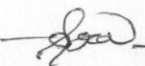


**CERTIFICATE**

1. We have certified the attached placement report of **KIRLOSKAR INSTITUTE OF ADVANCED MANAGEMENT STUDIES, HARIHAR** (the Society) for the PGDM batch No 14 (2011-2013) in terms of the letter of engagement dated March 12, 2014 to carry out the certification of the placement report of Summer internship and Final Placements. The placement data compiled as per the requirement of the standard is the responsibility of the Society's management.
2. Our certification is based on the following sources:
  - a. List of candidates admitted for the batch.
  - b. Xerox copies of placements letters wherever available.
  - c. List of candidates attended the interview.
  - d. Copies of certified email messages / unsigned attachments to the mail.
  - e. The report is prepared in accordance with the **INDIAN PLACEMENT REPORTING STANDARDS** and the PPP conversion factor applied is for the year 2011 being the latest from website <http://unstats.un.org/unsd/mdg/SeriesDetail.aspx?srid=699>
  - f. Copy of management's representation letter
3. We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for this purpose and subject to following observations.
  - a. Copies of Offer letters were not available in respect of 20 placements and we have relied on the copies of email correspondences provided to us.
  - b. In case of 10 placements the amount of pay offered was not available.
  - c. As per the standard (IPRS), data is to be given in respect of the "offers accepted". In absence of documentary evidence for acceptance, this report is subject to fulfilment of this criterion.

**For M/s P. G. BHAGWAT**  
Chartered Accountants  
Firm Registration No. 101118W

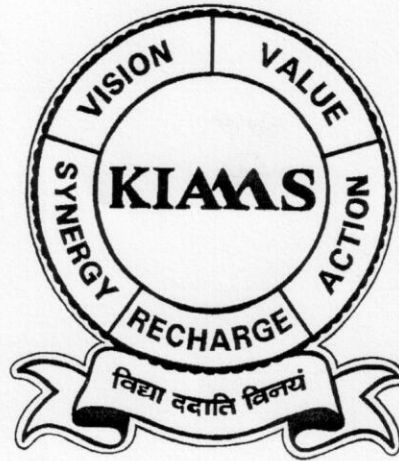
  
**S.B. Pagad**  
Partner

Membership No.: 206124  
Place: Harihar  
Date: 15-04-2014



Head Office: Suit No. 102, "Orchard", Dr Pai Marg, Baner, Pune-411 045 Ph: (020) 027290771, Fax: (020) 27291775  
Branches : Manoj Arcade, Tilakwadi, Belgaum-590006. Ph: (0831)2429306, Fax: (0831)2434674  
: Jiji House, 17D, Sukhadwala street, Fort, Mumbai. Ph: (022)2077739  
: "Varmini", Plot No.19, Vijayanagar, Hubli-580 032 Ph (0836)2352114

**KIRLOSKAR INSTITUTE OF ADVANCED MANAGEMENT  
STUDIES**



**PGDM Placement Report**

**PLACEMENT REPORT 2012-13**

## SUMMER INTERNSHIP

### 4.1 Internship placement report

#### 4.1.1 Nature of internship

Nature of the internship	With Stipend	Without Stipend
Seeking internship through the institute	8	59
Not seeking internship through the institute		60

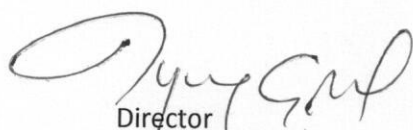
**Table 4.1: Classification of internships based on stipend status**

#### 1.1.2 Sector-wise classification

Sector	No. of internships
Consulting	2
Manufacturing / Engg / Automobile	35
Information Technology (IT)	3
Telecom	9
Market Research	3
Banking, Financial Services and Insurance (BFSI)	18
Retail	5
FMCG	3
Health	2
Consumer Goods	9
Food	9
Others (Steel, Power, Textile, Mining, Hotel, Garment, Cement, Paint, Chemical)	29
<b>Total</b>	<b>127</b>

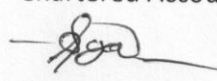
**Table 4.2: Classification of internships based on sector**

For Kirloskar Institute of Advanced  
Management Studies

  
Director  
Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants

  
Partner  
Date: 15-04-2014





#### 4.1.3 Function-wise classification

Function	No. of internships
Finance	35
Human Resources	08
Marketing / Sales	68
Operations / Supply Chain	16

**Table 4.3: Classification of internships based on function**

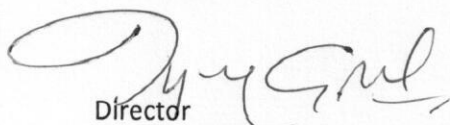
#### 4.1.4 Location-wise classification

This section would include location-wise break-up of the internships.

Indian Locations	No. of internships
National Capital Region	14
Mumbai	05
Kolkata	04
Chennai	03
Hyderabad	02
Bangalore	08
Rest of India	91

**Table 4.4(b): Classification of internships based on location within India**

For Kirloskar Institute of Advanced  
Management Studies



Director

Date: 15-04-2014

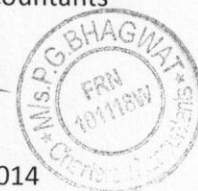


As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants



Partner

Date: 15-04-2014



## FINAL PLACEMENT REPORT

### 4.2 Classification of the entire graduate pool

Categories	Number
1. Sought placement through the institute	99
2. Did not seek placement through the institute	16
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	01
2f. Sought placement outside the campus placement process	15
2g. Did not seek placements for other reasons	08
Total who did not seek employment through the institute	
<b>Total graduates</b>	<b>139</b>

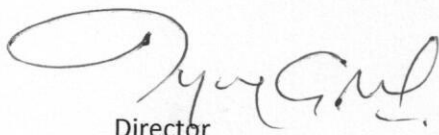
**Table 4.5: Classification of the entire graduate pool**

#### 4.2.2 Sector-wise classification

Sector	No. of Offers accepted
Consulting	05
Manufacturing	08
Information Technology (IT)	10
Telecom	02
Market Research	10
Banking, Financial Services and	37
Retail	04
Real Estate	03
Health	04
Others (KPO, Infrastructure, Insurance, Electronics, Beverages, Apparels)	16
<b>Total</b>	<b>99</b>

**Table 4.6: Classification of offers based on sector**

For Kirloskar Institute of Advanced  
Management Studies



Director

Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants



Partner

Date: 15-04-2014



## 4.2.3 Function-wise classification

Function	No. of Offers accepted
Finance	29
Human Resources	05
Marketing / Sales	62
Operations / Supply Chain	03

Table 4.7: Classification of offers based on function

## 4.2.4 Location-wise classification

Indian Locations	No. of offers accepted
Rest of Asia	2

Table 4.8(a): Classification of offers based on location (global)

Indian Locations	No. of offers accepted
Mumbai	43
Chennai	02
Bangalore	20
Rest of India	32

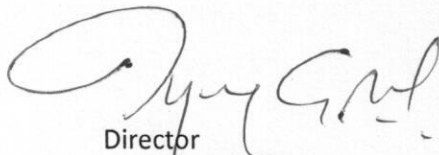
Table 4.8(b): Classification of offers based on location (within India)

## 4.2.5.1. Salary statistics at PPP (INR &amp; USD)

Annual Salary	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	240000 10714	800004 35714	352704 15745	360857 16109	62
Non-INR salary (Total guaranteed cash component)	1298906 57986	1298906 57986	1298906 57986	1298906 57986	02
Overall salary (Total guaranteed cash component)	1538906 68701	2098910 93701	1651610 73732	1659763 74096	65
INR salary (MEP)	240000 10714	800004 35714	397704 17754	395243 17644	62
Non-INR salary (MEP)	1298906 57986	1298906 57986	1298906 57986	1298906 57986	02
Overall salary (MEP)	1538906 68701	2098910 93701	1696610 75741	1694149 75631	65

Table 4.9: Salary statistics at PPP adjusted exchange rates

For Kirloskar Institute of Advanced  
Management Studies

  
Director

Date: 15-04-2014

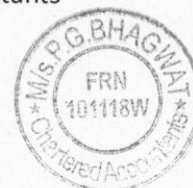


As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants



Partner

Date: 15-04-2014





#### 4.2.5.2 Salary Heads (INR & USD)

	Salary head	Min	Max	Median	Mean	Data
A	Basic salary	60000 2678	225600 10071	120000 5357	132707 5924	62
B	Additional guaranteed cash components	63000 2812	650436 29037	201600 9000	216174 9650	62
C	One time Cash Payments	60000 2678	60000 2678	60000 2678	60000 2678	62
D	Total guaranteed cash payments	240000 10714	800004 35714	352704 15745	360857 16109	62
E	Maximum Earning Potential (including non-cash, long term and performance linked components)	240000 10714	800004 35714	397704 17754	395243 17644	62

Table 4.10: Classification of salary components

#### 4.2.5.3 Sector-wise classification of salary (INR & USD)

Base Salary					
Sectors	Min	Max	Median	Mean	Data
Consulting	108000 4821	120000 5357	114000 5089	114000 5089	02
Manufacturing	90000 4017	90000 4017	90000 4017	90000 4017	01
Information Technology (IT)	60000 2678	135000 6026	121020 5402	102204 4562	05
Telecom	126000 5625	126000 5625	126000 5625	126000 5625	02
Market Research	107224 4786	216000 9642	170100 7593	166555 7435	09
Banking, Financial Services and Insurance (BFSI)	78000 3482	225600 10071	108000 4821	129167 5766	28
Retail	120000 5357	120000 5357	120000 5357	120000 5357	04
Real Estate	100452 4484	117024 5224	105768 4721	107748 4810	03
Health	0	0	0	0	0
Others (KPO, Infrastructure, Electronics, Beverages, Apparels)	93000 4151	192000 8571	192000 8571	161000 7187	08

Table 4.11: Sector-wise classification of base salary

For Kirloskar Institute of Advanced  
Management Studies

Director  
Date: 15-04-2014

As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants

Partner  
Date: 15-04-2014



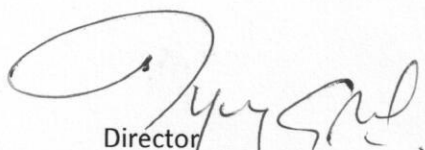
Additional guaranteed cash					
Sectors	Min	Max	Median	Mean	Data
Consulting	170640 7617	179040 7992	174840 7805	174840 7805	02
Manufacturing	374300 16709	374300 16709	374300 16709	374300 16709	01
Information Technology (IT)	221560 9891	276107 12326	233640 10430	245795 10972	05
Telecom	292824 13072	292824 13072	292824 13072	292824 13072	02
Market Research	151476 6762	204600 9133	187488 8370	185735 8291	09
Banking, Financial Services and Insurance (BFSI)	150000 6696	650436 29037	198650 8868	214206 9562	28
Retail	259828 11599	265600 11857	262714 11728	262174 11704	02
Real Estate	195762 8739	236018 10536	207278 9253	213019 9509	03
Health	0	0	0	0	0
Others (KPO, Infrastructure, Electronics, Beverages, Apparels)	63000 2812	255729 11416	239865 10708	188353 8408	08

Table 4.12: Sector-wise classification of additional guaranteed cash components

One-time cash payments					
Sectors	Min	Max	Median	Mean	Data
Consulting					
Manufacturing					
Information Technology (IT)					
Telecom					
Market Research					
Banking, Financial Services and Insurance (BFSI)	60000 2678	60000 2678	60000 2678	60000 2678	08
Retail					
Real Estate					
Health					
Others (KPO, Infrastructure, Electronics, Beverages, Apparels)					


Table 4.13: Sector-wise classification of one-time cash payments

For Kirloskar Institute of Advanced  
Management Studies

  
Director  
Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants

  
Partner  
Date: 15-04-2014





#### 4.2.5.4 Function-wise classification of salary (INR & USD)

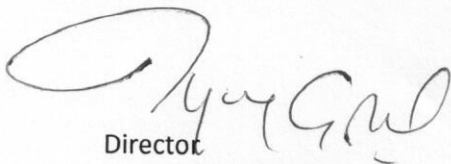
Base Salary INR/ USD					
Functions	Min	Max	Median	Mean	Data
Finance	78000 3482	225600 10071	126774 5659	131499 5870	22
Human Resources	108000 4821	121020 5402	114510 5112	114510 5112	02
Marketing / Sales	60000 2678	216000 9642	120000 5357	135030 6028	36
Operations / Supply Chain	120000 5357	120000 5357	120000 5357	120000 5357	02

Table 4.14: Function-wise classification of base salary

Additional guaranteed cash components INR/ USD					
Functions	Min	Max	Median	Mean	Data
Finance	63000 2812	650436 29037	201600 9000	215677 9628	22
Human Resources	179040 7992	233640 10430	206340 9211	206340 9211	02
Marketing / Sales	133908 5978	374300 16709	204600 9133	214641 9582	36
Operations / Supply Chain	259828 11599	259828 11599	259828 11599	259828 11599	02

Table 4.15: Function-wise classification of additional guaranteed cash components

For Kirloskar Institute of Advanced  
Management Studies



Director  
Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants



Partner  
Date: 15-04-2014



One-time cash payments					
Functions	Min	Max	Median	Mean	Data
Consulting					
Finance	60000 2678	60000 2678	60000 2678	60000 2678	08
General Management					
Human Resources					
Marketing / Sales					
Systems / IT					
Operations / Supply Chain					
International Business					
Economic & Policy Research					
Others (Please specify)					

Table 4.16: Function-wise classification of one-time cash payments

## 4.2.5.5 Location-wise classification of salary

Base Salary					
Location	Min	Max	Median	Mean	Data
Africa					
Americas					
Europe					
Oceania					
India	60000 2678	225600 10071	120000 5357	132707 5924	63
South-East Asia					
Rest of Asia	779344 34792	779344 34792	779344 34792	779344 34792	2

Table 4.17(a): Location-wise classification of base salary (global)

For Kirloskar Institute of Advanced  
Management Studies

Director  
Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants

Partner  
Date: 15-04-2014



Base Salary INR/ USD					
Indian Locations	Min	Max	Median	Mean	Data
Mumbai	78000 3482	225600 10071	146760 6551	149785 6686	26
Chennai	90000 4017	170100 7593	130050 5805	130050 5805	02
Bangalore	96000 4285	135000 6026	120000 5357	115154 5140	13
Rest of India	60000 2678	180000 8035	118124 5273	122180 5454	22

Table 4.17(b): Location-wise classification of base salary (within India)

Additional guaranteed cash components					
Location	Min	Max	Median	Mean	Data
Africa					
Americas					
Europe					
Oceania					
India	63000 2812	650436 29037	201600 9000	216619 9670	63
South-East Asia					
Rest of Asia	519562 23194	519562 23194	519562 23194	519562 23194	02

Table 4.18(a): Location-wise classification of additional guaranteed cash components (global)

Additional guaranteed cash components INR/ USD					
Indian Locations	Min	Max	Median	Mean	Data
Mumbai	150000 6696	650436 29037	201600 9000	219209 9786	26
Chennai	187488 8370	374300 16709	280894 12539	280894 12539	02
Bangalore	159000 7098	276107 12326	186300 8316	218865 9770	13
Rest of India	63000 2812	292824 13072	222780 9945	205112 9156	22


Table 4.18(b): Location-wise classification of additional guaranteed cash components (within India)

For Kirloskar Institute of Advanced  
Management Studies

  
Director  
Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
Chartered Accountants

  
Partner  
Date: 15-04-2014





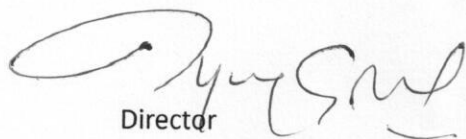
<u>One-time cash payments</u>					
Location	Min	Max	Median	Mean	Data
Africa					
Americas					
Europe					
Oceania					
India	60000 2678	60000 2678	60000 2678	60000 2678	08
South-East Asia					
Rest of Asia					

Table 4.19(a): Location-wise classification of one-time cash payments (global)

<u>One-time cash payments</u>					
Indian Locations	Min	Max	Median	Mean	Data
National Capital Region					
Mumbai	60000 2678	60000 2678	60000 2678	60000 2678	08
Kolkata					
Chennai					
Hyderabad					
Bangalore					
Rest of India					

Table 4.19(b): Location-wise classification of one-time cash payments (within India)

For Kirloskar Institute of Advanced  
Management Studies



Director  
Date: 15-04-2014



As per the certificate of even date  
for M/s P. G. BHAGWAT  
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Partner  
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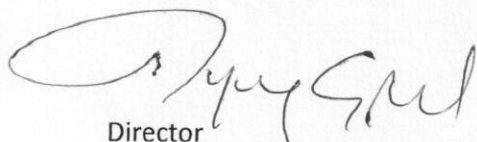


## 4.2.6 Other details

Sl. No.	Parameter	Number
1	Total Students	139
2	Total companies confirming presence	90
3	Total companies actually participating	76
4	Total companies who recruited at least one student	48
5	Total Pre-Placement offers awarded	--
	5a. Through internships	
	5b. Others	
6	Total Pre-Placement offers accepted	--
	6a. Through internships	
	6b. Others	
7	Total Pre-Placement interviews awarded	--
	7a. Through internships	
	7b. Others	
8	Total Pre-Placement interviews converted to final offers	--
	8a. Through internships	
	8b. Others	

Table 4.20: Sample table mentioning additional details (Optional)

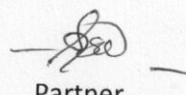
For Kirloskar Institute of Advanced  
Management Studies



Director  
Date: 15-04-2014



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Chartered Accountants



Partner  
Date: 15-04-2014

