

**INDIAN INSTITUTE OF MANAGEMENT**

**CALCUTTA**



**BATCH OF 2012-14: SUMMER PLACEMENT REPORT**

## Overview

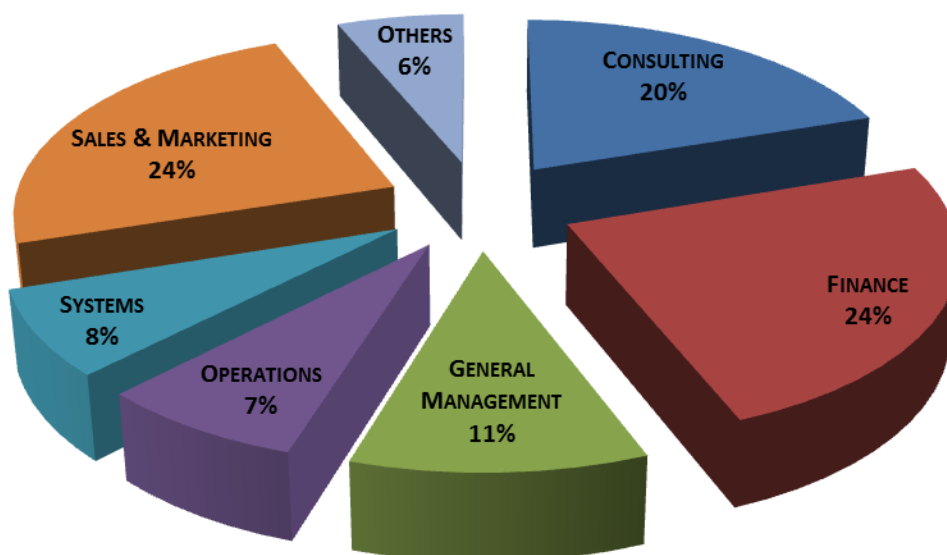
IIM Calcutta's summer placement process for the batch of 2012-2014 kicked off on 5<sup>th</sup> November 2012 and concluded by 9<sup>th</sup> November 2012. The process was conducted in slots, with each slot lasting two days. Slot-0 took place on the 5<sup>th</sup> and 7<sup>th</sup> of November and Slot-1 on the 8<sup>th</sup> and 9<sup>th</sup> of November 2012. The process concluded by the end of slot 1, with successful placement of all the 449 students who wished to take offers from the process. 5 students chose to explore other opportunities.

Total Batch Strength	463
No. of students who signed up for the placement process	454
No. of students who took up job offers	449

## Sector-Wise Information

The sector-wise split for the various functions is provided below. Finance and Sales & Marketing contributed the maximum percentage of offers (24%) closely followed by Consulting (20%). More than 230+ firms had confirmed participation at IIM Calcutta this year, however only 154 firms could make offers due to the process ending ahead of schedule. The number of new recruiters this year stood at 73, which included firms like Mizuho Securities, DuPont and Facebook.

### Sector-Wise Breakup



## Summer Placement Process 2012 (Slot Zero)

Slot Zero saw a total of 232 offers being made for internships, an unprecedented number of offers in Slot-0 so far. Last year, this figure stood at 217 and has been increasing over the years re-affirming IIM Calcutta's dominance in placements.

Similar to previous years, management consulting firms started the processes with consulting majors such as McKinsey, BCG, Bain & Co, Accenture and A.T. Kearney hiring in large numbers. BCG extended the most number of offers, recruiting 12 students for their summer internship program. The total number of consulting offers stood at 43.

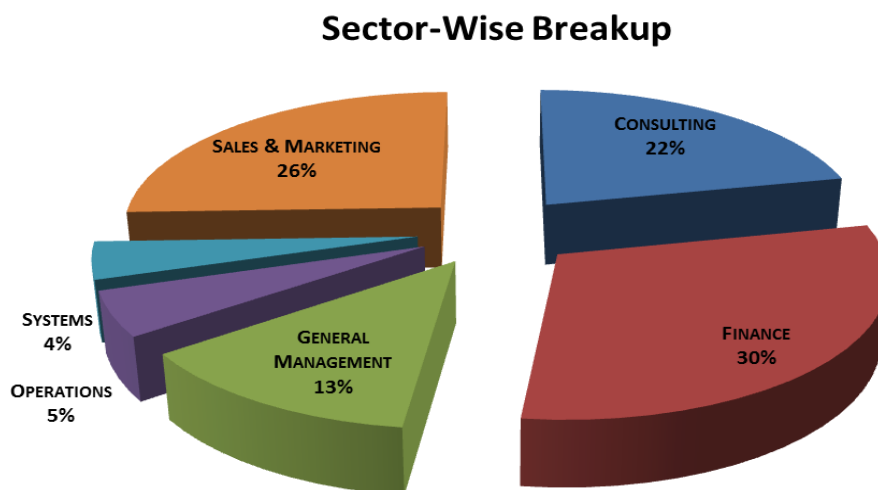
In recognition of the global standing of IIM Calcutta, World Bank visited the campus and offered 3 positions in their Financial Instruments and Treasury departments.

Despite the bleak economic scenario, IIM-C witnessed participation from a number of major banks. Bank of America Merrill Lynch, Nomura and HSBC were amongst the many international offers made to the students. Other banks which hired from the campus include JP Morgan Chase, Barclays Capital, Royal Bank of Scotland, Credit Suisse, Standard Chartered, and Rothschild among others. Private Equity firms were not to be left behind with Macquarie Infrastructure Fund recruiting exclusively from the campus. India Alternatives and Mizuho securities, the third largest investment bank in Japan, were some other names which picked up students.

Sales & Marketing saw abundant offers extended by companies like Hindustan Unilever Ltd, Procter and Gamble, ITC, Kraft Foods, Nestle, Johnson & Johnson, Pepsi Co, Dabur, Asian Paints, Airtel, and Nokia recruiting on campus. P&G and Kraft Cadbury led with 7 offers.

General Management firms were not behind, with ABG making 8 offers. TAS and Mahindra recruited in good numbers as well. DuPont hired for the first time for their prestigious Marketing Leadership Development Program. M.H. Alshaya Co. offered a new profile in their Fashion and Footwear vertical based out of Kuwait. Amazon spearheaded the day with 11 offers in Operations, Business Development and Product Development.

The sector-wise split up of offers for Slot 0 is as follows:



## Summer Placement Process 2012 (Slot One)

The diversity of profiles witnessed at IIM Calcutta this year was unparalleled, as has been the case for many years now. Some of the highlights of this slot are as follows:

- Choppies, the leading FMCG retailer in Botswana and South Africa, offered 4 roles across different functional areas of the business in Finance, Operations, and Sales & Marketing. The internship will be based out of Botswana.
- Aditya Birla Group exclusively offered a position in their Gaming Division at IIM Calcutta.
- BASIX, a livelihood promotion institution with over 3.5 million customers, visited an Indian campus for the first time. The firm has previously recruited only from international B-schools like Harvard, UCLA and Wharton.
- Wild East Group, the Brand Management Company with high profile clients such as Hrithik Roshan and Yashraj Films, hired for their core branding team.
- GamePlan, a sports management firm with clients like Kolkata Knight Riders, Liverpool Football Club and IPL, recruited exclusively from IIM Calcutta.
- Jones Lang LaSalle, a real estate consulting firm based out of the Middle East, hired interns for their Indian Operations from IIM C.
- Rakshak, a public policy NGO headquartered in California, offered 6 positions in the following research areas:
  - Legal and Social Research
  - Accountability and Responsibility in Journalism
  - Promoting Responsible Citizenry
  - Improving Quality of Life - Infrastructure, Traffic, Pollution and Basic Necessities
  - Improving Accountability, Efficiency and Transparency of Public Offices
  - Nationalism, Social Responsibility and Civil Society through Education
  - Promoting positive aspects of our culture and society

## Changes in the Placement Process

The institute modified the process this year to make the entire affair less stressful for students and give them more time to evaluate the various opportunities before them. Placements at IIM Calcutta have generally been a four to five days long affair with dozens of companies hiring each day. Students were traditionally allowed to accept only one offer, which usually gave them much less leeway regarding which firm to join. This year's process was designed to be slightly more drawn out, so that students do not make any compromise on their preferences. As per these new rules, a student could receive multiple offers on the same day. Thus, the placement process upgraded from spot offer system to multiple offer system for summer placements. This change brought about more order and opportunities into the placement system by introducing a better method of handling student preferences.

Two major changes were introduced in the placement process this year: Day Break and Functional Preferences.

### Day Break

The concept of a 'day-long' break was introduced to serve as a breather for the students. On this day only pre-interview processes took place. Companies with their interview process on the following day conducted their group discussion rounds. The advantage of introducing this day-long gap was appreciated by the students – they took this time to evaluate the choices they had before them and thus took more informed decisions making the process less stressful and more students friendly.

### Functional Preferences

Another important concept that was introduced this year was that of a preferred function – the dream function of work for a student. Students had the option to accept multiple offers on the same day. Even if a student were to get an offer from a firm, he could still appear for other interviews, thus giving him more alternatives to choose from.

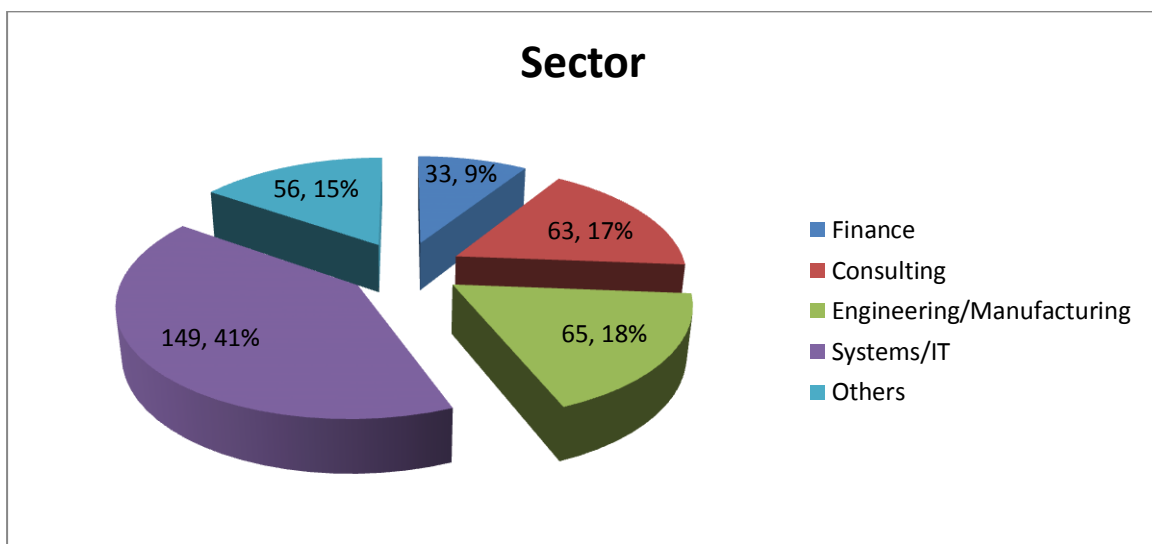
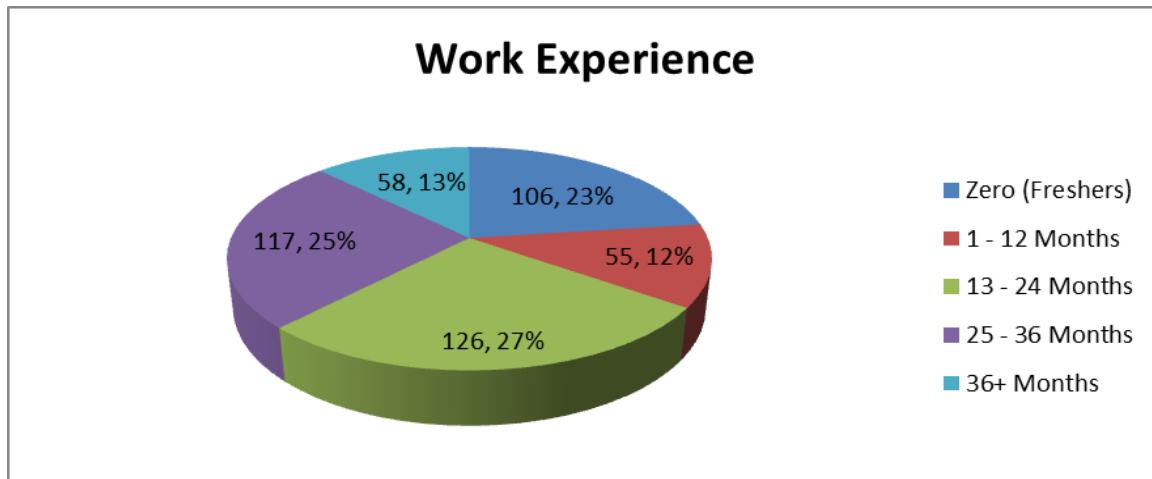
This becomes especially important when companies of a particular sector participate in the process on a later day and students choose another firm out of peer pressure. The new system was observed to be beneficial for both companies and students, as the students underwent less pressure during the process and made better decisions. The institute has been in talks with the industry for some time now and has implemented the changes after due consideration.

## Batch Profile

The batch of 2012-2014 (a.k.a Batch of 49/19; 49<sup>th</sup> batch PGDM, 19<sup>th</sup> batch PGDCM) at IIM Calcutta comprises of 462 students, 51 of whom are female (11.03%). This is an increase of around 4% as compared to the batch of 2013. 8 students had decided to not sit for the placement process.

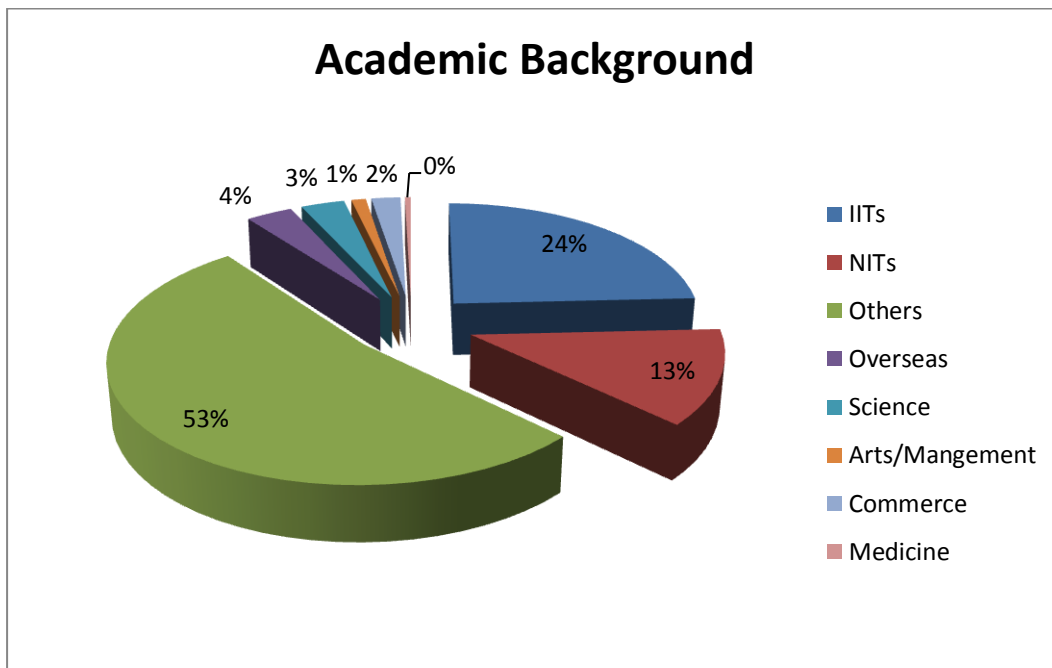
## Work Experience

Compared to the last batch, this batch has a smaller fraction of students with no prior work experience. Last year, that number was around 32%, while this year, it is 23%. It is interesting to know that a considerable fraction (13%) of students have work experience of more than 3 years, with some as high as 8 years of experience. The average work experience of students in the PGP1 batch is 21 months. This is a slight increase as compared to the previous year when the average work experience was 18 months.



## 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 the campus. This year too, a healthy 24% of students in the PGP1 batch have received an IIT degree, 13% of students are from NITs, while 53% of students have studied in other Indian engineering colleges. The batch of 49/19 comprises of 94% students with an engineering background whereas 3% of students have a pure sciences background. The rest of the students (3%) have a degree in medicine, commerce, management or arts. There are also students with unorthodox educational backgrounds like design engineering and hotel management.



## Conclusion

By placing the largest batches across IIMs in less than 4 days, we have reaffirmed the faith of our recruiters-cum-partners in our process. Be it the worst of times or the best of times, IIM Calcutta has always been the preferred destination for recruiters. This we establish by producing the best placement figures across the country for the fourth consecutive year.