

**upGrad**



# Advanced Certificate in **Digital Marketing and Communication**

26 weeks Core + 6 Weeks Per Specialisation | Online

**CHOOSE FROM**

**Executive Track**

**Management Track**



**upgrad.com**



The Indian marketing ecosystem has seen an exponential rise with social media taking tight grip over the common masses along with the traditional mainstream media. We are at an exciting juncture in the business and economic history of India and need to market our products in the best way possible to compete with multiple players in the market. As more products are being launched everyday, there is an increased demand for qualified, well-rounded marketers to take them to the market in the most effective way.

To become a successful marketer in today's world, you need to have an in-depth understanding of what marketing means in the digital age, how to build a brand that your customers can connect with and achieve business goals in the process.

upGrad promises to equip you with the perfect mix of business acumen and technical capabilities, to develop future-ready, well-rounded marketers.

## **Ronnie Screwvala**

Executive Chairman &  
Co-founder  
upGrad





**MICA - The School Of Ideas**, established in 1991, is one of the premier business management institutions in Asia-Pacific, known for its prowess towards Integrated Marketing Strategy, Digital Transformation Management, Marketing, Creativity and Communication. Companies hiring from MICA include Amazon, Axis Bank, BCG, Google, GroupM, Ogilvy and many more.

MICA has educated thousands of Marketing & Business Leaders in the last 25 years, with alumni stalwarts like Kunal Jeswani, CEO of Ogilvy India; Athreya Sundarajan, VP, Commercial Strategy and Communication APAC, FOX; Swati Rai, Basel Analyst at Societe General Global Solutions Centre.

I can guarantee that the MICA and upGrad partnership will bring all the traditional techniques and tools in marketing and combine them with cutting edge learning that will make you the most successful leader not just in a marketing role but in the world of business management. In an inter-connected global world you will emerge as a responsible responsive smart leader.

## **Dr. Preeti Shroff**

Dean  
MICA



# INSIGHTS FROM ACADEMICIANS & INDUSTRY EXPERTS



**FALGUNI VASAVADA-OZA**  
Professor  
**MICA**



**SAKHEE DHEER**  
Head of Search Marketing APAC  
**Google**



**JAIDEEP PRABHU**  
Professor of Marketing  
**Cambridge University**



**KARAN SARIN**  
CMO  
**Razorpay**



**DHAVAL DOSHI**  
Managing Director (India)  
**Location Bank**



**SIDDHARTH DESHMUKH**  
Adjunct Faculty & Senior Advisor  
**MICA**



**RAJNEESH KRISHNA**  
Associate Dean and Professor  
**MICA**



**ANITA BASALINGAPPA**  
Professor  
**MICA**



**APOORV SHARMA**  
Marketing Communications  
**Apple**



**NIKHIL KANT**  
Head of Brand  
**Even**



**C.D. MITRA**  
Adjunct Faculty  
**MICA**



**PRADIP LAL**  
Product Marketing Consultant  
**The Digital Lalp**

# INSIGHTS FROM ACADEMICIANS & INDUSTRY EXPERTS



**HITESH MOTWANI**  
Director Marketing  
**Skillopedia**



**VISHAL JACOB**  
Chief Digital Officer  
**Wavemaker**



**SIDDHARTH KAPUR**  
Business Head  
**Danone**



**MICHAEL LEANDER**  
CEO  
**Markedu**



**KAVITA JHUNJHUNWALA**  
Founder  
**Avocado Tree Digital**



**KEDAR KULKARNI**  
Business Director  
**Puretech Digital**



**JOYDIP GHOSH**  
Director Digital Marketing  
**Zenoti**



**KAUSHAL THAKKAR**  
Founder and Managing Director  
**Infidigit**



# WHY MICA?

MICA - The School of Ideas, established in 1991, is one of the premier business management institutions in Asia-Pacific, known for its prowess towards Integrated Marketing Strategy, Digital Transformation Management, Marketing, Creativity and Communication. Companies hiring from MICA include Amazon, Axis Bank, BCG, Google, GroupM, Ogilvy and many more.

MICA has educated thousands of Marketing & Business Leaders in the last 25 years, with alumni stalwarts like Kunal Jeswani, CEO of Ogilvy & Mather; Athreyan Sundarajan, VPN Commercial Strategy and Communication APAC, FOX; Swati Rai, Global Marketing Solutions, Facebook and many more.

- Get access to a vibrant community of Alumni
- Receive regular updates on MICA developments
- Get the chance to network with leaders

## PROGRAM HIGHLIGHTS

### Experienced Case Studies & Projects

- Certificate from MICA and Meta
- Solve case studies from Star Sports, Zivame, and more
- Solve industry projects including live projects on Facebook, Google Search & Display, Stukent Simulation

### Customised Tracks for Sharper Outcomes

- **Executive Track:** Learn DM basics, campaign execution and hands-on tools knowledge.
- **Management Track:** Learn how to build, run and optimise digital marketing campaigns.

# DIGITAL MARKETING TOOL BOX

This program will give you hands-on experience on multiple tools.

## Hands-on Tools



You will also have access to '**90+ tools**' walkthrough videos. Some of them are listed below.

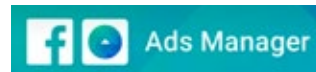
## SEO Tools:



## Social Media Marketing Tools:



**TweetDeck**



## Keyword Research Tools:



## Analytics:





## Website Design:

balsamiq

Landi

## Others:



## WHO IS THIS PROGRAM FOR?

Whether you want to move into digital marketing or drive growth for your business through digital platforms, this program is the right one for you. The 2 tracks enable professionals to transition into roles across the Digital Marketing hierarchy. Professionals who will find this program useful are:

**1. FRESHERS**

**4. ENTREPRENEURS**

**2. TRADITIONAL MARKETERS**

**5. SALES PROFESSIONALS**

**3. BRAND AND  
COMMUNICATION  
MANAGERS**

# HOW DOES THIS PROGRAM WORK?

## DIGITAL MARKETING AND COMMUNICATION

(4 weeks)

Fundamentals of Marketing,  
Customer Centricity,  
Digital Marketing Channels and Metrics



**Choose 1** out of the Two Customised Tracks

### EXECUTIVE TRACK

22 weeks  
(10 - 12 hrs/week)

Understand DM  
Basics and setup  
and run campaigns on  
5+ tools

### MANAGEMENT TRACK

22 weeks  
(8 - 10 hrs/week)

Build, run, strategize,  
analyse and optimise digital  
marketing campaigns - SEO,  
SEM, Social Media, etc.



Students can avail the option of choosing specialisation/specialisations as per their interest. There are 4 specialisations (6 weeks each) to choose from:

**DIGITAL MARKETING  
AND  
COMMUNICATION  
(CORE)**



**BRANDING & COMMUNICATION**

**SOCIAL MEDIA & CONTENT MARKETING**

**MARKETING ANALYTICS**

**MARKETING COMMUNICATION - PR**

# PROGRAM CURRICULUM

## EXECUTIVE TRACK

### FUNDAMENTALS OF MARKETING: JOURNEY FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

- Get introduced to the basics of Marketing.
- Understand different digital marketing channels.

### CUSTOMER CENTRICITY

- Understand the importance of being a customer centric brand.
- Understand the motivations of the customer in the buying process.

### DIGITAL MARKETING CHANNELS AND METRICS

- Identify the digital marketing channels, their capabilities and the customer journey through the purchase funnel, along with key metrics at each stage.

### DESIGNING AND BUILDING A WEB OWNED PRESENCE

- Understand the visual elements of website.
- Create better landing pages to bring in more conversions.

### BLOG CREATION

- Get hands-on experience of different tools for finding the perfect domain name.
- Buy Domain Name/WordPress and start web hosting.

### SEO

- Understand the perspective of how Google's search algorithm works (Crawling, Indexing, Ranking).
- Develop knowledge of SEO tools such as Keyword Planner, Ubersuggest, SeoSitecheckup, etc.

### SEM

- Understand what is search engine marketing, what are the different objectives which can be achieved through SEM campaigns.
- Identify the different elements of an SEM campaign and how ad auction works.

### DISPLAY ADVERTISING

- Google Display Network - The complete process.
- Understand how programmatic ad buying works.

## **SOCIAL MEDIA MARKETING**

- Create a social media presence from scratch. (Facebook or Instagram Page).
- Create social media progress report to senior marketing management.

## **EMAIL MARKETING**

- Role of email marketing, types of emails, email marketing objective.
- Build an automated email campaign (Drip Campaign).

## **CONTENT MARKETING**

- Identify and create the right types of content to achieve your marketing objectives.
- Build a distribution plan through content calendar mapping channels and content.

## **WEB ANALYTICS**

- Understand traditional marketing analytics vs. Digital Marketing analytics
- Extract data and analyse reports from Google Analytics

## **DEFINING A ROBUST MARKETING STRATEGY**

- Build an integrated marketing strategy.
- Create a channel mix and content strategy.

## **CAPSTONE PROJECT AND ECOMMERCE BOOTCAMP**

- Apply the learnings from the program and build an end-to-end strategy for a brand campaign
- Learn how to manage and sell your products through online marketplaces/owned channels

## **SOFT SKILLS**

- Identify and demonstrate best practices of verbal, non-verbal and written communication as digital marketer.

## **MANAGEMENT TRACK**

## **FUNDAMENTALS OF MARKETING**

- Get introduced to the basics of Marketing.
- Understand different Digital Marketing channels.

## **CUSTOMER CENTRICITY**

- Understand the importance of being a customer centric brand.
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## **DIGITAL MARKETING CHANNELS AND METRICS**

- Identify the digital marketing channels, their capabilities and the customer journey through the purchase funnel, along with key metrics at each stage.

## **DESIGNING AND BUILDING A WEB OWNED PRESENCE**

- Understand the visual elements of website.
- Create better landing pages to bring in more conversions.

## **SOCIAL MEDIA MARKETING**

- Collect customer data and analyses interactions and visits, plus uses this information to create comprehensive reports and improve future marketing strategies and campaigns.

## **SEO**

- Perform an SEO audit for a website to identify the gaps.
- Suggest improvement strategies to fill the identified gaps.

## **SEM**

- Identify the different elements of an SEM campaign and how ad auction works.
- Measure and Optimise Search Ad Campaigns - Metrics for Tracking Campaigns, mid-campaign interventions to improve results

## **DISPLAY ADVERTISING**

- Understand the Programmatic Ad Buying Process.
- Learn to run and interpret results of a display ad campaign.

## **USER NURTURING: EMAIL, REMARKETING, LEAD QUALIFICATION**

- Analyse leads based on the lead scores and grades.
- Design and run an Email Marketing Campaign.

## **CONTENT MARKETING**

- Map different content types to relevant digital marketing channels.
- Analyse Content Marketing metrics and reports

## **WEB ANALYTICS**

- Choose relevant metrics and design custom metrics.
- Build custom dashboards for executive reporting and take decisions based on insights.

## **DEFINING A ROBUST MARKETING STRATEGY**

- Build an integrated marketing strategy.

## **PLANNING DIGITAL MARKETING RESOURCES (AGENCY VS TEAM)**

- Identify need for an Agency.
- Understand the key skill sets required in a DM team.

## **CAPSTONE PROJECT AND ECOMMERCE BOOTCAMP**

- Apply the learnings from the program and build an end-to-end strategy for a brand campaign
- Learn how to manage and sell your products through online marketplaces/owned channels

## **SOFT SKILLS**

- Identify and demonstrate best practices of verbal, non-verbal and written communication as digital marketer.



# **PROGRAM**

# **CURRICULUM**

# **FOR SPECIALISATIONS**

## **BRANDING AND COMMUNICATION**

### **FUNDAMENTALS OF BRAND POSITIONING**

- Identify brand attributes and personality from customer's and company's perspective.
- Build brand design and learn how to represent it using branding elements and visual cues.
- Understand various methods of measuring customer-based brand equity and evaluation of brand positioning using NPS, CES and Perception maps.

### **BRAND ENGAGEMENT STRATEGY**

- Learn how to build a brand engagement strategy by auditing your brand using various frameworks, setting objectives and KPIs.
- Execute brand engagement strategy and how to select the media and channel mix, setting budgets and allocation of funds, media agency selection and optimising campaigns.
- Demonstrate various qualitative and quantitative techniques to measure brand equity.

### **INTEGRATED MARKETING COMMUNICATION**

- Build and managing online as well as offline communities, media, PR and brand reputation management.
- Illustrate elements of the marketing communications that can be used based on the different stages of the product life cycle.
- Create an integrated marketing communications strategy for your brand.

### **INTERNATIONAL BRANDING**

- Identify different branding strategies and their suitability to different kinds of businesses before going global.
- Analyse and understand the consumer behaviour and build brand strategies in emerging market economies.

## CASE STUDIES AND TOOLS

- Project on building engagement strategy to engage with the target audience of one the world's largest cosmetics company, a client of InMobi's.
- Project on how Axis Bank has been rebranding itself to ensure that it becomes a recognisable brand for its new age target audience of young people.

## SOCIAL MEDIA AND CONTENT MARKETING

### DEEP DIVE INTO CONTENT CREATION

- Get in depth understanding of 3 C's of content creation - customers, channel & content.
- Learn the art of storytelling and understand the change in messaging style at different stages of the consumer funnel.
- Understand the various strategies for content creation process such as auditing competitors to create better content and repurpose content for more effective use.

### ADVERTISING ON SOCIAL MEDIA

- Identify the different objectives and different factors which can be achieved by running ads on various social media platforms.
- Understand and analyse the different performance measurement and optimisation avenues possible for social media ad campaigns.
- Deep dive into different social media ad platforms such as Facebook, Instagram, LinkedIn, Twitter, Quora etc.

### COMMUNITY MANAGEMENT

- Learn to manage a community or an audience and how to set up a strategy for community engagement.
- Understand how to implement the strategies and engage with your community, ranging from creating a welcome message to your audience, responding to different kinds of messages your community poses, to creating contests and engagement activities for your audience.
- Learn the various content moderation techniques.
- Learn how to use Facebook, Hootsuite and other tools to automate community engagement activities. Also, how to identify the right KPI's that will aid your analysis.

## CASE STUDIES AND TOOLS

- Project on how McGraw Hill uses content marketing to create awareness about its brand.
- Project on making the community engagement strategies for The Quint and create the necessary communication for its diverse set of users.
- Learn tools like Hootsuite and Canva apart from learning to work on different social media ad platforms.

# MARKETING ANALYTICS

## MARKETING DATA IDENTIFICATION AND COLLECTION

- Understand how to use the various tools provided by Google in unison to fulfil your marketing objectives.
- Learn how to execute end-to-end campaigns by integrating all promotional data under the umbrella of Google Analytics.
- Work on the different types of app analytics tools available and learn how to pick the right tool to identify the user acquisition channels.
- Learn how to integrate an attribution partner with a behaviour analytics software and also how to engage your customers better through personalised communications based on their behaviour.

## MARKETING DATA INTEGRATION AND EDA

- Understand the concept of databases and basics of SQL needed to work in the field of marketing analytics.
- Learn the technique of storytelling using visual representations, that can help in getting the observations through to the right audience in the most efficient manner.
- Learn about the concepts such as central tendency matrix, hypothesis testing and A/B testing which will help you analyse the data in a much more rigorous manner.

## PREDICTIVE ANALYTICS AND DECISION MAKING

- Work on predictive analytical techniques such as marketing mix modelling using regression analysis to identify the business drivers and determine the best performing channel and optimise your channel spends based on the ROI of each channel.
- Learn data-based segmentation techniques such as RFM analysis and clustering analysis to segment your target segments and come up with the best targeting and marketing strategies.
- Learn about propensity models to predict the behaviour of the customers using analytical techniques and perform churn analysis using logistic regression.

## CASE STUDIES AND TOOLS

- Work on a project involving customer segmentation and targeting with the project guided by a Google expert.
- Learn about tools such as Google Analytics, Google Tag Manager, Branch.io, Clever Tap, SQL, XLStat, Excel Data Analysis Toolpak etc.

# MARKETING COMMUNICATIONS WITH FOCUS ON PUBLIC RELATIONS

## CAMPAIGN PLANNING

- Situation analysis.
- Defining communication objectives.
- Defining target audience and building buyer persona.
- Identify the USP for your communications.

### Key Outcomes:

- *Understand the different steps going into developing marketing communications campaigns.*
- *Perform situational analysis, develop communication objectives.*
- *Create buyer persona of your target audience.*

## DEVELOPING CREATIVE COMMUNICATIONS

- Creativity and idea generation.
- Defining customer centric communication.
- Writing creative briefs.
- Proposal writing.
- Marketing communication tools.

### Key Outcomes:

- *Understand and implement different idea generation techniques.*
- *Write creative proposals and creative briefs.*
- *Identify the different marketing communication channel mix to distribute your content.*

## PUBLIC RELATIONS

- Building and maintaining media relationships.
- Influencer and analyst relationships.
- Online reputation management.
- Crisis management.

### Key Outcomes:

- *Understand how to develop media, influencer and analyst relationships.*
- *Manage online reputation across different social media channels.*
- *Develop and distribute crisis management communications.*

# PROJECT DETAILS

Learners work on a range of projects. These include:



## **Blog Creation project**

This involves setting up a website on WordPress and creating a blog populated with pages, posts, and plugins. (This is only available for the executive track)



## **SEO Assignment**

This assignment involves performing SEO on your blog or conducting an SEO audit of a website (This task differs a little based on the track you choose)



## **Social Media Marketing Live Project**

Here, you will run a 5-day campaign on Facebook Ads manager to drive traffic to either your blog/ a website or create engagement for your Facebook page. You will learn how to run the campaign from end to end from setup to optimization.



## **Search Engine Marketing + Display Marketing Live Project**

Run a 5-day search and display campaign on Google Ads to drive traffic to your blog or website. This would also cover the entire campaign journey right from setup to optimization.



## **Web Analytics Project**

Learners will analyze their blog using Google Analytics. They will generate, read and present insights from Google Analytics reports.

Apart from this, there are different case studies that learners have to work on where they solve create digital marketing strategies for different brands like ProtienX, Zivame, etc.

### **The campaigns they will get to run as the training:**

As mentioned above, learners will run a 5 days social media marketing campaign and a 5 days Google Ads campaign to give them hands-on real-world experience of a campaign.

# INDUSTRY PROJECTS AND CASE STUDIES



## Star Sports Mauka Mauka

Choose the best marketing channels based on the revenue generated and conversion at each customer touchpoint or purchase funnel.

Experience how Star Sports used Digital Marketing to get 50 billion impressions for their Mauka Mauka campaign during Cricket World Cup 2015.



## Bajaj Auto Project

Devise the information architecture and wireframe for the global website of Bajaj.

Learners get to create and propose information architecture and the corresponding wireframe for Bajaj's global website.



## Zivame Project

Learn how Zivame used email marketing both as a revenue and communication tool to nurture their users. Create various segments of your email list to bring more conversions.



## Protinex

Build a digital branding strategy to help 'Protinex' establish itself as a new product in the market.



# INDUSTRY PROJECTS AND CASE STUDIES



## **Bewakoof.com**

Learn how the brand was able to leverage social media marketing to reduce their CPA and drive sales.



## **SEO Rupee Circle**

Help optimise the company's SEO score through your recommendations.



## **Bajaj Auto Case Study**

Understand the different parameters involved in building a website pertaining to multiple target groups and geographies.



## **Netmeds**

Learn how to set up a search engine marketing campaign on Google Ads through this case study.



## **Google Ads Search Campaign**

Run a 5 days Google Ad campaign to drive relevant traffic to a website.

# INDUSTRY PROJECTS AND CASE STUDIES



## Email Marketing Live Project

Design and run an automated email marketing drip campaign.



## Amazon Associates Case Study

Learn how Amazon used content marketing to build out their affiliate marketing program.



## Infidigit

This case study explains the application of on-page and off-page SEO. Infidigit leveraged SEO to improve its website rankings resulting in increased organic visits on its site by 20x and organic leads for itself by 16x within a span of 1 year.



## Cult.Fit

Cult.Fit, was created with the aim to keep its users fit and healthy through a holistic range of offerings that include fitness and yoga, healthy meals, mental wellbeing and primary care. Its app enables you to #BeBetterEveryDay with a click from the comfort of your home. This case study is about how Cult.Fit crossed certain roadblocks to come to be known as the brand that it is, while it was formerly known as Cure.Fit.

# CAREER IMPACT

## 1. JOB PLACEMENT

Get an opportunity to interview for 300+ hiring companies partnered with upGrad.

Process involved:

- Connect with companies that are the best match for you
- Be the first to know about the vacancies to gain an edge in the application process

## 2. CAREER COUNSELLING

Get personalized career pathing from industry experts to chart out the best opportunities based on your interests.

Process involved:

- Determine strengths and weakness of a student
- Set goals for better employment results.

## 3. RESUME FEEDBACK

Our experts will also help you understand the expectations of the industry so you can prepare your resume better.

Process involved:

- Evaluating your resume as a prospective employer
- Determining areas that might require additional emphasis
- Get best resume tips and strategies to land your dream job

## 4. INTERVIEW PREPARATION

These interviews are customized to the roles that you are applying for. Feedback is also provided at the end of the interviews.

Process involved:

- Giving detailed review of the interview
- Identifying what you did well and ways to improve
- Giving objective feedback about your competencies in relation to job application.

# UPGRAD

## LEARNING EXPERIENCE



### STUDENT SUPPORT TEAM

- Student Support is available 7 days a week, 24\*7
- You can write to us via [studentsupport@upgrad.com](mailto:studentsupport@upgrad.com) or for urgent queries, use the "Talk to Us" option on the Learn platform.



### INDUSTRY MENTORS

- Receive unparalleled guidance from industry mentors, teaching assistants and graders.
- Receive one-on-one feedback on submissions and personalised feedbacks on improvement.



### Q&A FORUM

- Timely doubt resolution by Industry experts and peers.
- 100% Expert-verified responses to ensure quality learning.



### EXPERT FEEDBACK

- Personalised expert feedback on assignments and projects.
- Regular live sessions by experts to clarify concept related doubts.



### PROGRAM CONTENT ACCESS FOR 3 YEARS

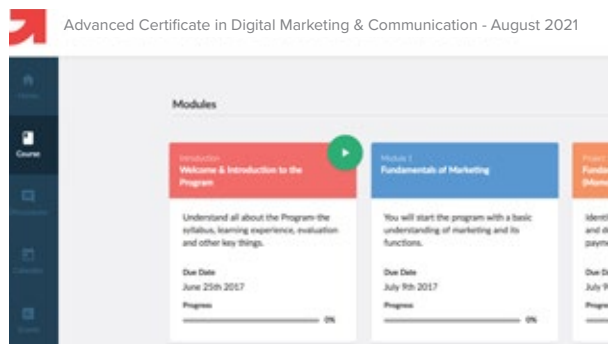
- Enjoy continuous access to the recorded content for 3 years

# A GLIMPSE OF THE UPGRAD LEARNING PLATFORM

*\*Note: This is just a demo of the platform and might not be an exact reflection of this program*



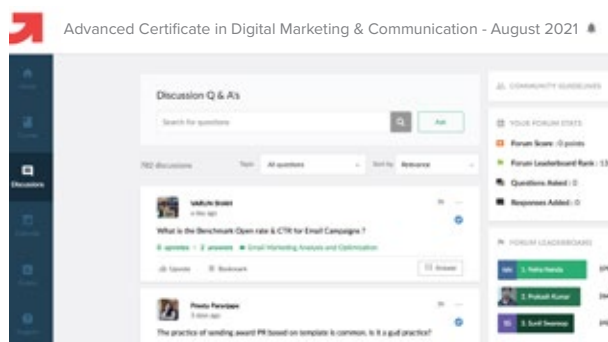
**Access anytime  
on the web at  
[learn.upgrad.com](https://learn.upgrad.com)  
or Mobile App**



**Course Overview**



**Calendar**



**Peer-to-peer  
Discussion Forum**

# STUDENT **REVIEWS**



## **Roshni**

**Account Manager, Jarvis**

MICA was one of the places I wanted to attend but I wanted to continue my job too. upGrad made that possible.

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## **Sonshree Pohare**

**Digital Strategist, Freelancer**

At work, it helped me create authority over the areas I used to be uncertain about earlier which resulted in better insights and in-depth reporting.

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## **Mani Kandan**

I was so sceptical about the program and the outcome of the course as I don't have any management or marketing background, but the course never gave me the chance to look back at my decision.

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## **Abhiram Dhankar**

**Client Relations Manager, Kochhar & Co.**

The learning journey with MICA & upGrad was a thrilling experience.

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## **Aaishwarya Mathur**

**Corporate Communications, Biocon**

upGrad has an expertise in designing a program delivery which is effective and can be easily understood. I would surely recommend everyone to enroll for this program.



# PROGRAM DETAILS

## DURATION

26 weeks core + 6 weeks  
per specialisation

## ELIGIBILITY

Bachelor's or  
Equivalent Degree\*

## SELECTION PROCESS

Note: There is no entrance  
exam for this program

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## PROGRAM FEE

### BASE PROGRAM + 1 SPECIALISATION

Total Learning Duration - 32 Weeks | INR 1,09,045 (Incl. Taxes)

### BASE PROGRAM + 2 SPECIALISATIONS

Total Learning Duration - 38 Weeks | INR 1,26,745 (Incl. Taxes)

### BASE PROGRAM + 3 SPECIALISATIONS

Total Learning Duration - 44 Weeks | INR 1,41,495 (Incl. Taxes)

### BASE PROGRAM + 4 SPECIALISATIONS

Total Learning Duration - 50 Weeks | INR 1,56,245 (Incl. Taxes)

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## ADMISSION PROCESS

01

### Fill the Application Form

Apply by filling a simple  
application form

02

### Get shortlisted

Candidates will be shortlisted  
based on application submitted

03

### Pay and Start Learning

An offer letter will be rolled out to the selected few  
candidates. Secure your seat by paying the  
admission fee

## FOR FURTHER DETAILS, CONTACT

✉ [digitalmarketing@upgrad.com](mailto:digitalmarketing@upgrad.com)

☎ 1800 210 2020 (We are available 24\*7)

Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor.



## **COMPANY INFORMATION**

**upGrad Education Private Limited**

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