



INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

FINAL PLACEMENT REPORT 2012-14

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IIM Kashipur is a signatory of IPRS (Indian Placement Reporting Standards)



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Final Placement Report 2012-14

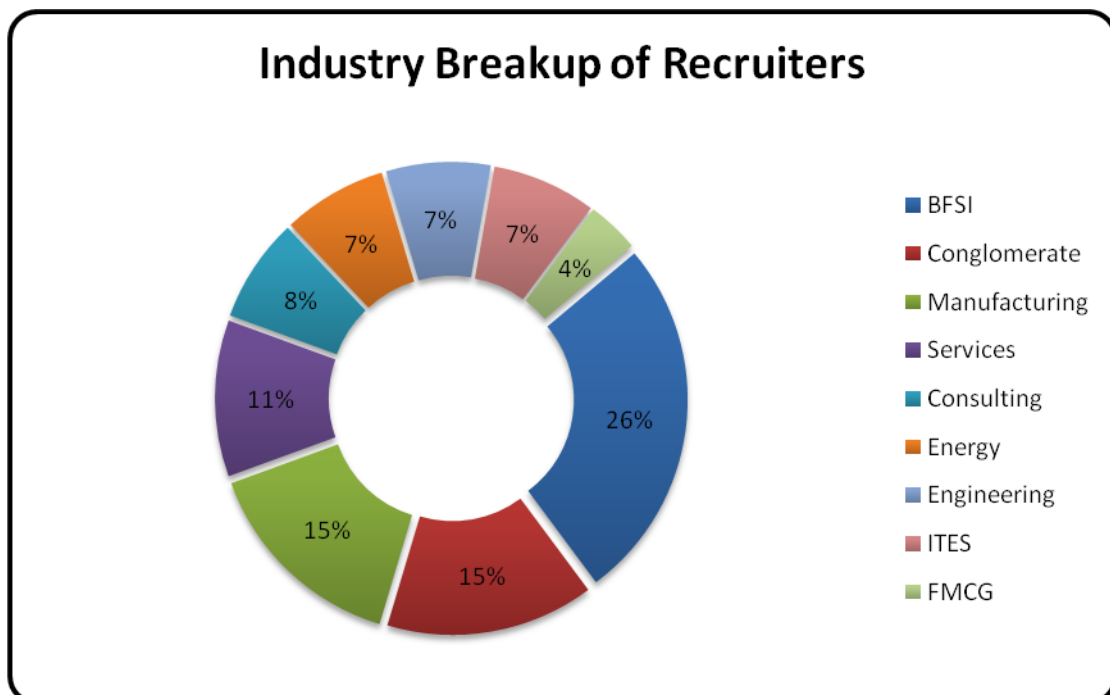
The Indian Institute of Management Kashipur is happy to announce the successful completion of the Final Placement Process for the batch of PGP 2012-14. In its third year of existence, the response from the industry has been phenomenal. This year final placement season of IIM Kashipur witnessed 27 esteemed companies taking part in our placement process and offering 40 offers for 38 students. In addition to the past recruiters, a host of new recruiters have come on board to be associated with the institute. This season too witnessed international placements like last year where students were extended offers by overseas recruiters.

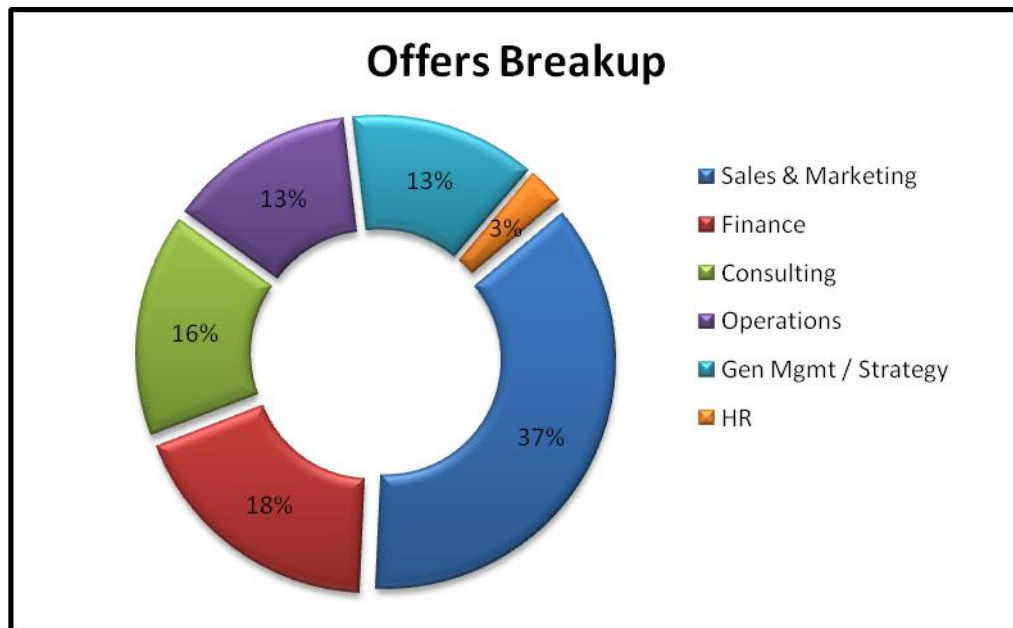
Batch of 2012-14:

The batch of PGP 2012-14 possessed a strong academic background and majority of the batch had prior work experience in industries like Energy, Manufacturing, IT, Power, Telecom etc. The batch boasted a right mix of students with 40% without prior work experience and the rest with an average work experience of 26.25 months.

Recruiters Breakup:

Placement season 2013-14 witnessed esteemed recruiters across all the sectors and maximum numbers of recruiters were from Banking & Finance sector followed by Conglomerate and Manufacturing sector.





Sales & Marketing

Sales & Marketing emerged as the most sought after area with 37% of the batch opting for it. The profiles offered were B2B, Brand Management, Distribution Channel Management, Market Research, Rural Marketing amongst many others. The major recruiters in this domain were BPCL, Eveready, ECCO Electronics, Hydrocarbons Education & Research Society, Mehta Group, Videocon etc. Conglomerate EMEL group offered international placements in this domain.

Finance

BFSI domain was the next dominant sector where 18% of the batch got their placements. The major recruiters in the domain were ICICI, ICICI Pru, LIC HFL and Yes Bank. Students were offered profiles in Corporate Banking, Customer services & Ops, Product Management, Project Finance & Treasury.

IT & Consulting

This year's process saw the students being offered roles in the domain of IT & Consulting for the first time. This upcoming domain witnessed companies like Ernst & Young, KPMG, NEC Technologies India Limited and Nucleus Software offering roles like Associate Consultant, Advisory Services, Product Executive.

Operations

This year's placement season witnessed 13% of the batch opting for Operations domain. In addition to the past recruiters, new recruiters also offered varied roles like Operation Analyst, Supply chain & Procurement Executive etc in this domain. Some of the eminent recruiters in this area were Emerson, Tata Steel, TVS logistics, etc.

General Management & Strategy

Students were Under General Management & Strategy domains, esteemed companies like L&T, Tata Power, TVS Tyres, etc. recruited students for general management roles as well as for niche roles like EA to the Vice President.

HR

This year placement process also witnessed TVS Tyres extending offer to students in their Corporate HR function working along with group HR president.

Placement Statistics:

1. Classification of the graduate pool

The graduating class is categorized into two major groups:

- Graduates who sought placement through the institute
- Graduates who did not seek placement through the institute

Categories	Number
1. Sought placement through the institute	38
2. Did not seek placement through the institute	
2a. Company-sponsored or already employed	
2b. Continuing education	
2c. Postponing job search	
2d. Entrepreneurship (Starting a new business)	
2e. Returning to / joining family business	
2f. Sought placement outside the campus placement process	1
2g. Did not seek placements for other reasons	
Total who did not seek employment through the institute(2a - 2g)	1
Total graduates	39

2. Sector wise classification

This section would include the sector wise break-up of the accepted offers.

Sector	No. of Offers accepted
Consumer goods (FMCG)	1
Consulting	3
Manufacturing	8
Information Technology (IT/ITES)	3
Banking, Financial Services and Insurance (BFSI)	10
Engineering	1
Services	2
Energy	5
Others (Conglomerate)	5

3.Function-wise classification

This section would include function-wise break-up of the accepted offers.

Function	No. of Offers accepted
Consulting	6
Finance	7
General Management	3
Human Resources	1
Marketing / Sales	14
Operations / Supply Chain	5
Strategy	2

4.Function-wise classification of salary details (INR)

Function	Min (lpa)	Max (lpa)	Median (lpa)	Mean (lpa)	Data
Consulting	6.5	8	7.6	7.33	6
Finance	8	13.1	11.53	10.82	7
General Management	6.4	10.1	6.4	7.63	3
Human Resources	9	9	9	9	1
Marketing/Sales	6.5	27.63	9.5	11.85	14
Operations/Supply Chain	8	13.5	9.15	9.67	5
Strategy	7	9	8	8	2

5.Location-wise classification of salary

Location	Min (lpa)	Max (lpa)	Median (lpa)	Mean (lpa)	Data
Africa	27.63	27.63	27.63	27.63	2
Americas	0	0	0	0	0
Europe	0	0	0	0	0
Oceania	0	0	0	0	0
India	6.4	13.5	8.59	9.08	36
South-East Asia	0	0	0	0	0
Rest of Asia	0	0	0	0	0