

Forging Boardroom-Ready *Specialists*

CXO-mentored talent, ready
to perform from Day One.

15

Years Of Legacy.

250+

Recruiters.

10,000+

Alumni Network.

1000+

Students Annually.

12

Campuses.

Join the league of top recruiters shaping the
future with **ASBS MBA talent.**

AICTE/UGC Approved*
CEEMAN Global Member

Brochure At A Glance

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Who We Are

Born From Disruption. Built For The Boardroom.

ASBS MBA was founded in the wake of the 2008 financial crisis, when the world realized MBAs were producing certificates, not capabilities. To change that, we aggregated B-schools under one platform where corporates set the agenda, industry leaders deliver the training, and students graduate job-ready from Day One.

Our Core Belief

Outcomes, Not Pedigree

Only 1% make it to the premier B-schools. But recruiters know performance isn't defined by pedigree; outcomes define it. That's why our mission is clear: empowering the 99% to outperform the top 1%.

For 15 years, we've built an ecosystem where students are sculpted into specialists, mentored by CXOs, and tested against real business challenges.

Empowering the

99%

to outperform the top

1%.



**Global
Credibility**

India's only CEEMAN member,
connected to 200+ B-schools worldwide.



**Regulatory
Trust**

AICTE & UGC approved,
awarded by HEF for innovation in MBA education.



Why You Matter To Us

Co-Creators Of Capability



OUR COMPASS.

You don't just recruit; you step in as mentors, sculpting employable specialists.



OUR DESTINATION.

Your insights ensure our students learn what truly matters.



OUR MENTORS.

Our graduates measure their success by the value they create in your organizations.

At ASBS MBA, corporates are at the center of our philosophy.

Together, we align with our **Honourable Prime Minister Narendra Modiji's vision of making India the global skills capital**, producing graduates who are not just employable but immediately deployable, engineered to perform from Day One.

3 *Reasons* To Hire From ASBS MBA

The More Deserving Choice

Effort. Expertise. Excellence.

At ASBS MBA, students graduate as skilled, certified, and CXO-mentored professionals, making them ready to deliver impact from Day One.

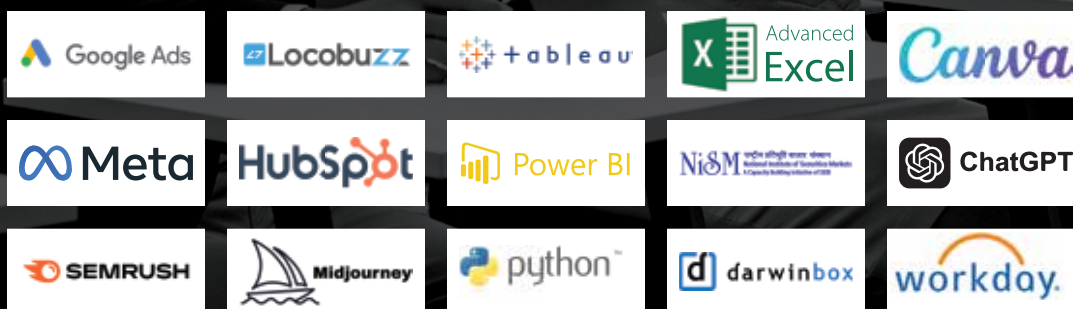
Skills
That
Matter

Scale
That
Delivers

Results
That
Prove

1. Skills That Matter

- **4D skilling pedagogy:** Core + Specialisation + Industry Skills & Certifications + AI-driven learning.
- **CXO-led mentorship** ensures boardroom-ready business maturity.
- Trained on 25+ cutting-edge, industry-relevant tools to ensure job-readiness.



& more*

*For further details, refer page 26 - 30

2. Scale That Delivers



Consistent quality for both bulk hiring and niche role fit.



Wider talent pool across cities for diverse hiring needs.

1000+
Students Annually.

12
Campuses.



Oriental School of Business, Vashi



Oriental Institute of Management, Vashi



Terna Global Business School, Nerul



HK Institute of Management Studies & Research, Jogeshwari



Uma Krishna Shetty Institute of Management & Research, Kurla



Akademia School Of Business Studies, Goa



Institution of Mechanical Engineers, Kharghar



St. Xavier's College, Bangalore



SAV Acharya Institute of Management Studies, Karjat



International School Of Management And Research, Pune



MERC Institute Of Management, Pune



Institute For Management Excellence & Development, Pune

Note: ASBS MBA is a B-school aggregator, facilitating training, internships, and placements through its partnered institutions that offer MMS and PGDM programs. ASBS Goa functions as a skills & convenience learning centre providing support solutions, including training, teaching, and internships to ASBS MBA aggregated B-schools. ISMR Pune, MERC Pune & IMEX Pune were earlier associated with ASBS. The institutions and logos presented here represent ASBS entities as of 15th September 2025. This list is subject to change at the sole discretion of ASBS.

3. Results That Prove

When you hire from ASBS MBA, you join a network of 250+ leading recruiters across BFSI, consulting, FMCG, real estate, healthcare, technology, and organizations that demand performance from day one.

Our students invest ₹8 lakh in their education and graduate with an average CTC of ₹8 lakh+, delivering 100%+ ROI from the very start. It's clear proof that ASBS talent is valued by the market, trusted by industry, and ready to deliver measurable impact.

100%+

ROI.

250+

Corporates Trust.

Banks & Small Finance Banks



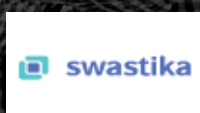
Insurance



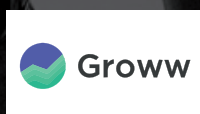
Housing Finance & Microfinance



Capital Markets & Securities



FinTech & Other BFSI Services



FMCG, Retail & Consumer



Consulting & Advisory



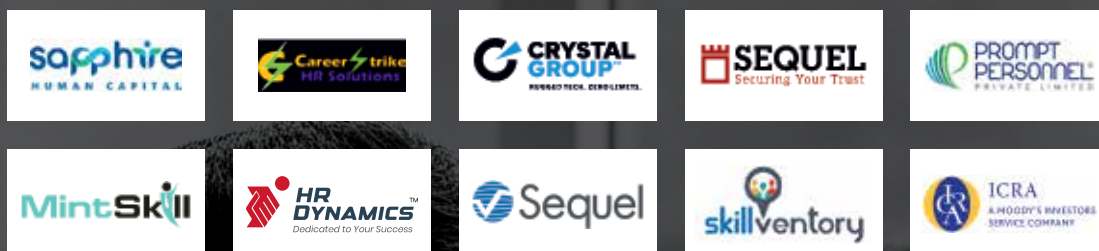
Real Estate & PropTech



Marketing, Media & Agencies



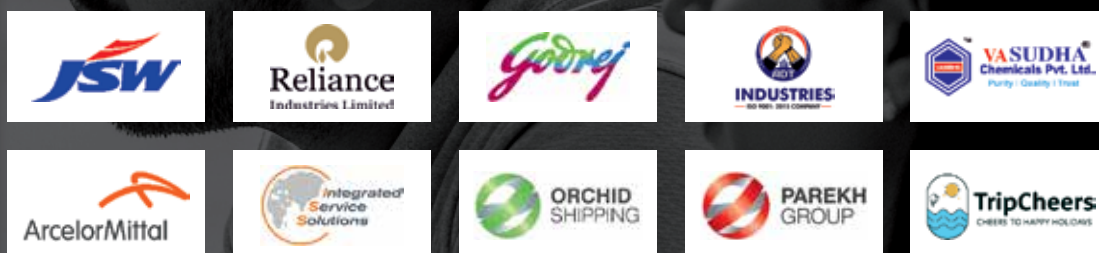
HR & Staffing Solutions



Technology, IT & SaaS



Industrial, Manufacturing & Logistics

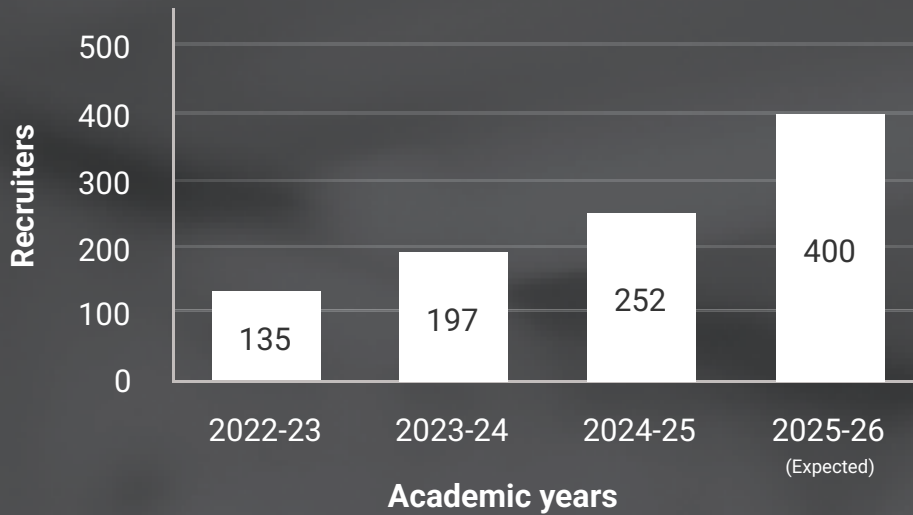


Healthcare, Pharma & Hospitals

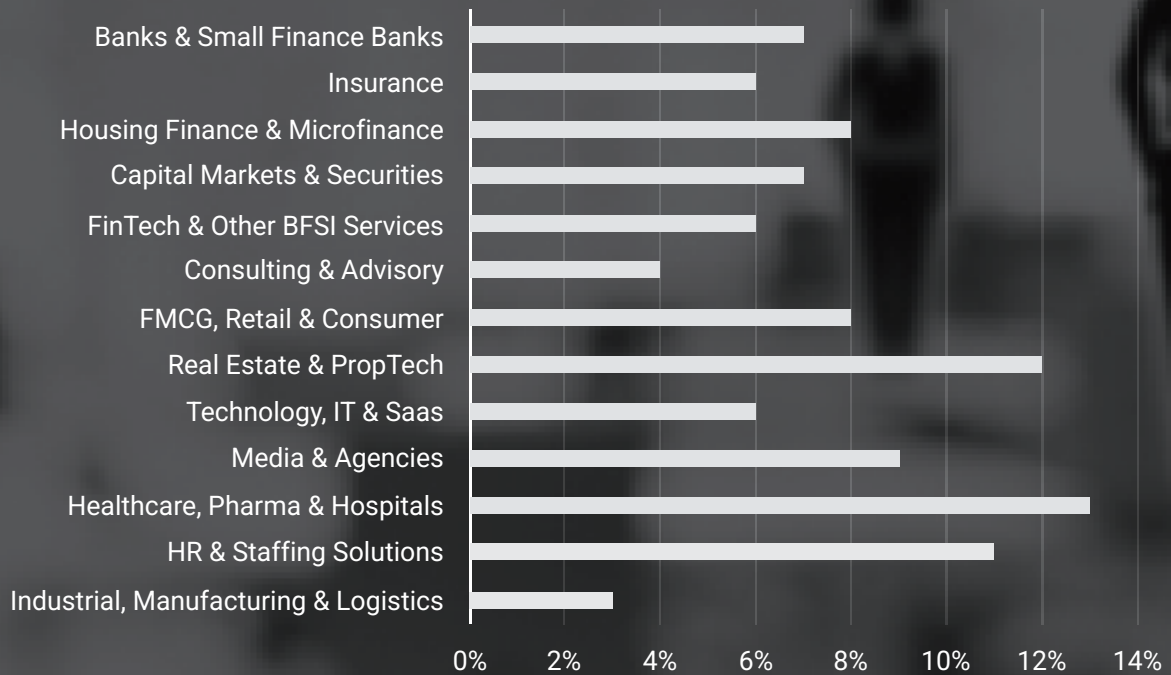


Note: Company names and logos are shown for illustrative purposes to reflect past or indicative engagement with ASBS MBA or its network institutes. Their inclusion does not imply current association, partnership, endorsement, or guarantee of recruitment.

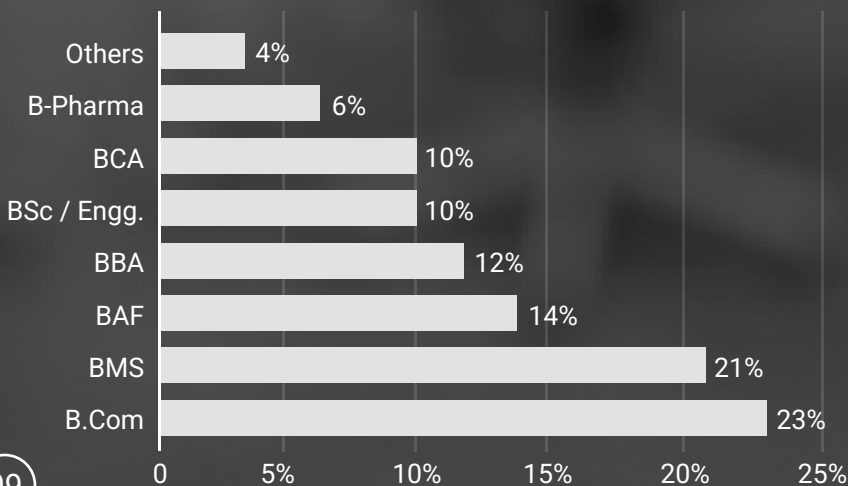
Recruiter Growth YoY



Sector-Wise Placements



Batch Diversity



Placements *Snapshot*

Placements 2024-26 Already Begun!



"ASBS placement cell prepared me with interview readiness and case handling, landing me a role with Opus Funds Services before my 3rd semester."

– **Saloni Bhosle, Batch 2024-26**

"From live projects to career labs, every step at ASBS made me more industry-ready and ensured I entered the placement season with confidence."

– **Adwait Wadekar, Batch 2024-26**



"The Placement Cell's structured guidance and real-world exposure gave me the ability to perform under pressure and stand out during the placement process."

– **Sejal More, Batch 2024-26**

"ASBS taught me not just how to study but how to apply knowledge. The placement training gave me clarity, confidence, and a competitive edge during placements."

– **Sayali Aher, Batch 2024-26**



Our *Alumni*

Leaders Who Started Here. Impacting Everywhere.

From Mumbai boardrooms to global headquarters, ASBS alumni are rewriting success stories across industries and continents. They are strategists, innovators, and leaders who've turned ambition into achievement.

Global Footprint

Canada, Malaysia, Europe, the Middle East, and APAC.

Industry Presence

BFSI, Real Estate, Consulting, FinTech, MarTech, PropTech, HealthTech, Creative & Performance Agencies, Fast Commerce, E-Commerce, Retail, Healthcare, and more.



10,000+
Alumni Network

Some Of Our Notable Alumni



Sagar Shinde

Vice President, Research



Dipti Nadkarni

AVP, Digital Marketing



Vaibhav Keluskar

Assistant Vice President



Bhumit Thakkar

Regional Director, APAC



Mudit Shrivastava

COO



Rahul Rajgopalan

Head of investor relations



Local Roots.

"The program enabled me to pivot confidently into the finance sector."

– Sagar Shinde, Fisdom





Heena Raval

COO



Pratyush Soni

Business Director



Jay Raval

Business Growth Strategist



Abhijeet Kanhore

Assistant Vice President



Swati Pandey

Business Banking Specialist



Ajay Jawharkar

Head Procurement



Global Impact.

ASBS sharpened my consulting lens.
– Jay Raval, KPMG



Delivering Talent With Economies Of *Scale*

At ASBS MBA, we don't just promise outcomes, we design them. Our model is built to give recruiters job-ready specialists at scale, trained with corporate precision and academic depth. From smarter training economics to specialist-focused pedagogy and a faculty mix that blends 80% industry leaders with 20% academicians, every element is engineered to produce graduates who perform from Day One.



1. Economies of Training

2. Focus on Creating Specialists



3. Our Faculty Mix

1. Economies Of Training

₹8 Lakh Invested. 50% Lower Cost. 100% + Higher Value.

At ASBS MBA, fees are **₹8 lakh**, nearly half of traditional B-Schools, yet the training is richer and more advanced.

We achieve this through economies of training:

Faculty Aggregation

CXOs, entrepreneurs, and academicians pooled across campuses.

Centralized Advanced Labs

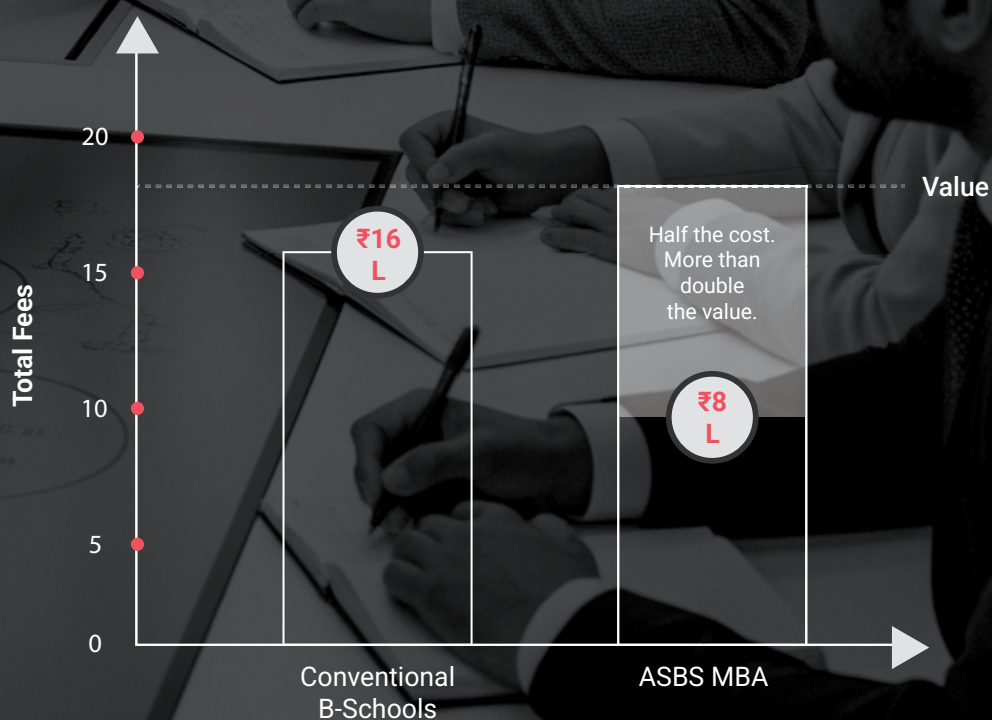
AI, digital, finance, and HR simulations delivered at scale.

Shared Excellence

One system, consistent outcomes across all campuses.

The Result For Recruiters

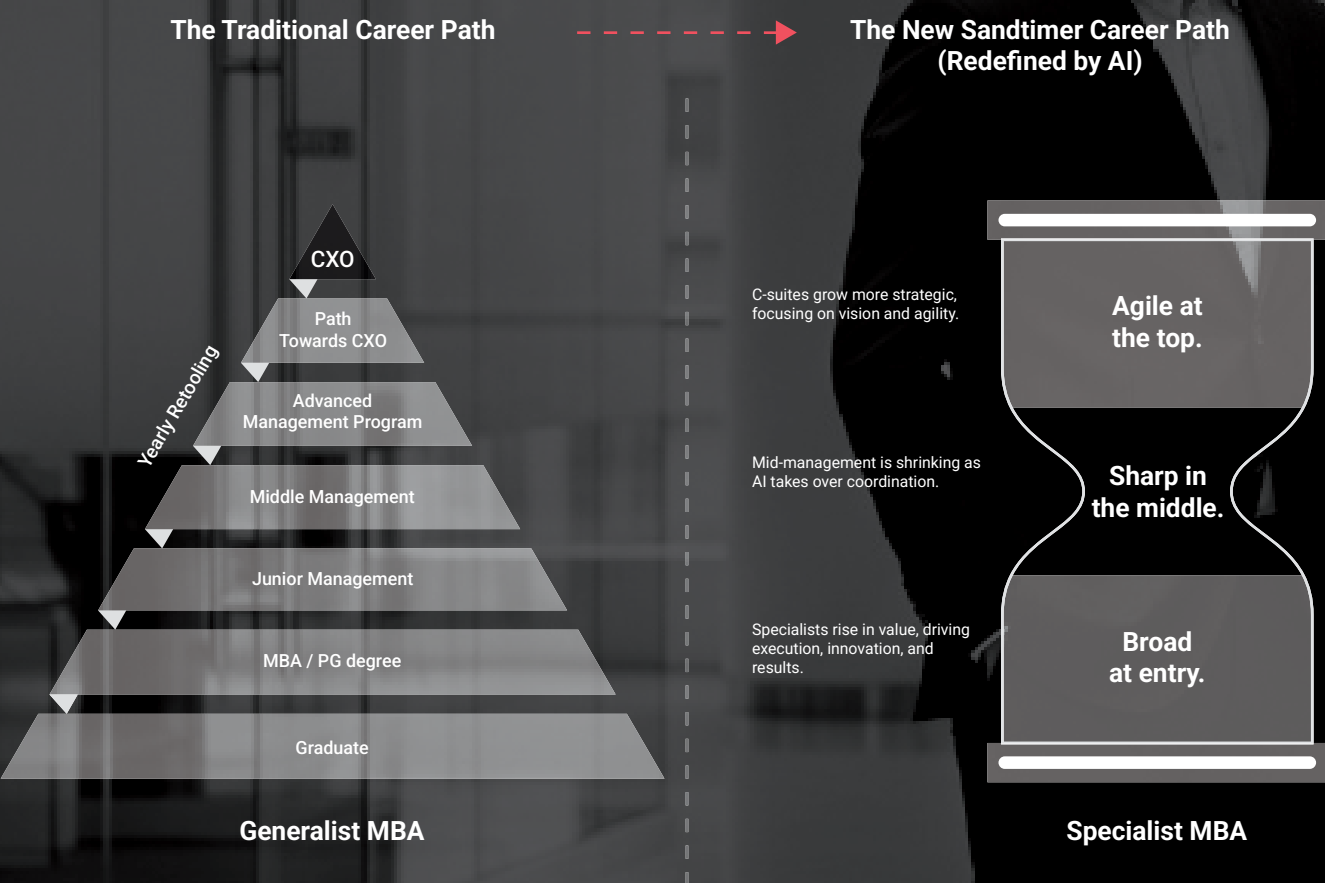
Graduates who are specialist-trained, consistent in quality, and boardroom-ready from Day One.



2. Focus On Creating Specialists

Shaping Leaders For The Great Flattening

Corporate structures are shifting.



At ASBS MBA, we prepare students for this future with

- 01

Broad foundations across management
- 02

Deep specialisations in Finance, Marketing, HR and Hospital & Healthcare Management
- 03

Practical readiness through tools, projects & CXO mentorship

In the Great Flattening, specialists stand tall. ASBS builds them.

3. Our Faculty Mix

Boardroom Leaders Not Just Academicians

At ASBS MBA, 80% of our faculty are seasoned industry leaders like CEOs, CXOs, CMOs, VPs, entrepreneurs, and senior executives who have built brands, scaled businesses, and led global teams. They don't just teach management; they translate lived leadership into actionable learning.

20% of our faculty are distinguished academicians, whose depth of research and scholarly insight add the academic rigor and conceptual clarity that balance practical experience.

This unique blend of practitioners and scholars ensures our graduates leave ASBS not only well-taught but truly boardroom-ready from Day One.

80%
Industry.

20%
Academia.

100%
Real-World Learning.



The Faculty & Ecosystem Behind The Brands You Know

Students learn from leaders who've built, scaled, and led India's and the world's most respected companies. At ASBS MBA, 80% of faculty are industry experts, paired with partnerships and projects from global recruiters. The result? Students mentored by the very people shaping the markets they'll soon join.

Real Estate & Retail



Marketing Agencies



FMCG, Consumer & Tech



Banking, Financial Services & Insurance



Finance & Hedge Funds / Consulting



HR & People Management



Healthcare & Hospital Management (HHM)



Several industry leaders associated with ASBS MBA contribute on an honorary or visiting basis. While company associations and logos are showcased here to highlight sector expertise, some faculty prefer their personal details to remain withheld due to corporate protocols.

Some Of The Industry Experts



Nilesh Sarawate

CEO, Finance Forum of India (FFOI)

Investment Banker, Educationist & Economist with 27+ years of experience building institutions & mentoring CXOs.

Proven leadership across



Harshad Hardikar

Ex-CMO, Puranik Builders

Sales & Marketing Specialist, Digital Marketing Strategist.

Marketing and sales journey across



Kartik Mittal

CEO, One Impact

Digital marketing strategist with expertise in SEO, CRO, and ASO.

Marketing expertise across



Umesh Mandwe

Business Head, Human Global

Brand strategist, creative storytelling, brand activations and retail marketing.

Worked across brands like



Amit Raj Vatsa

National Head, Marketing & Alliances, Club Mahindra

14+ years' experience in brand strategy, digital marketing, and revenue-driven campaigns.

Marketing expertise across



Dipti Nadkarni

AVP, HDFC Bank

Specialist in Integrated Media, Digital Marketing, Social Media & ORM.

Marketing expertise across



Some Of The Industry Experts



Vikrant Joshi

Seasoned Marketing & Communications professional

Specializes in brand strategy, PR, and stakeholder engagement.

22+ years' experience across



Sumit Nalawade

Associate Director, Paid Media, LS Digital

Expert in Paid Media & Performance Marketing, and high-impact campaigns.

Performance marketing expertise across



Vishal Purohit

Founder & Managing Director, Cheese & Crackers

20+ years' experience in brand management and content marketing.

Marketing leadership journey across



Saurabh Pushp

Vice President Retail & Franchisee Development, Ultra Denim Lifestyle Pvt. Ltd.

14+ years' experience in HNI portfolio management, strategy, and team leadership.

Extensive experience across



Anil Chauhan

Marketing Specialist, BOMAG INDIA

Strategic Brand & Digital Marketing Expert across FMCG, technology, and other industries.

10+ years' experience across



Natasha Rohin Bhamani

Founder, PiggyBank

Professor of Finance at top B-schools.

Extensive experience across



Some Of Our Academic Leaders



Dr Prof S D Jitendra

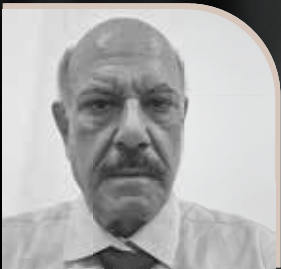
BSc, MBA (HR & IB), LLB. (Labour law/IPR), PGD (International Business), PGD (Psychiatry Management), Import Export Management, and PhD.

Director of Global Business (Asia & Africa)
Expertise in Marketing, HR, International Business, and Strategic Management.

Dr. Ashalata Phadke

Faculty of Finance | Ph.D, MBA (Finance), MCA, M.Com, B.Com, BA (Eco.)

32+ years of expertise in financial management, taxation, & corporate finance.



Dr. Sunil Malhotra

MBA and Ph.D Scholar
Sr. General Manager at Garware

Expertise in Marketing, Consumer Behavior, B2B, Business Strategies, Operations, and Project Management.

Dr Yashoda Durge

Ph.D in Management
Consultant, DgNote

29 years' experience as an Associate Professor,
Specializes in Marketing, Retail, & International Business.



Prof. G R Manjunath

MSc (CFTRI, Mysore) & MBA (IIM Ahmedabad)

Consultant at Harvard Consulting Group,
Specializes in Production and Managerial Economics.

Anand Shringarpure

MA in Economics, NET, M.Com, Certified Financial Planner

Economics Educator & Academic Speaker,
22 years of expertise across Micro, Macro, Managerial & International Economics.

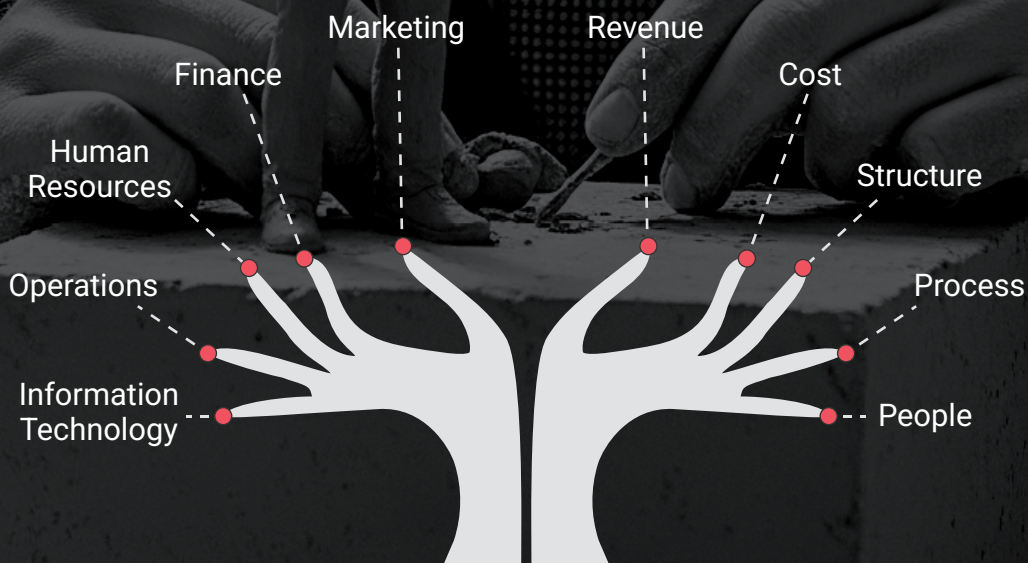


ASBS Pedagogy

The Sculptor Approach

At ASBS MBA, every student begins as raw material that's ambitious, curious, and full of potential. But potential alone doesn't create leaders.

Like a sculptor with clay, our proprietary Dos Manos Teoría (DMT) shapes raw students into polished professionals for corporate success. By blending strong business foundations with sharp, industry-aligned specialisations, DMT ensures every graduate is moulded with precision, ready to deliver impact from Day One.



Dos Manos Teoria

Our Flagship Programs

Two Programs. One Outcome: Job-Ready Specialists.

PGDM

AICTE-approved, Global exposure, 25+ certifications, Designed for niche leadership roles.

MMS

Mumbai University degree + ASBS add-ons, Bulk hiring advantage, Cost-effective & placement-ready.

The ASBS Learning Pillars

Inspired by Porter's Diamond

Our pedagogy translates into four placement-ready pillars:



Note: PGDM and MMS programs are delivered by ASBS institutions. ASBS provides acceleration, industry integration, and placement facilitation to the institutions. AICTE/UGC approvals pertain to respective institutions.

1. Strategic Foundation

Baseline Skills That Save Recruiters Time

Year 1 builds core strengths in finance, marketing, operations, analytics, and communication, giving recruiters business-fluent talent with a faster ramp-up.

2. Specialization Depth

Deep Industry-Aligned Expertise

In Year 2, students specialise in Marketing, Finance, HR, or HHM, guided by CXOs and domain experts, ensuring recruiters get role-ready professionals with practical depth.

3. Skill Labs

Tools, Projects, and Experiences That Translate to Impact

Our Skill Labs bridge the gap between classroom and boardroom by providing hands-on, certification-led readiness.

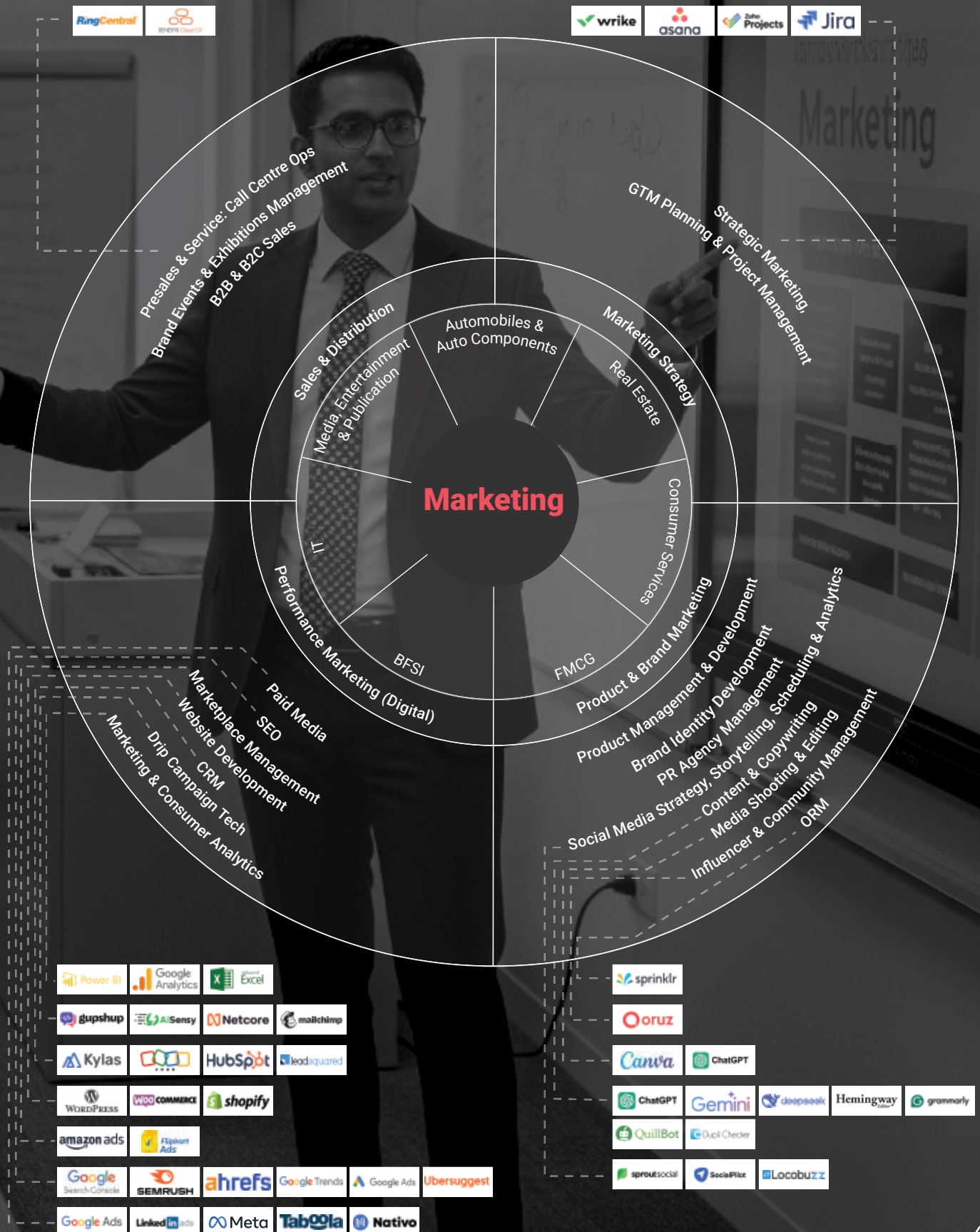
They gain proficiency across

- Digital & Marketing Tools
- Finance & FinTech Platforms
- HR & People Management Systems
- Data & Business Analytics
- AI for Business
- Healthcare Tech

Shaping Market Leaders

From Campaigns To Conversions.

Our marketing talent doesn't just study brands. They build them. Trained in strategy, performance marketing, and consumer insights, they're ready to fuel your growth from Day One.



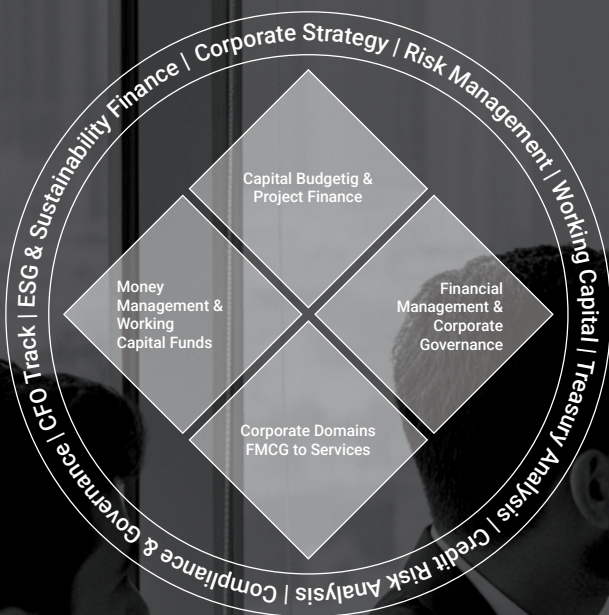
Building Financial Strategists

Precision, Analysis, And Impact.

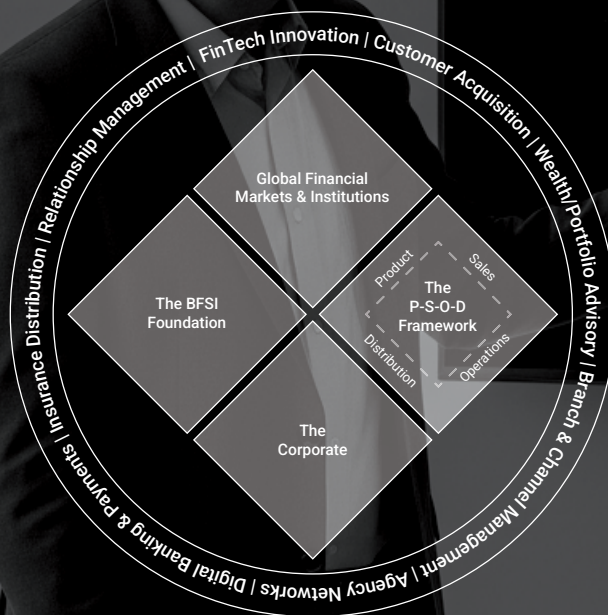
The future financiers at ASBS don't crunch numbers; they create clarity. With strong grounding in risk, valuations, and modeling, they step in prepared to drive measurable results.

The 3 Finance Tracks

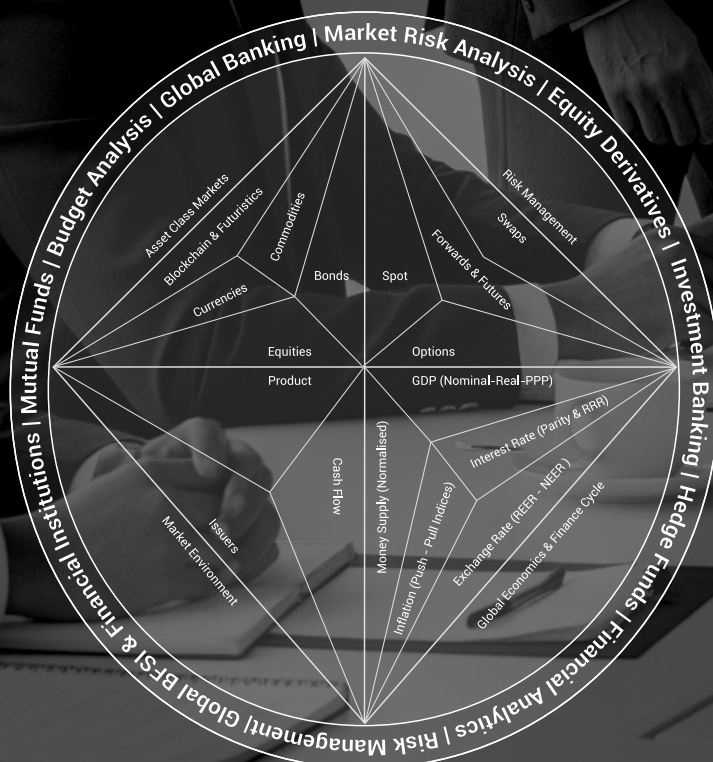
1. Corporate Finance



2. Evergreen BFSI



3. The New Age FAS (Financial Adaptive Skills)



Designing People Leaders

Talent, Culture, Performance.

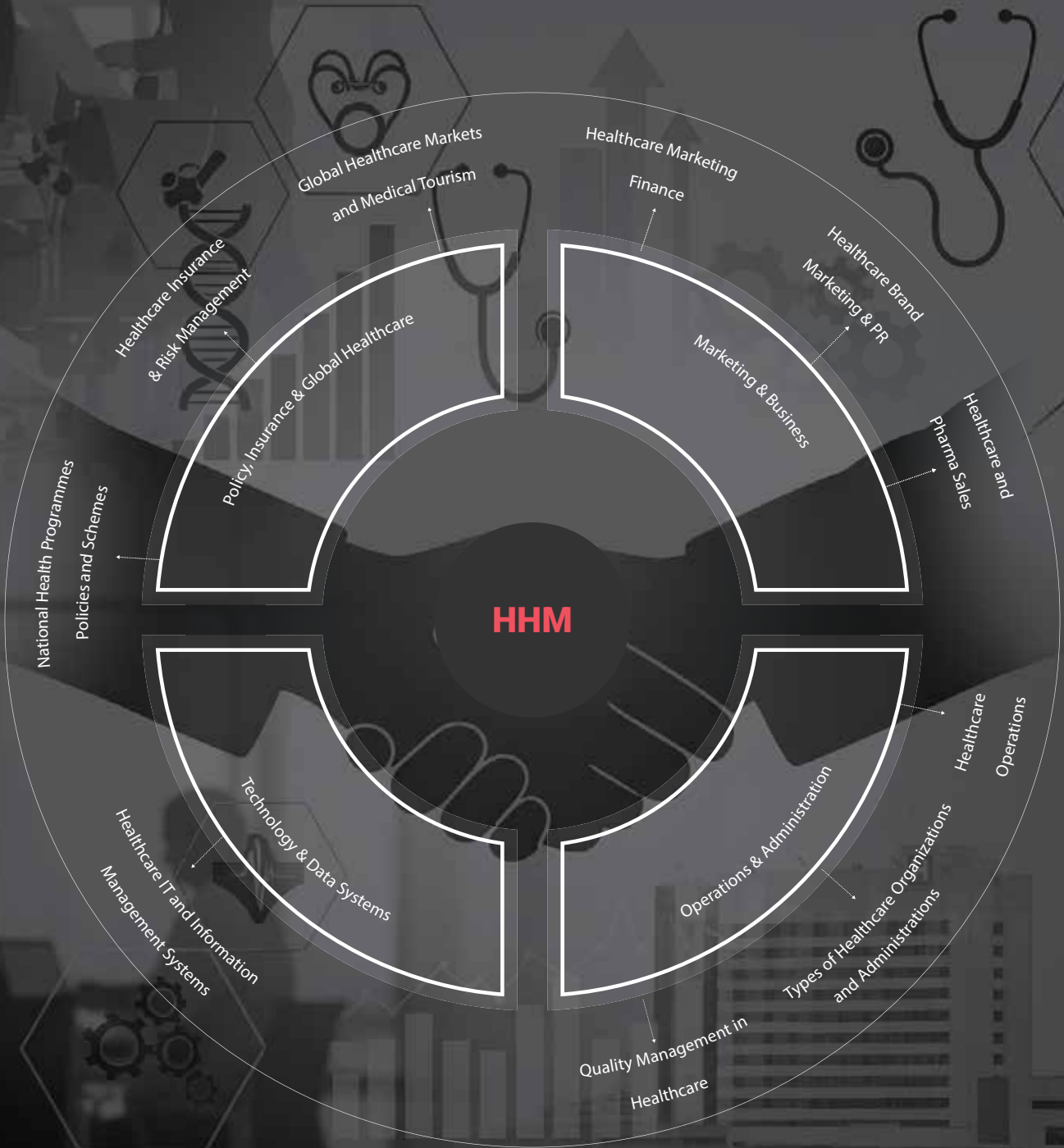
Our HR specialists don't just manage people, they unlock potential. With expertise in analytics, engagement, and capability building, they're ready to strengthen your workforce from the start.



Leading Healthcare Futures

Administer. Innovate. Transform.

Skilled in hospital ops, healthcare IT, pharma, and global health systems, our students are prepared to deliver impact in this high-growth sector.



ASBS Value-Add

Transforming MMS Hiring

MMS Delivers The Degree. ASBS Delivers The Difference.

Mumbai University's MMS program ensures strong academic foundations in Finance, Marketing, and HR. ASBS takes it further, transforming MMS students into placement-ready professionals who deliver results faster.

How ASBS Adds Value



Industry-Endorsed Certifications

Digital Marketing, BFSI, Investment Banking, Product & Project Management.



Skill Labs

Excel, Power BI, Python, AI tools, and HR Analytics for hands-on readiness.



CXO Masterclasses & Conclaves

Direct exposure to boardroom thinking and leadership insights.



Capstone & Live Projects

Solving real business problems across industries.



Alumni & Industry Mentorship

Career guidance and role-fit preparation from those who've walked the path.

Corporate Advantage

Hiring MMS graduates from ASBS means hiring degree-backed professionals who are industry-calibrated, with sharper skills, stronger confidence, and shorter ramp-up time on the job.

4. Employability Quotient

Our Placement DNA

From Assessment to Assurance, Measuring Day-One Readiness.

At ASBS MBA, we don't just prepare students, we measure their job readiness. Every student is mapped to an Employability Quotient (EQ) score, built on the proven **ASK model: Attitude, Skills, Knowledge**.

The EQ Formula

Punctuality, submissions, participation, integrity, and involvement in clubs/events.



Communication, managerial, technical & AI/tech-based capabilities, assessed through labs, projects, and simulations.

Knowledge

Core and specialization domain expertise, tested through semester exams and projects.

Why EQ Matters for Recruiters

- ▶ **Clear Benchmarking** - Objective scoring across ASK ensures transparency.
- ▶ **Right Role Fitment** - Students mapped to multiple role clusters across functions and industries.
- ▶ **Placement-Ready Talent** - Tracked every semester, ensuring sharper profiles and reduced ramp-up time.

The Result: With EQ, ASBS delivers graduates who perform from Day One, making hiring decisions faster, smarter, and more reliable.

Beyond *Classrooms*

Events, Clubs & Leadership In Action

At ASBS MBA, learning doesn't stop with theory. Through industry conclaves, cultural festivals, sports, and student-led clubs, our graduates sharpen the very skills they'll use in your boardrooms: leadership, collaboration, resilience, creativity, analytics, and problem-solving.

Events



Manthan

The Churning Of Ideas

Corporate Conclaves, CXO interactions, live case challenges, and networking.



Sportsdemia

The Sports Fest

Resilience, grit, and teamwork through competitive sport.



Spoorthi

The Cultural Fest

Confidence and collaboration through arts and creativity.

Clubs



BrandMania

The Marketing Club

Live campaigns, market research & branding challenges.



Investiniti

The Finance Club

Stock simulations, fintech case studies, and valuation workshops.



HumanEdge

The HR Club

HR analytics, talent acquisition case studies, and OB simulations.



HealthSphere

The Healthcare & Hospital Admin Club

Industry visits, pharma strategy, and healthcare projects.



InnoPreneur

The Entrepreneurship Club

Startup pitching, incubation, and innovation labs.



SocioFuel

The Social Media Club

Content strategy, influencer collaborations, and digital storytelling.

Visionaries Who Design Curriculum For Corporate Impact

At ASBS MBA, our Academic Council is more than a governance body; it is the strategic engine that ensures every program is aligned with corporate realities. With decades of experience across finance, marketing, hr, hospital & healthcare, entrepreneurship, and education, this team blends industry insight with academic rigor to design graduates who are employer-ready from Day One. They don't just set the curriculum; they set the standard for employability, performance, and leadership.



Prof. Anindya De

Director – Training & Placements, ASBS MBA
MBA From ISB Hyderabad | Certified Trainer (AIMA Bizlab)

Corporate Leader | Academic Expert | Business Consultant
15+ years in strategy, HR consulting, and leadership development.

Munira Lokhandwala

Author | Strategist | Mentor MBA
IIM Calcutta | CFA® | FRM®

20+ years mentoring MBA aspirants,
Guided 5,000+ students with 12,000+ teaching hours.



Vishal Bhojani

Investment Banker | Entrepreneur | Trainer & Coach
MBA Finance

10+ years in investment banking, hedge funds,
derivatives trading, and education.

Ashish Chodankar

CXO Consultant | Growth Hacker | Brand Strategist
MBA Marketing (SIMS, Pune)

22+ years leading 360° marketing for top brands
like Xanadu Realty, ICICI Bank and Mahindra Holidays.





Dr. Raghavendra S Bendigeri

Faculty of Finance

B.E/MMS/MFM/Ph.D (Management Studies) | UGC-NET

Research guide at University of Mumbai | Specialized in finance, statistics, & project management.

Dr. Neha Sharma

Faculty of Marketing

Ph.D in Marketing

Specialist in consumer behavior, sustainability, and brand management, with a strong blend of technical and managerial acumen.



Dr R.G.Ratnawat

MBA (HR), M.E.(Civil),
Ph.D in Management

40+ years of expertise in institutional development, academic leadership, & people development.

Dr. Maumita Roy

Faculty of Marketing

Ph.D, MBA, BE

Program Head & Area Chairperson, OIM
Specializes in marketing, operations research & analytics.



Sahar Kapdi

MMS(HR), PGD in Counselling from TISS,
Diploma in HR

Academics Head - ASBS MBA
Expertise in HR, Payroll, and Education Management.

From The CEO's *Desk*

The Philosophy: Building Specialists Who Deliver Impact From Day One



Dear Corporate Partner,

At ASBS MBA, we extend an invitation to you to hire talent that is engineered, not improvised.

In India, MBAs are many, but specialists are few. At ASBS, we deliberately shape ambitious generalists into specialists who deliver measurable outcomes from Day One. Through an industry-mapped curriculum, CXO mentorship, and real-business exposure via capstones and simulations, our graduates blend generalist instincts with specialist execution. Across Marketing, Finance, HR, and Hospital & Healthcare Management, ASBS talent is trained on tools, tested against benchmarks, and built for performance you can trust.

We invite you to experience the difference: graduates with reduced ramp time, predictable performance, and boardroom readiness.

When you hire from ASBS MBA, you don't hire potential, you hire impact.

Warm regards,

Prof. Vinayak Kudva, CEO - ASBS MBA

Learning Leader | Career Strategist | Mentor

MMS, NMIMS | BE Chemical Engineering

20+ years in education, MBA preparation, and academic leadership.

Hiring *Approach*

Swift. Strategic. Seamless.

Our hiring models give recruiters access to job-ready talent, tailor-made leaders, and project-based problem solvers.

Hiring Models



Lateral Direct Hire

(Day Zero & Rolling Placements)

Recruiters hire job-ready talent through Day Zero placements (Dec 1, 2025 onwards) and rolling cycles across industries.



Train-to-Transform

(Custom-Hire Program)

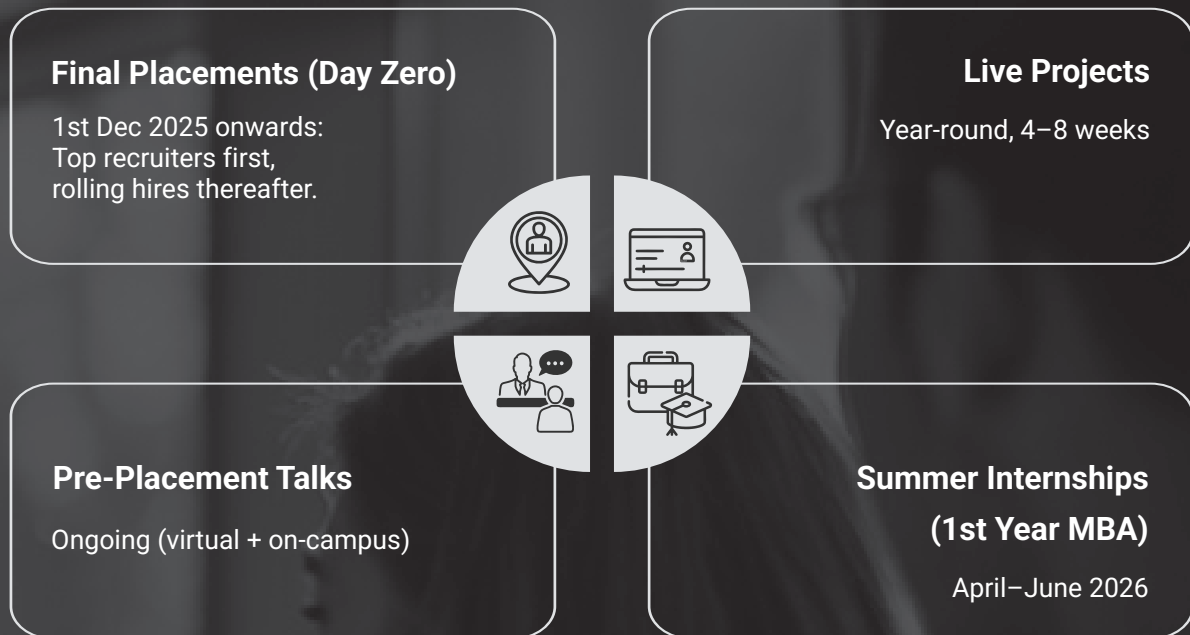
A unique ASBS model where corporates get 3 months to adapt students' learning to match their business needs, delivering seamless, role-ready integration.



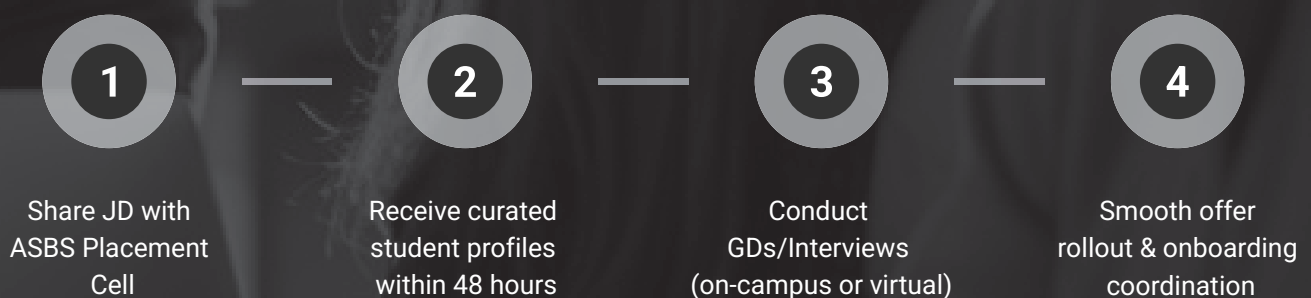
Live Projects / Capstone Engagements

Short-term 8-12 week projects during the academic year, allowing companies to test skills and culture fit before making full-time offers.

Recruitment Timelines (2025–26)



Hiring Process



From Day Zero hires to Train-to-Transform partnerships, ASBS makes recruitment swift, strategic, and seamless.





Top talent. Industry-ready. Impact-driven.

Don't wait.

Hire the leaders of tomorrow, today.



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