

**INDIAN INSTITUTE OF MANAGEMENT**

**CALCUTTA**



**BATCH OF 2011-13: FINAL PLACEMENT REPORT**

## Overview

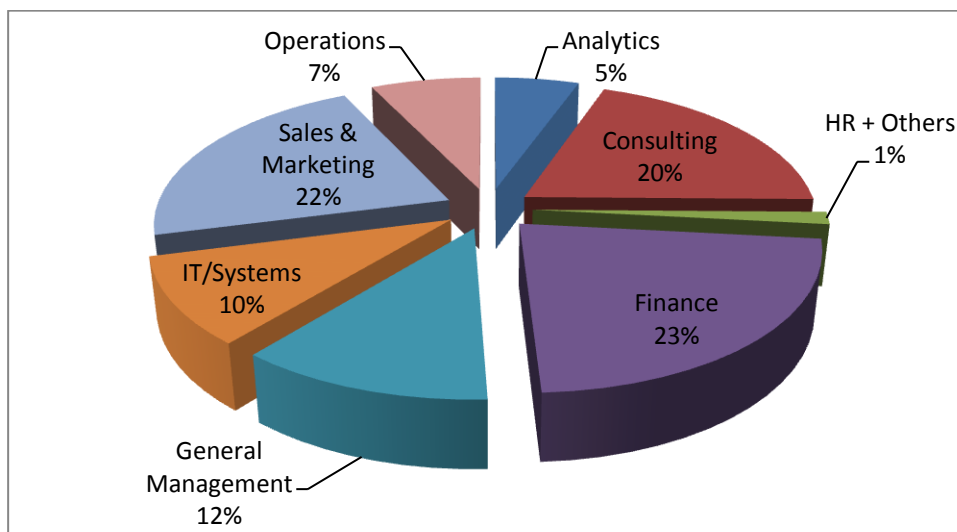
IIM Calcutta's Final Placement process for the batch of 2011-2013 kicked off on March 3, 2013. The number of students in the batch eligible for placements was 444 (total batch size 462), making this the largest batch in the history of any IIM. Keeping in mind the increase in batch size, the placement strategy this year was modified to focus on inviting new recruiters to campus. Another major shift in strategy was to modify the tight 5-day process adopted last year to a comparatively relaxed 5-day process followed by a rolling process so as to accommodate the huge increase in the number of firms visiting the campus this year. The total number of firms that visited the campus for placements this year was a record 218. This number includes 114 first time recruiters, a huge increase from last time.

The 5-day process was a slot based process conducted in the first week of March 2013 (3rd – 8th March). Companies participated in 3 slots. Slot-0 was scheduled on 3rd and 5th of March (March 4th being a Day-Break); Slot-1 was scheduled on 6th and 7th of March and slot-2 on the 8th of March. By the end of slot based process, 385 candidates had successfully secured offers, 10 opted out of placement process, and 4 availed deferred placement option to start their entrepreneurial ventures. Following the slot based process, the rolling process commenced on 9<sup>th</sup> March. 35 students got offers through the rolling process. As of date, 446 jobs have been offered through the Placement process. A noteworthy feature was that 24 candidates bagged international offers.

Prior to the start of slot based 5-day process, lateral placements were conducted from the 1st week of January to the 3rd week of February.

## Sector-Wise Information

The sector-wise split for the various functions is provided below. Finance and Sales & Marketing contributed the maximum percentage of offers (23% and 22% respectively), closely followed by Consulting (20%).



**Sector Wise Break-Up**

## Lateral Placements

The lateral placement process is primarily facilitated for candidates having considerable pre-MBA work experience, where candidates are offered lateral entries depending upon the relevance, nature and duration of their prior work-experience. During the laterals process, candidates are allowed to discuss and modify the nature of their roles with the firm, as opposed to final placements where firms hire for specific positions. In this way, the laterals process allows candidates to design their own roles and responsibilities, and ensures a perfect fit between the candidate and the job.

This year, the laterals process began in the first week of January and continued till the third week of February. The minimum experience required to be considered eligible for the laterals process was set at 10 months. 247 students were eligible for the laterals process. 70 firms visited the campus during the laterals process and 117 offers were made during the laterals process.

Some of the highlights of the lateral placement process were -:

- Firms like HSBC, Goldman Sachs and Shell among others visited campus for their lateral requirement in finance roles.
- General Management roles were offered by leading corporate houses such as Aditya Birla Group, Hinduja, Adani Group, HCL, L&T and Bosch among others.
- Deloitte, Capgemini, Cognizant, PwC, TSMG and CGN recruited for senior positions such as Consultant/Senior Consultant.
- IT firms like Microsoft, Info Edge, TCS, Virtusa and Sonata Software made multiple offers to candidates at IIM-C. Microsoft IT (MSIT) role was offered exclusively at IIM Calcutta. Asian Paints and General Electric (GE) also recruited for their Systems profile.
- M. H. Alshaya Co. - a top retail franchise operator in the Middle East hired, for the first time, for their senior merchandiser role based out of Dubai office. This was an exclusive role in retail management.  
Star India also offered Sales & Marketing roles to students.
- Amazon offered 5 roles at IIM Calcutta for Operations Leadership Program and Business Development. Shell also recruited for Supply Chain Management profile.

This year also saw a substantial increase in Analytics based roles from various firms. Companies like Interglobe, Latent View, Capillary Technologies and Mu Sigma recruited students for Data Analytics roles.

## Final Placements

The diversity of roles at offer this year was a unique feature of the placement process at IIM Calcutta. Given the wide array of choices, students could pick the exact roles they were interested in, thus moving out of the process with their dream jobs in hand. This, we consider to be the most important feature of this year's placement process, and our greatest success.

Despite the slowdown in the finance sector, IIM Calcutta maintained its position as the Finance Campus of the country. Financial majors like JP Morgan, Deutsche Bank, Goldman Sachs, Citibank, Royal Bank of Scotland, HSBC, Arga Investments, Edelweiss and Standard Chartered amongst others flocked to the campus to recruit students in large numbers during the process. JP Morgan hired exclusively from IIM Calcutta for its Investment Banking role. Citibank recruited students for its Dubai based Markets Desk exclusively from IIM Calcutta.

Students had already received Pre-Placement Offers from distinguished firms like Goldman Sachs, Morgan Stanley, Bank of America Merrill Lynch, Standard Chartered, Royal Bank of Scotland, HSBC, Citibank, and Development Bank of Singapore. Morgan Stanley offered its only PPO across all IIMs to a student of IIM Calcutta.

Banks like Axis Bank, Kotak, ICICI Bank, HDFC Bank recruited for their corporate banking and treasury divisions. Diverse roles were offered in the finance domain by companies like American Express, CRISIL, Dunia Finance, Magma Fincorp.

Major consulting companies like Boston Consulting Group, Bain & Co. and A.T. Kearney were on campus and recruited in big numbers. A total of 25 students (including PPOs) from IIM Calcutta have secured final placements in BCG, Bain, McKinsey, and A. T. Kearney. Additionally, offers were made by consulting bigwigs like Accenture Management Consulting, Opera Consulting, and Hay Group amongst others.

Consulting firms such as Protiviti and Realization hired from IIM Calcutta for the first time. Protiviti offered international consulting roles based out of UAE and Kuwait.

The sales and marketing sector saw participation from all the major sectors like FMCG, Media, Telecom, Healthcare among others. All major recruiters in the FMCG domain like P&G, HUL, ITC, Kraft Cadbury, and Nestle reaffirmed their strong and long lasting relationship with IIM Calcutta by recruiting in large numbers. Renowned media houses like HT Media and Times Group recruited students for their Sales & Marketing divisions. Top telecom companies like Airtel and Vodafone recruited students in large numbers. Airtel offered International Sales & Marketing role for its Africa operations.

Coveted roles in general management by firms like Reliance Industries Limited (RIL), Mahindra and Mahindra, Cairn Energy and Lodha Group among others were offered to students of IIM Calcutta. RIL reaffirmed its strong relation with IIM Calcutta by recruiting 10 students for various roles, which included the highly sought-after RSS role. M&M recruited 6 students for different roles. Cairn picked up 3 students from IIM Calcutta, the highest number of offers across IIMs.

A sense of the assortment of roles on offer through this year's placement process can be captured through the following examples. Lodha Group, a premier Mumbai real estate developer, recruited students for their strategy team and selected a student as AGM for their procurement team. Sharaf DG, a leading Electronics and Home Appliances chain in UAE, recruited from IIM Calcutta for their elite roles - an Executive Assistant to the CEO, a Finance Analyst and a Merchandising Planner. Honda Motors, world's largest motorcycle manufacturer, hired for the first time for Procurement, IT and HR roles based out of Japan office. Alghanim Industries, a leading business house based out of Middle East, recruited candidates for their e-commerce business in Kuwait.

## Rolling process

Following the slot based process, the rolling process commenced on 9<sup>th</sup> March. 35 students got offers through this process. The rolling process added to the diversity of roles offered to students. Some of the features were -:

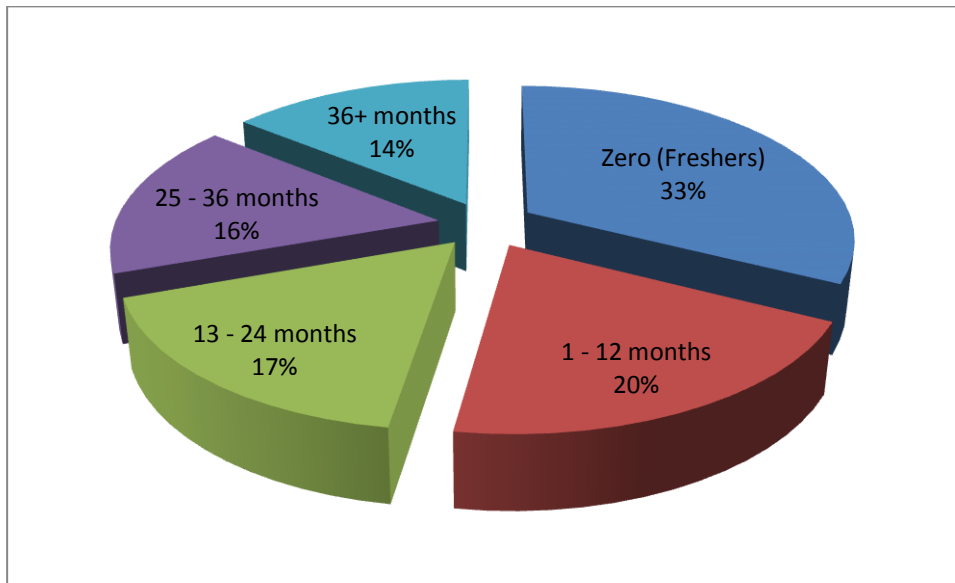
- A gamut of roles was offered by Healthcare and Pharmaceutical firms like Advatech Healthcare, Medybiz, Generix Life and Narayana Hrudayalay.
- Atha Group, a well-known name in the commodity market in Asia, offered Business Development role to the students.
- Manthan Legal, a Legal Process Outsourcing services firm, offered AVP role for their Operations and Client Services divisions.
- Firms like Tide Water Oil and Hamilton Housewares recruited for Executive Assistant to CEO/MD positions.
- Ananda Bazar Patrika (ABP), one of the largest media groups extended offers for their Leadership program in Sales and Marketing division.
- Some of the other firms that participated in the process include Videocon, Federal Bank, HPCL, Polaris, Markets and Markets, Infibeam and Globus Group.

## Batch Profile

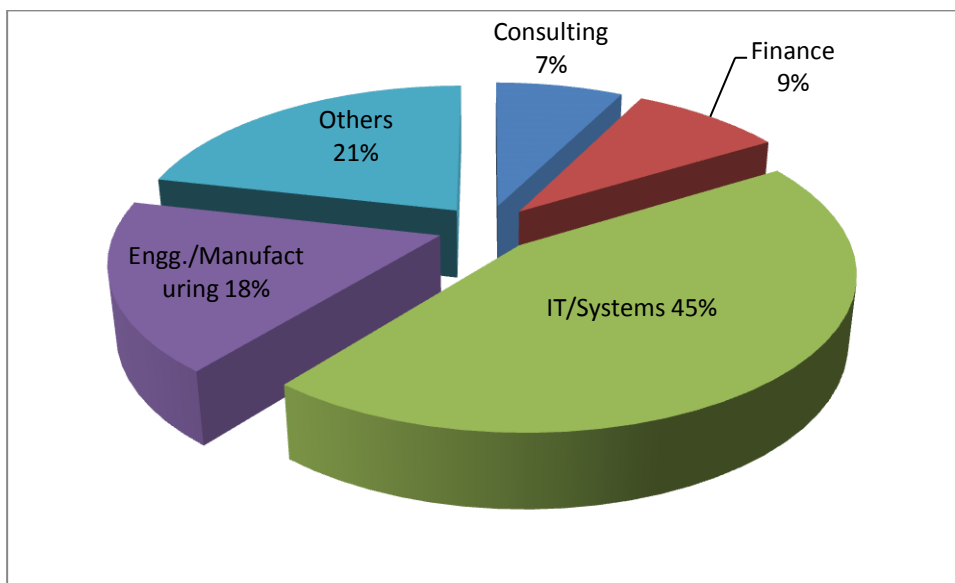
The batch of 2011-2013 (Batch of 48/18; 48<sup>th</sup> batch PGDM, 18<sup>th</sup> batch PGDCM) at IIM Calcutta comprised of 462 students, 33 of whom were females (7.14%) and the rest were males.

## Work Experience

Compared to the last batch, this batch had a smaller fraction of students with no prior work experience. Last batch, that number was around 37%, while this batch, it was 32%. The average work experience of a student in the PGP2 batch was 18 months.



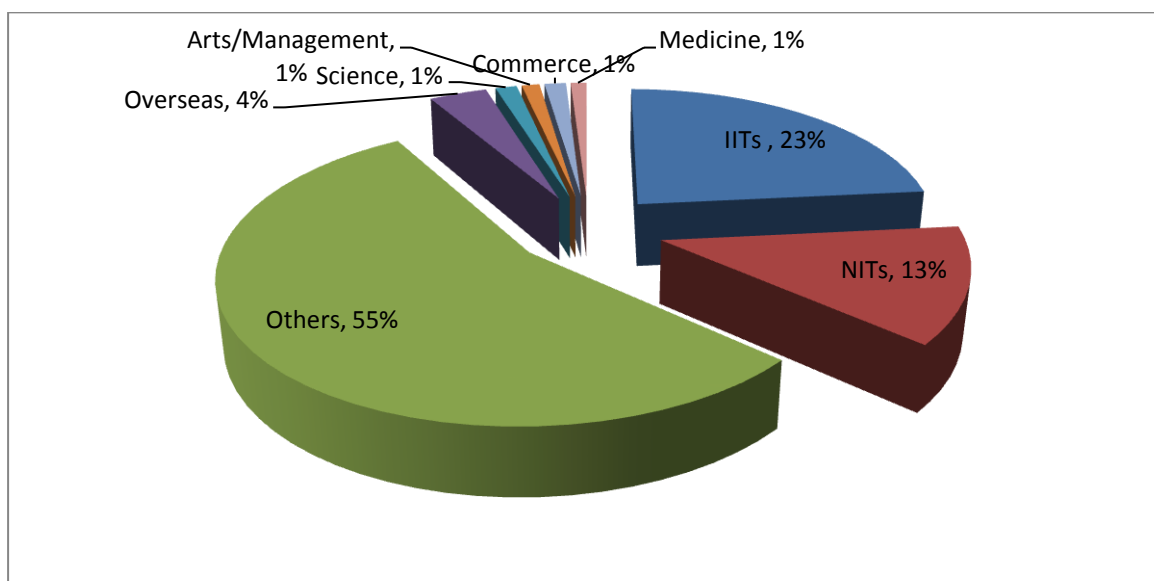
**Breakdown of work experience for Batch of 48/18**



**Sector of Prior Work Experience**

## Prior Education

Students from IIM Calcutta typically have a history of academic brilliance displayed all through their educational years. Every year, the best students from India's premier institutes are admitted to IIM Calcutta. A healthy 23% of students in the PGP2 batch had received an IIT degree. 13% of students were from NITs, while 55% of students had studied in other Indian engineering colleges. The batch of 48/18 comprised of 93% students with an engineering background whereas 2% of students had a pure sciences background. The rest of the students had a degree in medicine, commerce, management or arts. It is interesting to know that about 4% of students had previously studied in colleges abroad, like NUS and NTU (Singapore) and Queensland University (Australia).



**Prior Education Details**

## Conclusion

IIM Calcutta has successfully secured a total of 446 offers through its placement process. This accomplishment has reaffirmed IIM Calcutta's strong affiliation with the industry. Candidates have been offered a multiplicity of roles in Finance, Consulting, Sales & Marketing, General Management, Operations, HR, Procurement and Systems among others. The faith shown by our regular recruiters and unprecedented participation by new recruiters, despite the downturn in economic conditions, is an assertive step towards building stronger industry relationships.