



Final Placement Report Batch of 2012-2014

Indian Institute of Management Calcutta

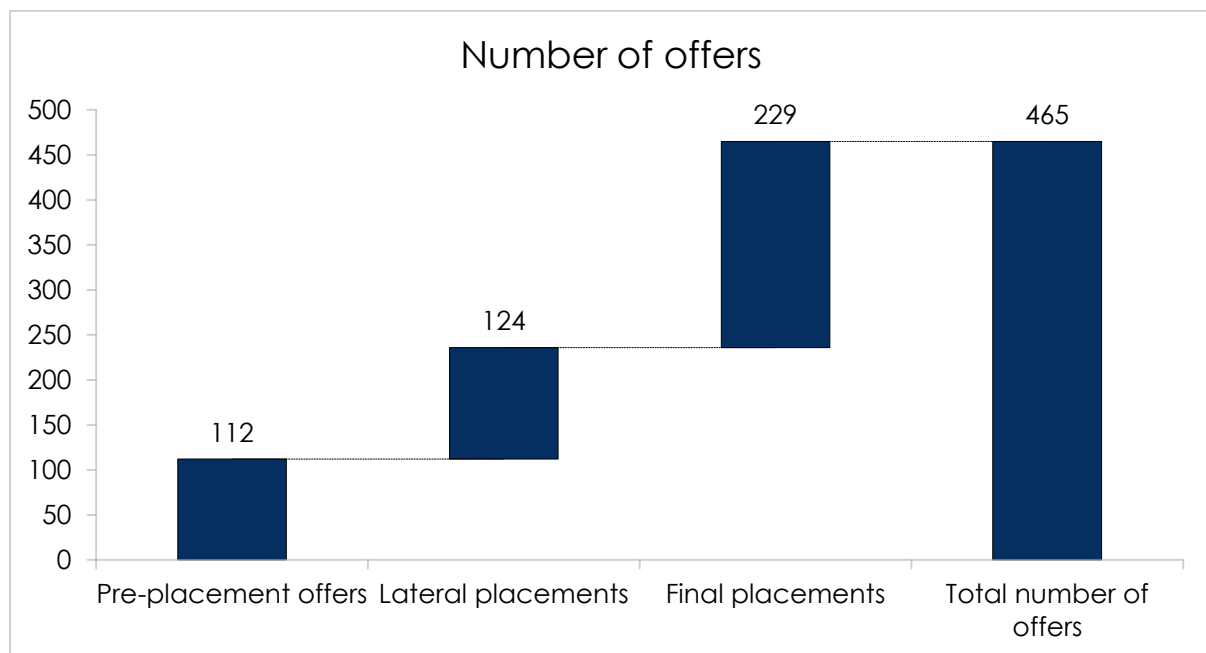


OVERVIEW

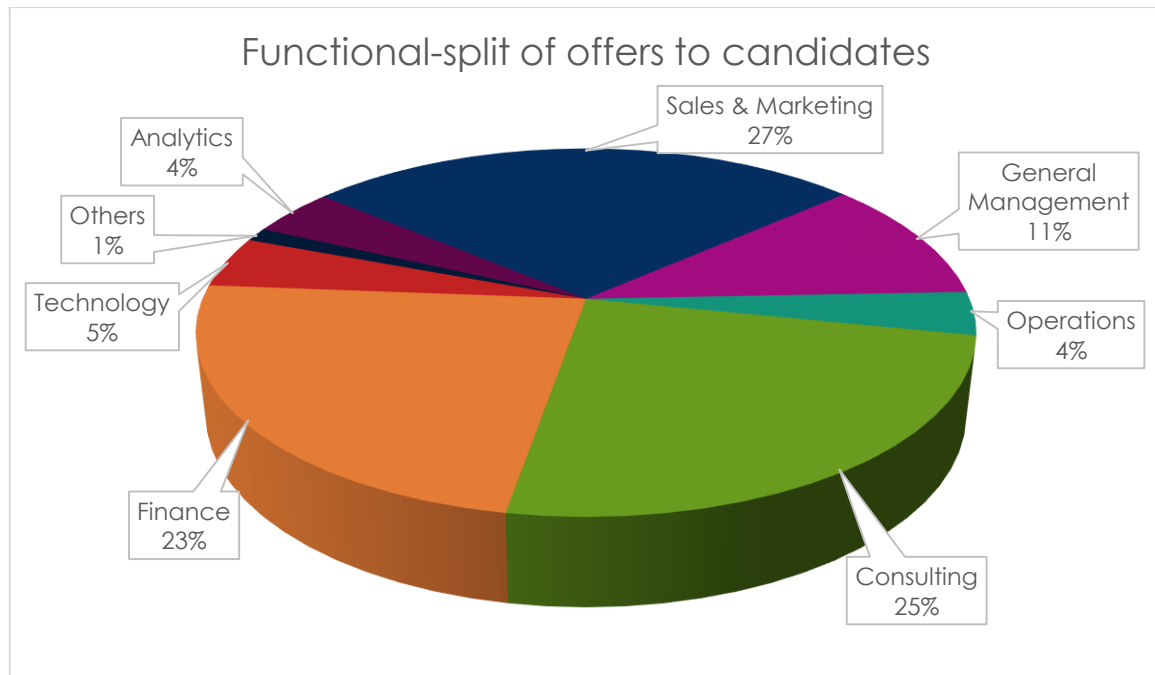
IIM Calcutta's final placements for the batch of 2012-2014 kicked off on 7th February, 2014. A total of 426 students sought for jobs through the placement cell, making it one of the largest batches across all IIMs. More than 250 firms participated in the process this year. Prior to the start of the slot-based process, lateral placements were conducted for students with prior work-experience.

A total of 465 job offers were made to the 426 students through the placement process. 112 students had already received pre-placement offers (PPOs) based on their performance during their summer internships. 124 offers were made in the lateral placements process and 229 offers in the final placement process.

Total number of candidates who sought for jobs through the placement cell	426
Total number of offers made through the placement process	465
Candidates who secured jobs	426



FUNCTION WISE BREAK-UP OF OFFERS



Offers from finance, consulting and marketing domains accounted for a quarter of the batch getting placed in each of these areas. 11% of the candidates were placed in general management roles and about 4% each in analytics, operations and technology.

LATERAL PLACEMENTS

The lateral placement process is primarily facilitated for candidates having prior 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 and firms are allowed to negotiate the nature of roles and their packages, as opposed to final placements where firms hire for explicit 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. 124 offers were made in this laterals process.

Finance: Lateral placements this year saw finance roles being offered by firms such as HSBC, Amazon, Yes Bank, Dunia Finance, Star TV, Prop Tiger, Mother Diary, etc. Dunia Finance, an Abu Dhabi based firm in the financial services domain hired for their leadership roles.

General Management roles were offered by leading corporate houses such as Aditya Birla Group, Mahindra, Hinduja, Adani Group, Cipla, Ericsson, L&T among others. Mahindra Comiva, a leading mobile services provider recruited students for the position of **Country Lead**, who will head their business in emerging countries in Africa.



Consulting: Deloitte, Capgemini, Cognizant, KPMG, Tata Strategic Management Group (TSMG) and WNS recruited for senior positions such as Consultant/Senior Consultant. Niche consulting firm Vector Consulting Group offered their Business Consultant roles.

Technology firms like Microsoft, Google, Infosys, Mindtree, Info Edge, TCS, Virtusa and Sonata Software made multiple offers to candidates at IIM-C. Infosys recruited from IIM Calcutta for their niche Business Development associate role.

Sales & Marketing: Lateral offers from Sales & Marketing domain included firms such as Alshaya, Dabur, Microsoft (SMSG), Amazon (Category Manager), Ranbaxy, Rational AG, Star TV, & Sahara Q shop. Alshaya, a top retail franchise operator in the Middle East, hired for their Supply Chain and Merchandise Planning roles.

Amazon offered 8 roles at IIM Calcutta for operations leadership program and business development. **Amazon** made the **highest** number of offers on campus (16, including PPOs) for these leadership and operations roles. Other notable firms which offered **operations** profile were Jindal Steel, WNS, Yepme, and Unisys. Companies like Google, Capgemini and Latentview recruited students for Data Analytics roles

FINAL PLACEMENTS

The day-based final placements started on 7th February, 2014. This year, a second phase of lateral placements conducted between Slot-0 and Slot-1. Overall, 229 offers were made in the day-based finals process.

Finance: Continuing the legacy, IIM Calcutta lived up to its title of the finance campus of India. IIMC received one of the **highest** number of offers in India for the strongly coveted **Investment Banking Divisions (IBD)**. Bucking the slowdown, finance companies flocked to recruit candidates in large numbers from the Finance campus of country. Financial majors like Bank of America Merrill Lynch, BNP Paribas, Citibank, Credit Suisse, Deutsche Bank, Goldman Sachs, Edelweiss, HSBC, Nomura, Royal Bank of Scotland, Standard Chartered Bank, American Express, Altisource, Ocwen Financial Services, Kotak IBD hired candidates for their Investment banking and markets roles.

Optiver, one of world's largest high frequency and proprietary trading firms based out of the Netherlands, chose to **recruit exclusively from IIM Calcutta**. Macquarie Group Limited, a global investment banking company and diversified financial services group, also chose to recruit **exclusively from IIM Calcutta** through PPO.

BFSI firms such as Axis Bank, Kotak Bank, ICICI Bank, Yes Bank, HDFC Bank, Development Bank of Singapore, IDBI, IndusInd Bank, recruited for their corporate banking and treasury divisions. Insurance companies such as ICICI Prudential and Bharti AXA also participated. Diverse roles were offered in the finance domain by companies like CRISIL, Airtel, Edutor, Flipkart, Magma Fincorp and Wincere.

Consulting: IIM Calcutta saw the **highest number of Pre-Placement offers (PPOs) in the Management Consulting domain across all IIMs** from the top 4 management consulting firms, at 27. McKinsey & Co., The Boston Consulting Group, Bain & Co., A.T. Kearney, Accenture and



Opera are the top recruiters in the consulting domain. The Boston Consulting Group and Accenture Management Consulting made the highest number of offers in this domain at 12 each. Big data firm **Opera Solutions LLC** hired **exclusively** from IIM Calcutta.

Consulting roles were also offered by other firms such as GEP, Hay Group, Ernst & Young, Deloitte US, Protiviti, PwC, KPMG & IBM. Protiviti offered international consulting roles based out of UAE and Kuwait.

Sales & Marketing: The sales and marketing domain saw participation from all the major sectors like FMCG, Media, Telecom, and Healthcare among others. All major recruiters in the FMCG sector like P&G, HUL, ITC, Mondelez, Johnson & Johnson and Nestle reaffirmed their strong and long lasting relationship with IIM Calcutta by recruiting in large numbers. Coveted sales and marketing roles were offered by Pepsi, Asian Paints, Dabur, L'Oreal, Kellogg's, Jabong.com, Emami, RPG, etc. as well.

Renowned media houses like Times Group, HT Media & Network18 recruited students for their Sales & Marketing functions in the finals process, while Star India recruited in the laterals process. Top telecom companies like Airtel and Vodafone recruited students in large numbers.

General Management: Coveted roles in general management by firms like TAS, Mahindra Group, Airtel, RIL, CK Birla Group among others were offered to students of IIM Calcutta.

Reliance Industries Limited, India's largest private sector company, reaffirmed its strong relation with IIM Calcutta by recruiting 11 students for various roles. Other firms which offered general management profiles were Altisource, Piramal Group, Kirloskar Group and Sharaf Group.

Sharaf Group recruited for their retail operations roles in the Middle East. Honda Motors hired for the first time for roles based out of its Japan office.

Technology roles were offered by Microsoft, Wipro, HSBC, etc. Energy companies such as Cairn, Power Grid, Gupta Power recruited for a wide range of roles. A notable development was the participation of education based firms such as e-GMAT, Edutor, and Next India, who hired for their leadership roles.

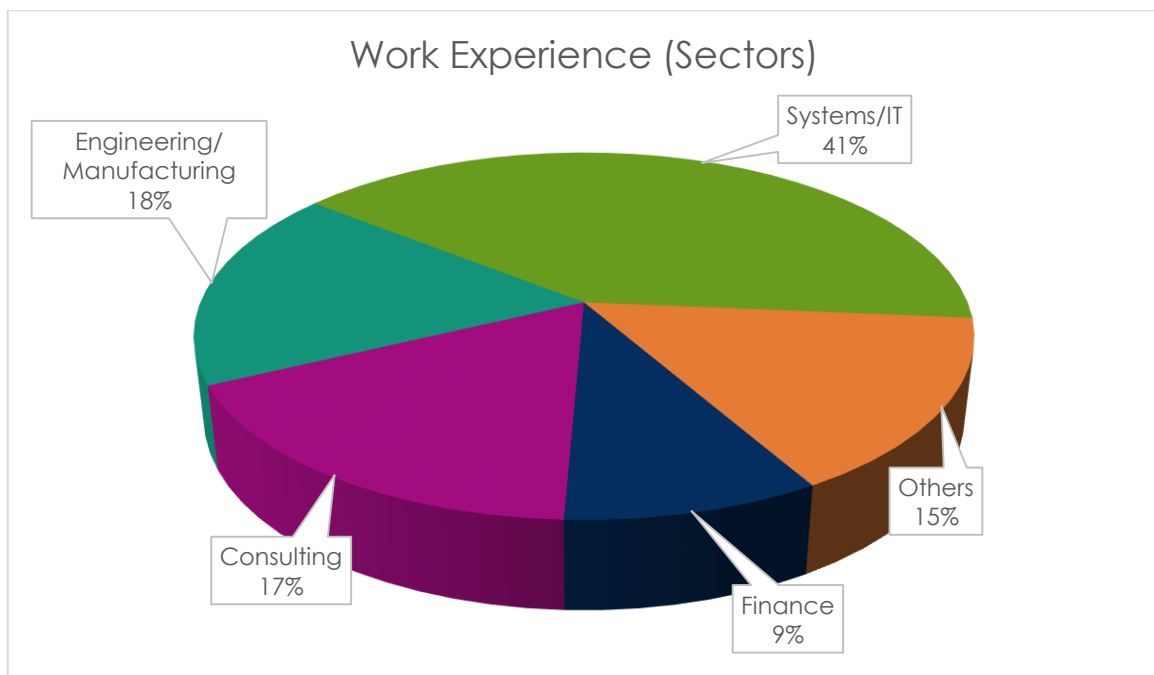
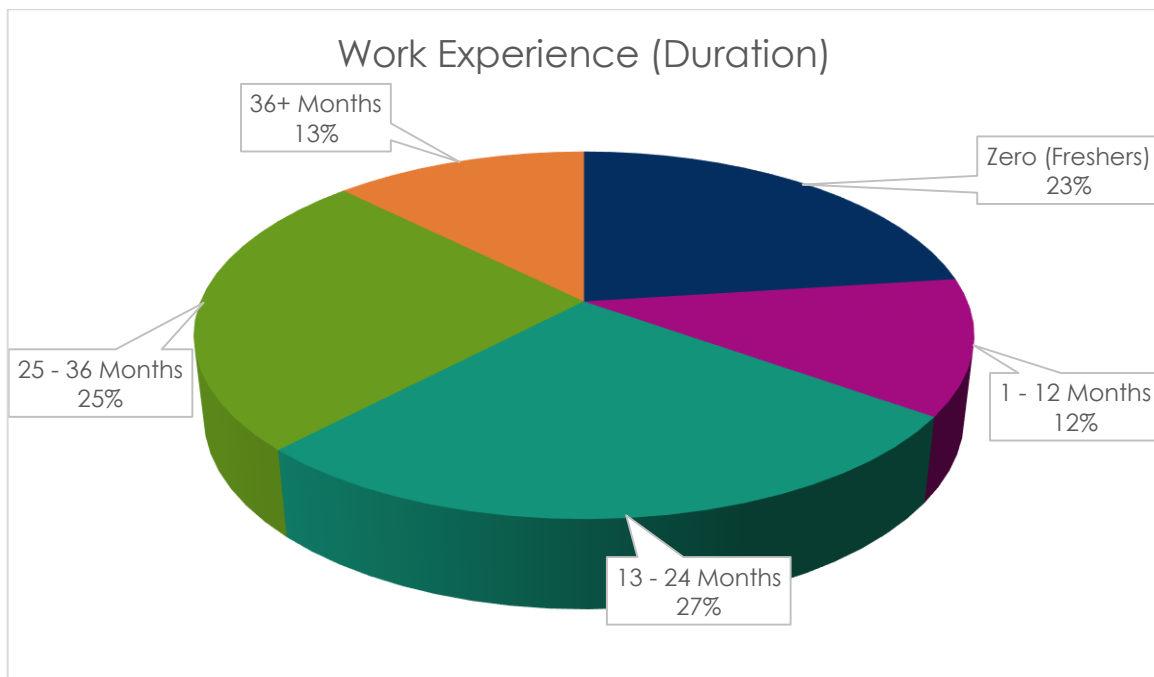
Several final year students were also selected to do an internship with **Trinamool Congress**. They were to pursue this internship until their joining date at their full-time jobs.

The final placements had a star attraction on campus in the form of **Mr. Sourav Ganguly** who came to recruit for a niche brand management and marketing role.

BATCH PROFILE

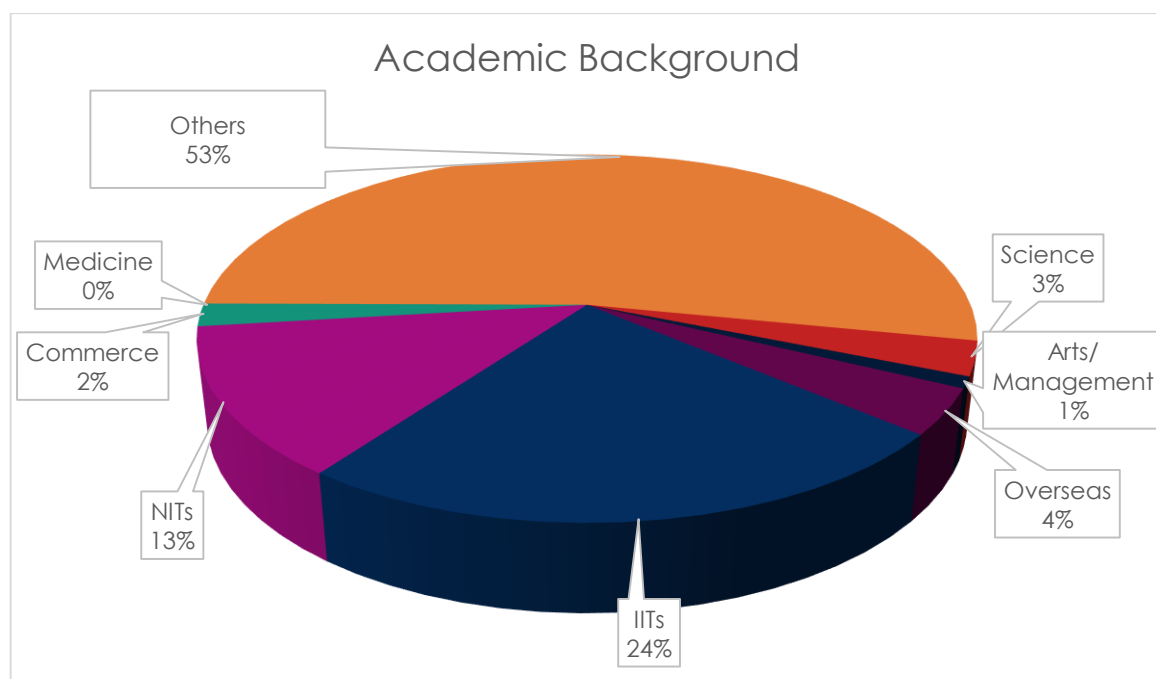
WORK EXPERIENCE

Compared to the previous 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 the 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 the 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 comprises of 94% students with an engineering background, whereas 3% of students have a pure sciences background. The rest of the students (3%) have degree in medicine, commerce, management or arts. There are also students with unorthodox educational backgrounds like design engineering and hotel management.



CONCLUSION

Overall, IIM Calcutta has shown a great performance in the final placements owing to the strong calibre of the students and the excellent academic standards on campus. Such performance also portrays the strong relationship with industry and the vast alumni network of the oldest IIM.