a huge impact on my career and eventually helped me get placed."

Soumya Khandelwal
Performance Marketer



"IIDE opened up new creative opportunities for me. I got placed at FCB Kinnect, and now I'm working with brands like Amazon and Vivo."

Kunal Gwari
Creative Copywriter



"In just 11 months, I went from knowing nothing about digital marketing to working with top agencies, thanks to IIDE's PGDMS Programme."

Sehla Patel
Client Servicing



Hear from the Recruiters

What HR Professionals Say About Hiring from IIDE

"Our overall recruitment journey with IIDE has been fantastic! From the start, their deep understanding of our needs and clear communication made the process smooth and efficient!"

Tanya D'souza
Assistant General Manager – Human Resources

LAQSHYA
MEDIA GROUP

"I appreciate the smooth hiring process with IIDE. The team's coordination was excellent, and the experience was seamless. Their support and professionalism made the process efficient and hassle-free."

Simol Yelve
Human Resources Executive,

**the
works**

"Collaborating with IIDE has been a pleasure. Their interns show strong knowledge in digital marketing, teamwork, and adaptability. Their dedication and insights enriched our projects. We look forward to future partnerships."

Danicarose D'Souza
Senior Human Resource Manager,

**MIND
SHIFT**
Insights | Digital Outcomes

"We are impressed by your team's responsiveness, professionalism, and digital marketing expertise. Clear communication refined the recruitment, ensuring expectations were met, leading to an efficient collaboration."










Abeerah Siddiqui
Senior Human Resources Business Partner,

L&K |
SAATCHI & SAATCHI

Transforming Careers with IIDE's PG Programme

From Diverse Backgrounds to High-Impact Roles

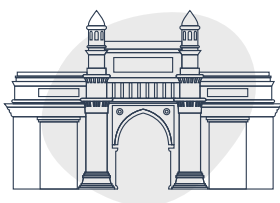
IIDE's PG Programme has helped students from various academic and professional backgrounds successfully transition into thriving digital marketing careers, securing desired roles with competitive salaries.

	Pre - IIDE's PG Programme		Post - IIDE's PG Programme
 Siddhi Shah PGDMS Sept '22	Lawyer Business Owner + (BLS LLB)	→	Dentsu Creative Jr Brand Strategist , dentsu ₹5-6 LPA
 Kamlesh Malve PGDMS May '23	Customer Specialist + Content Moderator Bachelor of Mass Media (BMM)	→	Arkaray Mediaworks Marketing Manager,  ₹4-5 LPA
 Kanishk Harlalka PGDMS Sept '22	Family Business Bachelor of Mass Media (BMM)	→	Performics Analyst - Biddable Media,  Performics ₹4-5 LPA
 Gaurav Ratnam PGDMS May '23	B2B Sales Bachelor of Arts (BA)	→	Impresario Global Executive,  ₹3-4 LPA
 Jhanvi Kothari PGDMS Sept '22	Operations Manager B.A. Culinary Arts & Chefs Training	→	Schbang Jr. Brand Strategist,  Schbang. ₹3-4 LPA

Take The Next Step

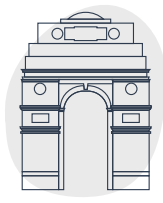
Visit Our Campus

Explore our programme, connect with our admissions team, and kickstart your IIDE journey today!



Mumbai

+91 96199 58615



Delhi

+91 96258 58615



Kathmandu

+977 1-5913038

Get in Touch



connect@iide.co



www.iide.co



[iideonline](https://www.instagram.com/iideonline)