



# Product Management Hiring Trends Insights Report, 2025

By IPL Career Assistance Platform

*Powered by IPL's first-party hiring intelligence collected through live employer hiring events.*

**Drawn from 1000+ Alumni participating across 150 Hiring Events**

# Executive Summary

IPL's Career Assistance Platform (CAP) continues to strengthen its position as India's most reliable first-party Product Management hiring source. Unlike survey-based market reports, this analysis is based on **actual hiring events** and **IPL alumni participations**.

## 2025 At a Glance

1. **150 Hiring Events**
2. **1000+** candidates **Interviewed**
3. **65.5%** of hiring companies were **Startups**
4. **52%** of all roles hired were **Senior PM** roles

## What 2025 Signals

1. **Strong Senior PM demand**; steady rise in Junior roles.
2. **Startups remain primary recruiters**; GCC/MNC hiring expanded.
3. Leadership compensation now exceeds **₹90 LPA**.



# Insights Grounded by First-Party Data

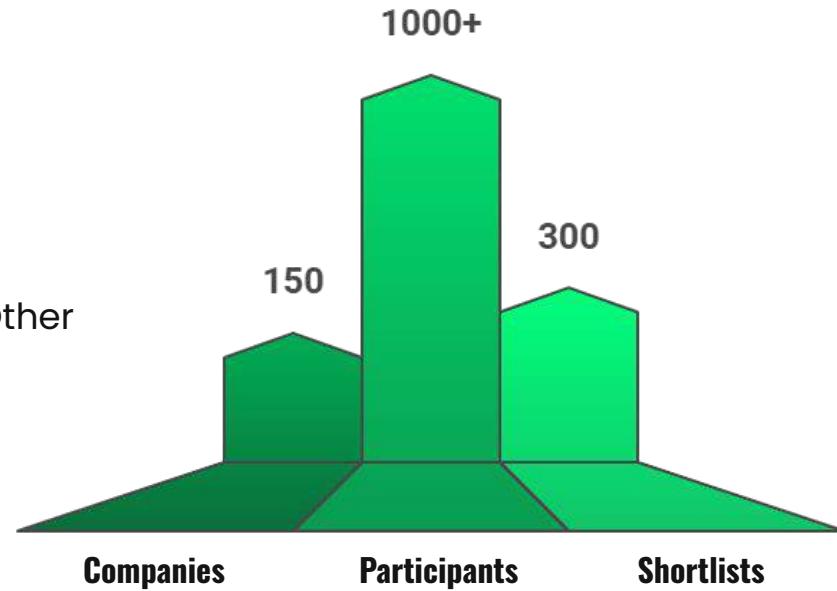
From IPL Career Assistance Platform Hiring Companies, 2025

 **150** Hiring events in 2025.

 **5+** Industries: Tech, IT Services, Fintech, Security, Other

 Startups, Mid-size firms, GCCs

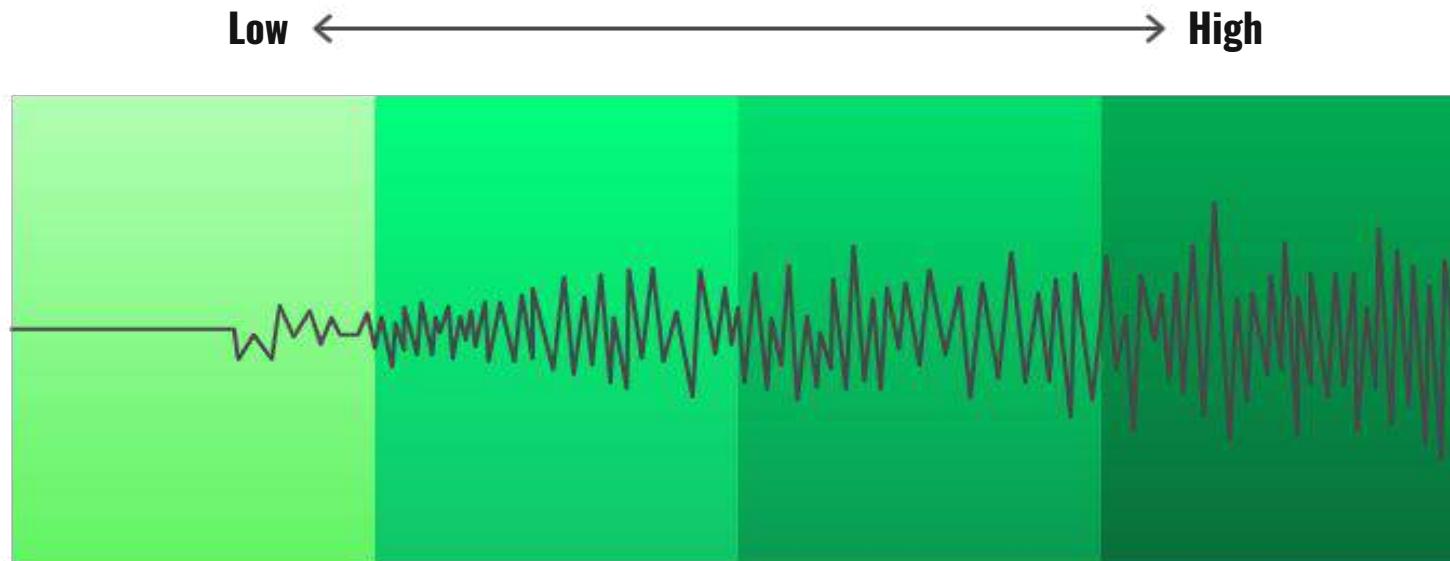
 Junior PM | Senior PM | Leadership roles



**Every number in this report reflects an actual hiring decision, not a prediction.**

**Based on 150 first-party hiring events with real employer offers**

# Tech leads PM hiring; FinTech and Security show the strongest YoY growth



## **Security**

Focused,  
Specialized roles

## **FinTech**

Growing Demand  
in Financial  
Innovations

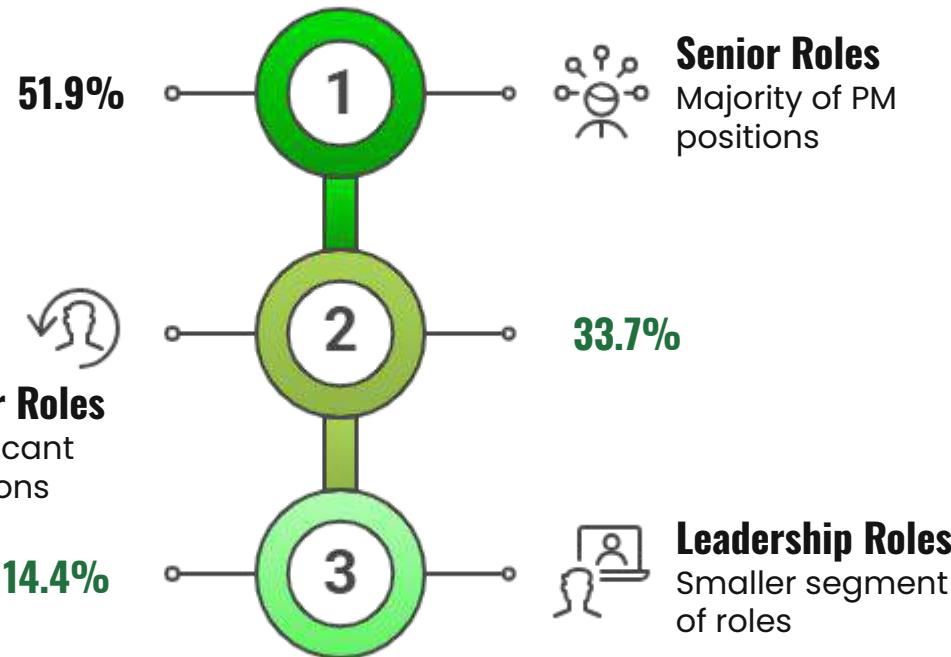
## **IT Services**

Steady need for  
support and  
solutions

## **Tech**

Dominant force  
in Product  
Management

# How Companies Hired Across PM Levels in 2025



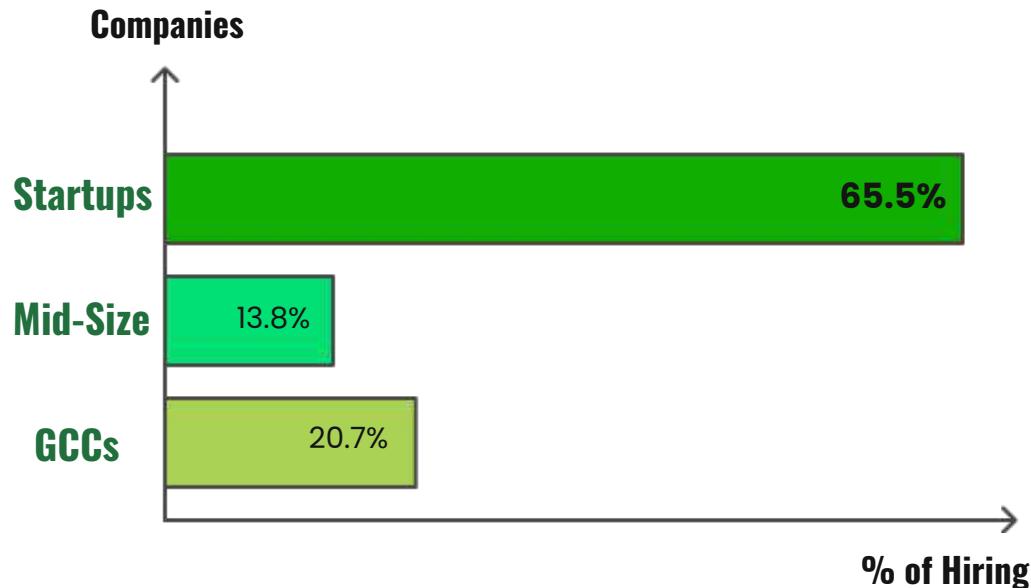
## Insight:

1. **Senior PMs** remain the **primary demand**.
2. **Junior PM** roles are gaining traction as orgs. invest in **future talent**.

## YoY Insight:

1. **Senior roles** remain **dominant** year over year.
2. Junior PM hiring continues its **upward trend from 2024**.

# Who's Hiring Product Managers in 2025?



## Insight:

1. **Startups lead PM hiring** with the highest demand share.
2. GCCs are ramping up interest, reflecting a shift toward global product talent.

## YoY Insight:

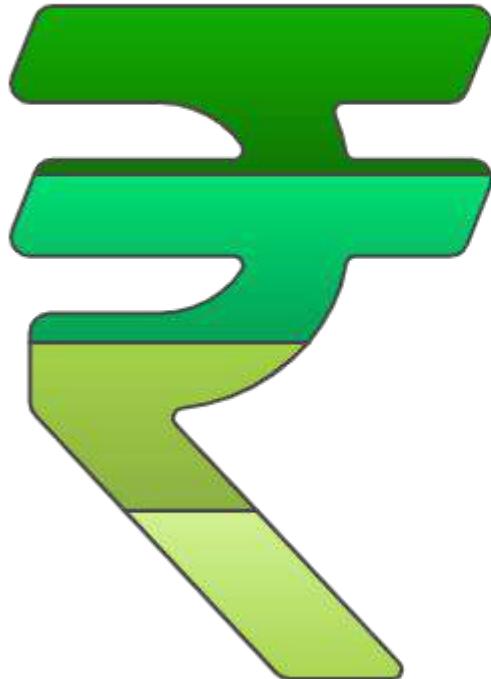
1. GCCs hiring has inched up slightly.
2. **Indicates growing opportunities in global innovation teams.**

# Top Hiring Companies in 2025



& Many More...

# Product Management Salary Benchmark in 2025



**Internships**  
₹40,000/month



**Junior Roles**  
Upto ₹20 LPA



**Senior Roles**  
Upto ₹45 LPA

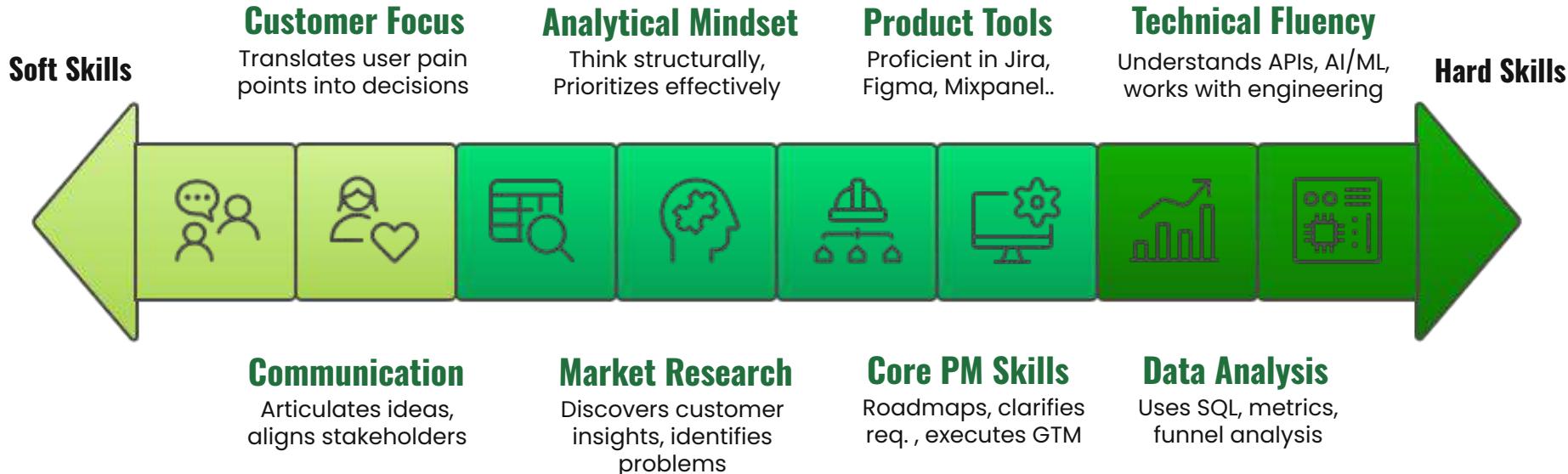


**Leadership Roles**  
₹60-₹90 LPA

Higher salary bands reflect rising demand for **experienced PMs who can drive 0→1 and 1→n product outcomes**.

# Skills That Drive PM Hiring Decisions

Hiring Managers Prioritize PM + Tech + Data Skills



## Derived from:

1. **150 JDs** shared by hiring companies
2. **100+ case challenges** used in CAP hiring events
3. **Feedback** logs from **hiring managers** in 2025 CAP hiring events

## Top 3 Common Expectations in 2025

1. **Core PM Skills**
2. **Technical Fluency**
3. **Data-Driven Mindset**

# Strategic Career Playbook for Product Managers

Target Mid-size & GCCs, Build Skills Employers Want



## Build Core Skills

- 1. PM basics + tech fluency
- 2. Data-driven decision-making

- 1. Required to contribute in first 90 days
- 2. Foundation for all PM roles



## Target Mid-Size Companies

- 1. Broad ownership roles
- 2. End-to-end product exposure

- 1. Highest growth in PM hiring
- 2. Faster learning + quicker career lift



## Progress to GCCs

- 1. Strategic, large-scale initiatives
- 2. Global collaboration

- 1. Prefer experienced PMs
- 2. Structured orgs + global product exposure

Focus

Why?

# Glossary



## Startups

Early stage companies typically under ~250 employees, early funding, local/domestic footprint.



## Mid-size Firms

Established, scaling companies with a significant internal presence, but not notably global.



## GCCs

Corporations with offices in multiple countries, global operations, or subsidiaries of multinational firms.



## First-Party Data

Data collected directly from the source (in this case, IPL's hiring events) rather than from third-party reports or surveys



## Junior Roles

Entry to junior-level positions, typically requiring 0-3 years of experience (Internship, Business Analyst, Product Analyst, Associate PM)



## Senior Roles

Mid to Senior product management positions requiring 3+ years of experience (PM, Senior PM, Lead PM, Group PM)



## Leadership Roles

Leadership product management positions requiring 10+ years of experience (Principal PM, Director of Product, Chief Product Officer etc.)



## YoY

Year-over-Year – comparison of a statistic for one period to the same period the previous year (e.g., Jan-Aug 2025 vs Jan-Aug 2024).

# THANK YOU

For more information visit our webpage:  
**Career Assistance Platform**

Reach out to us at:  
**cap@ipl.university**