



## K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH



# ADMISSIONS BROCHURE

PGDM Batch 2016-18

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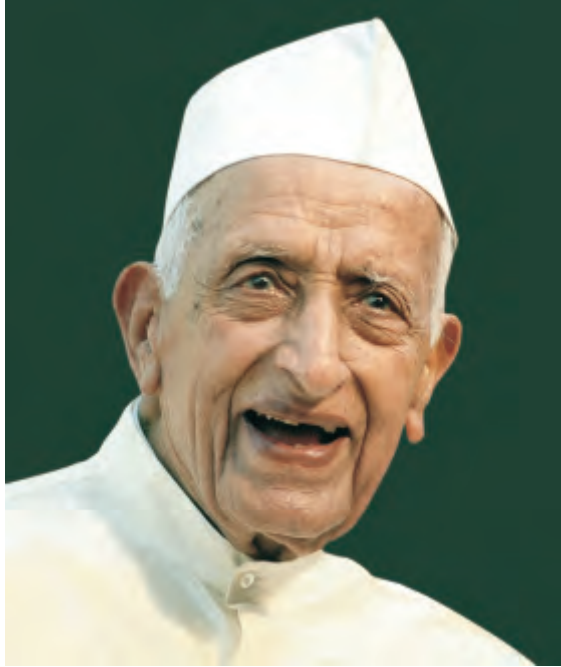
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# Somaiya Vidyavihar



Padmabhushan Shri K. J. Somaiya  
(1902 - 1999)

न मानुषात् परो धर्म

“There is no religion other than humanity”

Padmabhushan Late Shri Karamshi Jethabai Somaiya, an Entrepreneur, Philanthropist and a Visionary, who firmly believed that modern education had to have its roots in strong values, established Somaiya Vidyavihar (SVV) in 1959. This underlying theme and legacy of Somaiya Vidyavihar was continued and strengthened by the late Dr. S. K. Somaiya and the legacy is being taken forward by Shri Samir Somaiya.

Somaiya Vidyavihar aims to provide for its students, meaningful and relevant education that emphasizes both the liberal and professional aspects of higher education, steeped in rich Indian culture and heritage and rooted in universal religious philosophies of the world.

The Somaiya Vidyavihar campus comprises of 36 individual Institutes dedicated in the area of Liberal Arts, Sciences, Management, Humanities, Philosophies and Social Sciences as important aspects of scholarship, and is spread across a 60 acre complex in Vidyavihar, in north central area of Mumbai and a 90 acre complex in Sion, in the heart of Mumbai. Somaiya Vidyavihar has over 38,000 student residents and 1,700 teaching staff. Majority of its colleges are affiliated to the University of Mumbai. The trust also runs autonomous post graduate courses, vocational training courses, and high schools within the campus as well as in rural India.

Within this context, Somaiya Vidyavihar provides educational opportunities to all qualified students to discover and disseminate knowledge in order to serve communities around the world. Somaiya Vidyavihar firmly believes in imparting education that teaches how to live and how to make a living. The guiding principle for SVV is ‘Knowledge Alone Liberates’.

# Chairman's Message



Shri Samir Somaiya

Our Founder, Padmabhushan Shri K. J. Somaiya founded Somaiya Vidyavihar on the 9th of September 1959. He later founded the Girivanvasi Pragati Mandal, The K. J. Somaiya Medical Trust Girivanvasi Education Trust and sister institutions to make great citizens of India and the World. The creation and management of institutions - the need for it in those times , post independence and now - can be summarized in the words of Swami Vivekananda, "We want that education by which character is formed, strength of mind is increased, the intellect expanded, and by which one can stand on one's own feet." We have now grown into a multi-disciplinary and multi-campus educational complex with over 1500 faculty, and 38,000 students.

Our motto is: ज्ञानादेव तु कैवल्यम् । Knowledge Alone Liberates. Liberates from poverty, from hunger. Also to liberate one from the attachments that bind us to small-mindedness. Knowledge also provides opportunity. To make the life lived more meaningful. In the service of one's family, one's community, one's समाज, country, and indeed the world. Bearing in mind that there is no religion other than the life lived in the service of humanity, न मानुषात् परो धर्म ।

Our education in any subject will reflect its timeless fundamentals, its current context, and applications. There is so much scientific discovery taking place, at the intersection of fields, of biology, computing, medicine, the social sciences and everywhere else. We provide students and faculty with an environment to engage this world, to discover new truths, make new applications to create and share knowledge.

Our education is also experiential. With projects that are 'real' and those that complement the learning inside the classroom. Our students and faculty will be at the cutting edge of change, to incubate companies, to create NGOs, and pursue any field of their passion.

Our education is also holistic. Sports and physical exercise must be a firm part of the curriculum. For students to develop a love for sports, for recreation, for health, for teamwork, for competition. Our education will also instill an appreciation for art and culture.

In the Bhagavad Gita, Arjun asks Krishna how is one to control one's mind that is as fleeting as the wind. Krishna responds that it can only be done through practice and discipline. वैराग्येण तु कौन्तेय अभ्यासेन च गृह्यते । We will strive to teach our students to learn to stay calm in our turbulent world.

And our education will also include the ancient Indian tradition, its culture, its depth, and its knowledge. We must keep the connection with our mother tongue and our languages. Languages are storehouses of culture, and the loss of a language takes with it much learning, stored through it over the ages.

Our dream is to build a world class research and teaching institution, that is global in the reach of its ideas, and universal in its service. Welcome to our community.

**Samir Somaiya**

# Provost's Message



**Dr. Rajan Welukar**

Dear Student

It gives me immense pleasure to welcome you to SIMSR, an exciting place to learn and grow. At SIMSR, we seek to develop business leaders capable of building sustainable business organisations, whilst adhering to the highest standard of Corporate Governance. The accomplishments of our alumni in leadership positions across diverse organisations in India and abroad is testimony to the talent and commitment of our faculty, staff and the high quality of our students.

Since our inception, our students are respected as high performing managers in the service of all national and international business organisations, government institutions and NGOs. Our 50,000

strong alumni occupy every level of every industry sector and represent an immense resource to us. Associating with them, our students gain access to networking, jobs and information.

The Founders of our Institute believe that ethical business principles are the most enduring way to achieve corporate success. Accordingly, SIMSR is unconditionally dedicated to developing ethical business leaders for the 21st century, who are fervent about making meaningful societal contributions and insightful towards sustainable development.

We maintain and sustain an enriching environment of experiential and academic learning where innovative thinking is a way of life. Located in the centre of the Financial Capital of India, our sustainable campus is probably one of the greenest in India and surely amongst the best private run B-Schools in Mumbai.

So, if you aspire to leadership, if you possess an adventurous spirit and if you want a management education experience in synch with changing times, I invite you to join our movement to create Ethical Corporate Citizens. With us, you can become a role model even as you build a successful professional career. I promise you a demanding academic experience, which will actually transform your life.

Yours sincerely

**Dr. Rajan Welukar**  
**Provost, Somaiya Vidyavihar**

# Director's Message



**Prof. (Dr.) Monica Khanna**

A Very Warm Welcome to All of You!!!

It is indeed my proud privilege to open the doors of K. J. Somaiya Institute of Management Studies & Research (SIMSR) for you and initiate you into a world of endless possibilities in the field of management education and beyond.

The Institute has been in existence for more than three decades and is now re-inventing and re-defining a new growth path for itself. The meaning and context of management education has completely changed in today's highly connected, complex and dynamic environment. There are also many challenges in delivering management education to a tech enabled and always-on globalized student community. Management education does not only mean acquiring textbook knowledge, coveted degrees and getting jobs in the organized sector, but also developing an empathy for creating opportunities and a better world for the under privileged and under developed sections of society. There are visibly huge benefits and opportunities in learning from the knowledge, experience and best practices of the developed world and equally from the under privileged strata of society in under developed and emerging economies of the world.

At our Institute, we recognize this and develop course curricula that initiate our students to learn not only inside the classroom, but through case studies, live case

examples, simulation games, on-the-field experiential learning, guest lectures from industry experts and self learning through involvement in various activity clubs and committees. The learning pedagogy is designed through continuous co-creation with all our stakeholders - the current and potential students, alumni, industry, recruiters and the community at large. Our focus at the Institute is also to encourage students to participate in various competitions and hone their talents in various co-curricular and extracurricular activities. The Institute also provides opportunities for students with entrepreneurial abilities.

Our PGDM Programmes - PGDM / PGDM (IB) - International Business / PGDM (RM) - Retail Management / PGDM (FS) - Financial Services / PGDM - Communications / PGDM Executive - are among the best structured in the country and the list of subjects for every programme have been chosen after careful deliberations among all stakeholders and upgraded every year.

The management students are spoilt for choice and also get an opportunity to indulge themselves and learn foreign languages like Mandarin, Japanese, Spanish, French, German, Italian including Sanskrit and Pali; Indian religions like Buddhism, Jainism, Hinduism; lifestyle management through yoga, music, martial arts, dramatics clubs, literary festivals; and sports.

It is also a well known fact that students who join management programmes come from different educational backgrounds and varied work experiences. Also, in today's technology driven world, learning should be ubiquitous (anywhere, anytime) and at one's own pace. Keeping this in mind, the Institute has started the Online Induction programme for the incoming PGDM students.

Along with my colleagues in the faculty and staff, I welcome you whole heartedly to Somaiya Vidyavihar and SIMSR and look forward to partner you in your journey towards excellence. Together, let's build a great future for ourselves and our country!!!

Best Wishes

**Prof (Dr.) Monica Khanna**  
**In-Charge Director**



# About SIMSR



K. J. Somaiya Institute of Management Studies & Research (SIMSR) was established in the year 1981 as a part of Somaiya Vidyavihar with the objective of providing holistic education in management and allied areas. The Institute was inaugurated by Dr. Manmohan Singh, the former Prime Minister of India, and is consistently ranked among the top 20 Management Institutes and top 10 private sector B-Schools in India.

The Institute nestled in a 60 acre campus in the central suburbs of Mumbai offers full-time and part-time Masters and Post Graduate Programmes in Business Management, and Masters in Computer Applications. All the programmes are approved by All India Council of Technical Education, Ministry of HRD, Govt. of India, New Delhi and / or affiliated to University of Mumbai.

The Institute strives continuously to accelerate and achieve the benchmarks and has already coveted the

prestigious South Asian Quality Assurance System (SAQS) accreditation by Association of Management Development Institutions of South Asia (AMDISA). The Institute is currently working for its accreditation to the Association to Advance Collegiate Schools of Business (AACSB).

SIMSR is certified as ISO 9001:2008 and ISO 29990:2010 by Bureau Veritas Quality International.

The Institute conducts Post Graduate Diploma in Management programmes, bundled with world class infrastructure and cutting edge pedagogy focusing on 360 degree development, where the student emerges as a successful corporate citizen. SIMSR believes in providing quality education to its students, steeped in Indian ethos and value system.

The Institute also offers Ph.D. Program in Management of the University of Mumbai and SNDT Women's University (for women candidates only).

Apart from the regular programmes, the Institute offers customized and subject / industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.

The faculty undertake research and consultancy for both public and private organizations.

The Institute maintains a healthy faculty student ratio of 1:15. The Institute has 100+ core faculty members, 35 of them have Ph.D; 28 faculty members are at various stages of completing Ph.D.

A majority of the faculty members have rich industry experience. Faculty have published papers in 42 International Journals and 8 National Journals during academic year 2014-15. Papers were also presented in 36 International Conferences and 8 National Conferences.

The Institute has international tie ups for student / faculty exchange programmes.

# ACCREDITATIONS, INTERNATIONAL TIE-UPS & CURRENT RANKINGS

## Accreditations

- ❖ UGC granted Autonomous status to the Institute for a period of five years commencing from AY 2013-14.
- ❖ PGDM, PGDM(IB) and PGDM(RM) programmes of the Institute are accredited by Association of Indian Universities (AIU) in 2012.
- ❖ PGDM, MMS, PGDM (IB) and PGDM (RM) programmes of the Institute were accredited for 3 years by the National Board of Accreditation (NBA) in 2013.
- ❖ The Institute is SAQS accredited by AMDISA for 5 Years with effect from January 2013.
- ❖ Certified as ISO 9001:2008 and ISO 29990:2010 by Bureau Veritas Quality International.
- ❖ Registered for AACSB Accreditation.

## International Tie Ups

- ❖ University of Applied Sciences Upper Austria, Steyr, Austria
- ❖ University of Applied Sciences, KREMS, Austria
- ❖ DHBW University, Stuttgart, Germany
- ❖ THI Business School, Ingolstadt, Germany



## Current Rankings

- ❖ Ranked 15 in The Week B-School survey 2015
- ❖ A+++ by Chronicle is 2014
- ❖ Ranked 14th by Careers 360 in 2014
- ❖ Ranked 19 among the top Executive MBA Institutes in India by Shiksha.com
- ❖ Ranked 17 amongst all business schools in India (Business World dated July 2013)
- ❖ Rated AAA Institute by MBA by Choice

## INTERNATIONAL IMMERSIONS



### International Immersion 2015

- ❖ 10 day visit to China and Singapore, from April 19 to April 29, 2015.
- ❖ Visited IKEA Store, China Europe International Business School, Shanghai Urban Planning Museum, Bao Steel Plant, SAIC Volkswagen Plant, Lenovo Factory, Yakult Factory and Shanghai Electric Plant in Shanghai.
- ❖ One-day trip to Hangzhou, a city located around 220 km from Shanghai.
- ❖ Number of interactive meetings with eminent industry personalities and coveted alumni from SIMSR at Singapore.
- ❖ Field trip to New Water Plant in Singapore.

## FACULTY

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K. J. Somaiya Institute of Management Studies and Research (SIMSR) has a strength of 100+ faculty members with 35% of them holding doctoral degrees and more than half of them with rich industry experience. Under the leadership of the Director, the faculty have excelled themselves and brought glory to the Institute by winning number of national and international awards, publishing books and presenting research papers in reputed publications and conferences in India and abroad.

Apart from the regular programmes, the Institute offers customized and industry specific certificate programmes for government bodies, companies, defense personnel and NGO's. Executive education is of equal significance, SIMSR has an array of Management Development Programs charted out for working professionals. These programmes are delivered by K. J. SIMSR's core faculty - a group of dedicated teachers, researchers, and scholars. Each faculty member brings leading-edge research and consulting experience.



## ADMINISTRATIVE TEAM

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Under the leadership of the Registrar, the Institute has a strong support team for all its administrative functions. They work tirelessly behind the scenes to facilitate the smooth and seamless functioning of the Institute.



## ADMISSIONS COMMITTEE

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Under the leadership of the Admissions Committee Chairperson, the Institute has a strong team comprising of faculty members, staff and student members for planning and executing the admissions function. They work in a seamless manner to facilitate the smooth conduct of admissions process through the year.



# Infrastructure at SIMSR

## SIMSR Campus



K. J. Somaiya Institute of Management Studies & Research (SIMSR) is situated in the midst of 60 acres of lush green covers, the structure emanating a nurturing experience, making it favourable for learning.

## Institute



Chanakya Building



SIMSR - Main Building



Chanakya Foyer

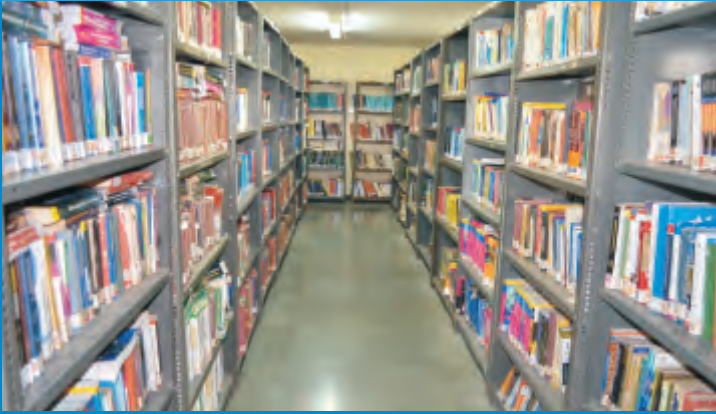
The Institute with state-of-the-art teaching learning facilities, sports, and culture make it a true center of Academic Excellence. The Institute is housed in two adjacent spacious, well furnished and air conditioned buildings of around 1,50,000 sq feet, namely - SIMSR (Main Building) and Chanakya. The Institute is surrounded by lush green gardens and trees. The entire infrastructure has been created to develop a truly academic ambience.

SIMSR has fully air-conditioned, well-furnished and contemporary classrooms creating a conducive teaching-learning environment for both faculty and students.

## State-of-the-Art Classrooms



## Library



SIMSR's fully computerized library has more than 83,000 books, 15 newspapers, 150 Indian and International periodicals, CD's and video films. Housed in an area of 7,000 sq feet, the library offers access to online data bases like EBSCO, PROQUEST, CRISIL, Euromonitor, WARC, Frost & Sullivan and financial database like CMIE PROWESS which provide online access to over 8,000 national and international journals, research papers, articles, dissertations and financial data. The library also subscribes to a wide range of national and international newspapers.

## State-of-the-Art Computer Labs



The computer center is one of the best equipped IT centers geared to aid the learning process. Software packages like SPSS, AMOS, SAP-ERP, Rational Rose, Big Data help in conducting data analysis for business analysis, financial analysis, marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects.

## Sports Facilities



The founders and trustees of the Institute have always strived to create a warm and healthy environment for the students as well as the faculty. The Somaiya campus ensures holistic development of students. Keeping in mind all needs of the students, the campus offers a variety of sports facilities. Students can engage in all kinds of sports which enables recreation, rejuvenation and stress busting, all purposes being served well on campus.

These state-of-the-art facilities are well maintained and can also be put in use by students who wish to pursue sports as their career. In addition to this, professional coaching and training is also available.

The campus offers the following sports facilities spread across the campus

- ❖ Professional Running Track
- ❖ Live Chess Court
- ❖ Football Ground
- ❖ Cricket Ground
- ❖ Badminton Court
- ❖ Kabaddi Court
- ❖ Basketball Court
- ❖ Volleyball Court
- ❖ Lawn Tennis Court
- ❖ Squash Court
- ❖ Indoor Sports Facilities like Table Tennis, Chess, Carrom

## Sports Facilities



## Nalanda Auditorium



## Takshashila Auditorium



## Amphitheatre



SIMSR has two air conditioned auditoriums, Nalanda (Red Audi) & Takshashila (Blue Audi)- both with a seating capacity of 250, an amphitheater for activities and cultural programmes, student discussion rooms and Wi-Fi infrastructure; all of these making the Institute one of the best equipped educational centers in the city of Mumbai.



## Infrastructure - Management Development Cell



Management Development Cell of SIMSR regularly offers customised and industry specific management development programmes for government bodies, companies, defense personnel and NGOs. The Institute has 3 rooms for conducting executive development programme - 25 seats per room, 4 tutorial rooms for round table meetings of 12 capacity, and one seminar hall with 80 capacity, to accommodate 210 participants at any point of time.

## Hostel & Gymnasium



The Institute offers compulsory in-campus hostel facilities for boys and girls of all the Post-Graduate Diploma in Management Programmes. The hostel offers 660 beds. It also provides accommodation for the faculty. The hostel is well equipped with all modern facilities including internet facilities, laundromats, student mess and well-equipped gymnasium.

## Canteen



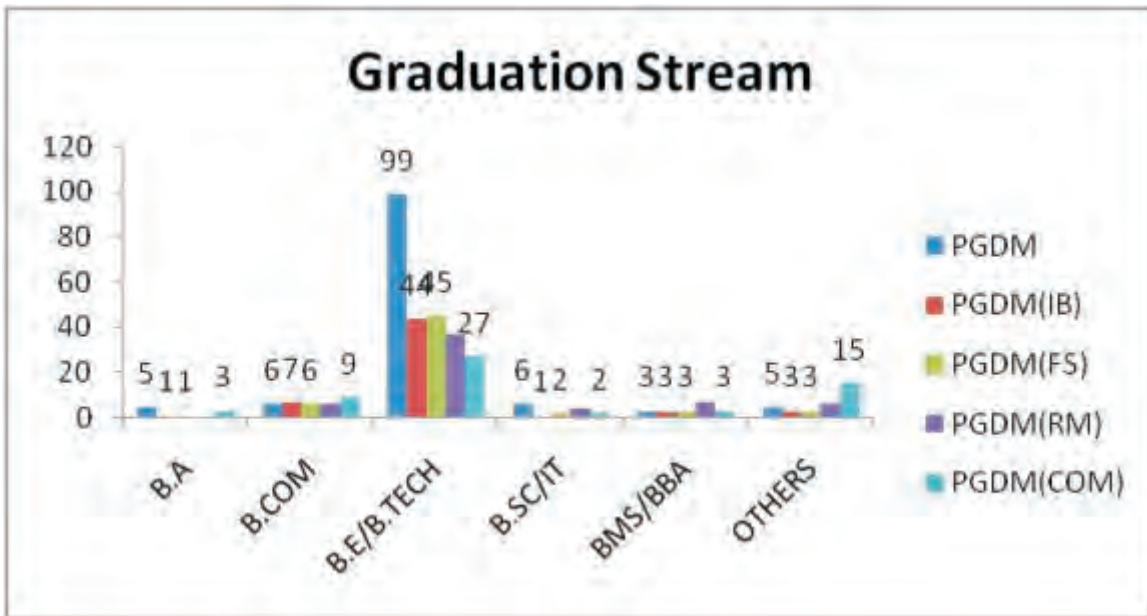
The canteen of around 2,250 sq feet is located on the ground floor of the Institute building. It is very well ventilated and has a seating arrangement of more than 100 students at a time. This is complimented by a covered open-air seating arrangement with lots of greenery, that makes it a great place where students can get together to discuss their assignments and projects over cups of tea, coffee and tasty food bites.

## Medical Facilities

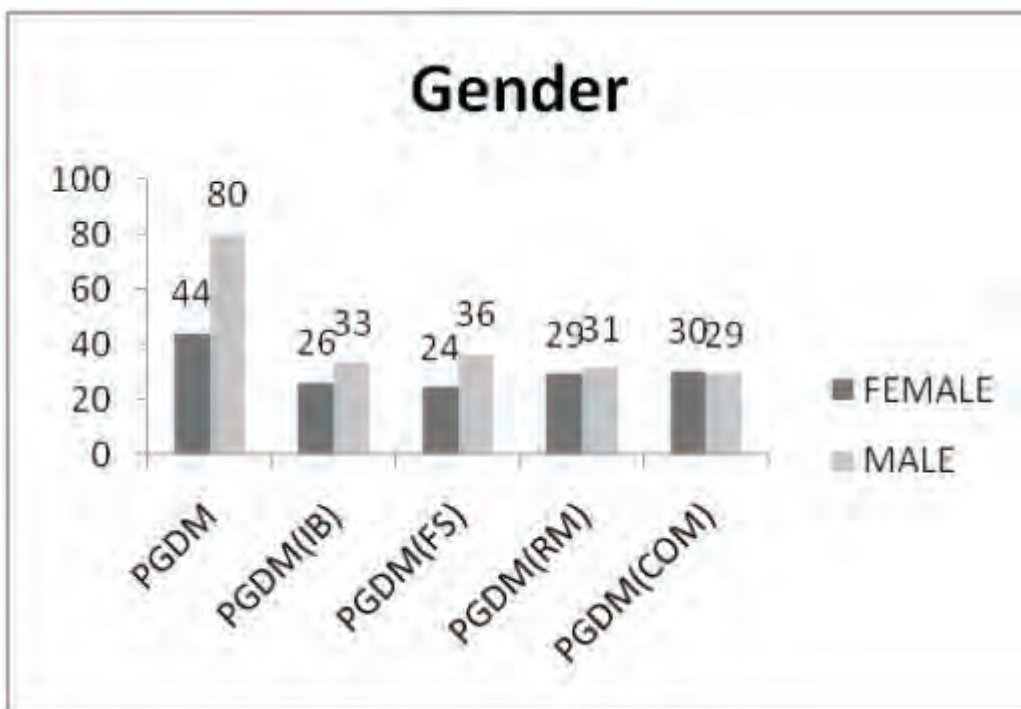
- ❖ Medical room & Doctor on call available at SIMSR
- ❖ Medical facilities available within 0.5 km radius
- ❖ Counselor & Counseling facilities available on the campus
- ❖ Medical examination conducted for all students by the campus medical team

# Batch Profile 2015-17

## Graduation

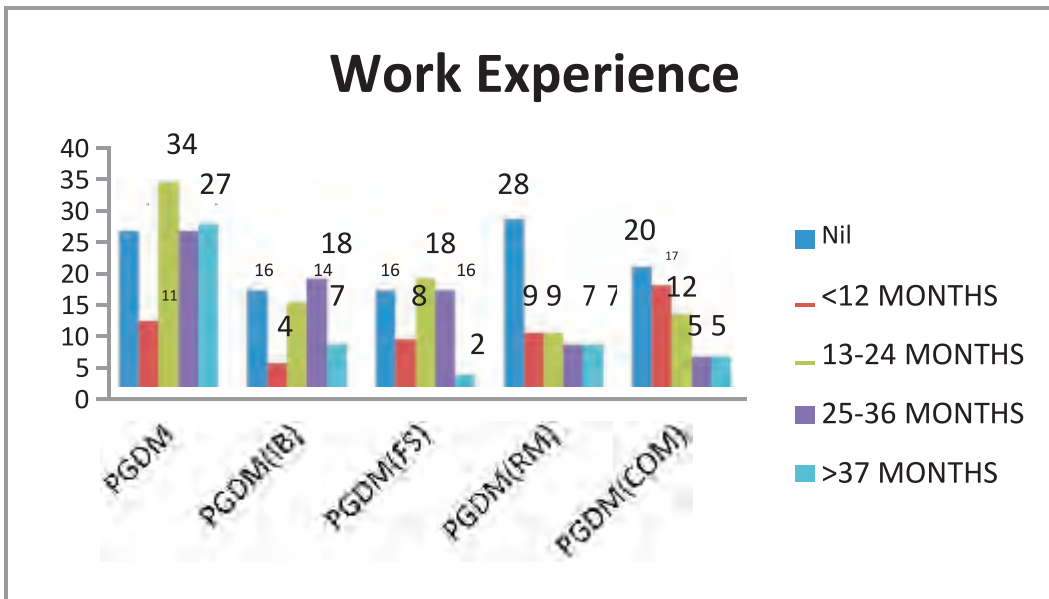


## Gender

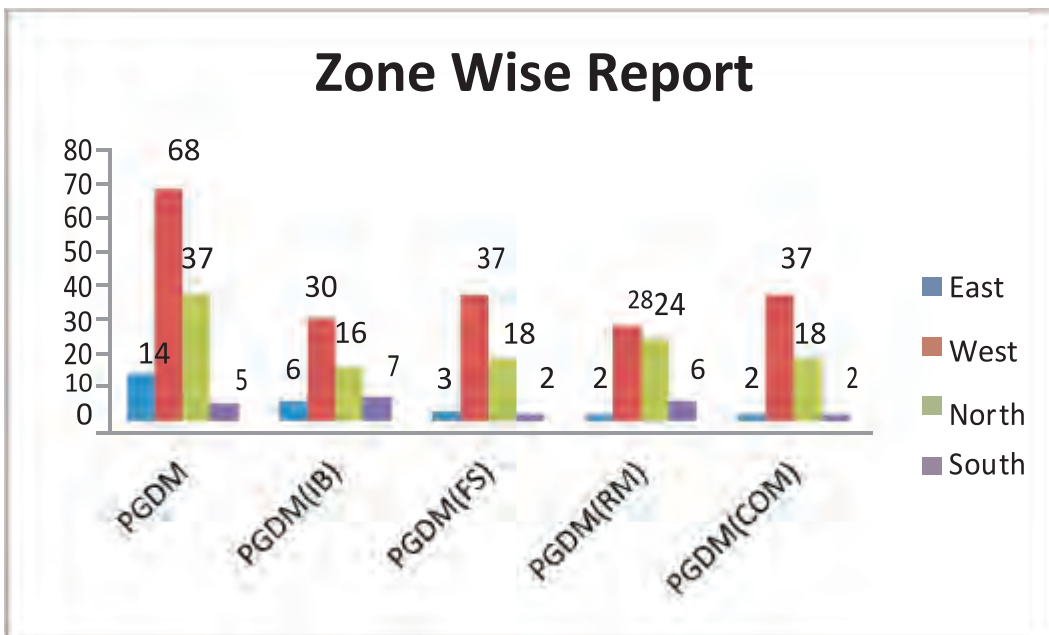


# Batch Profile 2015-17

## Work Experience



## Zone wise Report



## PGDM Executive Students Profile

The PGDM Executive students have a rich industry experience of more than five years in various sectors. These students come from all over India and abroad. They also come from organizations like TCS, Dell, CapGemini, Marriott, HDFC, ICICI to name a few.

# Highlights of Autonomous Programmes

K. J. Somaiya Institute of Management Studies & Research conducts full-time PGDM programmes for students. The Institute offers the following two year Post Graduate Diploma in Management programmes:

- ⊙ PGDM
- ⊙ PGDM International Business (IB)
- ⊙ PGDM Retail Management (RM)
- ⊙ PGDM Financial Services (FS)
- ⊙ PGDM Communications (Comm)
- ⊙ PGDM Executive (15 months programme)

## INDUCTION PROGRAM

The PGDM programmes comprises of students from different streams (such as Arts, Science, Commerce, Engineering), and in order to bring all the students at par with each other academically, the Institute conducts induction programme before the commencement of regular sessions. It is compulsory for all the students to attend the induction programme. Induction programme helps students to become aware of the Institute's policies, culture, structure and processes. It is an important step in gearing them up for their life at SIMSR and beyond. The Institute conducts induction programme set at the beginning of the academic year for new students using various pedagogies such as online knowledge dissemination, outbound programme, guest lectures, case analysis, creativity workshops, etc.

## OUTBOUND PROGRAMME



## ENTREPRENEUR TALK - MY DENTIST



## ATTENDANCE

The students are expected to have 100 per cent attendance in the class and other academic activities; however, a minimum of 75% attendance is compulsory for all class sessions, tutorials, guest lectures and Institute seminars and events. Attendance along with class participation also forms an integral and important part of the evaluation criteria for each course.

## ELECTIVES

In order to enhance inter-disciplinary knowledge, students are offered a bouquet of electives from management and non-management related fields in the second year of the PGDM programme. This includes foreign languages such as Spanish, French, Mandarin, etc.

## EVALUATION

The Institute follows a continuous evaluation process, which consists of internal assessments (attendance, class participation, assignments, case studies, group tasks, projects etc) as well as written Exams at the end of the trimester. It is compulsory for the student to secure minimum 50% of the marks in each of the component in both internal assessment and the end-trimester exams separately for passing in a subject. The Institute follows the relative grading system as per UGC guidelines.

## INTERNATIONAL EXPOSURE

SIMSR has reached out to institutions and industry stalwarts beyond national boundaries to bring in international professional, educational and cultural exposure to students through exchange programs, global conferences organized on campus, immersion programs and guest lectures.

## CAMPUS CODE OF CONDUCT AND DISCIPLINE

**Anti-Ragging Policy:** As per the guidelines of the Honorable Supreme Court of India, University Grants Commission (UGC) and All India Council for Technical Education (AICTE), ragging in any form is strictly banned & strict disciplinary measures will be taken against any student indulging in ragging in any form. The Institute also has zero tolerance towards malpractices in the examinations / class assignments / projects and any other form of indiscipline.

**Other Codes of Conduct:** In keeping with the values of the founder of Somaiya Vidyavihar and the health guidelines - bringing in and consumption of non-vegetarian food, intoxicating products like tobacco, drugs and alcohol is strictly prohibited on Somaiya Vidyavihar campus.

## SUMMER PROJECTS

After the third trimester, students undergo two-month rigorous summer training with various corporate houses and organizations. They are introduced to not only basic and advanced organizational level activities, but are also given professional level projects and assignments by the organizations to mould their overall functional and cross functional thinking along with managerial abilities.

After completion of the training, students appear for a rigorous evaluation through presentations and vivas vide a competition called 'SPRIHA' and the finalists are judged by industry experts for the best summer project award not only for SIMSRites but also for students from other B-Schools on a pan India level.

## INTERNATIONAL IMMERSION PROGRAMMES

### Objectives

- ☞ To facilitate 'on-ground visits' to countries such as China, Singapore, Malaysia, and others.
- ☞ Interact with representatives / officials of business organizations and government bodies.
- ☞ Organize visits to manufacturing and retail organizations.
- ☞ Gain practical insights and enhance experiential learnings.

### Immersion Activities

- ☞ Visit offices and / or manufacturing sites.
- ☞ Visit retail markets and do analysis of brands for a particular industry.
- ☞ Gather customer insights and appreciate consumer behaviour by interaction and observation.
- ☞ Meet representatives of Indian embassy / consulates.
- ☞ Meet representatives of Indian business organizations.
- ☞ Understand urban planning and infrastructure by visiting relevant offices and participating in appropriate focussed group discussions.
- ☞ Meet project managers of organizations and gain practical insights.
- ☞ Cultural immersion to appreciate cross-cultural aspects.

SIMSR successfully organizes International Immersion Programmes to China & Singapore every year. During the 10 days of the program, a plethora of learning experiences are lined up for students in the form of more than 25 factory visits and interactions with top management of famous companies in China (Shanghai and Hangzhou) and Singapore. The students of the past immersion programmes have interacted with Head of Axis Bank, Head of Bharat Forge China, visit to Shanghai Volkswagen, SAIC, Coca Cola to name a few.

The Institute plans to include more international locations in the coming sessions of its immersion programmes and keep providing the students a true global experience.



## STUDENT EXCHANGE PROGRAMMES

Our international linkages with universities abroad enable our students to develop a global perspective which is imperative for operating successfully in today's dynamic business environment. SIMSR has an understanding with the following institutions to facilitate student exchange programmes.

- ☞ University of Applied Sciences Upper Austria, Steyr, Austria
- ☞ University of Applied Sciences, Krems, Austria
- ☞ DHBW University, Stuttgart, Germany
- ☞ THI Business School, Ingolstadt, Germany

Students of all autonomous programmes can avail of these exchange programmes in the first or second year of the course.

The students are selected for these exchange programmes based on their overall conduct and first year marks.



## SIMULATIONS

Simulation offers students a platform which is risk free to test theories and make decisions in a virtual business environment which is close to real life situations. Participants actions have direct consequences on the market as well as profitability of the company. Competitor actions and reactions, new product launches, sales and distribution strategies all define how participants will manage their own product portfolio, R&D projects, positioning, pricing and distribution channels.

## HOLISTIC SELF-MANAGEMENT (HOLSEM)

Any education, no matter however prolific, that teaches how to make a living without teaching how to live, is never complete. The heady success that comes from higher-end education that teaches how to make a living, invariably spawns bigger desires and drastic lifestyle changes resulting in work pressure, erratic lifestyles and irregular eating and sleeping habits; causing serious health problems that follow, which may not be in sync with universal principles that govern human effectiveness and are a guiding force as to how to live. The Holistic Self-Management program which draws wisdom from our ancient scriptures is designed exactly to address these lacunae, and to make education wholesome.

## EXPERIENTIAL LEARNING INITIATIVES

With a view to upgrade the skill sets of the post graduate students and introduce them to various entrepreneurial and social environments likely to be faced at the workplace, ELI is introduced by the Institute based on the philosophy of “Learning by Doing”. The objective is to learn the art and discipline of management/administration through an institutionalized process of working in Institute’s Committees. The pedagogy followed is a mix of class participation reading and presentation of articles and cases, these along with interaction between participants in various committees as well as regular attendance is compulsory.

The students will learn management and administration by doing activities such as handling critical roles and tasks assigned in the committee, participating in analytical and problem solving of various issues, coordinate and participate with members to drive objectives and goals of the committee, resolve conflicts and understand managerial behavior which facilitate alignment, purposeful actions and positive outcomes. Psychometric testing for emotional and social competencies (ESCI) for the students in the Developing Managerial Potential (DMP) module is an integral part of the experiential learning initiative (ELI).

## MASTER THESIS

The thesis can comprise of any company (live) or research-based project (in consultation with faculty guide) using either primary or secondary data, based on the area of specialization. It is mandatory for the student to have continuous interaction with the industry and faculty guide. The industry and faculty guides will ask for periodic progress report. The student is expected to give at least two feedback/progress report to the respective guides in the prescribed format.

The research work for the master’s thesis will be spread across three trimesters in the second year culminating with a viva-voce.

## MENTORING INITIATIVES

A batch of 15-20 student mentees is assigned to each faculty member so as to guide them both in curricular as well as co-curricular activities. Students can confide with the faculty regarding any issues with respect to coping up with their day to day challenges, if any, at the Institute.





# **POST GRADUATE DIPLOMA IN MANAGEMENT**

# Post Graduate Diploma In Management

## 24th Batch 2016 - 18

### Objectives

The Post Graduate Diploma in Management program is the flagship program which moulds students into competent value-driven professionals with a strong grounding in management principles and processes.

The program aims at imparting holistic education incorporating ethics, good governance and social responsibility in addition to competencies in chosen specialization areas.

The program instils positive attitudes and values enabling the students to function effectively as leaders in a very competitive and rapidly changing business environment.

### Program Highlights

- Two Year Full Time AICTE approved program since 1993.
- Equivalent to MBA w.e.f 1st June 2012 as per AIU (Association of Indian Universities) notification
- Intake: 120 seats + 18 seats\*
- \*15% Supernumerary seats are open to students from India and abroad including Non-Resident Indians (NRIs), Persons of Indian Origin (PIOs) and Foreign Nationals (FN).
- Program was accredited in the year 2005 for a period of 5 years by National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, and Govt. of India. The Institute has already received re-accreditation for 5 years w.e.f 2013.
- Conducted in Six Trimesters of 10-12 weeks each, spread over a period of two years.
- The courses chosen for this program are a judicious blend of foundation core courses, and key courses in all functional areas.
- The specializations offered currently in the second year are Marketing, Finance, HR and Operations. Additional specializations may be offered based on adequate number of students opting for them.

### Pedagogy

The pedagogy comprises of case studies, projects, assignments, presentations, guest lectures, role plays, field visits, field projects and interactive classroom lectures. Students are expected to spend considerable time in self-study and come prepared for the classes. The teaching-learning process lays emphasis on leadership, integrative thinking & peer group learning.

### Basket of Electives

Keeping in mind the Institute's objective of developing managers with interdisciplinary skills, the Institute encourages students to choose from among a set of electives across different areas of specializations and also interdisciplinary areas. This facility is subject to an adequate number of students voting for a particular elective.

# **INTERNATIONAL BUSINESS**



## **POST GRADUATE DIPLOMA IN MANAGEMENT INTERNATIONAL BUSINESS**

# Post Graduate Diploma In Management International Business

## 10th Batch 2016-18

### Objectives

- ☞ The Post Graduate Diploma in Management (International Business) endeavours to make students competent and versatile in all the functional areas like Marketing, Finance, Operations and Human Resources in addition to developing expertise in the specialization subjects of International Business.
- ☞ The focus is on creating a global mindset and developing functional competencies necessary for operating in the rapidly changing international business environment.
- ☞ To develop cross cultural sensitivity and foreign language capability.

### Program Highlights

- ☞ Started In the year 2000 as Post Graduate Program in International Business.
- ☞ Two Year Full Time AICTE approved program since 2007.
- ☞ Equivalent to MBA - International Business as per AIU (Association of Indian Universities) notification w.e.f. 1st June 2012.
- ☞ Intake: 60 seats.
- ☞ Program was accredited in the year 2013 for a period of 3 years by National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, Govt. of India.
- ☞ Open to students from India and abroad including Non-Resident Indians (NRIs), Persons of Indian Origin (PIOs) and Foreign Nationals (FN) within the intake of 60 seats.
- ☞ Conducted in Six Trimesters of 10-12 weeks each, spread over a period of two years.
- ☞ The courses chosen for this program are a judicious blend of foundation core courses, key courses in functional areas and advanced level courses within the area of International Business & Strategy.
- ☞ Each trimester has 8 full credit subjects, requiring 30-45 hours of class work/ tutorial each.
- ☞ In the Third Trimester, Export Import Policy / Procedures and Imports Management are covered in depth as a course, in addition to the common first year courses.
- ☞ Fourth and Fifth Trimesters consist of 8 full credit courses each with a blend of compulsory, specialization & elective courses.
- ☞ Sixth Trimester consists of 6 courses. Students are required to choose one foreign language from either of French or Spanish, which is taught throughout the second year.

### Pedagogy

In addition to classroom learning through case studies, projects and assignments, the students learn through participation in co-curricular activities including interactions with key industry experts, which are arranged by International Business Society (IBS@SIMSR) functioning from November, 2009. Students also contribute to its quarterly e-publication e-Globuzz, which goes a long way to enhance their perspective of world affairs and the changing trends in the International Business Environment.

### Basket of Electives

Keeping in mind the Institute's objective of developing versatile managers possessing interdisciplinary skills, the Institute encourages the students of PGDM-IB to choose from a set of electives from different functional areas and also interdisciplinary areas in their second year. This facility is subject to an adequate number of students voting for a particular elective.

# **RETAIL MANAGEMENT**



## **POST GRADUATE DIPLOMA IN MANAGEMENT RETAIL MANAGEMENT**

# Post Graduate Diploma In Management Retail Management

## 10th Batch 2016-18

### Objectives

- ☞ To prepare students to build a career and face the challenges in the retail industry by judicious mix of theory and practical applications.
- ☞ To build and foster a sense of service attitude and customer care in the students that is essential for success in the retail industry.
- ☞ To mould participants into Retail professionals for meeting the growing opportunities in the retail industry in India.

### Program Highlights

- ☞ Two Year Full Time AICTE approved program.
- ☞ Equivalent to MBA as per AIU (Association of Indian Universities) notification w.e.f. 1st June, 2012.
- ☞ Intake: 60 seats.
- ☞ Program was re-accredited in the year 2013 for a period of 3 years by National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, Govt. of India.
- ☞ Open to students from India and abroad including Non-Resident Indians (NRI's), Persons of Indian Origin (PIO's) and Foreign Nationals (FN) within the intake of 60 seats.
- ☞ First year comprises of compulsory foundation subjects and is common across all PGDM programs.
- ☞ Each trimester has 8 full credit subjects, requiring 30-45 hours of class work/ tutorial each.
- ☞ Fourth, Fifth and Sixth Trimesters consists of 7-8 full credit subjects each with a mix of core and specialization subjects along with Master's Thesis.
- ☞ Subjects are introduced based on industry experts feedback and industry requirements. Classroom sessions are taken by Full time faculty specializing in Retail subjects and on the job training during summer internship projects mentored by industry experienced professionals. Latest case studies in the area of Retail Management are included as part of course curriculum.

### Pedagogy

The pedagogy comprises of case studies, projects, assignments, presentations, guest lectures, role plays, field visits, field projects and interactive classroom lectures and discussions. Students are expected to spend considerable time on self-study and come prepared for the classes. The process lays emphasis on case studies, industry relevant projects and research papers.

### Basket of Electives

Keeping in mind the Institute's objective of training versatile managers with cross functional skills, the Institute allows the students of PGDM RM to choose from different areas of specializations. This facility is subject to an adequate number of students applying for a particular elective.

# FINANCIAL SERVICES



## POST GRADUATE DIPLOMA IN MANAGEMENT FINANCIAL SERVICES

# Post Graduate Diploma In Management Financial Services

## 6th Batch 2016-18

### Objectives

- ☞ The Post Graduate Diploma in Management - Financial Services offers a unique integration of management concepts in financial markets and techniques followed for market analysis and practices as well as policy formulation.
- ☞ The overall objective of the program is to prepare and enhance the knowledge of the participants in the domestic as well as global financial services which enable them to understand the market complexity and take effective decisions.
- ☞ The program proposes to facilitate the expansion of knowledge horizon through learning basic and modern concepts, techniques and best practices in the area of Financial Services along with a close synergy with other business functions which prerequisite for an overall development.

### Program Highlights

- ☞ Started in the year 2011.
- ☞ Two year Full Time AICTE approved program.
- ☞ Intake: 60 seats.
- ☞ Open to students from India and abroad including Non-Resident Indians (NRIs), Persons of Indian Origin (PIOs) and Foreign Nationals (FN) within the intake of 60 seats.
- ☞ Conducted in six trimesters spread over two years with classes held six to seven days a week.
- ☞ The program focuses on specialized subjects in finance from the very first year itself.
- ☞ It is planned to get an Equivalent to MBA as per AIU (Association of Indian Universities) and seek accreditation from National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, and Govt. of India.

### Pedagogy

- ☞ Classroom Lectures
- ☞ Presentation
- ☞ Case studies and Simulations
- ☞ Live projects
- ☞ Visits to financial institutions and markets





# *COMMUNICATIONS*

**POST GRADUATE DIPLOMA  
IN MANAGEMENT  
COMMUNICATIONS**

# Post Graduate Diploma In Management Communications

(A Programme in Integrated Marketing Communications)

## 5th Batch 2016 - 18

### Objectives

- ☞ To deliver to the participants thorough understanding of Integrated Marketing Communications and their effective use in building strong brands.
- ☞ To familiarize the students with newer cutting-edge techniques and methods of understanding and analyzing markets which would enable better planning, execution and monitoring Brand and Corporate Communications.
- ☞ To impart current knowledge relating to emerging trends in brand related marketing communications globally and in urban & rural India.
- ☞ To design, develop and execute 360 degrees Integrated Marketing Communications programs and campaigns to launch, build, maintain and rejuvenate brands.

### Program Highlights

- ☞ Started in the year 2012
- ☞ Two-Year Full Time AICTE approved Program
- ☞ Fully residential Program
- ☞ It is planned to get an Equivalent to MBA as per AIU (Association of Indian Universities) and seek accreditation from National Board of Accreditation (NBA), a body of AICTE, Ministry of HRD, and Govt. of India.
- ☞ Front end super specialization course in Integrated Marketing Communications Main focus on using Integrated Marketing Communications in building strong brands. Syllabus developed in conjunction with Industry experts.
- ☞ Unique course delivery structure for specialization subjects - classroom theory sessions by SIMSR anchor faculty members combined in workshop format for practical course delivery by Industry specialists.
- ☞ Innovative and Industry-relevant courses.
- ☞ Industry segments where participants will find relevant employment: Advertising Agencies, Digital Marketing Agencies, PR Companies, Event Management Companies, Sports and Celebrity Marketing companies, Marketing and Communications Research Companies, TV and Entertainment Networks, News Publishing Houses, Media Planning and Buying Companies, Corporate Communication Depts, Web Analytics Companies, Brand Management.

### Pedagogy

A judicious blend of theory and practice, case studies, live projects on brands, workshops and guest lectures by industry specialists, concurrent projects with industry for hands-on experience. The pedagogy comprises of case studies, video-based learning, projects, assignments, presentations, guest lectures, role plays, field visits, field projects and interactive classroom lectures and discussions. Students are expected to spend considerable time on self-study and come prepared for the classes. The process lays emphasis on case studies, industry relevant projects and constructs and theory from research papers culled out from peer-reviewed journals. There is major emphasis on peer-group and experiential learning process.

# EXECUTIVE

The image features a blue background with a glowing globe in the center. The globe is rendered in shades of blue and white, showing the continents. In front of the globe, four silhouettes of men in business suits are standing. The word 'EXECUTIVE' is written in large, white, bold, sans-serif capital letters across the top of the globe.

**POST GRADUATE DIPLOMA  
IN MANAGEMENT  
EXECUTIVE**

# Post Graduate Diploma In Management Executive

A 15 months Post Graduate Diploma in General Management for Industry Professionals

## 6th Batch 2016 - 18

The PGDM Executive Program is tailored to the specific general management and leadership needs of the modern organization facing a plethora of challenges and opportunities, nationally and globally. This 15 months General Management Program is specifically crafted for Industry professionals with over 5 years' of work experience, imbuing a coaching-led pedagogy involving general management and leadership development courses.

The delivery of this uniquely crafted general management program will involve a combination of SIMSR's Full-Time Industry experienced senior faculty and Industry thought leaders to deliver this intensive and highly enriching 15 months General Management program.

### Objectives

- ☞ To deliver to the participants a thorough understanding of the latest general management and leadership thoughts, methods and techniques and their effective use in managing men, machine and resources in Indian and MNC companies.
- ☞ To familiarize the participants with the latest cutting-edge, globally used technology and their application in progressive organizations.
- ☞ To combine contemporary general management knowledge and skills with the participants experience base to give the required fillip and boost to the participants career progression and aspirations
- ☞ To develop globally oriented and performance focused managers.

### Program Highlights

- ☞ 15 months Full-Time AICTE approved program in General Management comprising of five trimesters of twelve weeks each.
- ☞ Intake: 60 seats.
- ☞ Started in the year 2011, ranked 19th by Shiksha.com in the one year MBA program category.
- ☞ Open to students from India and abroad including Non-Resident Indians (NRI's), Persons of Indian Origin (PIO's) and Foreign Nationals (FN) within the intake of 60 seats.
- ☞ Trimester III includes a Corporate / Industry Internship with an organization to enhance the in-company learning of managerial roles.
- ☞ Delivery of subjects will be based on an Industry mentor linked with a Faculty anchor.
- ☞ Capstone project will be undertaken in Trimester V.
- ☞ The participants will write a Master's Thesis with intensive research at the secondary and primary level during IV Trimester.
- ☞ Experienced alumni mentors and in-house faculty members engage and mentor the participants throughout the 15 months program.

## Program Highlights

- ✎ Cutting-edge, innovative and Industry-relevant courses- Business Perspectives in the Global Context, Financial Reporting and Accounting Standards, Digital Marketing, Cost Modeling and Strategic Cost Management, People and Performance Management, Strategic Brand Management, Country Analysis and Global Marketing, Enterprise Resource Planning, Corporate Finance and Valuation, Strategic Leadership and Change Management, Cloud Computing, Strategic Risk Management, Big Data Analytics, Leadership Incubator, 360 Degrees Integrated Marketing Communications, Operational Excellence, International Finance, Strategic Marketing Management, Mergers, Acquisitions & Corporate Restructuring, etc.
- ✎ Workshops on emerging topics will be included and will be conducted by both internal faculty and industry veterans to add a new dimension to the subjects e.g. Corporate Etiquettes, Personal Branding, Marketing Engineering, Advanced Logistics Tools, SMAC (Social Media Analysis & Cloud Computing) Software Project Management, Shopper Experience Management, Financial Planning and Corporate Budgeting, Venture Capital Financing and Management, Creativity and Innovation, Rural Marketing including off-site immersion project, etc.
- ✎ The program has an optional international immersion assignment with the aim to provide additional exposure to the students and acclimatize the students to International Business Environment and Cultural settings.

## Major take outs from the Program

- ✎ Build on your 5 years + Industry experience
- ✎ Take your leadership and general management abilities to the next level in your career progression
- ✎ Cross-functional General Management approach to building industry required skillsets
- ✎ Strategy formulation and Implementation focus
- ✎ Leading in the area of your experience and expertise
- ✎ Sharpening and chiseling of your personal leadership and strategic orientation and acumen
- ✎ Judicious blend of latest theory in General Management and Industry Practice and use
- ✎ Focus on Global Management perspective

## Key benefits to the participants

- ✎ Gain in-depth knowledge of business functions and build general management skills to integrate these functions across the organization.
- ✎ Examine newer techniques and technologies for driving results throughout the company across any market or business cycle.
- ✎ Formulate a holistic approach to identifying problems, formulating solutions, and adapting to change.
- ✎ Build strategic skills for effective decision making with a strategy development, and implementation focus.
- ✎ Expand your capability to lead cross-functional teams and corporate projects across challenging local and global markets.
- ✎ Develop a personal leadership philosophy that reflects greater knowledge, capabilities, and insight.
- ✎ New age technological emphasis to drive productive use of resources within an organization.

# Centers of Excellence

It has been acknowledged that focused and dedicated Centers of Excellence are a key ingredient for growth, dissemination and application of knowledge. Such centers provide fertile ground for research in frontier areas of management and can be useful in bridging the information gaps in the research community. With a view to promoting original research and dissemination of knowledge in areas beyond academic arena of teaching of management studies programs, SIMSR has set up seven Centers of Excellence. The Centers have undertaken activities such as organizing conferences / workshops in respective areas, conducting training sessions and consultancy mandates. These Centers undertake projects which help industry cope with some of the challenges they face. Key resource persons from leading institutions such as IIMs have been invited to share their knowledge with participants. Key vision and areas of research of the centers are also indicated.

**Center of Excellence in Capital Markets** - for promoting and creating awareness about capital markets and contribute constructively towards the achievement of SIMSR's Mission.

**Center of Excellence in Entrepreneurship and Innovation** - to be the one of the leading management Institutes' in entrepreneurial education and innovation, with a focus on facilitation, innovation and support for emerging businesses in India. With a cross-discipline approach and sustained collaborative relationships with external organizations to help foster successful entrepreneurial activity, making SIMSR the centerpiece of entrepreneurial activity in our region. The center plans to help students & the community develop entrepreneurial skills and an entrepreneurial mindset by offering innovative & experiential learning opportunities; foster relationships between the management Institutes and business communities to improve their performance.

**Center of Economic Policy Analysis** - to evolve into a leading policy centre engaged in research, teaching, training and capacity building and work on improving development outcomes; promoting innovative and applied research that will generate

practical, inclusive and sustainable solutions to emerging economic problems which can be used by different stakeholders; establish collaborative networks and research partnerships with other professionals and practitioners within the country and around the world; disseminate knowledge through whitepapers, articles, research papers, publications, training, consultancy services, conferences, seminars.

**Center for Sustainable Development** - to conduct and promote research in the inter-disciplinary areas of Sustainable Development; to collaborate and promote interactions among researchers within and outside the Institute; to undertake research projects and consultancy assignments.

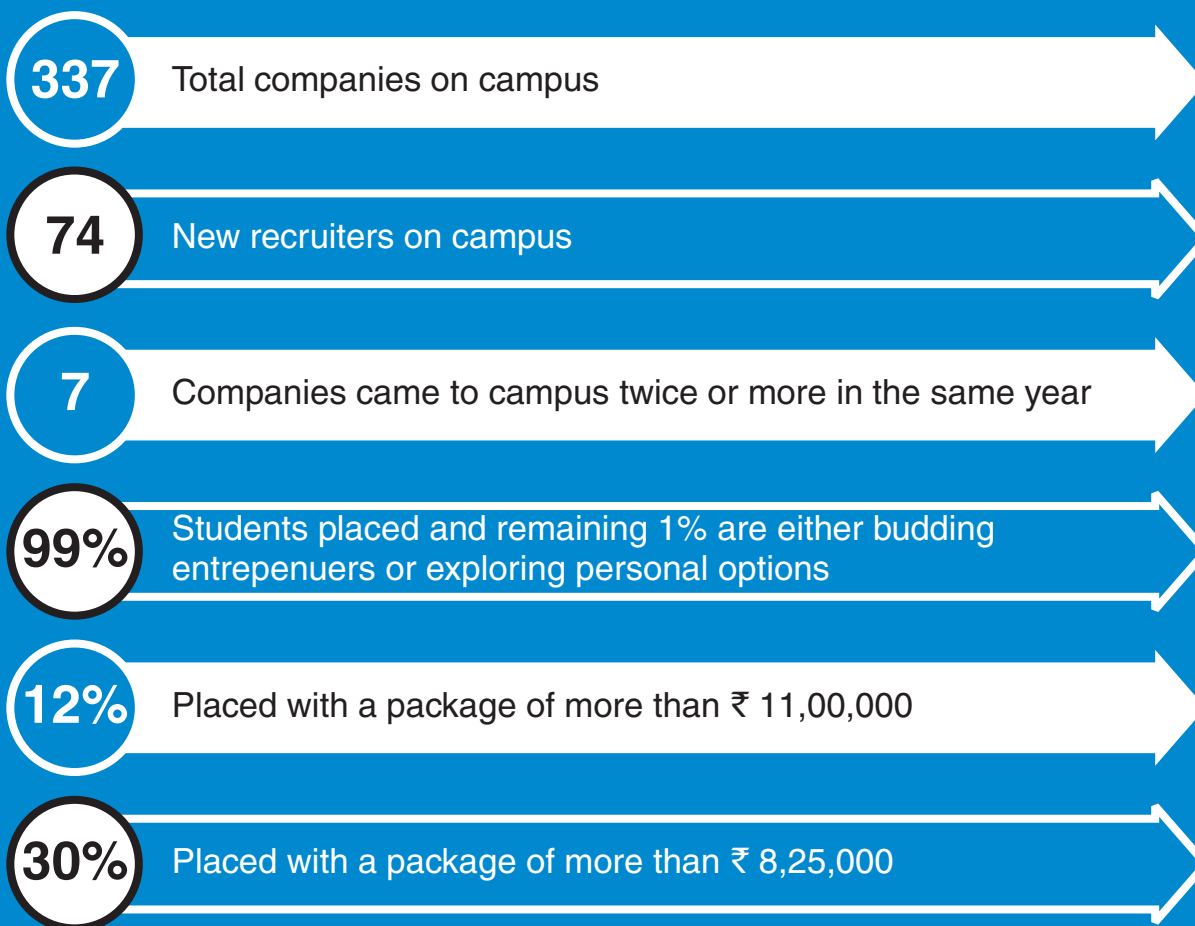
**Center for Excellence in Diversity Management and Inclusion** - to create an egalitarian environment in the workplace; to spread awareness about the role of workplace diversity in the changing workplace; to create an inclusive environment at workplace so that there is room for growth of all employees; to collaborate with industry on projects/researches on managing diversity at workplace, to carry out training programmes in sensitizing employees on issues of diversity.

**Center of Excellence for International Business** - to create superior knowledge base on various dimensions of International Business like international relations, policy, strategy, marketing, finance, personnel, operations & systems.

**Center of Excellence for Consumer and Market Studies in Emerging Economies** - will endeavor to encourage, foster, support and guide a culture of research, innovation and creativity relating to critical issues and opportunities in Emerging Economies in order to develop actionable insights and catalogue knowledge for application by industry, academia and society. Its mission is to explore, analyze and disseminate knowledge in the areas of business, not-for-profit organizations, government bodies, community and consumers. The insights gained from such ongoing research and analysis will find place in academics, consultancy projects and industry.

# PLACEMENTS 2014-15

## Companies on campus and salient features of placements 2014-2015



## Industry sectors which recruited our students

- Financial Services
- Consulting & Analytics
- FMCG
- IT/ ITES
- Retail
- Pharmaceuticals
- Media



- Banking & Insurance
- Market Research
- E-Commerce
- Infrastructure
- Automobiles
- Education
- Telecommunications

## Salary & Stipend Details

### Finals

Highest Domestic Package  
₹ 21,00,000

Average Domestic Package  
₹ 8,25,000

### Summers

Highest Stipend  
₹ 60,000

Average Stipend  
₹ 15,000

## Some of our Recruiters





## ILLUSTRIOUS ALUMNI

Sr. No.	Name	Company Name	Designation
1	Ajay Kapur	Ambuja Cement Ltd	MD & CEO
2	Lata Pillai	Deutsche Bank	Director
3	Sanjay Shah	Morgan Stanley	MD
4	Shivani Gupta	Capgemini	Director
5	Daftary Sheetal	KPMG	Director
6	Santosh Narayanan	Citi Bank	Director
7	Avinash Mullick	Price Waterhouse Coopers	Director
8	Mehrotra Himanshu	Bank of Singapore	Director
9	Paritosh Kapasi	Royal Bank of Scotland	Director
10	Ilyas Khan	Standard Chartered Bank	Executive Director
11	Akshay Saxena	HDFC	Director
12	Llyod Mathais	Hewlett Packard India	CMO
13	Anuj Bhargava	AB Associates	CEO
14	Mahrukh Adajania	IDFC	Director
15	Gurumoorthy Prakash	BORN Group	Partner & MD, Asia
16	Sona Mazumdar	Kidzania	Director
17	Shyam Motwani	Godrej & Boyce Mfg. Co. Ltd.	Executive VP & Business Head
18	Ahluwalia Kulvinder	Draft FCB Ulka Advertising	Vice President
19	Rambhushan Kanumuri	Barclays Capital	Director and Head of M&A
20	Madhusudan Kela	Reliance Capital	Chief Investment Strategist
21	Harsh Bhosale	Essar Oil	Head HR
22	Kameshwari Rao	Sapient India	VP People Strategy & HR Lead
23	Kishore Tadepalli	JWT	Senior Vice President & Global Brand Director
24	V Ramachandran	V Guard Industries	Director
25	Dholakia Jagannath	Bank of America	MD - Global Corporate & Investment Banking
26	Kishore Subramaniam	Lowe Lintas & Partners	Executive VP
27	Ranganathan Somanathan	Starcom Mediavest Group	Chief Operating Officer - South East Asia
28	Vikram Bhatt	Enrich Salons & Academy	Founder & Director
29	Almeida George	Silberman College of Business (New Jersey)	Associate Dean
30	Nair Prakash	Ogilvy & Mather Advertising	Senior VP
31	Nirav Dalal	Yes Bank	President & Managing Director - Debt Capital Market
32	Vikram Malhotra	Abundantia Entertainment	Founder & CEO
33	Piyush Jha		Author & Film Director
34	Manuj Agarwal	Percept Live	CEO
35	Singh Appu Kumar	Sony Pictures	Director Sales
36	Jamnadas Majethia	Hats-off Productions	Partner & Actor

# ALUMNI TESTIMONIALS

Anuj Bhargava  
Batch: 1983-85  
CEO, AB Associates



“The place to be - if you yearn to learn, work in a team and learn to lead.”



Ajay Kapur  
Batch: 1989-91  
MD & CEO, Ambuja Cements

“SIMSR offers world-class infrastructure that supports the pursuit of knowledge and the exercise of individual interests. The Institute provided me a wide range of opportunities outside the classroom as well - ranging from industry interaction to cultural activities, competitions, entrepreneurial pursuits & socially relevant activities. The quality learning during the program in turn helped me to use my knowledge at the initial stage of working to my current position. During my MBA, I met many new friends in college and am happy to see all of us are at good positions in various organizations, and this network is of great value.”

Anuradha Srinivasan  
Batch: 1992-94  
Associate Director, CRISIL



“My two year management course at SIMSR helped me develop a sharper perspective on my career options. Courses taken by the involved faculty helped build strong fundamentals which benefit me even today. Great camaraderie, invigorating atmosphere, friendly faculty at the campus makes it a great learning experience. Its a great feeling to know that many from SIMSR alumni have reached great heights in the corporate/ BFSI sector or as entrepreneurs.”



Kamlesh Dangi  
Batch: 1993-95  
Group Chief People Officer, Religare

“I think SIMSR is one such management Institute in Mumbai which is rich with resources...be it with Physical infrastructure, large list of successful Alumni, Courses on offer or the faculty. I believe I personally got transformed into a 'Professional' from being a 'Student' while studying at SIMSR. The confidence and perspectives that I gained during my SIMSR days laid foundation for my success. I am glad that I can stay in touch with SIMSR and all my batch mates, many of whom are very very good friends even after two decades of completing the course.”

# ALUMNI TESTIMONIALS



Ankur Mehta  
Batch: 2004-06  
AVP, Marsh India Insurance Brokers

“The PGDBA programme at SIMSR has been a fantastic experience. I joined the programme as a fresher in 2004, and the quality of the academic staff was superb and the course content is very well designed to combine academic teaching with hands-on learning experiences. Further to this, the infrastructure facilities at both SIMSR and Somaiya Vidyavihar are wonderful, and really provide an educational feel. This combination really worked and I feel that my education at SIMSR really helped me shape my corporate career. I have developed in terms of management knowledge and skills and in personal competencies such as self-awareness, presentations, teamwork, leadership and negotiation. The excellent parentage of the Somaiya Group and their commitment towards high quality education make it an intimate and enjoyable time with friendships formed with classmates and faculty alike.”

Sendhil Kumar  
Batch: 1993-95  
CEO, Traxistar



“The PGPMS program at SIMSR was most certainly a life changing process for me. If I were to highlight a few of the most endearing qualities about the Institution, they would be the sincerity of the Faculty, the Leadership of our most respected Director Prof Arya and the “kolaveri” attitude to excel, of the first batch of students. I speak not only for myself, but for the entire PGPMS batch (1993-95) who are industry captains today and share a very special bond with SIMSR.

On my personal front, it gave me the courage to launch myself into an entrepreneurial journey very early in my career. As I introspect, I realize that the Business thinking framework that was strongly ingrained in me, thanks to SIMSR, helped my cause. The immense confidence that it gave me to tide over every business challenge is testimonial to the fact that I survived the very tough initial years and created a successful Technology Company.

It is surprisingly true that I practically remember most days of my SIMSR journey and am quite foggy about my four years of engineering. The campus activities, be it the projects we did for companies or the placement cell work, gave a fillip to our organizational abilities. There was never a dull moment. I have a smile as I write this piece!

A special thanks to the untiring efforts of our respected faculty members who have given their lifetime to build a very strong personality of the Institute. Our best wishes to SIMSR for many more glorious years of excellence in management education.”



Rambhushan Kanumuri  
Batch: 1993-95  
Has asked not to share his official details as he is on gardening period!

“Somaiya truly stands for the ethos that you desire in education. Great location and good infrastructure with the warmth that people provide drives to make this a truly wonderful learning institution. I am happy that not only did I laid the foundation for my career here but am able to be associated with the institute and contribute in a small way. The journey is never ending and you can see the progress that the Institution is making remarkably with every passing year.”

# ALUMNI TESTIMONIALS

Ranjit Shetty  
Batch: 1993-95  
Director, Chanakya Institute of Public Leadership



“It was indeed a great learning experience at SIMSR; modern management education coated with values that the Institution embodied. Ours was the first batch (1993-95) under a new Director, when the Institution was trying to reinvent itself, to make the transition to a leading B School in the country. Interestingly we as students were central to the scheme of things. It was our first lesson in empowerment where we were made responsible and accountable at the same time. This training has held me in good stead during my stint in the corporate world and now outside it.”

Manan Sampat  
Batch: 2007  
Technology and Data Sales, Mid East & South Asia, Superderivatives

“I feel happy and privileged to be an alumnus of SIMSR. The entire ecosystem allowed me the power to think, explore, and chart my path in my career and, more broadly, in life. Further, even almost a decade after I've passed out from campus, it keeps giving in terms of alumni support, interaction with today's generation and new ideas. Always happy to come back and contribute to SIMSR's development.”

## STUDENT ACHIEVEMENTS

Name	Batch	Prize	Competition	Organiser
Chetan Dua (PGDM)	2013-15	1st	Best Summer Intern-Avartan	NITIE
Pravin Bokil (PGDM)	2013-15	3rd 1st	Article Writing Contest Aug 2014 OpsMerge	MBASkool IIM Shillong
Shruti Sharma (PGDM-Comm)	2013-15	1st	SPARDA 2014	IRMA
Anurag Yelkur (PGDM) Chetan Dua (PGDM)	2013-15	1st	BPCL Launchpad-Case Study Competition	NITIE
Mohit Juneja (MMS) Dharam Joshi (MMS) Mansi Gorasia (MMS) Krishna Thakkar (MMS)	2013-15	Campus Winners and Finalists in Western Zone Evaluation Round	Mahindra War Room	Mahindra
Kapil Kothari(MMS) Yash Goradia (MMS) Vispi Adajania (MMS)	2013-15	2nd	IRF Rising Star Challenge	Tommy Hilfiger
Mohit Juneja (MMS)	2013-15	1st	Unilever Unplugged	Unilever
Saona Bhattacharya (PGDM-FS)	2013-15	1st	Summer Internship Competition	SIMS
Soviljot Singh Behl (PGDM) Anurag Yelkur (PGDM) Chetan Dua (PGDM)	2013-15	2nd 2nd	Schnieder Synergy-Case Study Competition Perfect Pitch-B Plan Competition	NITIE NMIMS
Urvi Dharamshi (PGDM) Varun Purohit (PGDM) Shweta Doke (PGDM)	2013-15	Runners Up	After Taste-Case Study Competition	NMIMS
Zameer Shah (MMS) Krishna Thakkar (MMS)	2013-15	1st Runner Up	Stock Pitch	XLRI
Pavanshu Aggarwal (PGDM) Nitish Shetty (PGDM) Arpita Tripathi (PGDM)	2013-15	1st	"Creating Hopes"-Case Study Competition	Toyotomi Corporation
Akshay Dhuri (MMS) Punit Joshi (MMS)	2013-15	2nd	Fin-O-Mania	SIMSREE
Pravin Bokil (PGDM) Amit Divekar (PGDM) Jitendarkumar Panda (PGDM)	2013-15	1st	Prove Your Mettle	IIM Kozhikode
Trimurti Gupta Gaurav Dutta	2013-15	2nd	Bizdom	VAMNICOM
Trimurti Gupta Gaurav Dutta	2013-15	2nd	Maddiction, The Marketing Quiz	NITIE
Trimurti Gupta Gaurav Dutta	2013-15	1st	Brand Grind Business Quiz	NIFT, Mumbai
Ishant Kathuria Utsav Sanghvi	2013-15	1st	E-Summit	IIT, Bombay
Varun Purohit	2013-15	1st	TISS Manthan Udghosh	TISS
Harsh Jha Bhaskar Kumar	2013-15	1st	E-Cell Inceptum Bplan	IIFT, Delhi
Trimurti Gupta Gaurav Dutta	2013-15	1st	USHUS BizTech Quiz	Christ University, Bangalore
Trimurti Gupta Aayush Velaga Vikas Sonwane	2013-15	1st	Market Shastra	SIBM, Pune
Prerna Malhotra	2013-15	Best Summer Internship Project in Marketing	E4 Intercollegiate Summer Trainee Awards 2014 (India Region)	E4 Development & Coaching Limited

Name	Batch	Prize	Competition	Organiser
Arka Ghosh (PGDM-Comm)	2014-16	2nd	"WATER CONSERVATION" strategy and case studies competition	ME2GREEN NGO, BMC
Mukti Osta (PGDM) Shagufa Afrin	2014-16	1st	Videosis (Popular Choice Award)	Fore School Of management
Abhinav Kausik (PGDM) Pooja Kishore Babu (PGDM) Anita Fernandes (PGDM)	2014-16	1st	Riscon'14	IMT Ghaziabad
Vivek Dole (MMS) Darshak Gandhi (MMS)	2014-16	1st	Smart Manager	GIM
Lokesh Dash (PGDM)	2014-16	All India Rank 2	FLIP National Challenge	FLIP
Namita Talreja (PGDM-Comm)	2014-16	1st	Café Carnival Selfie	SJMSOM IIT Bombay
Mukti Osta (PGDM)	2014-16	2nd	Four-te!	NMIMS Hyderabad
S Vikas Raj (PGDM) Vignesh V (PGDM)	2014-16	2nd	Operandi 2.0	NMIMS Bangalore
Arka Ghosh (PGDM-Comm) Deepesh Kishnani (PGDM-Comm) Disha Bedi (PGDM-Comm) Nandini Sharma (PGDM-Comm) Ruchika Singh (PGDM-Comm) Supriya Tripathi (PGDM-Comm)	2014-16	1st	Maha Mandi 2014	NITIE
Joel George (PGDM) Amol Singh (PGDM) Aayush Velaga (PGDM-IB)	2014-16	1st	JOSH-Basketball (Boys)	NITIE
Nandini Sharma (PGDM-Comm)	2014-16	1st 2nd	JOSH-Throwball (Girls) JOSH-Basketball (Girls)	NITIE
Aayush Velaga (PGDM-IB) Joel George (PGDM) Amol Singh (PGDM) Nandini Sharma (PGDM-Comm) Vishal Rajkumar (PGDM-Comm)	2014-16	1st	JOSH-Inter College Sports Tournament	NITIE
Sukanya Remesh (PGDM-IB) Nandini Sharma (PGDM-Comm)	2014-16	2nd	Samarthya- Football (Girls)	NMIMS
Gunjan Arora (PGDM) Sambhav Khetarpal (PGDM)	2014-16	1st	Integrated Marketing Communication Competition 'Flop Show'	IIM Udaipur
Adarsh Jain Ronak Shah	2014-16	3rd	Literathon 2015	SIMSREE
Vivek Dole Priyanka Shah	2014-16	1st	Private Equity Mergers and Acquisitions	NMIMS, Hyderabad
Ravi Agrawal Siddhant Bhansali Dinesh Gurijala	2014-16	1st	Innuendo Unmarked	LBSIM, Delhi
Vikas Raj Jithin George	2014-16	3rd	Kwiznation 3-Business Quiz	DSIMS, Mumbai
Ankit Redkar Chetan Rane	2014-16	2nd	Marksense-National Level Case Study	NITIE
Shankar Gajara Nischal Shah	2014-16	1st	Space of Hygieia-Bplan Presentation	IFMR, Chennai
Mohammed Faruki Pulkit Bhardwaj Sivakali	2014-16	2nd	Bizz Q	Vidyalankar Institute Of Technology

# STUDENT COMMITTEES



# Life @ SIMSR

## CURRICULAR & CO-CURRICULAR ACTIVITIES





# Life @ SIMSR

## EXTRA-CURRICULAR ACTIVITIES



# ADMISSION PROCESS

## Stage 1

- ☞ Appear for any of the Admission Tests : CAT 2015, CMAT Jan 2016 , XAT 2016 & GMAT (for PGDM Executive and Foreign National / NRI / PIO/ Children of Indian Workers in Gulf Countries).
- ☞ Fill up SIMSR's Online application form. Using a single form, a candidate can apply for more than one PGDM programmes (PGDM / IB / RM / FS / Comm).
- ☞ A separate form for PGDM Executive programme exists.
- ☞ A separate form for Foreign National / NRI / PIO/ Children of Indian Workers in Gulf Countries exists.

## Stage 2

- ☞ Shortlisting of candidates on the basis of test score in the entrance/qualifying examination-CAT 2015, CMAT Jan 2016, XAT 2016 and GMAT.
- ☞ Marks for these qualifying exams will be normalized for comparison.
- ☞ Shortlisted candidates to fill the Candidate Profile Form and the Statement of Purpose (SOP).

## Stage 3

- ☞ Group Discussion of case analysis by each of the shortlisted candidates + personal in-depth interview.
- ☞ PGDM Executive programme may have Written Case Analysis.

## Stage 4

- ☞ Declaration of the consolidated merit position for each of the candidates.
- ☞ Two Merit Lists - one for all PGDM programmes (PGDM / IB / RM / FS / Comm) and other exclusively for PGDM (Executive).
- ☞ Exclusive Merit List for 18 seats of super numerary quota in PGDM i.e. Foreign National / NRI / PIO/ Children of Indian Workers in Gulf Countries.

## Stage 5

- ☞ Counselling at the Institute (SIMSR Campus, Mumbai). The candidate will be offered the choice of the programme based on the programme applied for, merit position and availability.
- ☞ All the merit-positioned candidates will be called for counselling at different time slots depending upon the rank.
- ☞ Admissions cut-off date will be announced along with the declaration of the merit list.

A candidate can opt for any programme with an online application form fee of Rs.2250/- for Indian citizens.

The form fee for Foreign Nationals (FN) , Person of Indian Origin (PIO) and Children of Indian Gulf workers (CIGW) is Rs. 3050/- under the supernumerary quota of 18 seats in the PGDM programme. However, these candidates are free to apply for all the other PGDM programmes within the existing 60 seats of each programme by appearing for CAT 2015, CMAT Jan 2016, XAT 2016.

Candidates opting for PGDM - Executive programme will have to fill an exclusive form meant for the programme. The fee for Online application form is Rs.2250/-

A candidate has to give preference of programmes in the application. Based on the merit position the candidate will be offered a programme of their choice.

The short listing of candidates will be done on the basis of their qualifying test scores. The Institute reserves the right to use relevant work experience and / or past academic record and/or outstanding achievements and/or participation in extracurricular, co-curricular and sports activities score as the additional parameter for short listing candidates for the third stage of the admission process.

Only the shortlisted applicants are advised to make photocopies of all their original documents (Academic / Work Experience/ Extracurricular/ Co-curricular/ Sports and Outstanding Achievements). Shortlisted applicants must write the SIMSR Unique form number and Name on every document. Each document must be Self-attested. Scan all the documents and make a ZIP folder and mail it to [admission.simsr@somaiya.edu](mailto:admission.simsr@somaiya.edu). This has to be done only after the shortlist is declared and sent along with the Candidate Profile and Statement of Purpose (SOP), a format of which will be shared with the shortlisted candidates.

The names of short listed candidates for Stage 3, will be displayed on the notice board in the Institute premises by 5:00 p.m. and on the SIMSR website on or before 26th February 2016 as per the plan. It can be accessed on our [website http://simsr.somaiya.edu](http://simsr.somaiya.edu).

The short listed candidates can choose the venue, date and time for Stage 3 of the admissions process through online registration on the SIMSR website. The shortlisted candidates should carry a printout of their Candidate Profile and Statement of Purpose (SOP) to the venue while appearing for Stage 3 of the admission process.

Candidates must compulsorily carry a Photo Identity Card (Aadhar Card /PAN/ Driving License etc.). Students are advised to carry a latest passport size colored photograph to the venue.

Stage 3 of the admission process will be conducted in four regions:

Western region :	Mumbai and Ahmedabad
Southern region:	Bengaluru, Hyderabad and Chennai
Eastern region:	Kolkata, Guwahati and Bhubaneswar
Northern and Central region:	New Delhi, Lucknow & Indore

**Please note:** The Institute reserves the right to change/cancel any of these venues, which will be intimated through a notice on our website.

In Stage 4, the merit position for each of the applicant will be based on the scores obtained by the candidate on the parameters listed in the following Table (the respective weightage for the parameters is given in the Table below). The Institute reserves the right to fix the minimum qualifying marks for each of these parameters and/or change the parameters and their weightage.

Three merit lists - one for all PGDM programmes and another exclusive list for PGDM (Executive) and one for Foreign Nationals / NRI / PIO and CIWGC will be generated on 11th April 2016. It can be accessed on our website <http://simsr.somaiya.edu>.

In Stage 5 of Counseling & Payment of Fees, only all the merit rankers of the PGDM programmes will be called for counseling at different time slots depending on the rank, intake of the programme and the availability of seats. The status will be updated on our website as also on the notice board of the Institute at the end of each day of counseling. The planned dates for the counseling are 22nd, 23rd, 24th, 25th April 2016.

**Table 1: Selection Parameters (for all candidates)**

Parameter	PGDM Programmes (PGDM /IB / RM / FS / Comm)	PGDM (Executive)
Qualifying Exams (CAT/CMAT/XAT/GMAT)	30%	15 %
Personal Interview	25%	40 %
Group Discussion of Case or Written Case Analysis*	20%	20%*
Work Experience after Graduation (Table 4)	08%	08%
Academic Record (Table 2)	10%	10%
Outstanding Achievements including Sports / Extra curricular / Co-curricular (Table 3)	07%	07%
Total	100%	100%

**Table 2: Past Academic Records**

Performance at	Percentage Scored	Marks
SSC / Class X	X<60% (0), X>=60 % to 69.99% (1), X = 70% to 79.99% (2), X>80% (3)	03
HSC / Class XII	XII<60% (0), XII>=60 % to 69.99 % (1), XII = 70% to 79.99% (2), XII>80% (3)	03
Graduation - Degree from any recognized university with minimum 50% marks*	Graduation<60%(0), Graduation>=60 % to 69.99% (1); Graduation 70% to 79.99 % (2), Graduation > 80% (3)	03
Additional Qualifications Other Professional Courses	Any Other PG / MPhil / (1)	01
Maximum Marks		10

\* Passed with minimum of 50% marks in aggregate or equivalent CGPA in any Bachelor's Degree awarded by any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Session 3 of the UGC Act 1956 of minimum 3 years duration in any discipline recognized by the Association of India Universities (AIU) or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

### Table 3: Outstanding Achievements

Students demonstrating exceptional talent in sports / academics / creative arts / theatre / extra-curricular activities / participation in professional bodies / recognized contribution at work place will be given additional marks under a separate heading.

The Institute reserves the right to accept or reject the specified achievement.

Particulars of Achievement	Marks
Sports (2.5 marks)	Only participation (0.5), Intercollegiate or District (1), State level (1.5), National/International Level (2.5).
Extracurricular Activities (2.5 marks)	Only participation(0.5), Intercollegiate or District (1), State level (1.5), National/International Level (2.5).
Awards & Rewards (2 marks)	Exemplary work, award, publication, reputed Institute etc. Rewards at work place, recognition, CSR activities etc.
Maximum Marks	07

### Table 4: Work Experience (calculated as of 31st December 2015)

Work Experience after Graduation (In completed years)	Marks
0-1	0
1-2	5
2-3	8
3-4	7
4-5	6
*>5	5
Maximum Marks	08

### Fee Details

Programmes	Annual Fee
PGDM / PGDM (International Business) / PGDM (Retail Management) / PGDM (Financial Services) / PGDM (Communication)	Tuition Fees: Rs 4,30,000/- Caution Money: Rs 10,000/- (Refundable) Total amount: Rs 4,40,000/- (payable at the time of admission)
Annual Fees for PGDM Executive	Tuition Fees: Rs 5,00,000/- Caution Money : Rs 10,000/- (Refundable) Total amount: Rs 5,10,000/- (payable at the time of admission)
Annual Fees for NRI / Foreign Nationals / PIO Candidates (18 Seats in Supernumerary Quota in PGDM)	Tuition Fees: Rs 9,50,000/- Caution Money : Rs 10,000/- (Refundable) Total amount: Rs 9,60,000/- (payable at the time of admission)

## Important Information

The Fees for First Year has to be paid at the time of admission and the fee for Second Year will be announced at the end of the First Year.

The Fee is subject to approval from Shikshan Shulka Samiti and / or such competent authorities as empowered by the Government of India, if required.

The Fee mentioned above is interim and in case the revised fee is greater than the interim fee, the student will have to pay the excess amount. If the revised fee is less than the interim fee, the excess amount collected by the Institute would be adjusted as a part of the Second Year fee.

\*The Mess Fee for the entire year will be collected at the time of Admissions. The mess fee may be revised.

Fee is payable by A/c Payee Demand Draft drawn in favour of: **K. J. Somaiya Institute of Management Studies and Research, payable at Mumbai** or **NEFT** (details of which will be uploaded later).

Fees will be accepted only at the Institute Cash Counter. There will be no cash transaction.

Hostel Fees for All Candidates	
Accommodation Fee (for 10 months)	Rs 94,000/-
Hostel Deposit (Refundable)	Rs 15,000/-
*Mess Fees (for 10 months)	Rs 40,000/-
Hostel Registration Fee	Rs 1,000/-
<b>Total</b>	<b>Rs 1,50,000/-</b>

**Refund Details:** As per the rules stipulated by the AICTE / competent authorities.

**Please note:** K. J. Somaiya Institute of Management Studies and Research does not have any agents, liaison/admission offices, representatives or any other office/s other than the Institute's office at Mumbai. Candidates are requested not to depend upon or deal with any person or organisation/s claiming to be associated with the Institute's activities or claiming to help with admissions. The Institute will not be responsible for the same. The Institute does not have any branches. The Institute office is situated at

**K. J. Somaiya Institute of Management Studies and Research**  
Vidyanagar, Vidyavihar (E), Mumbai 400 077, Tel : (+91) 22-6728 3000 / 3050

## ELIGIBILITY FOR PGDM /PGDM-INTERNATIONAL BUSINESS (IB) / RETAIL MANAGEMENT (RM) / FINANCIAL SERVICES (FS) / COMMUNICATION (COMM)

Students pursuing or having completed a minimum of three year graduate programme in any discipline with minimum 50% aggregate marks from any University, recognized by Association of Indian Universities (AIU)/AICTE, are eligible for Post Graduate Studies in Management. Students appearing for their final examination in April - May 2016 can also apply. However, they should produce documentary evidence of having passed the graduation examination with minimum aggregate marks as specified above, on or before 31 July 2016, failing which the students will forfeit their admission. The student must have completed the graduation examination process before joining the Institute.

Students besides fulfilling the above qualifications are required to appear for one of the national level management entrance tests namely CAT/ CMAT/ XAT. Additionally, GMAT (valid score of last 3 years till 15 February 2016 will be considered) can be given by Foreign Nationals (FN), Non Resident Indians (NRI), Persons of Indian Origin (PIO) and Children of Indian Gulf Workers (CIGW). Students seeking admission into SIMSR are required to apply online for one or more programmes and follow the admission process.

**Note:** Suitable weightage will be given to Past Academic Records, Sports, Extra-Curricular, Co-Curricular activities, and Work Experience.

## ELIGIBILITY FOR PGDM - EXECUTIVE

Students having completed a minimum of three year graduate programme in any discipline with minimum 50% aggregate marks from any University, recognized by Association of Indian Universities (AIU)/AICTE, are eligible to apply for the Post Graduate Diploma in Management (PGDM-Executive) programme. Students having completed 5 years of work experience (after graduation) as on 31st July 2016 are eligible to apply for PGDM - Executive programme. Students besides fulfilling the above qualification are required to appear for one of the national level management entrance tests namely CAT/ CMAT/ XAT/ GMAT.

### ADMISSIONS CALENDAR & IMPORTANT DATES

Events / Particulars	Dates
Last date for submission of form	February 15, 2016
Shortlisting of Candidates for Stage 3	February 26, 2016
Commencement of Group Discussion and Personal Interview for shortlisted candidates	March 11, 2016
Declaration of Merit List of selected candidates	April 11, 2016
Counselling Session and Payment of Fees by students	April 22, 23, 24, 25, 2016

**Please Note:** The Institute reserves the right to change the above schedule.

# CONNECT WITH US

## Our Address:

K. J. Somaiya Institute of Management Studies and Research,  
Vidyanagar, Vidyavihar (East),  
Mumbai 400 077  
Maharashtra, India

For any queries mail us at: [admission.simsr@somaiya.edu](mailto:admission.simsr@somaiya.edu)

For more details contact: [adcom@somaiya.edu](mailto:adcom@somaiya.edu)

Post your Queries in: [www.facebook.com/groups/KJSom](http://www.facebook.com/groups/KJSom)

## Learn more about us on our Partner Web Portals:

MBA Universe: <http://www.mbauniverse.com/>

PagalGuy: <http://www.pagalGuy.com/exams/xat>

Shiksha: <http://www.shiksha.com/mba/colleges/mba-colleges-in-mumbai-all>

PagalGuy: <http://bit.ly/1iNZBhC>



**shiksha.com**



## To know more about SIMSR

[www.facebook.com/kjsimsr](http://www.facebook.com/kjsimsr)

[www.facebook.com/postbox77](http://www.facebook.com/postbox77)



## Student Coordinators



## How to get to SIMSR (Route)

K. J. Somaiya Institute of Management Studies and Research (SIMSR) is a part of the Somaiya Vidyavihar, located in the eastern suburb of Ghatkopar (East), just outside the Vidyavihar (East) suburban station.

The campus is about 1.5 km from Ghatkopar (East) on Central Line and Chembur (West) and Tilak Nagar (West) suburban station on Central Railway - Harbour Line. It is also approachable from Eastern Express Highway (from Amar Mahal Junction) on the Mumbai-Thane Road.

The Institute is approximately 13 km from Chhatrapat iShivaji Airport (Santacruz Domestic Terminal) and 15 Km from Sahar International Terminal.



## SOMAIYA VIDYAVIHAR CAMPUS MAP

