Coaching fees in india

Navgati's Survey of Practising Coaches
2026 Edition

Who we are

In case you're starting with "who are these people?", we're Navgati – a 27 year old leadership development firm. We're known for the creativity of our design, the depth of our work and the general amazingness of our facilitators and coaches.

We've been in the business of helping individuals become ICF certified coaches for over 15 years now and know from this experience that deciding how much to charge for coaching continues to be a difficult question (whether you are just starting out or have been coaching for years).

Many coaches find themselves asking:

"Am I good enough to charge more?"

"Will clients pay this?"

"Should I lower my rate to get more business?"

"What are others charging?"

These questions are often compounded by limited visibility into market practices. This study is an attempt to bring greater clarity and confidence to pricing decisions by sharing real data from practising coaches.

About the study:

- 195 practising coaches participated
- This time we included only practitioners who work directly with individual clients and organisations (did not collect data from pro-bono coaches or those who work as internal coaches)
- The report covers how coaches price their services, structure their fees, and respond to negotiation.
- Where the questions are comparable, we present 2023 (our last survey) and 2026 data side by side.
- All responses were anonymized to enable honest sharing.

One key difference is the number of PCC and MCC coaches who participated this year – in 2023, they were 46% percent of the sample; this time they were 66%. The implication being that this year's data is much more representative of how people who do this for a living price their services.

It's also clear that this sample is a group of actively practising coaches – the median number of coaching hours in the last year is 250 hours.

	2023 Survey	**2026 Survey**
Respondents	141	195
When conducted	March–April 2023	March-April 2026
Reach	Practising coaches in India; LinkedIn & coach networks	Practising coaches in India; LinkedIn & coach networks

Key Recommendations

1 Know where you stand - then decide where you want to be

The median fee in this survey is ₹9,000 per session for individual clients and ₹15,000 for organisations. This means half the coaches in this survey charge more than this, and half charge less. Before you can make a considered decision about whether your fees are right, you need to know where you currently sit relative to your peers. Use the percentile table in this report to find out - and if you discover you're in the bottom half, treat that as information worth acting on.

2 Your credential level matters more than your years of work experience.

Coaches with PCC credentials charge a median org fee of ₹15,000; those without ICF certification charge ₹6,000. Total work experience, by contrast, shows no consistent relationship with fees. Investing in your credential has a direct and measurable impact on what you can charge - and on your own confidence to ask for it.

3 Invest in upping your coaching experience.

The median fee for coaches with 101–250 hours and 251–500 hours is identical (₹5,000 individuals, ₹8,000 organisations). The jump happens beyond 500 hours. Volume of practice matters, but only once you've crossed a meaningful threshold of experience.

4 Package your work - especially for organisations.

54% of coaches bill individuals on a package basis, rising to 62% for organisations. Per-session billing (which leaves the relationship open-ended) is used by just 22% for org clients. A 6-session package is the most common starting point for individuals; 8 sessions are more common for organisations than individuals.

5 When clients negotiate, add value rather than cut your rate.

The data suggests coaches who hold their rate (or reframe the conversation around value) are in good company.

6 Review your fees on a schedule.

Only 30% of coaches review their fees annually. 32% do it ad hoc and 7% never do. Given that median fees have risen between 2023 and 2026, coaches who haven't reviewed in two years have likely fallen behind the market without realising it. Put a date in the calendar to review your fee.

7 When you do increase your fee, be bolder than you think you need to be.

63% of coaches who increased their fees did so by 10% or less. Yet the market-level shift between 2023 and 2026 was much higher than this.

8 The biggest barrier to raising your fees is probably not the market.

51% of coaches cite market price sensitivity as their main barrier. But look at what the data actually shows: among PCC coaches (same credential, broadly similar levels of experience), org fees range from under ₹10,000 to over ₹20,000 per session. Nearly a third of PCCs charge less than ₹10,000; more than a quarter charge over ₹20,000. Coaches are arriving at very different conclusions about what the market will bear. This bears out our subjective experience that the constraint is more often positioning and confidence than client willingness to pay.

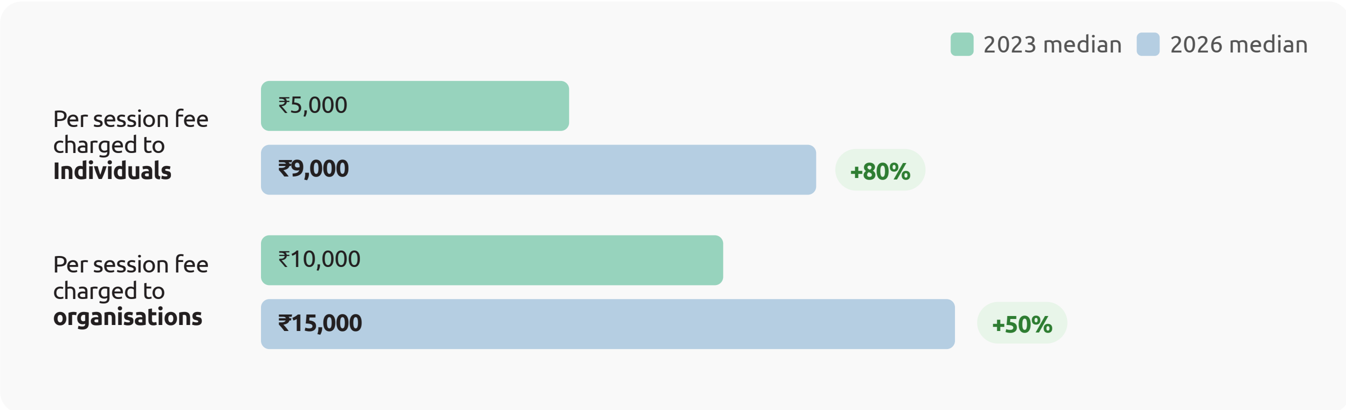
9 Referrals are your most reliable source of business - invest in relationships accordingly.

82% of coaches cite referrals as a top source of clients, more than double any other channel. LinkedIn is useful (39%) but everything else (websites, Instagram, SEO) barely registers. Focus on deepening relationships with existing clients (and magnifying the impact of that through testimonials), not broadcasting to a wider audience.

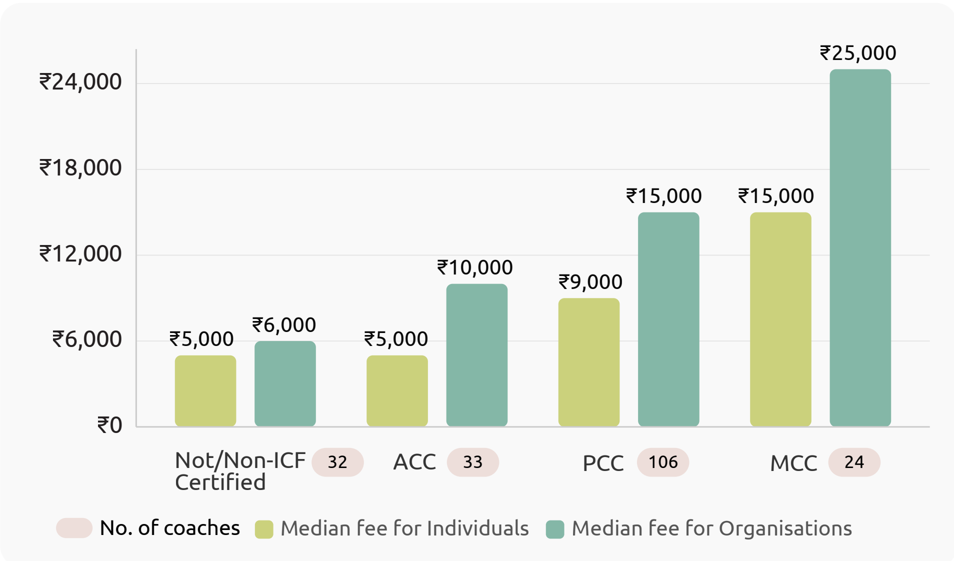
What are people charging?

Median fees have risen meaningfully since 2023 (50% for organisations and 80% for individuals). However, approximately a fifth of this increase is explained by the shift in sample composition (more PCC and MCC coaches in 2026 than in 2023).

Adjusting for this, the underlying market movement is estimated at approximately 26% for organisations and 52% for individuals. It's still a substantial jump, but worth keeping that context in mind.



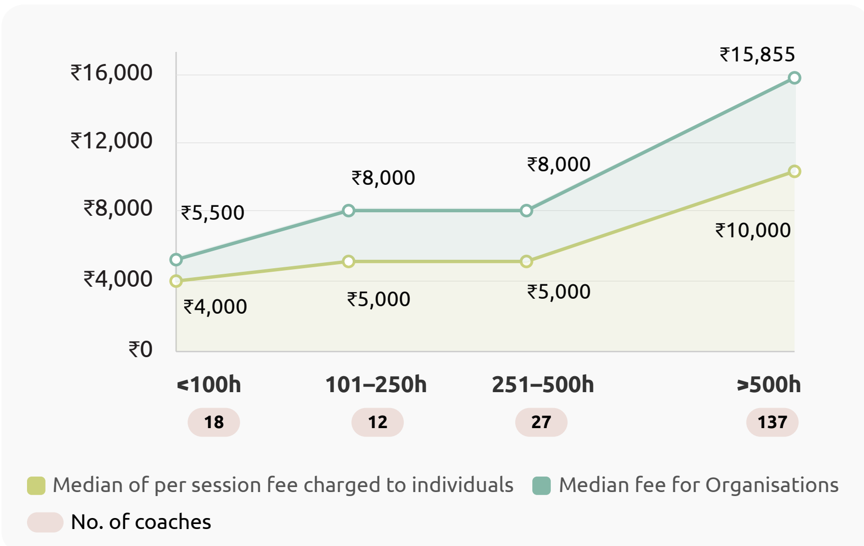
How does this break up by certification status?



Clearly certification does make a difference, especially when it comes to organisations. This holds true from our experience as Navgati – an ICF certification is increasingly being treated as a screening criterion, especially as the level of seniority of the person being coached increases.

What about coaching experience?

It's interesting that there is no difference in the second and third band in the graph– indicating that pricing shifts materially with the PCC credential (which needs 500 hours). Yes, the sample size in the first three bands are smaller but the pattern is reliable – the combined <500h group is large enough to say the difference with the more experienced group is meaningful.



Another way of using this data is to look at where you fall on the percentile distribution

Fee Percentile Distribution

	Individuals	Organisations
Only 10% charge more than you	₹20,208	₹35,000
Only 25% charge more than you	₹15,000	₹25,000
50% charge more than you (median)	₹8,000	₹15,000
75% charge more than you	₹5,000	₹8,000

What about coaches who work with platforms?

Of the 111 coaches who reported coaching through platforms, the median per-session compensation was ₹7,000. This sits below the median direct individual client fee of ₹9,000, consistent with platforms taking a margin in exchange for client acquisition and infrastructure.

Does it make a difference where the clients are?

Market reach	No. of coaches	Individuals	Organisations
Coaches with both Indian and international clients	115	₹9,000	₹15,000
		+29%	+50%
Coaches with Indian clients only	75	₹7,000	₹10,000

No. of coaches

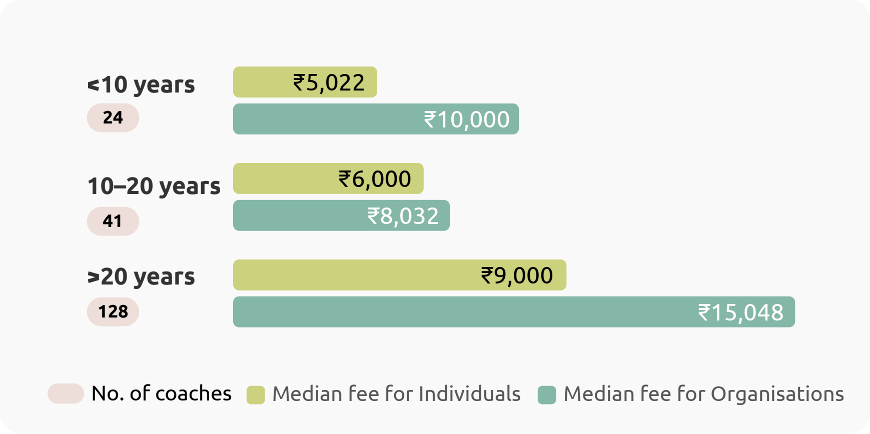
Coaches with both Indian and international clients charge 29% more to individuals and 50% more to organisations at the median compared to coaches with Indian clients only.

The gap between "both" and "India only" likely reflects a combination of factors (these coaches tend to be more senior, more credentialed, and have positioned themselves in premium segments) rather than simply that international clients pay more.

Does total work experience of the coach matter?

The overall signal is weak: work experience beyond 20 years correlates with higher fees, but the relationship is materially less consistent than that observed for coaching hours or certification level.

The 10–20 years band has a lower org median than the <10 years group. The sample sizes in these bands are small enough that this is likely a composition effect rather than a meaningful pattern.



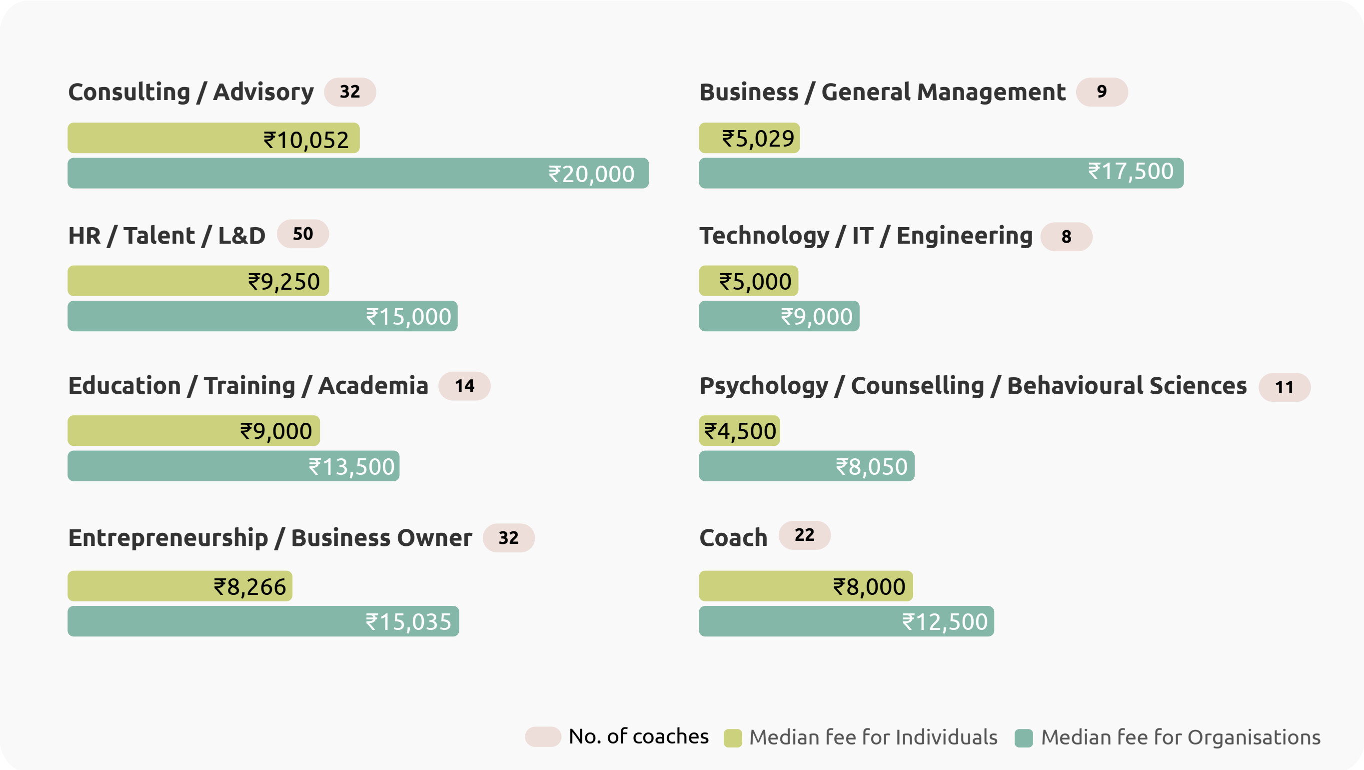
It's also worth noting that credential level, coaching hours, client seniority, and international reach are all correlated with each other - coaches who have one tend to have the others. The data shows these factors are associated with higher fees; it cannot tell us which drives which.

What about the professional background of the coach?

We asked respondents “Which area best describes your current professional role?”. The intent behind asking the question was this - that since most people come to coaching with previous work experience, we wanted to understand what impact that had if any.

This question was a bit of a lacuna in our questionnaire design since we did not include “full time coach” as an option. However, 22 of them used the ‘other’ option to mention ‘full time coach/leadership coach’.

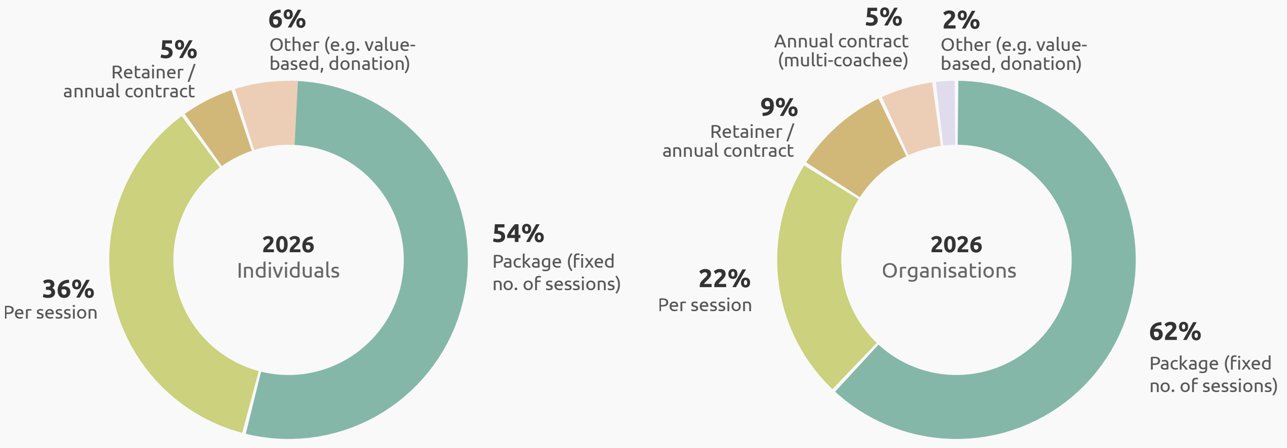
189 of the 195 coaches responded to the question. We’ve included the responses of 178 (the others were too small a sample to be meaningful).



The psychology/counselling group charges the least despite having what might be considered the most directly relevant professional background for coaching, which likely reflects that they serve a different (often individual, more therapeutic) client base. HR/L&D coaches sit in the middle, consistent with their deep organisational access but broader market positioning. The small sample sizes in several categories mean these figures should be treated as directional rather than definitive.

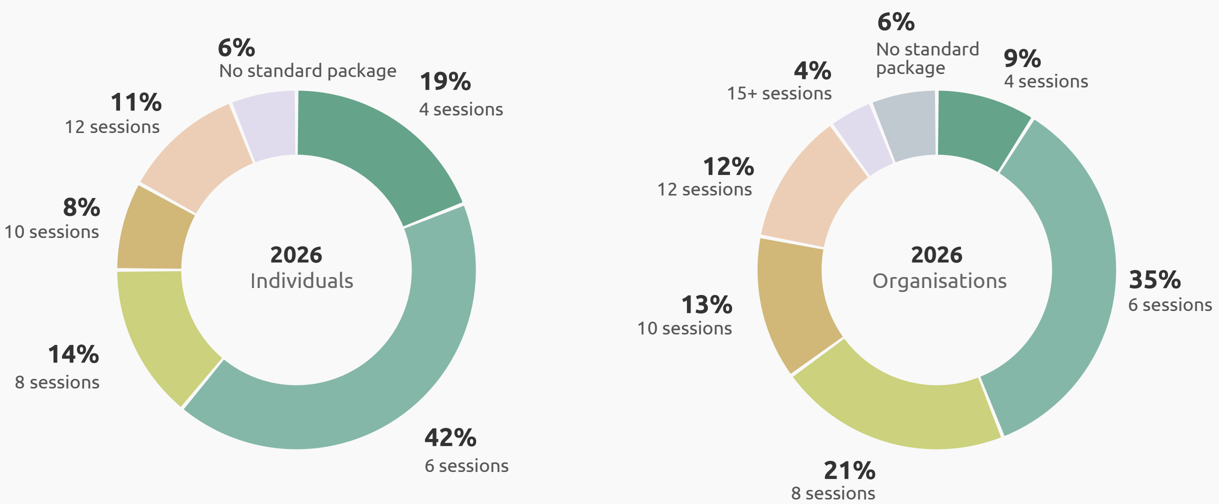
How do these Coaches Present Their Fee?

In 2023, billing was broadly evenly split between fixed package and per session, with a small proportion using a retainer/time-period model. By 2026, the package model has strengthened (particularly for organisations) while per-session billing has declined.



Note: 19 coaches who charge the same rate to individuals and organisations are counted in both columns, so totals exceed 100%.

The 6-session package is the most common for both individuals (42%) and organisations (35%). Organisations are offered larger packages of 8–12 sessions more often than individuals.



How does this group set/vary fees?

The most common factors taken into account when setting a fee:

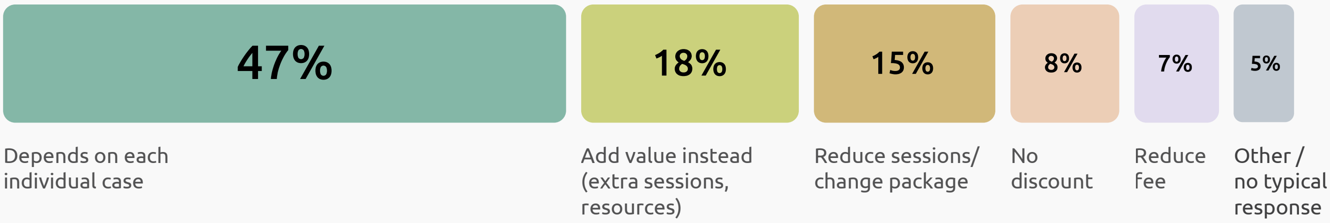
Client affordability / budgets	48%
Seniority level of client	40%
Niche expertise / domain	27%
Client outcomes / ROI	26%
Credential level	22%
Benchmarking against peers	20%
Intuition / trial-and-error	17%
Brand reputation	13%
Platform constraints	8%
Demand / availability	7%

Respondents could select up to three factors; therefore, percentages do not add up to 100%

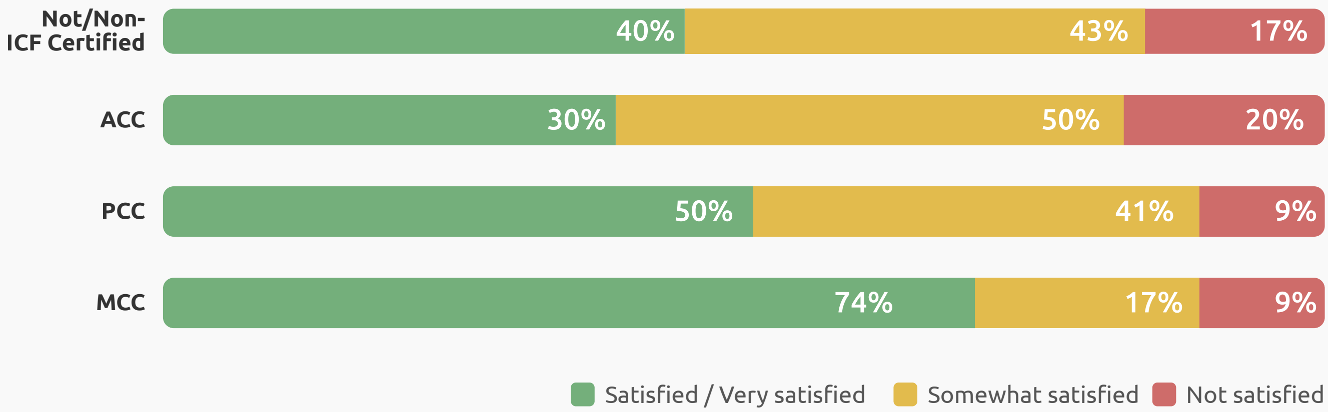
For individual clients, fee variation is most commonly driven by capacity to pay, case-by-case negotiation, and leader level. For organisations, leader level and case-by-case negotiation are the primary drivers.

How do they respond to fee negotiation?

When asked this question, 47% of coaches responded with an enigmatic "that depends". A further 18% add value rather than reduce price. Only 7% simply reduce the fee - suggesting the market has become more disciplined about protecting stated rates.



Are these coaches happy with the fees they charge?



What comes in the way of increasing fees?

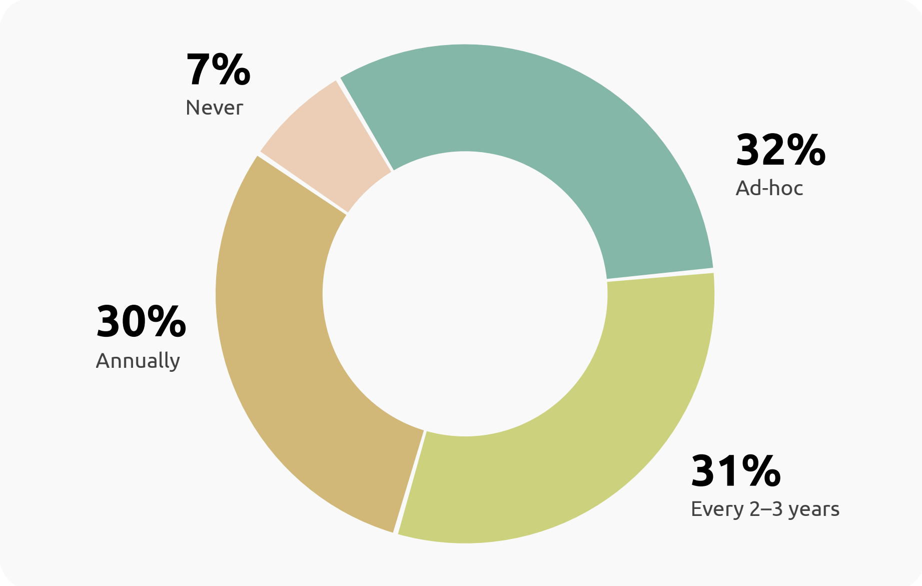
1. Market seems price sensitive **51%**
2. Lack of enough clients / demand **32%**
3. Don't know how to position value **17%**
4. Fear of losing clients **17%**
5. No barrier **17%**
6. Platform / aggregator limits **16%**
7. Doesn't seem right to increase **8%**
8. Unsure if I'm good enough **8%**

Respondents could select up to three factors; therefore, percentages do not add up to 100%.

While perceived market price sensitivity remains the dominant barrier, the next three barriers, read together, as well as the last two are all expressions of weak positioning or confidence levels than a genuinely resistant market. Only 17% say they face no barrier at all. The 16% citing platform constraints is notable - for those coaches, the ceiling isn't self-imposed but structural.

How often do these coaches review or revise their fees?

Fee review is strikingly irregular - only 30% do it annually. Large numbers of coaches are going without reviewing their fees on a regular basis.



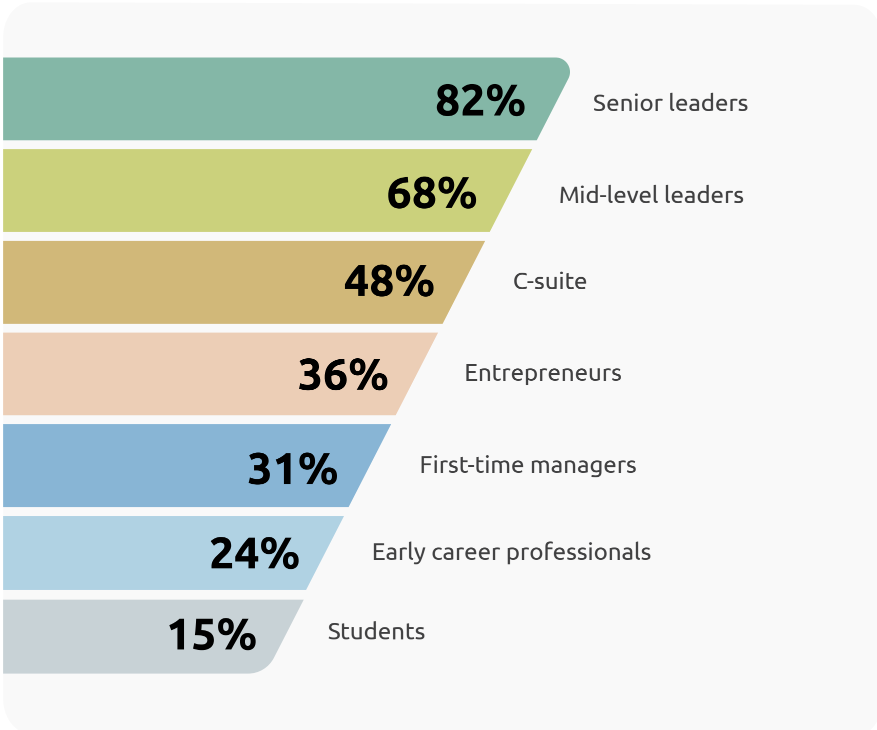
Of the coaches who have increased their fees recently

Nearly two thirds of coaches who increased their fees did so by 10% or less. Only 1 in 7 made an increase of more than 20%.

Other details about this cohort of coaches

What kind of clientele do these coaches work with?

Senior and mid-level leaders are the bread and butter of this sample - the vast majority of coaches work across both these levels. C-suite is less universal than you might expect given the high proportion of PCC/MCC coaches: only half work at that level. The tail end trend is interesting - 15% coach students, likely contributing to some of the lower-fee outliers in the individual client data.



Note: Respondents could select multiple client segments; therefore, percentages will not total 100%.

What format of coaching do people offer?

% of coaches who offer this in addition to 1:1 coaching

Only 32% of coaches offer exclusively 1:1 coaching – the remaining coaches offer at least one additional format.

46% Coaching as part of leadership programs

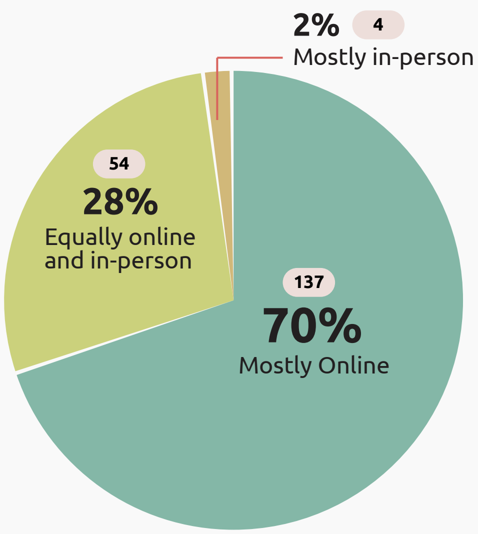
38% Group Coaching

25% Team coaching

12% Coaching circles / peer groups

Note: Respondents could select multiple formats; therefore, percentages will not total 100%

What's the mode of delivery?



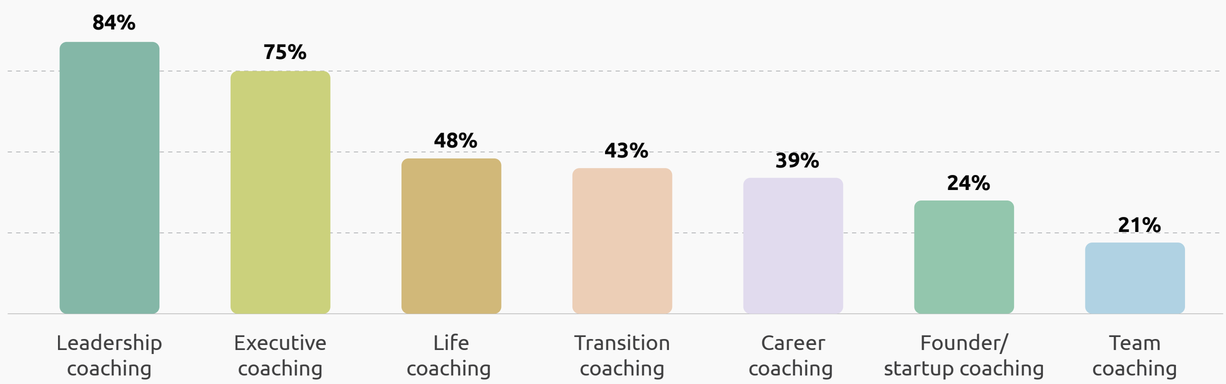
Coaching is one of those areas where most practitioners moved to mostly online after Covid and never moved back. This resonates with our experience as Navgati where only a small percentage of clients still request face to face sessions.

No. of coaches

What about coaching focus areas?

Interestingly only 15% of coaches chose leadership and/or executive coaching as their sole focus area – the rest positioned themselves across at least one additional focus area.

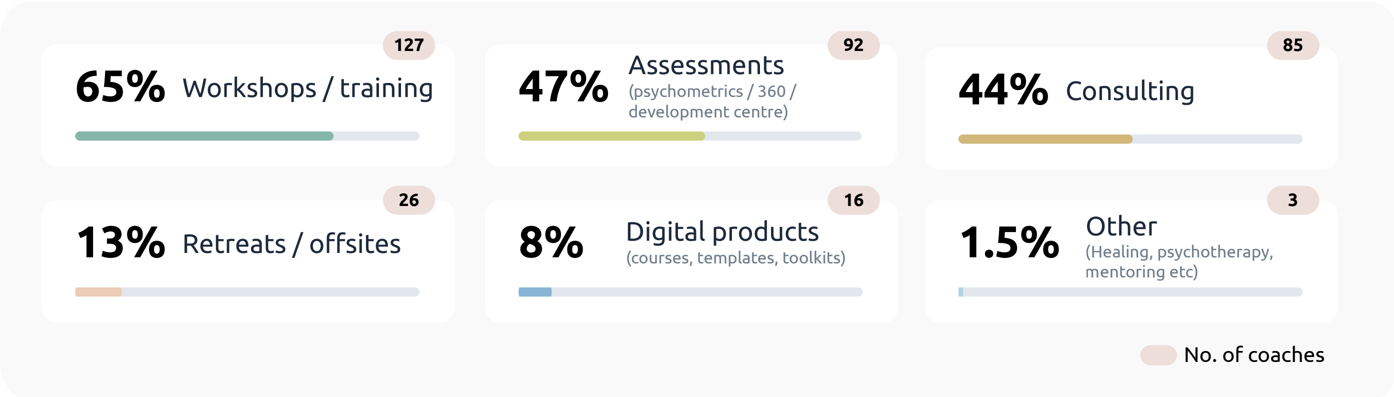
As part of our work on this survey we had reached out to a very large number of coaches on Linkedin to take the survey – while many of them had interesting niches listed on their profile, these did not show up in the survey. It could indicate that niches are a good way to attract potential clients but coaches don't see a difference in the work they do beyond these areas below.



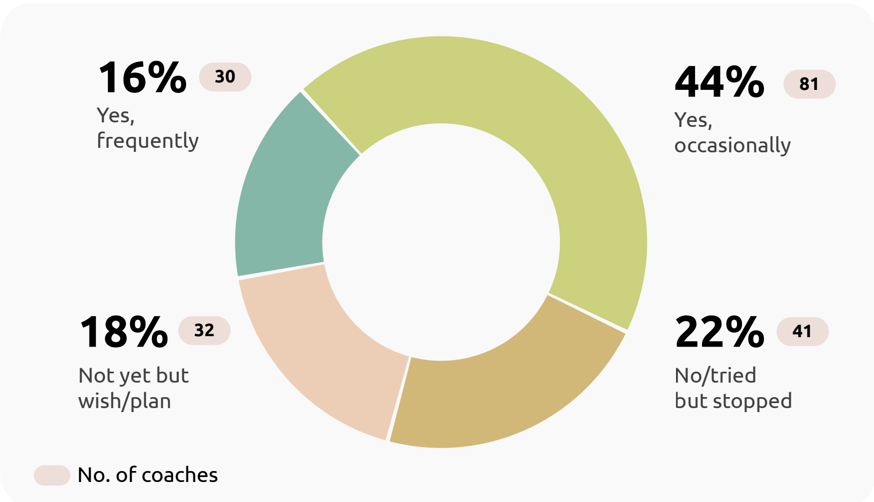
Respondents could select multiple focus areas; therefore, percentages do not add up to 100%

Do coaches do anything other than coaching?

Nobody in this sample positively confirmed they offer only coaching services. The broad pattern is clear - very few coaches are purely coaching practitioners. 65% also deliver workshops or training, and nearly half offer assessments and consulting services. Most coaches in this survey operate as broader L&D or OD practitioners for whom coaching is the central but not the only revenue stream.



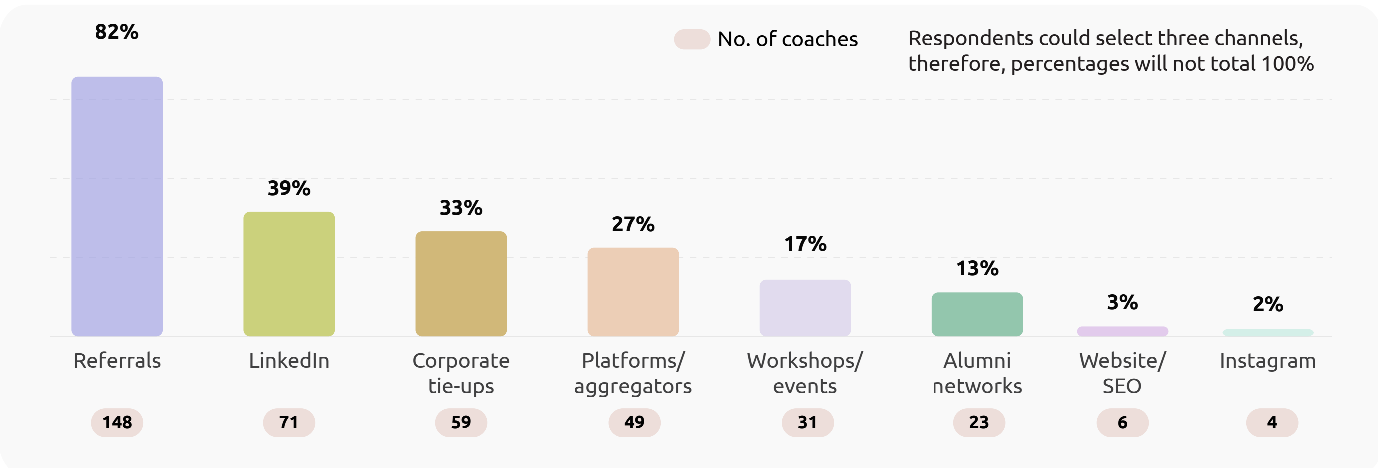
Do they use AI tools in their coaching practice?



Of the people who do use it, note-taking and summarisation dominate - three quarters of AI users use it for this. Marketing and research are the next most common, suggesting coaches are using AI more for practice management and business development than for the coaching process itself. Only 27% use it to refine coaching questions, pointing to more cautious adoption of AI within the core coaching conversation.

Which channels bring them the most clients?

Referrals dominate by a wide margin (82% of coaches cite it as a top channel, more than double the next most common source). LinkedIn is the only digital channel with meaningful reach (39%), while websites and social media are largely ineffective for this group. The coaching business in India remains overwhelmingly relationship-driven.



Closing Reflections

The Indian coaching market is clearly evolving. Fees have risen meaningfully since 2023, package-based models are becoming more common, and credentials continue to influence both pricing and client trust.

Perhaps the biggest insight from this survey is this: there is no single "correct" coaching fee. Pricing is shaped by a combination of experience, positioning, credentials, client segment, and confidence. Coaches who actively manage these factors appear far more likely to move into higher fee brackets than those who rely on time and experience alone.

We hope this report helps practising coaches move pricing conversations away from uncertainty and towards more informed, intentional decision-making.

NavGati
igniting minds

For questions about this report, please reach out to

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