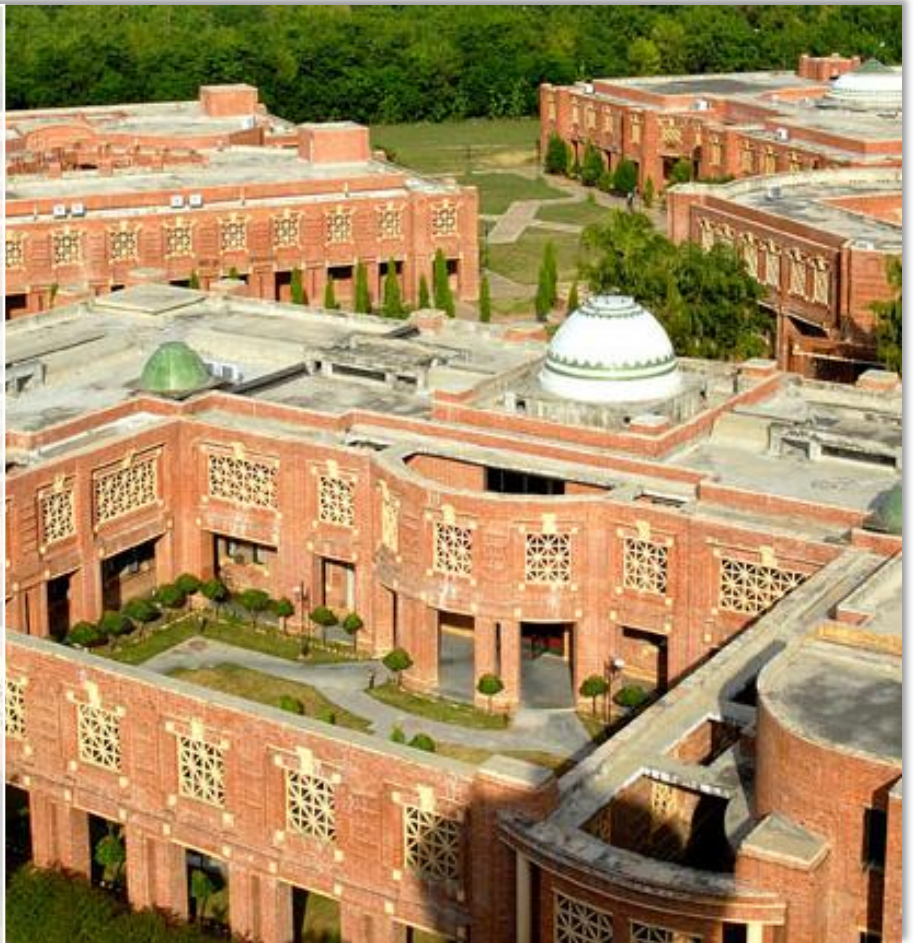


**PLACEMENT REPORT**

**IIM LUCKNOW**

**2011**



- ❖ **Largest ever batch of 366 students placed**
- ❖ **Final placements over in 5 days**
- ❖ **53 First time recruiters on campus, highest ever for our Institute**
- ❖ **60% percent rise in first time recruiters**
- ❖ **IIM Lucknow retains position as preferred campus in India for *Sales & Marketing Profiles***
- ❖ **16% increase in 'consulting' profiles**
- ❖ **Reaching out & networking with Alumni did help**

Placement Office  
IIM Lucknow  
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### **IIM Lucknow's final placements concludes today**

206 companies make a total of 528 offers

Participation of 53 first-time recruiters

The iconic dhol's thunderous beat signified the hard work of IIM Lucknow to achieve **100% Placement** for the batch of 2009-2011. Final Placements at IIM Lucknow have concluded on a high note with a total of **528 offers** being made for a batch of **366**.

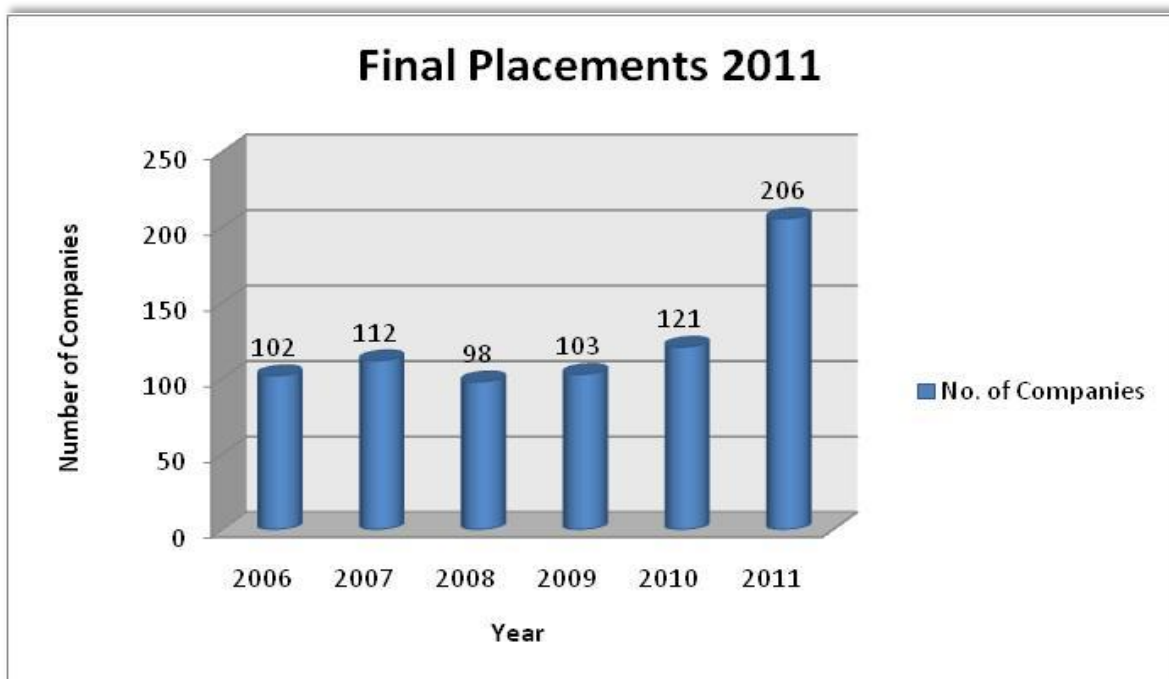
#### **This is the largest graduating batch of IIM Lucknow to be placed till date.**

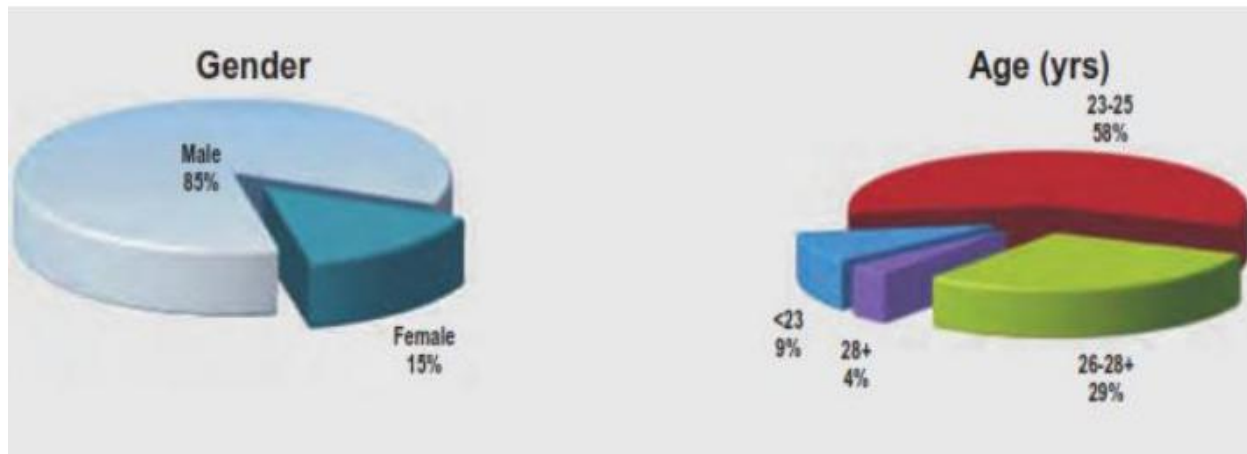
The offers made include **70 Pre-Placement Offers**, **213 lateral offers** for higher entry placement, and **245 offers** during the final placement week. A total of **206 companies** participated in the placement process this year.

Among the key recruiters were Accenture, Avendus Capital, Capgemini, Citibank, Kraft Foods Cadbury, Deloitte, Deutsche Bank, Ernst & Young, Hindustan Unilever, ITC, KPMG, McKinsey and Co., PricewaterhouseCoopers, Procter & Gamble, Tata Administrative Services and The Boston Consulting Group.

In terms of number of offers, Deloitte made 24, ICICI Bank 22, Procter & Gamble 16, Cognizant 15, Axis Bank 10, while Hindustan Unilever extended 8 offers. In what is proving to be a watershed year for the institute, recruiters thronged to the sprawling campus to hire in large numbers for their management cadre.

### **Placements 2011 Snapshot**





## Sector-Wise Summary 2011

### Consulting

Consulting firms made their presence felt in a big way in the Placement process with offers made across national and international businesses. Some of the coveted firms were Accenture, Cognizant Business Consulting, Deloitte, Deutsche Post DHL, Ernst & Young, Fujitsu Consulting, Headstrong, KPMG, McKinsey and Co., PricewaterhouseCoopers, The Boston Consulting Group and Virtusa among others. Aon Hewitt also offered roles in HR Consulting.

### Finance

The just-concluded Placement week saw the return of Finance firms in a big way. Banks and Financial Sector firms have recruited in large numbers offering positions in Investment Banking, Proprietary Trading, Private Equity, Treasury, M & A and Global Risk Management to name a few.

Prominent financial firms include American Express, Avendus Capital, Axis Bank, Baring Private Equity Partners, Bloomberg, CRISIL, DBS, Deutsche Bank, Edelweiss, Futures First, Goldman Sachs, HSBC, HDFC Bank, ICICI Bank, ICICI Prudential, IIFL, Indus Valley Partners, JM Financial, JP Morgan, Karvy, Kotak Wealth Management, Nomura, Nereus Capital, SBI Capital, Standard Chartered and Yes Bank among many others.

### Sales and Marketing

IIM Lucknow upheld its position as the preferred Indian campus for Sales and Marketing. With top FMCG firms increasing their intake by 20% year-on-year, the industry delivered a thumping vote of confidence to the campus.

With 22% of the offers coming from top FMCG, marketing and Market research organizations, the campus saw the largest number of marketing firms across all IIMs. Moreover, there was a paradigm positive shift in the variety of profiles offered, including international stints.

Key recruiters in the sales and marketing space include Asian Paints, Aviva, Britannia, Castrol, Dabur, GSK Consumer, Hindustan Unilever, ITC, Johnson & Johnson, Kraft Foods Cadbury, Marico, Nokia, Panasonic, Pepsi, Procter & Gamble, Ranbaxy, Raymond, Reliance and The Nielsen Company among others.

### **Telecom**

Pioneers in the Telecom industry such as Aircel, Bharti Airtel and Vodafone enthusiastically recruited from IIM Lucknow.

### **Information Technology**

Attracted by the strength of IT work experience of an average of 36 months (the highest across all IIMs) of IIM Lucknow students, IT companies thronged to the campus with roles ranging from IT consulting, Product Management, IT sales and Marketing, Project Management and IT Supply Chain Management.

Top recruiters including Amazon, Capgemini, Ericsson, Google, HCL Infosystems, HP, iGate, Infosys, Lenovo, Microsoft, Mphasis, Reliance Communications, Schneider, TCS, Wipro made their presence felt on the campus.

### **Operations**

This year, there was a marked increase in the number of offers made for Operation Profiles. Industry heavyweights like Amazon, Deutsche Post DHL, Subros, Asian Paints, L'Oreal, Olam International, Philips and Target offered lucrative Supply Chain Management profiles

### **General Management**

The most sought after jobs from industry leaders like Adani Group, Aditya Birla Group, Mahindra & Mahindra, Jindal Group, Larsen & Toubro, RPG and TAS were offered to IIM Lucknow students.

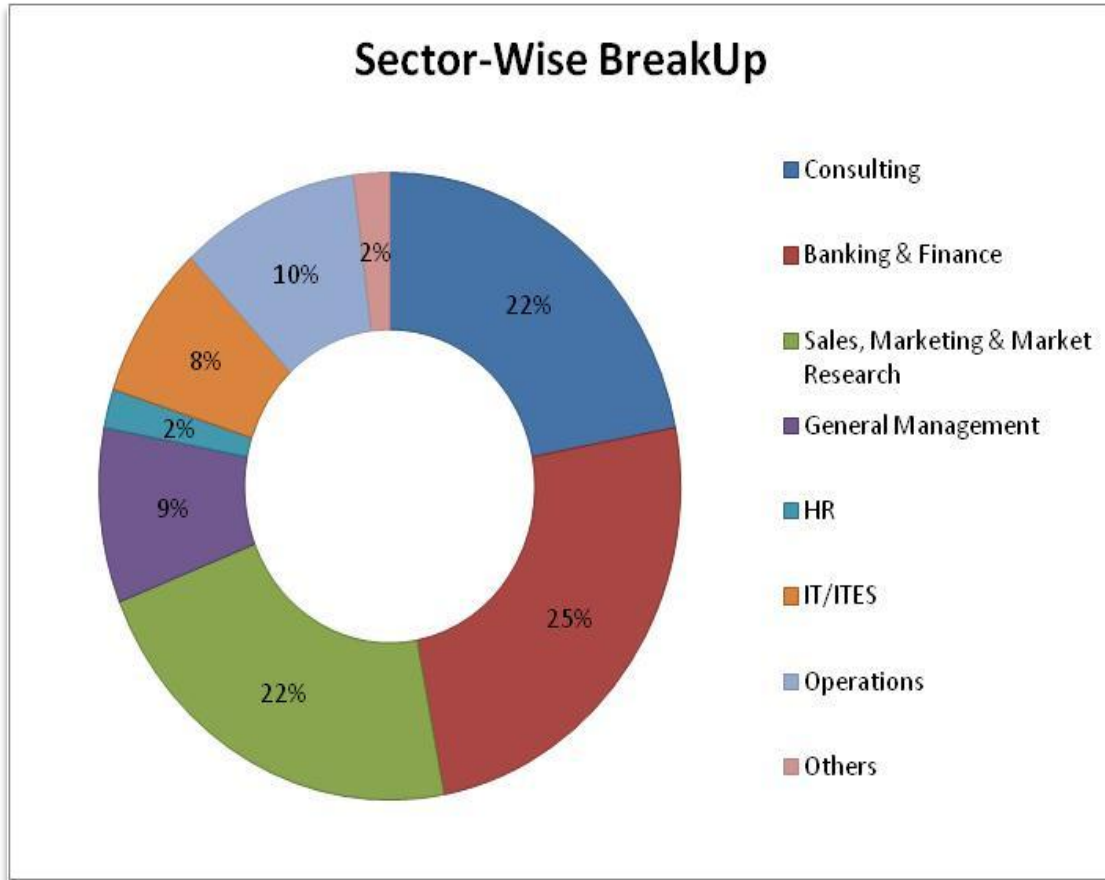
### **Others**

Other roles included Healthcare, Human Resources, Energy Sector, Entrepreneurial roles, Business Development, Sports Management and Microfinance. Students showed grit and confidence in appearing for these firms to pursue their unique ambitions.

These roles were offered across BASIX, Infosys, Jaipur Rugs and JFS among others.

## Offers Made: Sector Wise Profile

Sector	Percentage of offers (%)
Consulting	22
Banking & Finance	25
Sales, Marketing & Market Research	22
General Management	9
HR	2
IT/ITES	8
Operations	10
Others	2





## New Trends Observed

### Senior Roles Offered

Considering the relevant pre-MBA work experience of candidates, various higher entry roles were offered during the Placements of 2011.

Companies like Accenture Business Consulting, Amazon, Adani, Cognizant, Deloitte, Goldman Sachs, L&T, Mahindra & Mahindra, Virtusa and others offered direct Senior Consultant, Program Managers, Senior Manager, Department Head roles that entail higher responsibilities.

The role of Associate Vice President was offered to a student by Kotak Wealth Management.

This is an indication of growing recruiters' trust in the work experience of candidates and their ability to hit the ground running. In many cases, positions of high work-experience generally filled through lateral placement processes from the job-market, were opened on the IIM Lucknow campus.

### First- Time Recruiters

This year also witnessed the participation of **53 first-time** recruiters such as Amazon, BMGI, Bloomberg, Comviva, Coromandel, Deutsche Post DHL, Ford, Fujitsu Consulting, Google, HP, JFS, Lenovo, Microsoft IDC, Nereus Capital, Panasonic, Planet M, Star CJ, Subros, Tally Solutions and The Nielsen Company among others.

The sheer range of profiles offered during the placement process is an indicator of the trust reposed by recruiters in the IIM Lucknow brand. With its diversity of background and work-experience among successive graduating batches, IIM Lucknow is confident of meeting the requirements of the industry in the future as well.



## **International Roles**

Final Placement Season 2011 brought with a plethora of international roles across Consulting, Finance, Marketing, Operations and General Management from firms like Deutsche Post DHL, IIFL (visited only Lucknow across all IIMs for its International Desk), Olam International, HCL Infosystems (International profile at offer only at IIM Lucknow) among others.

Job profiles were offered across Singapore, USA, Germany, Dubai and other Middle East nations and some African Nations.

## **Out of the Box: Offers that were unique in terms of Profiles**

Apart from the positions taken up by students in the core management fields, some candidates decided to break the mould by chasing their unique interests. Companies provided ample opportunities for the same.

Sighting an opportunity to contribute to developing a strong handicraft business empowering the rural population, offers were taken up at Jaipur Rugs. Unique roles like Sports Management were offered by Reliance. Entrepreneurship roles were offered by Nodwin Group to provide opportunities to candidates to set up their own ventures.

Roles in microfinance offered by JFS and BASIX were for candidates to service the massive bottom of the pyramid for social welfare. Similar offers across a slew of developing sectors including healthcare and pharmaceutical industries helped candidates pursue their interests.