

A large iceberg floats on a dark blue ocean under a starry night sky. The visible tip of the iceberg is jagged and white, while the much larger, submerged portion is dark and textured, illustrating the concept of hidden data or the 'tip of the iceberg' metaphor.

ICG SALARY SURVEY 2024

Prepared by
Shashank Bharadwaj
Nanda Padmanabhan

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FOREWORD

21 April, 2024

Greetings!

For long, the communications industry has grappled with the absence of standardized benchmarks for roles and compensation, leaving professionals in this critical function without reliable data to gauge their worth. The **2024 Indian Communicators Group (ICG) Salary Survey Report** is an endeavor born out of the collective yearning within the industry for a comprehensive understanding of compensation trends.

The realization of the 2024 ICG Salary Report marks a significant milestone in addressing this gap. This would not have been possible without the gracious participation of in-house communication professionals with ICG in this year's survey.

The survey exercise was initiated and spearheaded by Shashank Bharadwaj. Thanks to Nanda Padmanabhan, who helped in analyzing and deriving insights from the results. A special acknowledgement is owed to Tinu Cherian, one of the administrators of ICG Groups, who anchored the successful execution of this survey.

Our sincere hope is that within these pages, you'll discover valuable insights to guide your career trajectory and empower you to advocate for the recognition you unquestionably deserve.



THE TEAM



Shashank Bharadwaj

Integrated Brand Communications Practitioner

Shashank, a seasoned Integrated Brand Communications specialist, has worked across diverse sectors & industries. Proficient in Public Relations, Corporate Communications, Digital Marketing, Personal Branding and Community building, he's been recognized as a PR Moment 30U30 Winner and acknowledged as 40 Young Turks by Reputation Today Magazine. <https://www.linkedin.com/in/shashank-bharadwaj/>



Nanda Padmanabhan

Head - Corporate Communications, BankBazaar

Nanda is a versatile communications leader with two decades of experience in Integrated Communications. Her areas of specialization include Communications Strategy, Crisis Communications, and BFSI Public Policy and Thought Leadership. She also has a strong editorial background in developing and editing books, and in mentoring budding journalists, authors, and technology evangelists.

LinkedIn: <https://www.linkedin.com/in/nandapadmanabhan/>



Tinu Cherian Abraham

Head - Global PR & Media Relations & Director, UST

Tinu is a senior public relations & corporate communications professional with over 20 years of varied industry experience. He is currently working as Director - Head - Global PR & Media at UST, heading Public Relations, Media relations, and Government Relations globally over 30 countries.

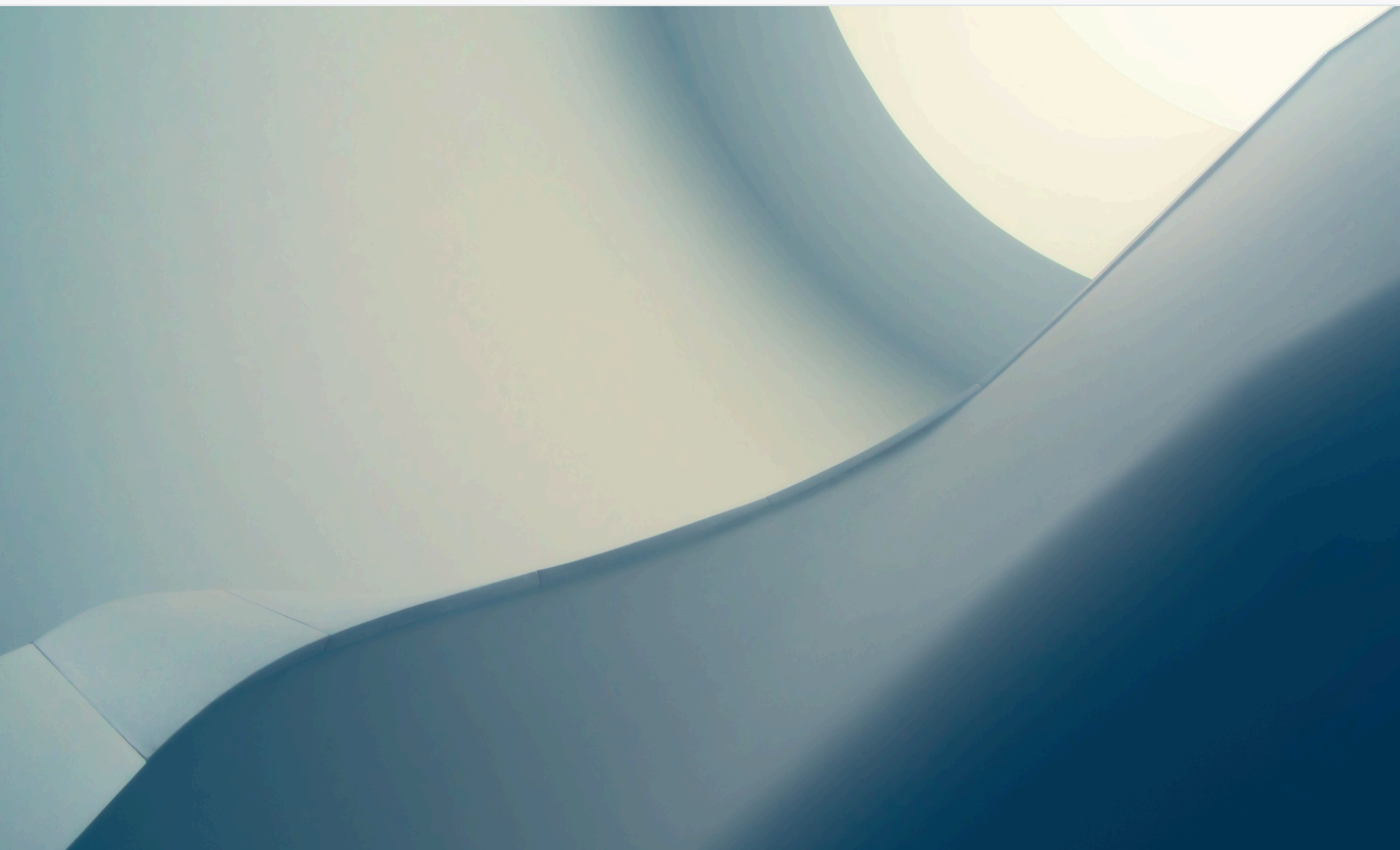
He was featured as Top 100 (2023, 2020) & 40 Under 40 (2017), 20 Professionals to watch out for (2022) PR & Comms Profs in India. LinkedIn: <https://www.linkedin.com/in/tinucherian/>

SURVEY METHODOLOGY

In conducting our research on In-House Communications Salary Trends, a comprehensive survey methodology was employed to gather insights from professionals in the field. The survey, administered to a diverse pool of approximately 700 in-house communications professionals, featured a combination of qualitative and quantitative questions. The qualitative inquiries aimed to capture nuanced perspectives on industry trends, job satisfaction, and challenges, while the quantitative aspects focused on salary benchmarks, experience levels, and demographic information.

The survey was distributed through In-House Communications Group (ICG) WhatsApp channels, a community group on WhatsApp exclusively for in-house communication professionals, ensuring a broad representation and reliable responses.

Sincere efforts were made to maintain anonymity and confidentiality, fostering honest and candid responses. Conducted between December 1, 2023, and January 05, 2024, via a web-based platform, the data serves as a foundation for understanding of the current landscape of in-house communications salaries and the factors influencing compensation trends in the industry.



PARTICIPANT DATA SUMMARY

| Organization Type | | | |
|-------------------------------|-----|--------------------------|----|
| MNC | 286 | Startup | 64 |
| Private Company (non-startup) | 228 | Public Sector/Government | 22 |
| Conglomerate | 92 | NGO / Impact Space | 08 |

| By Sector / Industry | | | |
|---|--|-----------------------------------|------------------|
| Agriculture - 1 | Education - 12 | Medical & Lifesciences - 80 | Software - 15 |
| Automotive/Transportation/Airlines - 57 | FMCG - 6 | Mobile and Telecommunications - 2 | Technology - 130 |
| BFSI - 163 | Hospitality, Food, Leisure Travel - 20 | Oil, Gas and Renewables - 12 | Others - 4 |
| Cement Manufacturing - 2 | Manufacturing/Engineering/Utilities - 98 | Real Estate - 16 | |
| Conglomerate - 6 | Maritime Industry - 1 | Retail - 43 | |
| Consulting - 9 | Media & Entertainment - 15 | Social Impact Space - 8 | |

SALARY

Salary in Communications has been a contentious topic, and it is possible to see as many perspectives on the hows and how-muchs of the salary distribution as there are people. The ICG Salary Survey underscored the wide disparity in salaries among people across cities and backgrounds, but also most importantly, within the experience range. To understand the correlation between salaries and experience better, we present our findings under three headings: the salary range, the scale factor, and salary trends.



Creator: TheaDesign | Credit: Getty Images/iStockphoto Copyright: TheaDesign

Methodology

The study uses two perspectives to understand salary distribution: weighted average and median values. The weighted average gave a good reckoning of the trends however, the large deviation in the salaries meant little correlation on ground. To mitigate this, we used interquartile range (IQR) to discard outlier data at either ends and used it in conjunction with the median to infer compensation patterns and calculate the scale factor for salaries with respect to experience.

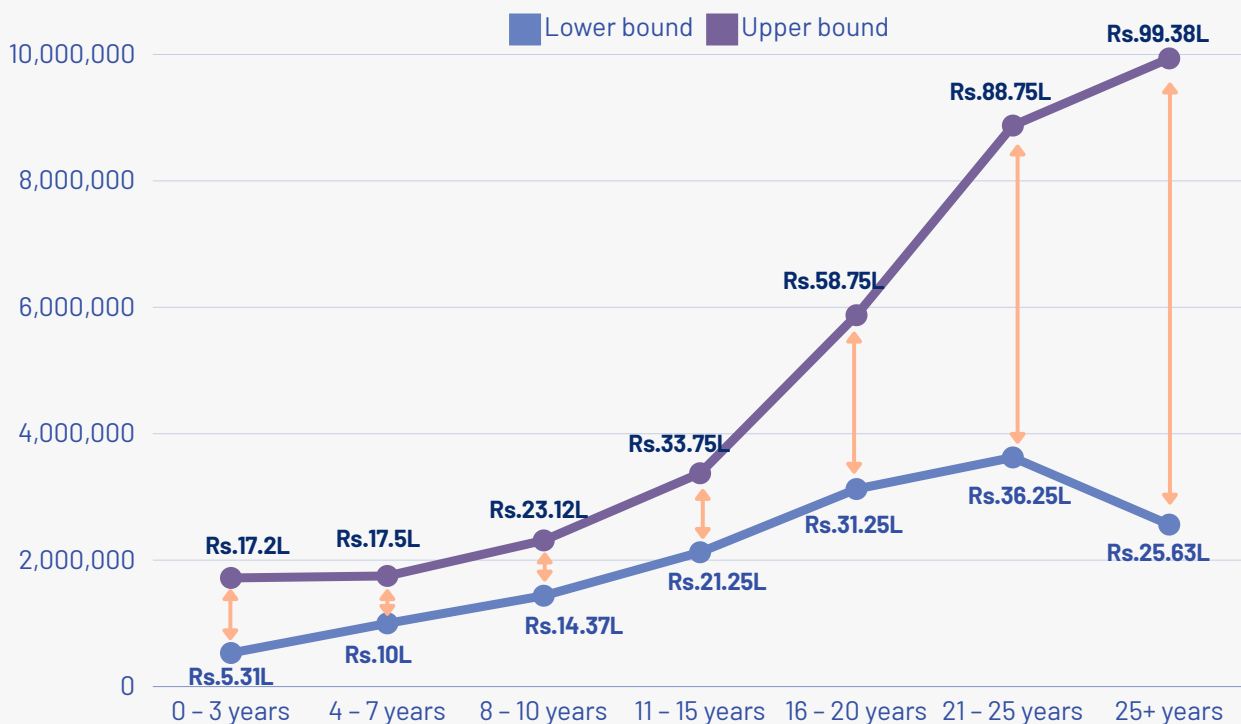
Both average and median provide valuable insights, and together they have been invaluable in understanding the complex interplay of salaries.

SALARY RANGE

The median salary for the sample across experience ranges was Rs.35L. The median salary for men coincided with the overall median, but the median salary for women at Rs.27.5L was much lower, indicating that a larger number of women worked for lower salaries, especially at lower experience levels.

More than 45% of the salaries fell between Rs.22.5L and Rs.62.5L. However, the starting salaries for in-house Comms roles for freshers is typically around Rs.5.3L-5.8L, though data shows that it can be as low as Rs.3.5L.

Salary Range by Experience



The upper and lower bounds of the median salaries are close enough in the lower experience range but start diverging massively after 15 years' experience, indicating a much larger deviation in salaries with experience.

One way to explain this is migration from other Communications-related functions such as media, publishing, PR agencies, marketing, SEO, and other content functions among others, that traditionally have a lower salary structure.

SALARY RANGE CONT...

The salaries of 45% of the respondents were within the upper and lower salary range and those of 25% exceeded the salary range. Overall, this meant that the salaries of roughly 30% of the respondents fell below the average benchmark.

Overall Salaries: 700 respondents; Average scale factor: 2.55x

| | Salary Range | |
|----------------|-----------------------|-----------------------|
| Experience | Lower | Upper |
| 0 – 3 years | ₹ 6,25,000.00 | ₹ 16,25,000.00 |
| 4 – 7 years | ₹ 10,00,000.00 | ₹ 17,50,000.00 |
| 8 – 10 years | ₹ 15,00,000.00 | ₹ 22,50,000.00 |
| 11 – 15 years | ₹ 21,25,000.00 | ₹ 33,75,000.00 |
| 16 – 20 years | ₹ 31,25,000.00 | ₹ 58,75,000.00 |
| 21 – 25 years | ₹ 36,25,000.00 | ₹ 88,75,000.00 |
| 25+ years | ₹ 28,75,000.00 | ₹ 96,25,000.00 |
| Average | ₹ 15,00,000.00 | ₹ 55,00,000.00 |

Highest and Lowest Salaries recorded

| | Salary Range | |
|---------------|-------------------------|---------------------------|
| Experience | Lowest | Highest |
| 0 – 3 years | Below ₹ 5,00,000.00 | ₹50,00,000 – ₹75,00,000 |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹50,00,000 – ₹75,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹2 Cr |
| 11 – 15 years | ₹5,00,000 – ₹7,50,000 | ₹75,00,000 – ₹1,00,00,000 |
| 16 – 20 years | ₹5,00,000 – ₹7,50,000 | ₹1.5 Cr upwards |
| 21 – 25 years | ₹10,00,000 – ₹12,50,000 | ₹2.15 Cr upwards |
| 25+ years | ₹10,00,000 – ₹12,50,000 | ₹3 Cr |

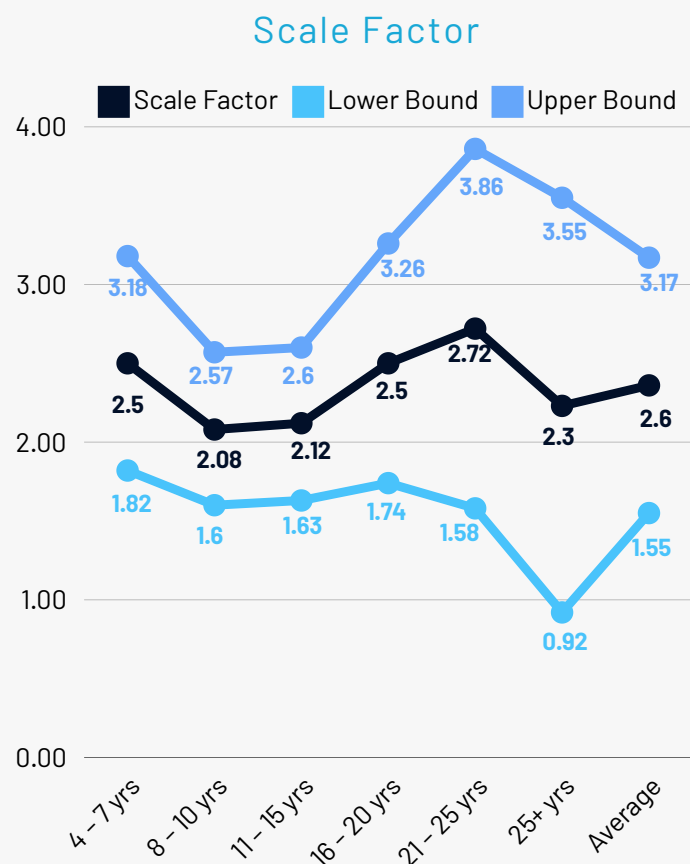
SCALE FACTOR

Median in-house salaries increase with experience. The average factor by which the median salaries increase comes to roughly Rs. 2.3L for every year of experience or 2.3x, with a lower bound of 1.5x and upper bound of 3.1x. Roughly 45% of the respondents fall in this range.

Broadly, this translates into almost one out of three ICGians (30%) being underpaid.

The scaling increases with experience and the upper limit of the scale factor is highest for experience of over 20 years. This means that even if your salaries are lower earlier in your career, you can expect to scale up in the later half.

Consequently, this drives the percentage of people with a higher scaling factor to 25%.

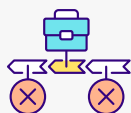


SALARY TRENDS



Rs. 43.3L

Average salary across sample



Rs. 35L

Median salary across sample



20+ years

Median salary stagnates



49%

Satisfied with salary

PAY PARITY STILL A PIPE DREAM



More young women join the workforce and continue to work at very low salaries compared to men but at very high experience levels, median salaries for women continue to rise while men stagnate.

63%

Respondents of the survey were women

Pay Parity Issues

The average salary across the board was Rs. 43,3L. But in a women-dominated field, the average salary for women is Rs. 41.6L, 9% lower than men who earn Rs.45.3L.

1.8x

more men have a salary of Rs. 20L than women

Higher Benchmarks For Men

Only 15% of men have a salary less than Rs.20L, compared to 27% women.

27.5L

Median salary for women compared to Rs. 35L for men

Lower Pay With Higher Experience

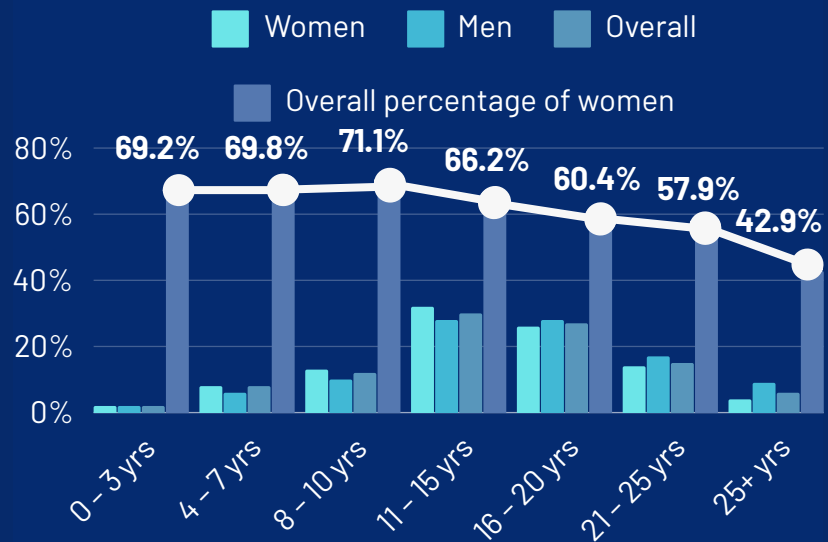
68% women earning > Rs. 20L have an experience of 10 years or less compared to 62% of men. Less than 2% men earn less than Rs.10L compared with 4% women.

The **median salary for women** is **Rs. 27.5L** compared to **Rs. 35L for men**.

The real devil is, however, in the details. The median salaries for men is much higher than women for the lower experience levels. For 0-10 years of experience, men have a consistently higher median salary compared with women. However, the **median salaries across genders tend to remain the same between 11 to 25 years**. At very high experience levels of 25+ years, the median salaries for men remain the same while that of women continue to rise. Put together, this indicates that **more young**

women join the workforce and continue to work at very low salaries compared to men.

The silver lining is that women in Communications are excellent at learning to negotiate and build their career path, and understand their worth well. We may also advance the theory that **instead of the perceived kicking down of the ladder, women professionals do tend to have each other's backs as mentors and networks**, without which the pay disparity may have been perpetuated consistently.



THE NOT-SO-FRAGILE GLASS CEILING

Despite an encouraging salary picture at higher experience level, not all is rosy for senior women professionals in Communications. In relative terms, only 9% of the folks with 20+ years' experience are men compared with 11% women. However, the absolute numbers tell a slightly different story.

The percentage of women in Communications increases from 69% among the freshers to peak at 71% at the 8-10 years' experience, or just when you hit mid-level. From then, it is a steep fall to 60% over the next 10 years' experience. Only 54% make it beyond 20 years. By the time you reach work experience of 25 years or more, there are fewer women than men in the workforce in both absolute and relative terms. From 60% women with 16 to 20 years' experience, the number dips to 42% women with experience of 25 years or more.

While the number of years in the workforce is not necessarily an indicator of being a function head, only 72% women lead Communications initiatives reporting to the CEO, Marketing, or Strategy head compared to 85% men. Broadly, the fact remains that from being nearly 3 out of 4 Communications people at the beginning of their career, not 1 out of 2 senior Communications folks are women and fewer of them are function heads.

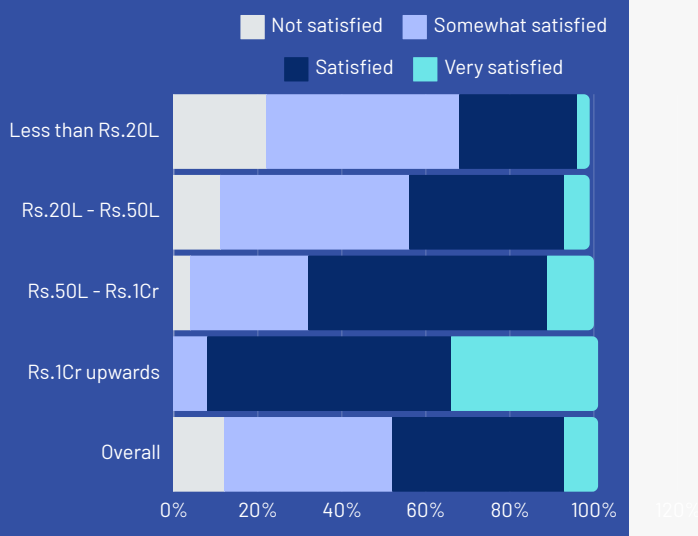
SATISFACTION AT WORK

Job satisfaction is a blend of salary satisfaction with other factors ranging from culture to recognition and career growth and mean different things across genders.

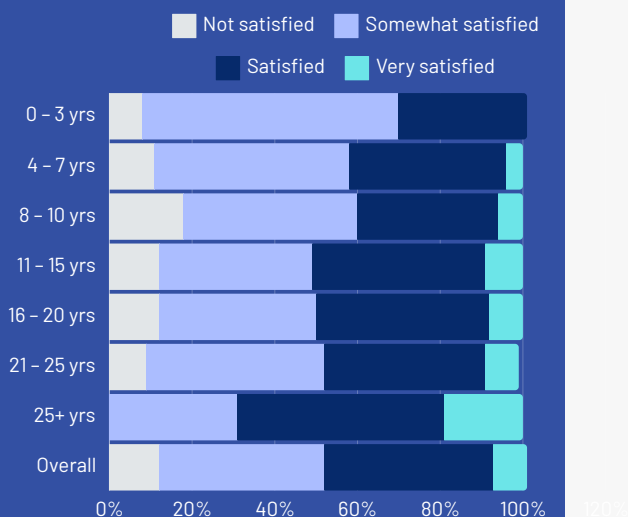


What's a good number?

Salary satisfaction is pretty much in line with how much people earn. Fewer people with lower salaries are satisfied while higher the salaries, more is the satisfaction. More than 93% with salaries of Rs.1Cr are happy with theirs. Compared with this, only 32% people with salaries less than Rs.20L are happy with their salaries.



The magic number for ICG is Rs.40L, above which more than half the people (54%) are satisfied with their salaries.

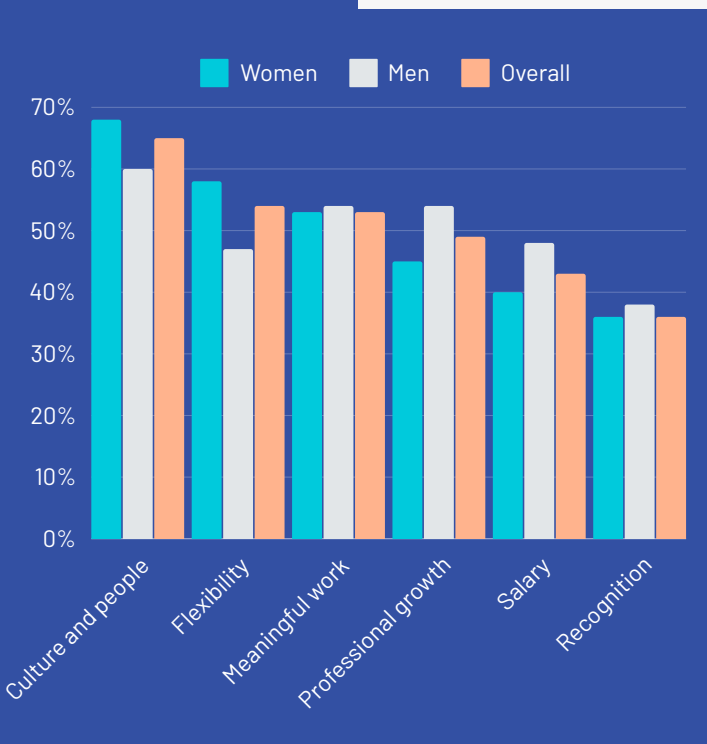
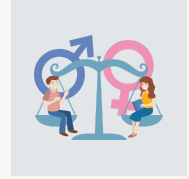


A satisfying experience

Interestingly, there is a strong correlation between experience and salary satisfaction as well. Only 31% people are satisfied with their income in the 0-3 years experience bracket, but this number goes up to 69% in the 25+ years experience bracket.

GENDERED SATISFACTION

Culture is what drives job satisfaction the most, followed by Flexibility, both driven strongly by women.



What makes you come to work each day?

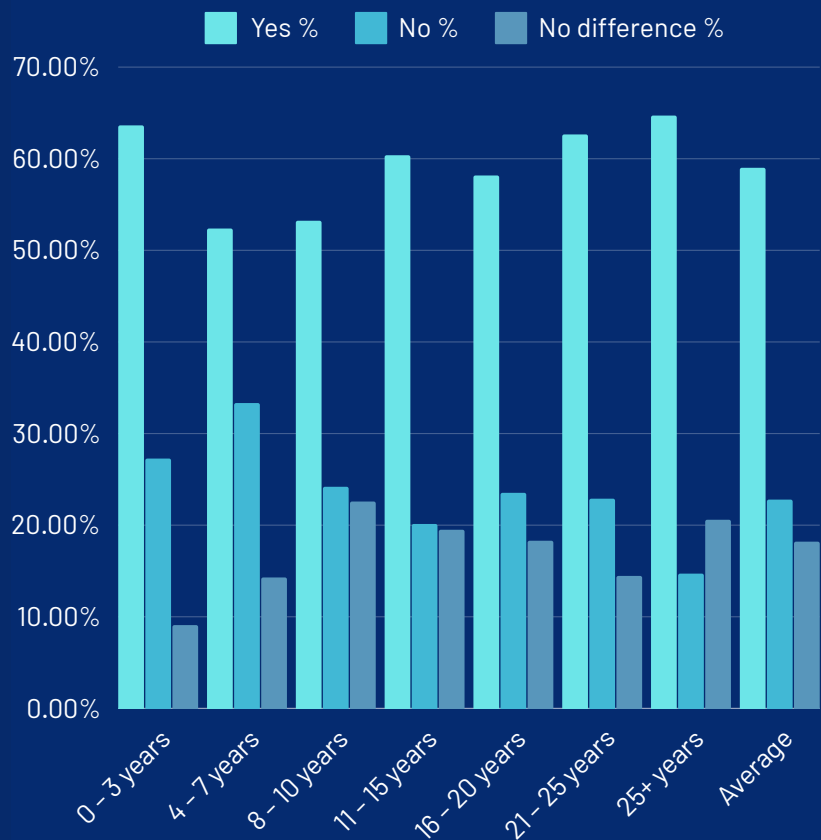
Culture is what drives job satisfaction the most. Culture is the key reason 65% of people enjoy what they do. How meaningful is the work they do matters to 53% of people. However, 53.5% of people also require flexibility in their work for it to afford satisfaction.

Even when they are extremely dissatisfied with their salaries, people stick around for culture (70%) and flexibility (64%).

Gender-bender

More women (67%) rank culture important for job satisfaction compared to men (60%). Only 47% men demand flexibility compared to 58% women. While 53% women and men feel their work needs to be meaningful, only 45% women look at professional growth as a key factor compared to 54% men and only 36% women strive for recognition at the workplace compared to 38% men.

This indicates that while several gaps in terms of remuneration and recognition are getting closed, women continue to be the drivers of culture and flexibility at the workplace rather disproportionately.



AGENCIES NEED TO UP THEIR GAME

The overwhelming majority of respondents believe agency salaries fall way below in-house salaries for similar roles. A clear 59% said in-house salaries were higher. Close to 42% respondents in early to mid-career (4-20 years) attested that agency salaries can be quite competitive, but this number falls after that. At either end of the experience spectrum – freshers (0-3) at 64% and 25+ at 65% – favoured in-house roles indicating fewer agency opportunities for both freshers and senior professionals alike.

Note that 22% of respondents either did not have an agency background or were not current with salary trends at agencies and were excluded from this analysis.

WORD ON THE STREET



"Good words are worth much, and cost little."
George Herbert

60%

Good language and the ability to communicate verbally and in writing to tell a coherent and memorable story continues to be the most important skill set

Language & Communication

In the age of generative AI and free content, the Communications fraternity still stand by the power of words, both written and spoken, to tell a story.

45%

From media and PR agencies to influencers and stakeholders in the government to business units within the company, all fall within the purview

Relationship Management

There is a lot of emphasis on being able to manage and negotiate with multiple stakeholders, both internal and external, with compassion, empathy, and patience.

32%

This is in apart from a deep understanding of Communications as a function

Domain & Industry

Domain knowledge and industry expertise coupled with an understanding of the business and the ability to strategise are also considered important

42%

Communicators are alert to the powers of AI and there is strong interest in leveraging technology for Communications

AI

The fraternity sees the need to be prepared to leverage technological developments around AI, data and analytics, and digital transformation.

18%

As Social Media becomes a bigger part of the Communications portfolio, skill sets are becoming multi-dimensional as well

Multimedia Skills

There is a need to upskill on designing and video editing as social media will play an increasingly bigger role in Communications.

Other arenas of reputation management, such as public policy, advocacy, and ESG are also fields that Communications folks are looking to build their expertise in. Interestingly, this interest comes almost entirely from senior folks with 16 years of experience or more.

PARTING THOUGHTS

These sentiments reflect the experiences and concerns of professionals working in corporate communications.

01

Salary Disparity: Respondents expressed concerns about gender bias and a lack of equal compensation in corporate communications roles. They believe that the base salary with which a person starts their career often determines their future earnings, and negotiation for fair compensation is often seen as entitlement.

02

Compensation Challenges: Respondents feel that despite managing end-to-end processes and operations, organizations hesitate to offer compensation commensurate with the contributions of corporate communication professionals. There is a need for reassessing compensation structures based on workload and responsibilities.

03

Recognition and Respect: The prevalent sentiment is that the value of communication professionals is not adequately recognized within organizations. Respondents feel that in-house communications teams and the function should be recognized as integral to the organization's reputation and growth, and should be valued and treated with due respect.

04

Role Evolution: The role of corporate communications is evolving, with a need to manage various aspects such as marketing, employee communications, and adapting to new technologies.

PARTING THOUGHTS CONT...

05

Need for Skill Diversification: Respondents emphasise the importance of communication professionals having a diverse skill set beyond traditional writing abilities. Skills such as data analysis, understanding web technologies, and adapting to new trends are seen as crucial for success in the field.

06

Scarcity of Opportunities: Many respondents expressed frustration over limited career growth opportunities, particularly for mid-level professionals. They feel that the industry lacks avenues for advancement and that there are few opportunities for senior-level positions.

07

Collaboration and Support: There is a call for communicators to come together, support each other, negotiate fair compensation, and build a strong support system within the industry.

These findings highlight the need for addressing salary disparities, providing more opportunities for mid-level professionals, reassessing compensation structures, emphasizing continuous learning, recognizing the value of corporate communications, and fostering collaboration and support within the industry.

The Highs And The Lows

Salary Benchmarks Across Sectors
and Organisation Types



SECTOR-WISE SALARY RANGE

This is what the average, lowest, and highest salaries for in-house Communications roles from 6 core sectors look like*. The salary range is representative of roughly 50% of the sample. Approximately 25% each have salaries above or below this range.

BFSI: 163 respondents; Average scale factor: 2.65x

| | Salary Range | |
|---------------|----------------|------------------|
| Experience | Lower | Upper |
| 0 – 3 years | ₹ 4,75,000.00 | ₹ 25,25,000.00 |
| 4 – 7 years | ₹ 13,12,500.00 | ₹ 24,37,500.00 |
| 8 – 10 years | ₹ 15,00,000.00 | ₹ 26,25,000.00 |
| 11 – 15 years | ₹ 21,25,000.00 | ₹ 33,75,000.00 |
| 16 – 20 years | ₹ 17,50,000.00 | ₹ 52,50,000.00 |
| 21 – 25 years | ₹ 41,25,000.00 | ₹ 83,75,000.00 |
| 25+ years | ₹ 75,00,000.00 | ₹ 1,00,00,000.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|-----------------------------|
| Experience | Lowest | Highest |
| 0 – 3 years | Less than ₹5,00,000 | ₹50,00,000 – ₹75,00,000 |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹50,00,000 – ₹75,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹50,00,000 – ₹75,00,000 |
| 11 – 15 years | ₹12,50,000 – ₹15,00,000 | ₹50,00,000 – ₹75,00,000 |
| 16 – 20 years | ₹17,50,000 – ₹20,00,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 21 – 25 years | ₹25,00,000 – ₹30,00,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 25+ years | ₹30,00,000 – ₹40,00,000 | ₹1.5 Cr upwards |

*Salary ranges and the highest and lowest salaries for specific experience buckets from some sectors could not be considered at all or are skewed (such as Retail) due to insufficient data. There are also some extreme outlier values, such as ₹5,00,000 – ₹7,50,000 salary despite 16-20 years' experience and ₹50,00,000 – ₹75,00,000 salary for 0-3 years' experience. These have been included for completeness.

SECTOR-WISE SALARY RANGE CONT...

Technology: 130 respondents; Average scale factor: 2.65x

| | Salary Range | |
|---------------|----------------|------------------|
| Experience | Lower | Upper |
| 0 – 3 years | ₹ 11,56,250.00 | ₹ 20,93,750.00 |
| 4 – 7 years | ₹ 13,75,000.00 | ₹ 16,25,000.00 |
| 8 – 10 years | ₹ 13,28,125.00 | ₹ 24,21,875.00 |
| 11 – 15 years | ₹ 16,25,000.00 | ₹ 38,75,000.00 |
| 16 – 20 years | ₹ 48,75,000.00 | ₹ 76,25,000.00 |
| 21 – 25 years | ₹ 53,12,500.00 | ₹ 96,87,500.00 |
| 25+ years | - | ₹ 1,40,00,000.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|-----------------------------|
| Experience | Lowest | Highest |
| 0 – 3 years | ₹7,50,000 – ₹10,00,000 | ₹25,00,000 – ₹30,00,000 |
| 4 – 7 years | ₹7,50,000 – ₹10,00,000 | ₹20,00,000 – ₹25,00,000 |
| 8 – 10 years | ₹10,00,000 – ₹12,50,000 | ₹25,00,000 – ₹30,00,000 |
| 11 – 15 years | ₹15,00,000 – ₹17,50,000 | ₹75,00,000 – ₹1,00,00,000 |
| 16 – 20 years | ₹12,50,000 – ₹15,00,000 | ₹1,00,00,000 – ₹1,25,00,000 |
| 21 – 25 years | ₹20,00,000 – ₹25,00,000 | ₹1.8 Cr |
| 25+ years | ₹30,00,000 – ₹40,00,000 | ₹1.5 Cr upwards |

SECTOR-WISE SALARY RANGE CONT...

Manufacturing/Engineering/Utilities: 98 respondents; Average scale factor: 2x

| | Salary Range | |
|---------------|----------------|----------------|
| Experience | Lower | Upper |
| 4 – 7 years | ₹ 7,18,750.00 | ₹ 10,31,250.00 |
| 8 – 10 years | ₹ 15,62,500.00 | ₹ 21,87,500.00 |
| 11 – 15 years | ₹ 14,37,500.00 | ₹ 30,62,500.00 |
| 16 – 20 years | ₹ 31,25,000.00 | ₹ 58,75,000.00 |
| 21 – 25 years | ₹ 29,37,500.00 | ₹ 60,62,500.00 |
| 25+ years | ₹ 46,56,250.00 | ₹ 78,43,750.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|-----------------------------|
| Experience | Lowest | Highest |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹30,00,000 – ₹40,00,000 |
| 8 – 10 years | ₹10,00,000 – ₹12,50,000 | ₹25,00,000 – ₹30,00,000 |
| 11 – 15 years | ₹10,00,000 – ₹12,50,000 | ₹50,00,000 – ₹75,00,000 |
| 16 – 20 years | ₹20,00,000 – ₹25,00,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 21 – 25 years | ₹25,00,000 – ₹30,00,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 25+ years | ₹25,00,000 – ₹30,00,000 | ₹1.5 Cr upwards |

SECTOR-WISE SALARY RANGE CONT...

Medical & Life Sciences: 80 respondents; Average scale factor: 2.65x

| | Salary Range | |
|---------------|----------------|------------------|
| Experience | Lower | Upper |
| 4 – 7 years | ₹ 9,37,500.00 | ₹ 18,12,500.00 |
| 8 – 10 years | ₹ 16,87,500.00 | ₹ 20,62,500.00 |
| 11 – 15 years | ₹ 17,50,000.00 | ₹ 37,50,000.00 |
| 16 – 20 years | ₹ 31,25,000.00 | ₹ 58,75,000.00 |
| 21 – 25 years | ₹ 36,25,000.00 | ₹ 88,75,000.00 |
| 25+ years | ₹ 78,12,500.00 | ₹ 1,46,87,500.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|-------------------------|
| Experience | Lowest | Highest |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹20,00,000 – ₹25,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹50,00,000 – ₹75,00,000 |
| 11 – 15 years | ₹15,00,000 – ₹17,50,000 | ₹50,00,000 – ₹75,00,000 |
| 16 – 20 years | ₹12,50,000 – ₹15,00,000 | ₹1.5 Cr upwards |
| 21 – 25 years | ₹10,00,000 – ₹12,50,000 | ₹1.5 Cr upwards |
| 25+ years | ₹50,00,000 – ₹75,00,000 | ₹2.5 Cr |

SECTOR-WISE SALARY RANGE CONT...

Automotive/Transportation/Airlines: 57 respondents; Average scale factor: 2.1x

| | Salary Range | |
|---------------|----------------|----------------|
| Experience | Lower | Upper |
| 0 – 3 years | ₹ 19,68,750.00 | ₹ 21,56,250.00 |
| 4 – 7 years | ₹ 16,87,500.00 | ₹ 18,12,500.00 |
| 8 – 10 years | ₹ 10,00,000.00 | ₹ 12,50,000.00 |
| 11 – 15 years | ₹ 25,00,000.00 | ₹ 37,50,000.00 |
| 16 – 20 years | ₹ 25,31,250.00 | ₹ 54,68,750.00 |
| 21 – 25 years | ₹ 14,06,250.00 | ₹ 65,93,750.00 |
| 25+ years | ₹ 30,31,250.00 | ₹ 68,43,750.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|---------------------------|
| Experience | Lowest | Highest |
| 0 – 3 years | ₹17,50,000 – ₹20,00,000 | ₹20,00,000 – ₹25,00,000 |
| 4 – 7 years | ₹15,00,000 – ₹17,50,000 | ₹17,50,000 – ₹20,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹12,50,000 – ₹15,00,000 |
| 11 – 15 years | ₹15,00,000 – ₹17,50,000 | ₹40,00,000 – ₹50,00,000 |
| 16 – 20 years | ₹10,00,000 – ₹12,50,000 | ₹75,00,000 – ₹1,00,00,000 |
| 21 – 25 years | ₹20,00,000 – ₹25,00,000 | ₹2.15 Cr upwards |
| 25+ years | ₹10,00,000 – ₹12,50,000 | ₹75,00,000 – ₹1,00,00,000 |

SECTOR-WISE SALARY RANGE CONT...

Retail: 43 respondents; Average scale factor: 4.6x

| | Salary Range | |
|---------------|------------------|------------------|
| Experience | Lower | Upper |
| 4 – 7 years | ₹ 13,43,750.00 | ₹ 19,06,250.00 |
| 8 – 10 years | ₹ 12,96,875.00 | ₹ 22,03,125.00 |
| 11 – 15 years | ₹ 13,75,000.00 | ₹ 31,25,000.00 |
| 16 – 20 years | ₹ 37,18,750.00 | ₹ 70,31,250.00 |
| 21 – 25 years | ₹ 1,53,12,500.00 | ₹ 1,84,37,500.00 |
| 25+ years | ₹ 49,37,500.00 | ₹ 58,12,500.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-----------------------------|-----------------------------|
| Experience | Lowest | Highest |
| 4 – 7 years | ₹10,00,000 – ₹12,50,000 | ₹17,50,000 – ₹20,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹2Cr |
| 11 – 15 years | ₹5,00,000 – ₹7,50,000 | ₹40,00,000 – ₹50,00,000 |
| 16 – 20 years | ₹20,00,000 – ₹25,00,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 21 – 25 years | ₹1,25,00,000 – ₹1,50,00,000 | ₹1.5 Cr upwards |
| 25+ years | ₹40,00,000 – ₹50,00,000 | ₹50,00,000 – ₹75,00,000 |

Not all sectors welcome freshers for in-house roles. Data suggests that, on an average, respondents work for 4.78 years in other Communications roles before transitioning to in-house positions.

SALARY RANGE BY ORGANISATION

The size and type of organisation had an impact on the salaries. Predictably, salaries were higher at MNCs and Conglomerates. Private companies had the lowest salaries and start-ups were only marginally better.

MNC: 286 respondents; Average scale factor: 2.58x

| | Salary Range | |
|---------------|----------------|------------------|
| Experience | Lower | Upper |
| 0 – 3 years | ₹ 6,25,000.00 | ₹ 16,25,000.00 |
| 4 – 7 years | ₹ 11,87,500.00 | ₹ 20,62,500.00 |
| 8 – 10 years | ₹ 15,62,500.00 | ₹ 21,87,500.00 |
| 11 – 15 years | ₹ 21,25,000.00 | ₹ 33,75,000.00 |
| 16 – 20 years | ₹ 31,25,000.00 | ₹ 58,75,000.00 |
| 21 – 25 years | ₹ 41,25,000.00 | ₹ 83,75,000.00 |
| 25+ years | ₹ 42,18,750.00 | ₹ 1,32,81,250.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|---------------------------|
| Experience | Lowest | Highest |
| 0 – 3 years | ₹7,50,000 – ₹10,00,000 | ₹50,00,000 – ₹75,00,000 |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹30,00,000 – ₹40,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹50,00,000 – ₹75,00,000 |
| 11 – 15 years | ₹10,00,000 – ₹12,50,000 | ₹75,00,000 – ₹1,00,00,000 |
| 16 – 20 years | ₹10,00,000 – ₹12,50,000 | ₹1.5 Cr upwards |
| 21 – 25 years | ₹20,00,000 – ₹25,00,000 | ₹1.8 Cr |
| 25+ years | ₹40,00,000 – ₹50,00,000 | ₹2.15 Cr |

SALARY RANGE BY ORGANISATION CONT...

Private Company: 227 respondents; Average scale factor: 2.65x

| | Salary Range | |
|---------------|----------------|----------------|
| Experience | Lower | Upper |
| 0 – 3 years | ₹ 13,87,500.00 | ₹ 23,62,500.00 |
| 4 – 7 years | ₹ 10,31,250.00 | ₹ 14,68,750.00 |
| 8 – 10 years | ₹ 14,37,500.00 | ₹ 23,12,500.00 |
| 11 – 15 years | ₹ 21,25,000.00 | ₹ 33,75,000.00 |
| 16 – 20 years | ₹ 15,00,000.00 | ₹ 55,00,000.00 |
| 21 – 25 years | ₹ 31,25,000.00 | ₹ 58,75,000.00 |
| 25+ years | ₹ 16,87,500.00 | ₹ 73,12,500.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|-----------------------------|
| Experience | Lowest | Highest |
| 0 – 3 years | Less than ₹5,00,000 | ₹20,00,000 – ₹25,00,000 |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹50,00,000 – ₹75,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹40,00,000 – ₹50,00,000 |
| 11 – 15 years | ₹5,00,000 – ₹7,50,000 | ₹50,00,000 – ₹75,00,000 |
| 16 – 20 years | ₹10,00,000 – ₹12,50,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 21 – 25 years | ₹10,00,000 – ₹12,50,000 | ₹1,25,00,000 – ₹1,50,00,000 |
| 25+ years | ₹10,00,000 – ₹12,50,000 | ₹1.5 Cr upwards |

SALARY RANGE BY ORGANISATION CONT...

Conglomerate: 92 respondents; Average scale factor: 3.71x

| | Salary Range | |
|---------------|----------------|------------------|
| Experience | Lower | Upper |
| 4 – 7 years | ₹ 9,06,250.00 | ₹ 13,43,750.00 |
| 8 – 10 years | ₹ 9,37,500.00 | ₹ 18,12,500.00 |
| 11 – 15 years | ₹ 25,00,000.00 | ₹ 37,50,000.00 |
| 16 – 20 years | ₹ 28,43,750.00 | ₹ 61,56,250.00 |
| 21 – 25 years | ₹ 40,62,500.00 | ₹ 84,37,500.00 |
| 25+ years | ₹ 45,31,250.00 | ₹ 1,54,68,750.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|-------------------------|-----------------------------|
| Experience | Lowest | Highest |
| 4 – 7 years | ₹5,00,000 – ₹7,50,000 | ₹20,00,000 – ₹25,00,000 |
| 8 – 10 years | ₹7,50,000 – ₹10,00,000 | ₹30,00,000 – ₹40,00,000 |
| 11 – 15 years | ₹10,00,000 – ₹12,50,000 | ₹50,00,000 – ₹75,00,000 |
| 16 – 20 years | ₹5,00,000 – ₹7,50,000 | ₹1,00,00,000 – ₹1,25,00,000 |
| 21 – 25 years | ₹20,00,000 – ₹25,00,000 | ₹2.15 Cr Upwards |
| 25+ years | ₹40,00,000 – ₹50,00,000 | ₹3 Cr |

SALARY RANGE BY ORGANISATION CONT...

Start Up: 64 respondents; Average scale factor: 3x

| | Salary Range | |
|---------------|----------------|----------------|
| Experience | Lower | Upper |
| 4 – 7 years | ₹ 17,50,000.00 | ₹ 20,00,000.00 |
| 8 – 10 years | ₹ 14,37,500.00 | ₹ 30,62,500.00 |
| 11 – 15 years | ₹ 24,06,250.00 | ₹ 45,93,750.00 |
| 16 – 20 years | ₹ 46,56,250.00 | ₹ 78,43,750.00 |
| 21 – 25 years | ₹ 36,25,000.00 | ₹ 88,75,000.00 |
| 25+ years | ₹ 87,50,000.00 | ₹ 87,50,000.00 |

Highest and Lowest Salary Recorded

| | Salary Range | |
|---------------|---------------------------|---------------------------|
| Experience | Lowest | Highest |
| 4 – 7 years | ₹7,50,000 – ₹10,00,000 | ₹20,00,000 – ₹25,00,000 |
| 8 – 10 years | ₹12,50,000 – ₹15,00,000 | ₹2Cr |
| 11 – 15 years | ₹15,00,000 – ₹17,50,000 | ₹50,00,000 – ₹75,00,000 |
| 16 – 20 years | ₹17,50,000 – ₹20,00,000 | ₹75,00,000 – ₹1,00,00,000 |
| 21 – 25 years | ₹25,00,000 – ₹30,00,000 | ₹75,00,000 – ₹1,00,00,000 |
| 25+ years | ₹75,00,000 – ₹1,00,00,000 | ₹75,00,000 – ₹1,00,00,000 |

Data suggests that start-ups tend to have lower starting salaries but scale up higher with experience while private companies start higher but scale slowly, especially at higher experience levels. The slow and steady MNCs win the race and the Conglomerates tend to pay well to retain talent.



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