



**XLRI Summer Internship Placement Report**  
**(Batch 2020-2022)**



Ref: BWA/XLRI/MUM/RB/0002/2021-22

The Convenor  
Placement Office  
Xavier School of Management  
Jamshedpur - 831001  
Jharkhand

Dear Sir,

Re: Audit of the Summer Internship Placement Report for the 2020-22 batch of the Postgraduate Diploma in Business Management (PGDBM) & Postgraduate Diploma in Human Resource Management (PGDHRM).

We have audited the Placement Report prepared by you for the Summer Internship Placements (based on the offers received and accepted on campus) for the 2020-22 batch of the Postgraduate Diploma in Business Management & Postgraduate Diploma in Human Resource Management across Jamshedpur and Delhi-NCR campuses of the Xavier School of Management (XLRI). XLRI-Jamshedpur was responsible for the preparation of the Placement Report. Brickworks Analytics' (BWA) responsibility was to validate the information provided in the report with the relevant documentation and comment on the Placement Report's conformance with the Indian Placement Reporting Standards (IPRS) Revision 2.2.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations which to the best of our knowledge and belief were necessary. In our opinion, the Placement Report complies with the Indian Placement Reporting Standards Revision 2.2.

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2. The validation of information presented in the report is based on communication received by XLRI-Jamshedpur from recruiting companies. Brickworks Analytics (BWA) has not independently sourced any information or documentation.
3. We have verified the information with respect to job location, sector, function and stipends presented in the report with communication received by XLRI-Jamshedpur from recruiters.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication from those students.
5. The report's overview section, which explains the placement process, has been prepared by XLRI-Jamshedpur. We have not verified the contents of the overview section.

Best Regards,



**Ritaban Basu**

**Head – Risk & Analytics**

**Brickworks Analytics**

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## Overview

**XLRI - Xavier School of Management**, amongst India's premier B-Schools, completed its **Summer Internship Placement Process (SIP)** for its largest-ever class of 424 students (**2020-22 batch**) of the Business Management and Human Resource Management programs across both **XLRI Jamshedpur and Delhi-NCR** campuses. The highest stipend offered was **INR 5 lakhs** for two months in the **BFSI Sector**.

This year, the Summer Internship Process saw participation from **128** recruiters, including a record 41 first-time recruiters. The first-ever virtual placement season at XLRI saw the median stipend for the entire batch reaching **Rs 1.20 Lakhs per month** and an average stipend of **Rs 1.09 Lakhs per month**. This year the process was conducted entirely online with the 424-strong student pool attending the placement processes from their individual domestic locations.

As XLRI has one of the most prestigious HR Management programs in the country, participating firms also recruit for some of their most exclusive HR roles and programs amongst business management roles.

XLRI follows a semi-cohort process which gives both students and recruiters utmost flexibility and preference to choose from the top-tier talent XLRI has to offer. Amongst all recruiters, Amazon made the highest number of offers amongst the regular recruiters with **37** offers. The other top recruiters in terms of the number of offers made were BCG, Accenture Strategy, Citibank, ITC, and Aditya Birla Group.

New recruiters included top firms like Google, Walmart Labs, Adobe, Wells Fargo, Titan, Gartner, Honeywell, Dabur, Britannia, Sanofi, Novozymes, Beam Suntory and Perfetti Van Melle among others recruiting for both BM and HRM students at XLRI.

## Recruiters and Trends

FMCG continues to be a strong recruiter for management students, with 83 offers where the highest offers were made by ITC (12) followed by Procter and Gamble (8) and Asian Paints, Reckitt and Nestle with 7 offers each. Offers were made across roles as diverse as Operations, Sales and Marketing, Human Resource Management, Finance, IT and General Management.



There was also participation from leading firms like Hindustan Unilever Limited, Colgate Palmolive, Coca-Cola, PepsiCo, Marico and the likes.

XLRI has been ensuring its hold as a Consulting and Product Management campus with an increase in offers in these domains over the years at XLRI. Amongst consulting firms, Boston Consulting Group was the top recruiter with 13 offers followed by Accenture Strategy and Bain and Company with 13 and 9 offers respectively.

XLRI also saw the participation of top-tier consulting firms like Kearney and niche consulting firms like Aon, Gartner, Everest Group amongst others which made offers to the students at XLRI.

This year saw a rise in Product Management as a domain with firms like Amazon, Microsoft, Media.net and Walmart Global Tech extending offers for their coveted Product Manager and Program Manager roles. In the IT and Consumer Technology firms, there was participation from Google, Samsung Electronics, Adobe and InfoEdge.

In the BFSI sector, Citi made the highest offers (12) followed by JPMC (7) across multiple roles including prestigious front-end roles like Markets. Firms like Goldman Sachs, Standard Chartered and Axis opened up their Investment Banking, Markets and Treasury roles which are highly coveted and exclusive across campuses. There was also an upwards trend observed from Pharma and Healthcare sector with 29 offers from firms like Johnson and Johnson, Cipla, Sanofi, Dr Reddy Laboratories and the like.

As India's oldest B-School, XLRI has hosted firms for roles that open to only select premier B-Schools such as Tata Administrative Services, Capgemini ELITE which gave 6 and 2 offers respectively. Amongst conglomerates, Aditya Birla Group and RPG Group were the largest recruiters selecting 11 and 7 students for their corporate offices and subsidiaries across various domains. There was also participation from Mahindra, Vedanta and 3M amongst the conglomerates.

XLRI also saw participation from some of India's leading e-commerce brands like Amazon, Uber, Flipkart, Myntra, Udaan, Cloudbtail, Oyo and Ola which recruited a total of 49 students across multiple business verticals and domains.



## 1. Classification of Students

### 1.1 Classification of the entire Placement Pool

Categories	Number
1. Total Batch Strength	429
1.a. Students in PGDBM & PGDHRM Programme at XLRI	429
2. Students seeking Internship through the Institute	424
3. Not seeking Internship through the Institute's Placement Process	5
3.a. Students seeking off-campus Internship through other sources	5
Total Students eligible for the Internships	429
Total offers accepted	424
Students still in process	0

Table 1.1: Classification of the entire Placement Pool

### 1.2 Classification of the Internships based on Stipend Status

Nature of Internship	With Stipend	Without Stipend
Seeking internship through the institute	422	2
Not Seeking internship through the institute	3	2

Table 1.2: Classification of Internships based on Stipend Status




For XLRI- Xavier School of Management  
 Placement Convenor  
 Prof. A. Kanagaraj



For Brickworks Analytics, Mumbai





## 2. Sector-wise Classification


Sectors	No. Of Offers
Automobile	10
Banking, Financial Services and Insurance (BFSI)	64
Conglomerate	29
Consulting	49
Consumer Good (FMCG)	83
E-Commerce	63
Energy	1
Engineering/Technology	2
Healthcare	31
Information Technology	27
Manufacturing	32
Non-Profit/Social*	9
Telecom	4
Others **	20
<b>Grand Total</b>	<b>424</b>

Table 2.1: Classification of offer based on Sectors

- \* Includes TATA Steel CSR and National Rural Health Mission (NRHM)  
 \*\* Includes Education, Online Gaming, Transportation, Hospitality & Retail

For XLRI- Xavier School of Management  
 Placement Convener  
 Prof A. Kanagaraj



For Brickworks Analytics, Mumbai


### 3. Function-wise Classification

Functions	No. of offers
Consulting	42
Finance	26
General Management	34
HR	138
Marketing/Sales	106
Operations/Supply Chain	45
Product Management/Category Management	18
Strategy Management	4
System/IT	11
<b>Grand Total</b>	<b>424</b>

Tables 3.1: Classification of offers based on Function

  
For XLRI- Xavier School of Management  
Placement Convener  
Prof A. Kanagaraj



  
For Brickworks Analytics, Mumbai

#### 4. Location-wise Classification

##### 4.1 Classification of International Locations

Due to COVID-19 pandemic, the process did not see the participation of international roles. All the offers in the process were domestic offers across India.

Locations	Number of offers
-	0

Table 4.1: Classification of offer based on International Locations

##### 4.2 Classification of Domestic Locations

Indian Locations	No. of Offers
Bangalore	78
Chennai	9
Delhi NCR	73
Hyderabad	17
Kolkata	8
Mumbai	128
Pune	16
Work From Home	69
Rest of India*	26
<b>Grand Total</b>	<b>424</b>

Table 4.2: Classification of offer based on Domestic Location

\*Adugodi, Baddi, Bellary, Dhenkanal, Guntur, Hazira, Kidderpore, Nizamabad, Ranchi, Saharanpur, Udaipur, Uluberia, Vadodara, Zavar.

(Due to corvid 19 mostly the internship was in virtual mode)

For XLRI- Xavier School of Management  
 Placement Convenor  
 Prof A. Kanagaraj



For Brickworks Analytics, Mumbai



### 5. Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Revision 2.2\*. The instances where the report deviates from the standards and the reasons for them are mentioned below

Sl.No.	Deviation from the standard	Reason
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Table 5.1: List of deviations from standards with reasons

\*Link: [Indian Placement Reporting Standards, Revision 2.2](#)



For XLRI- Xavier School of Management  
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