

2026 EDITION

India PMM Salary Guide

Product marketing salary benchmarks for India by title, experience and city, compiled from more than 3,300 publicly reported salaries, plus the calculator bands and negotiation prompts.

Key numbers

₹14 L

Average PMM base pay, India
(PayScale, Apr 2026, 97 profiles)

₹6.5 to 35 L

PMM range (AmbitionBox, 2.6K
salaries)

₹23 L to 1 Cr

Director of product marketing
range (AmbitionBox)

What moves the number

- **Company type beats city.** The widest gaps sit inside a single city, which points to company and level, not location.
- **Titles are inconsistent.** Compare scope, team size and revenue ownership, not the title.
- **The jump to Head is the biggest.** Ranges roughly double between senior PMM and Head of Product Marketing.
- **Technical domains pay a premium.** PMMs who can explain cloud security, AI or developer tools are scarce.

This guide compiles publicly reported salaries. It is not an original survey. Figures are fixed annual pay in INR lakhs as each source published them. Self reported data skews to people who choose to share, and senior sample sizes are small.

Ranges by title

Title	Typical experience	Range (L)	Source
Product Marketing Associate	0 to 4 yrs	3.1 to 17	AmbitionBox, 300 salaries
Product Marketing Manager	2 to 6 yrs	6.5 to 35	AmbitionBox, 2.6K salaries
Senior Product Marketer	3 to 7 yrs	5 to 21	AmbitionBox, 40 salaries
Product Marketing Lead	2 to 13 yrs	6.9 to 45	AmbitionBox, 183 salaries
Head of Product Marketing	5 to 18 yrs	10 to 71.1	AmbitionBox, 165 salaries
Director, Product Marketing	8 to 20 yrs	23 to 100	AmbitionBox, 38 salaries

Product Marketing Manager, by experience (AmbitionBox)

Experience	Range (L)	Salaries
2 years	4 to 24	179
3 years	5 to 28	262
4 years	6 to 32	304
5 years	6.5 to 32	342
6 years	7.2 to 35	327

Product Marketing Manager, by city (AmbitionBox, 2 to 13 yrs)

City	Range (L)
Gurgaon	8 to 35.5
Bangalore	7 to 35
New Delhi	6 to 33
Mumbai	7 to 32
Pune	8 to 30.9

PayScale snapshot, April 2026

Metric	India	Bangalore
Average base	14.0 L	14.1 L
10th percentile	4.9 L	5.0 L

Metric	India	Bangalore
Median	10 L	10 L
90th percentile	30 L	40 L
Profiles	97	23

Calculator bands

The calculator on syedcreates.com starts from a base band for each level, anchored on the ranges above, then applies the multipliers below. The multipliers are the author's assumptions, not source data.

Level	Low	Typical	Strong
Associate / Product Marketing Executive (0 to 2 yrs)	4 L	7 L	12 L
Product Marketing Manager (3 to 6 yrs)	10 L	15 L	24 L
Senior PMM / PMM Lead (6 to 9 yrs)	18 L	26 L	38 L
Head of Product Marketing (8 to 12 yrs)	28 L	40 L	60 L
Director, Product Marketing (10+ yrs)	40 L	60 L	90 L

Multipliers

Factor	Option	Multiplier
City	Bangalore	x1.0
City	Gurgaon / Delhi NCR	x1.0
City	Mumbai	x0.95
City	Hyderabad	x0.93
City	Pune	x0.9
City	Chennai	x0.88
City	Tier 2 city / remote for an Indian company	x0.8
Company	Global SaaS or MNC with an India team	x1.2
Company	Funded startup, Series B or later	x1.0
Company	Early stage startup, seed to Series A	x0.85
Company	Indian enterprise, agency or services firm	x0.8
Domain	General B2B SaaS	x1.0
Domain	Cybersecurity, AI or developer tools	x1.1
Domain	Consumer or D2C	x0.92

Negotiation prompts by level

- **Associate.** Ask what a strong first year looks like and tie your number to owning one launch end to end.
- **PMM.** Bring two shipped launches with metrics. Anchor on the typical band for your city and company type, not your current pay.
- **Senior PMM or Lead.** Negotiate scope with pay: which product lines, which team, which revenue number you will influence.
- **Head of PMM.** Ask for a variable component tied to pipeline or win rate, and clarify headcount and budget before the number.
- **Director.** Treat equity, refresh grants and reporting line as part of the offer, not extras.

Sources

- **AmbitionBox, Product Marketing Manager**
2.6K salaries, updated 11 Mar 2025
<https://ambitionbox.com/profile/product-marketing-manager-salary>
- **AmbitionBox, Product Marketing Associate**
300 salaries, updated 16 Mar 2025
<https://ambitionbox.com/profile/product-marketing-associate-salary>
- **AmbitionBox, Product Marketing Lead**
183 salaries, updated 24 Feb 2025
<https://ambitionbox.com/profile/product-marketing-lead-salary>
- **AmbitionBox, Head of Product Marketing**
165 salaries, updated 16 Mar 2025
<https://ambitionbox.com/profile/head-product-marketing-salary>
- **AmbitionBox, Director Product Marketing**
38 salaries, updated 27 Nov 2024
<https://ambitionbox.com/profile/director-product-marketing-salary>
- **PayScale, Product Marketing Manager, India**
97 profiles, updated 18 Apr 2026
https://www.payscale.com/research/IN/Job=Product_Marketing_Manager/Salary
- **PayScale, Product Marketing Manager, Bangalore**
23 profiles, updated 18 Apr 2026
https://www.payscale.com/research/IN/Job=Product_Marketing_Manager/Salary/c5062aee/Bangalore
- **Product Leadership, How much do product marketers earn**
Bands citing Glassdoor, PayScale and LinkedIn
<https://www.productleadership.com/resources/guides/how-much-do-product-marketers-earn/>

Use this guide as a benchmark, then validate with recruiters and peers. Try the live calculator at syedcreates.com/pmm-salary-2026.