

Candidate & Market Insights - India

With

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Upcoming Events

GMAC Annual Conference

June 25-27, 2025

Loews Hotel Kansas City, Kansas City, MO

Premier gathering for graduate management education professionals

Join us online March 19 for an Annual Conference Coffee Chat

Admissions Institute for New Professionals - Europe (AINP)

March 24-26, 2025

Warwick Business School, London Campus
@ The Shard

Designed for newly hired admissions, recruitment, and marketing professionals from business schools of all sizes and locations across Europe.

North America: **Summer 2025**

Masters Leadership Summit

March 27-28, 2025

Imperial College Business School

Who Should Attend

Academic and administrative-level directors who have strategic responsibilities for masters programming from around the world.



GMAC's Footprint In India

GMAC's presence in India

- India Office set up in 2010
- 30 member team - highly experienced within the education services industry
- Strong relationships with all stakeholders
- Ran over 100,000 tests in India in 2024
- Acquired a local Indian test the NMAT, in 2015
- The Market Development team manages:
 - Asia Pacific
 - Middle East & Africa



Where Does GMAC Stand In The Indian Market



GMAT in India

Primarily taken by Indian candidates to study abroad

Preferred by working professionals

Accepted by over 150 programs

Only AICTE ratified global GME exam in India

Where Does GMAC Stand in the Indian Market



NMIMS
University

Other
Schools

NMAT in India

Provides high quality assessment for

Received over 72,000 registrations in 2024.
Accepted by over 45 Institutions in India.

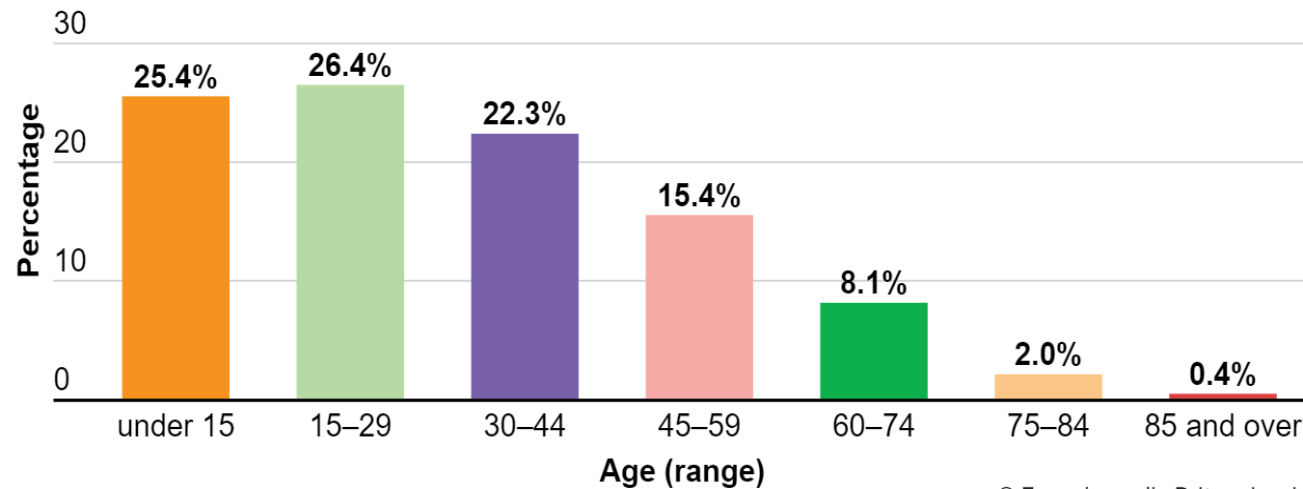
NMIMS is the preferred schools for NMAT Takers.
Growing pipeline for schools like KJ Somaiya,
SDA Bocconi, Xavier Univ. and TAPMI.

Competes with other domestic exams like CAT,
XAT, SNAP, ATMA and CMAT.

Quick Poll Time

Do you actively recruit from India?

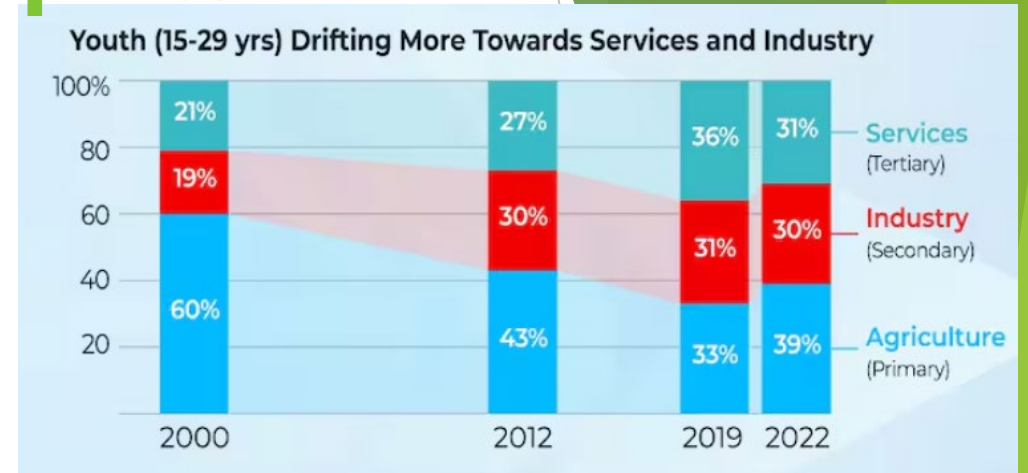
Understanding India - Demographics



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The **median age** in India is **28.2 years** (2023).

- Share of India's working age population to total population will reach its highest level at 68.9% by 2030.
- By the year 2030, India's dependency ratio is projected to reach its lowest point at 31.2%.
- With a relatively young population (median age of 28.4 years), India not only gets a competitive advantage in terms of workforce but also an opportunity to unleash the consumption power of a young population.



Largest Cities in India

#	CITY NAME	POPULATION
1	Mumbai	12,691,836
2	Delhi	10,927,986
3	Bengaluru	5,104,047
4	Kolkata	4,631,392
5	Chennai	4,328,063
6	Ahmedabad	3,719,710
7	Hyderabad	3,597,816
8	Pune	2,935,744

Currently, **36.3 %** of the population of India is **urban**

MBA Market Scenario in India

- ▶ An estimated 800,000 students took various entrance exams to earn an MBA seat in India for the 2024 academic year.
- ▶ 330,000 students registered for CAT 2024.
- ▶ Over 5000 universities/colleges offering MBA/PGDM courses.
- ▶ The average fees for MBA/PGDM program in India ranges between \$6000-\$18000.
- ▶ UGC issues notification for equivalence of degree through ODL/OL for various accredited universities for MBA and other degrees, along with international universities being set up in India

Why MBA is Sought-after in India

- ▶ Helps **accelerate career**
- ▶ Has **better earning** potential
- ▶ Helps **build networks & connections**
- ▶ **Gives an edge** in a competitive market
- ▶ Offers skills to be a **better leader**

How Indian B-schools are Reimagining MBA

- ▶ **Rebooting curriculum** with focus on and integration of data, digital, AI and ESG
- ▶ Building **hybrid teaching** methodologies
- ▶ Stepping up **global collaborations**
- ▶ Emphasising on **experiential learning**
- ▶ Working with industry through **research and project collaborations**

Indian Numbers Rise

No. of students who took CAT went up over the past decade

Year	No. of Students Who Took CAT (in lakh)
2023	2.88
2022	2.22
2021	1.92
2020	1.90
2019	2.10
2018	2.10
2017	2.00
2016	1.96
2015	1.80
2014	1.70

Source: CAT data

Indian Market Dynamics: A Hub of Opportunity and Growth

Robust Demand For Study Abroad

- **Over 1 million India students went abroad to study in 2024,**
- Indian students would be spending annually \$85 billion on abroad education by 2025. Redseer Report.

Domestic Demand

- With over 8,00,000 domestic MBA enrollments, the GME market in India is at an all time high.
- **Indian schools are rising in FT rankings with 14 inclusions in MiM and 10 in MBA rankings.**



Policy Support

- 100% FDI (automatic route) is now allowed in the education sector in India
- The Government of India has taken initiatives like National Accreditation Regulatory Authority Bill for Higher Educational and the **Foreign Educational Institutions Bill**

INCREASING INVESTMENTS

- **The education market in India is expected to amount to US\$ 225 billion by FY25**
- **The Study In India (SII)** program aims to target more than half a million foreign students for higher education in India by 2047

Quick Poll Time

**Do you go beyond Tier 1 Cities(Delhi,
Mumbai, Bangalore)**

Why Indian Candidates Prefer Their Destinations



United States

- Reputation of educational system **(77%)**
- Better preparation for career **(56%)**
- Diversity of student body **(35%)**



Western Europe

- Reputation of educational system **(63%)**
- Better preparation for career **(38%)**
- Affordability **(31%)**

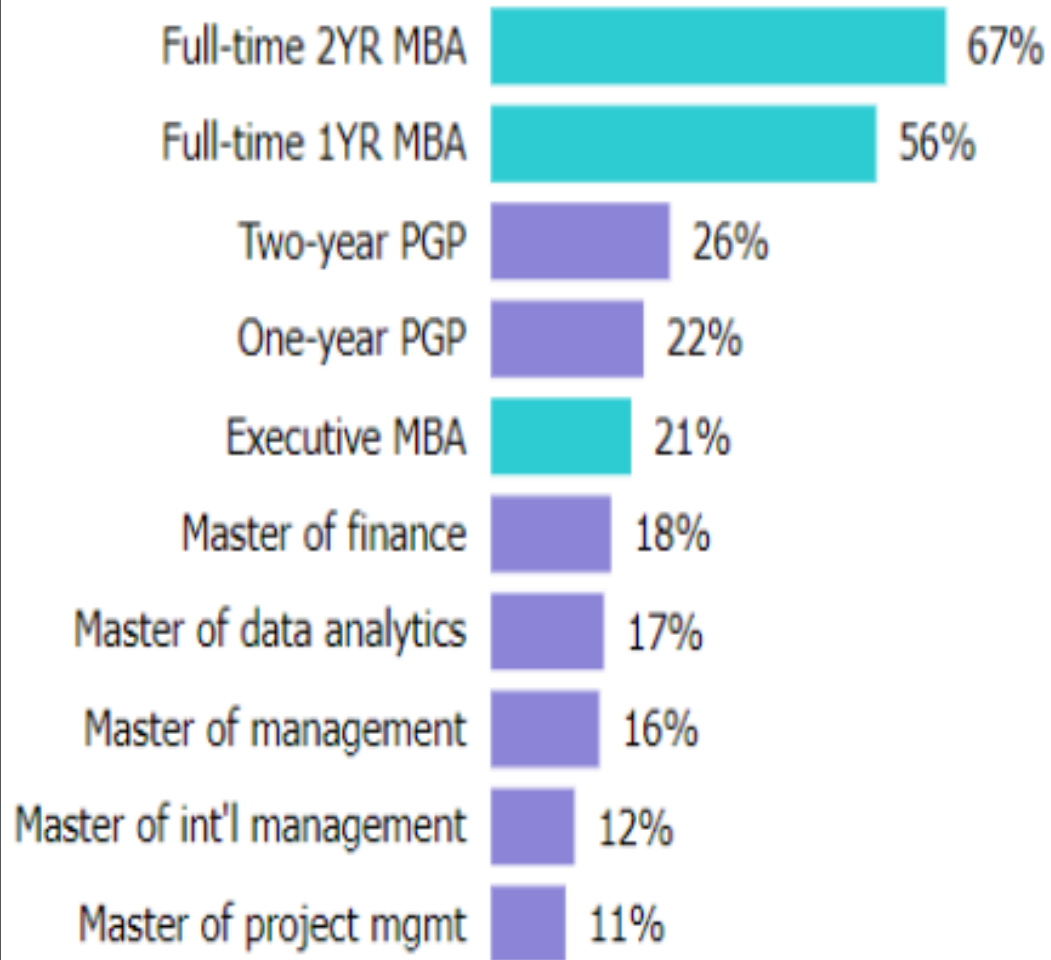


Central & South Asia

- Affordability **(55%)**
- Reputation of educational system **(44%)**
- Closer to home **(37%)**

Indian Candidates' Study Abroad Preferences

Top 10 Program Types Considered*

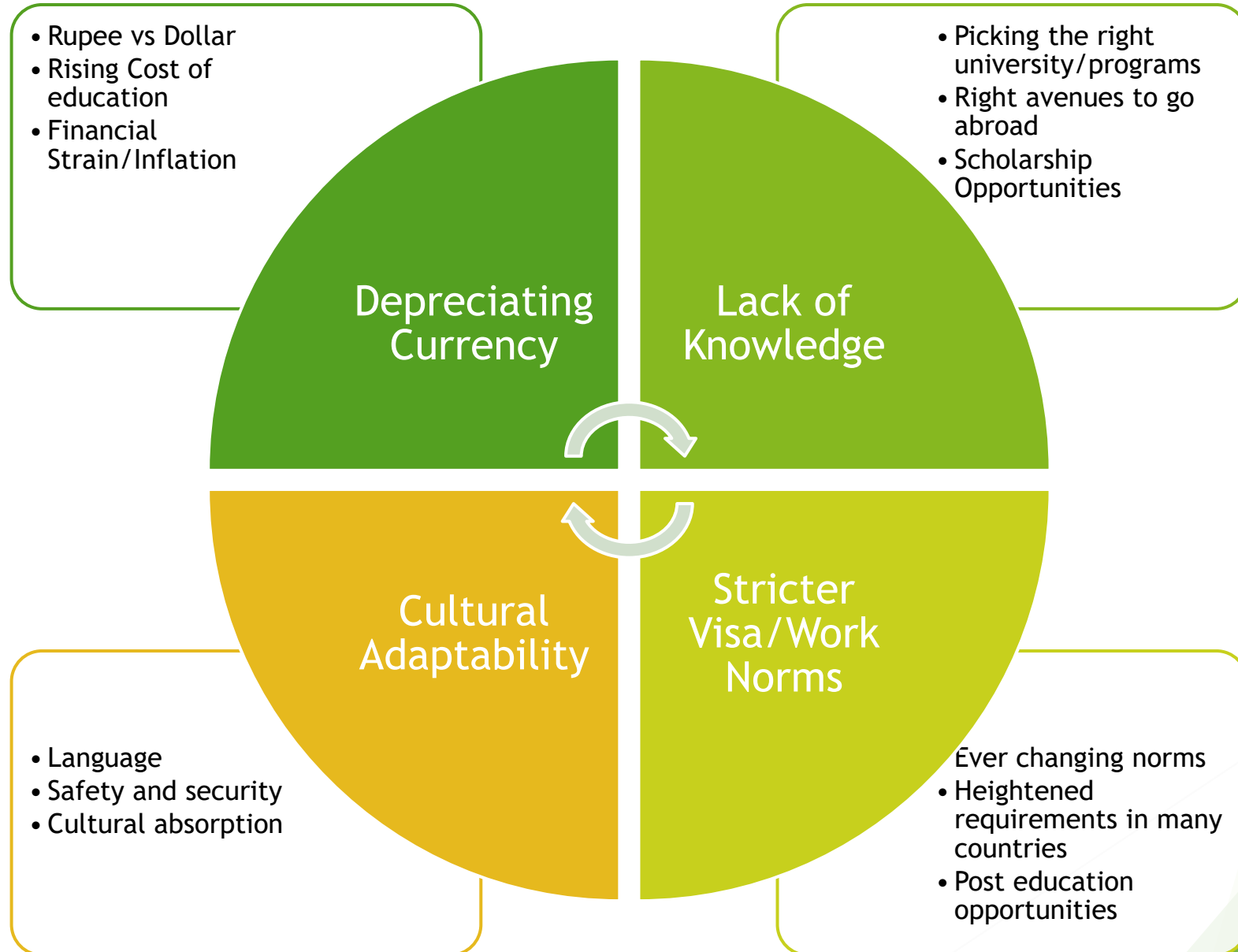


Key Insights:

- Key factors in Indian Candidate's decision to study abroad are:
 - Attractive Salary Packages
 - Higher quality of Education
 - Pursuing niche courses
 - Gaining international exposure
- Local connect and prevailing family members also play a strong role
- 70% of Indian students planning to study abroad, do not wish to return to India in next 10 years.

Source: GMAC PSS

Key Challenges for Indian Candidates in Studying Abroad



Quick Poll Time

**Do you have partnerships with TPOs
or any In Country
Representatives?**

Reaching Out To Indian Candidates - Sustainably

Selecting the right channel



Purpose

- Who is the audience
- Which stage is the audience in



Reach

- More Eye balls
- Highly relevant audience



Engagement

- What is the expected outcome
- How do you want the interaction to be

Educational Publishers/websites

Extremely wide reach, generally the first point of search

Targeted users specifically looking for education

Great for positioning and building brands

Low to medium engagement basis inventory

Shiksha.com, collegedunia, careers360, etc.

Social Media Influencers

Wide and targeted both aspects are possible

Must be used strategically for some themed approach

Great for driving awareness and tapping into early stage users

Low engagement, can be increased with contests and giveaways

Murrad Beigh, Akshat, Shweta Arora, Catking

Test Prep Organizations/SA Agents

Narrow reach but the highest intent candidates

The most influential element in a candidate's decision process

Deep relations must be forged in this community

High engagement activities often requiring self presence and time

eGMAT, TOP, Wizako, IMS, TIME, Jamboree, etc.

PR/Traditional Media

Extremely wide reach with viewership in tier 2 and 3 cities.

Very low on user targeting, primarily focused on 35 Yrs+ population

Great for positioning brands/faculties as thought leaders

Very low engagement but can be high impact with correct publications

Times of India, Hindustan Times, Indian Express, etc.

Recruitment Best Practices for Indian Candidates

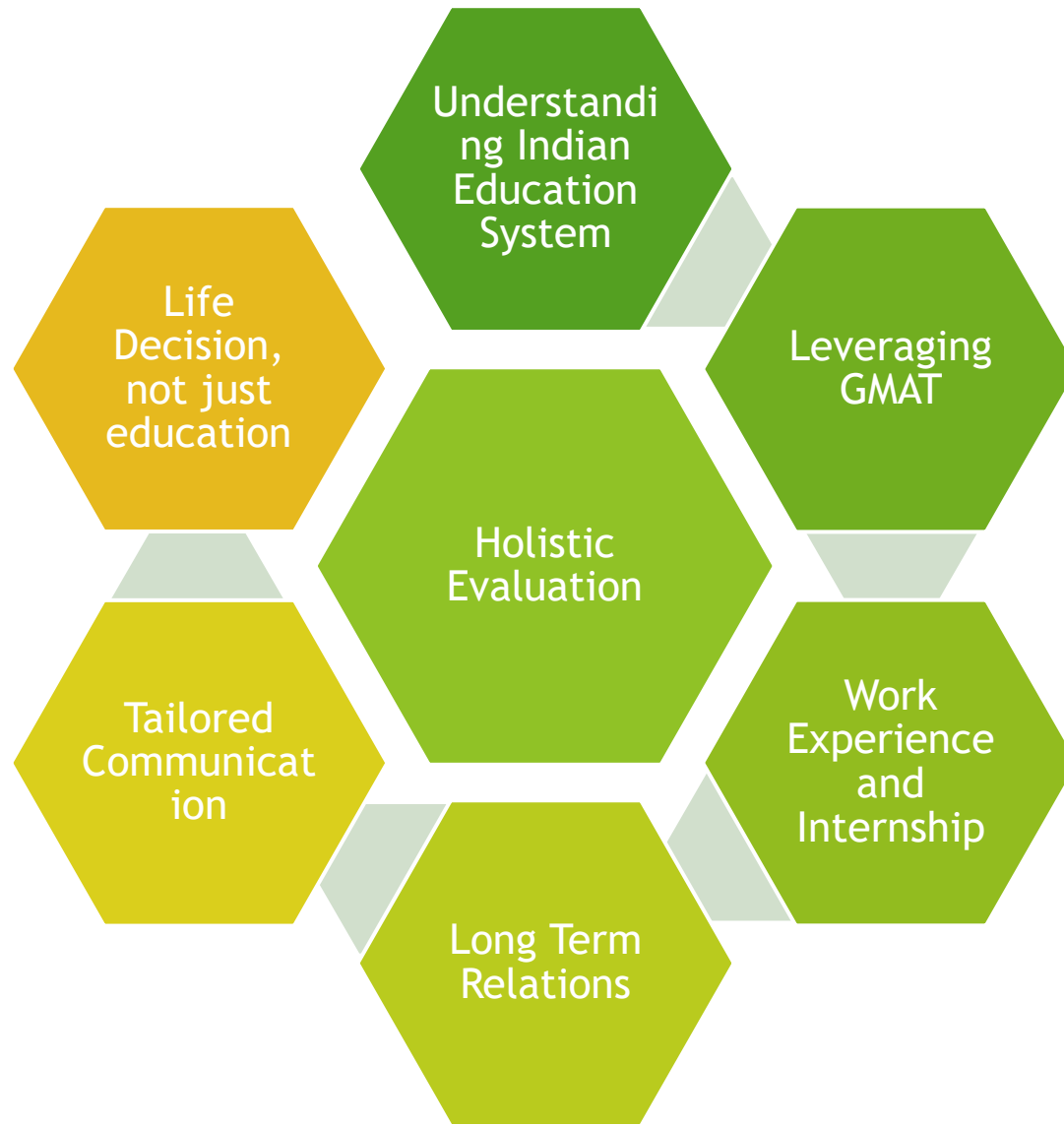
Virtual Outreach

- Webinars and Info-sessions
- Digital Campaigns

In-Country Engagement

- Local and Campus Events
- Alumni Events
- Local Partnerships
- Placement and Career Services
- Financial Support

Evaluating Indian Applicants & Building Long-Term Pipelines



Quick Poll Time

**Do you accept the GMAT exam for your
flagship programs?**

Key Takeaways

- **India's Education Market is Booming:** Strong demand for graduate management education continues to grow due to rising aspirations, a competitive job market, and a highly connected youth demographic.
- **Localizing Your Approach is Key:** Cultural nuances, values, and aspirations should be reflected in your marketing and recruitment strategies to truly resonate with Indian candidates.
- **Innovative Outreach Channels:** Leveraging digital platforms and local events can provide maximum visibility and engagement.
- **Holistic Admissions for Long-Term Success:** Carefully evaluate applicants based on both academic and professional experience and build relationships early to ensure a sustainable talent pipeline.

Quick Poll Time

**Do you see India playing a big part in
your active recruitment
process?**

Thank you for joining us today!

Please do share your feedback!

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