



INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

SUMMER PLACEMENT REPORT 2013-14



Indian Institute of Management Kashipur
Bazpur Road, Kashipur, Udham Singh Nagar, Uttarakhand - 244713
Email: placecomm@iimkashipur.ac.in | Ph: 05947-262136
Website: <http://www.iimkashipur.ac.in>

Summer Placement Report 2013-14

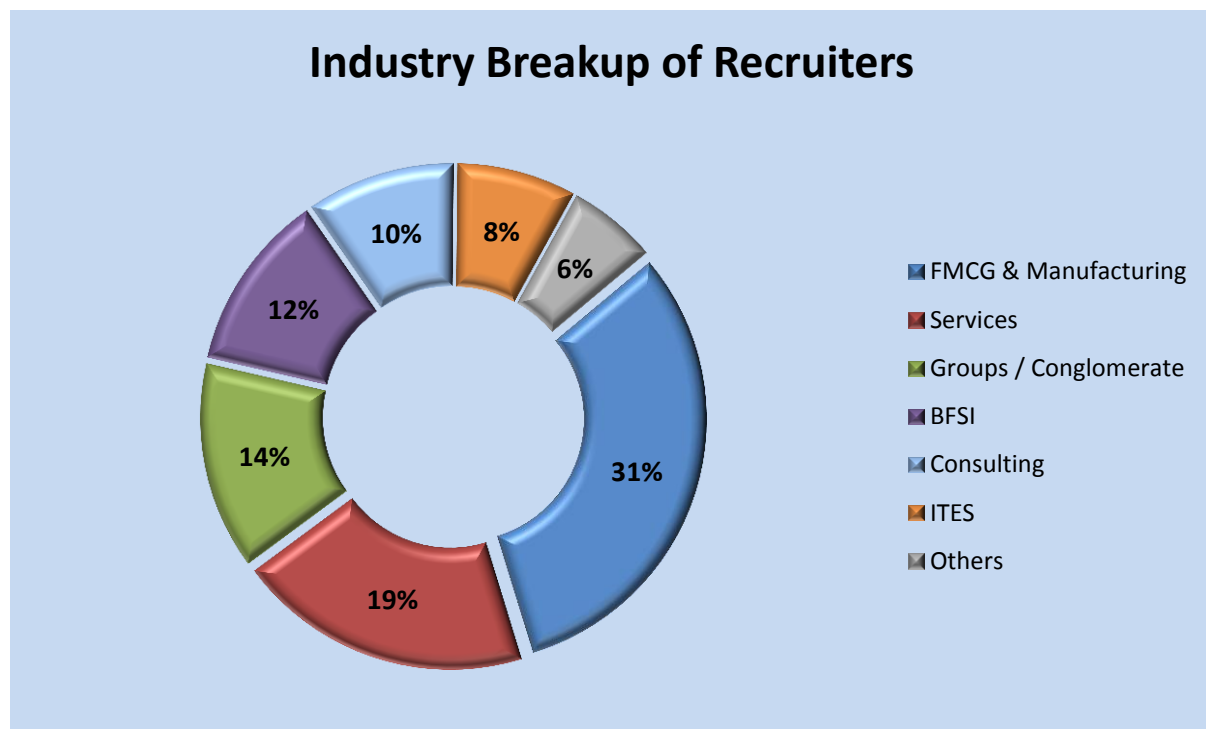
The Indian Institute of Management Kashipur is happy to inform the successful completion of the Summer Placement Process for the batch of PGP 2013-15. In its third year of existence and with an increase in the batch strength from 40 to 130 students, the response from the industry has been phenomenal. In addition to the past recruiters, a host of new recruiters have come on board to be associated with the institute. A total of 61 companies participated in the summer placement process this year extending 126 internship offers across various domains, profiles and geographies. This season also witnessed international placements where recruiters from overseas extended 7 offers in Marketing and Operations domains.

Batch of 2013-15:

The batch of PGP 2013-15 comes with a strong academic background and majority of the batch has prior work experience in industries like Banking, Manufacturing, IT, Market Research, Power, Education etc. The batch boasts of a right mix of students with 37% without prior work experience candidates and the rest come with an average work experience of 31.3 months. Female candidates constitute 21% of the batch strength with 52% of them having prior work experience.

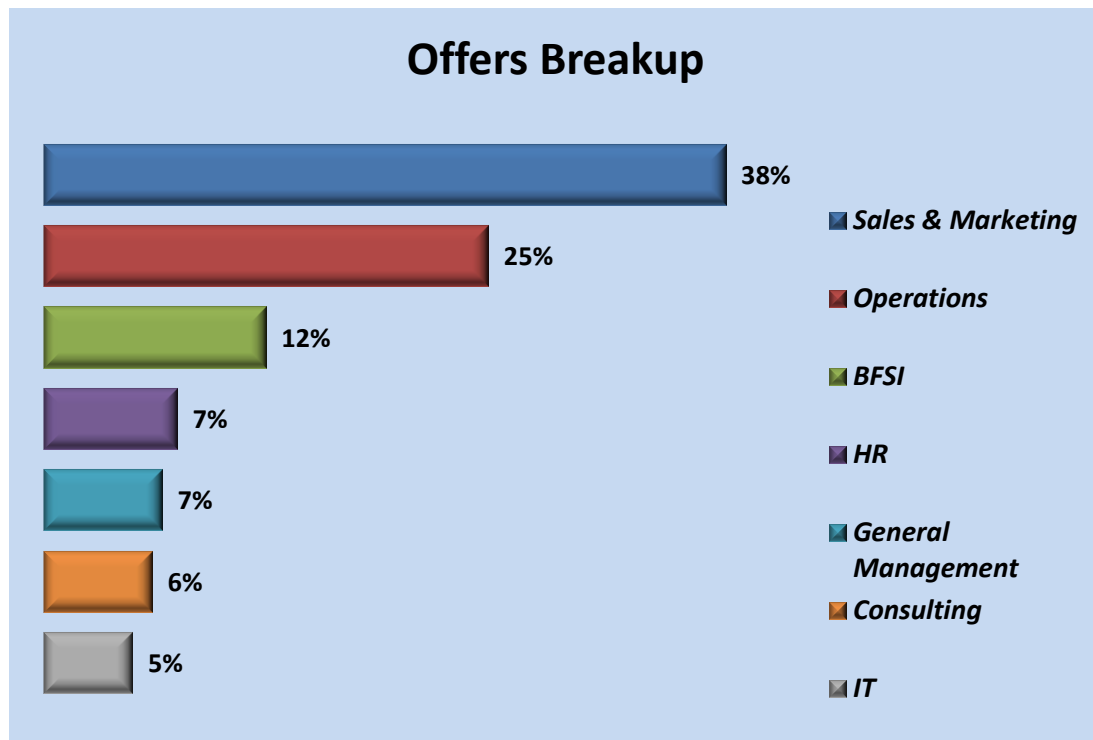
Recruiters Breakup:

This year witnessed the participation of various esteemed recruiters from diverse sectors. Maximum number of recruiters came from FMCG & Manufacturing Sectors, followed by Service sector.



Profiles Offered:

Sales and marketing emerged to be the most preferred choice of the students, with 38% of the batch opting for the same. Operations was the second most opted option followed by BFSI.



Marketing

Sales & Marketing emerged as the most sought after area with 38% of the batch opting for it. The profiles offered were B2B, E-Commerce, Market Research, Social Media Marketing, Retail Marketing and Rural Marketing amongst many others. The major recruiters in this domain were Emami, Emerson, GSK Pharmaceuticals, JK Group, Ruchi Soya, Tata Global Beverages and UB Group.

Operations

One fourth of the batch opted for Operations Management. The major recruiters in the domain were Blue Dart, KEC International, Reliance Power, Tata Auto Comp and TVS Tyres. Students were offered profiles in Supply Chain Consulting, Quality Management, Kaizen and Materials Requirement Planning apart from conventional profiles.

Finance

The Finance domain witnessed many of past recruiters along with new ones offering diverse profiles. Reputed firms like ICICI Bank, Oiko Credit, Reliance General Insurance, Reserve Bank of India and SS&C GlobeOp offered profiles like Corporate Banking, Risk Management, Project Finance, Valuation, Derivatives, Insurance and Development Finance.

HR

This year IIM Kashipur witnessed a good number of students showing interest in Human Resources Management domain and attracted big recruiters like Datamatics, ICICI Prudential, KEC International, Raymond and TVS Tyres.

IT & Consulting

This year's process witnessed 11% of students opting for profiles in IT & Consulting area. The major firms included Array Consulting, KPMG, MaFoi Analytics, Manipal Group and NDDB. The profiles offered were Business Development, Due Diligence, Strategy, IT Consulting, Systems Analyst, etc.

General Management

7% of the students opted for General Management roles and niche profiles in Institute Building & Planning, CSR & Sustainability etc. Well-known recruiters like Nextgen PMS, Teach for India and The Mobile Store extended offers in this domain.

Placement Statistics:

Total number of Companies participated	61
Total number of students	130
Total number of Students participated	122
Total number of offers made	126
Average CTC for Summer Internship	INR 44,000
Highest CTC (Domestic)	INR 1,20,000
Highest CTC (International)	INR 3,00,000