

# *Indian Institute of Management Ahmedabad*



विद्याविनियोगाद्विकासः

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AHMEDABAD

## *PGP Placement Report*

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*Summers 2015*

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Ref No: SN/SMER/IIMA/2015/55

January 21, 2015

The Chairperson,  
Placement Office  
The Indian Institute of Management  
Vastrapur  
Ahmedabad – 380 015  
Gujarat

**Re: Audit of the Summer Internship Placement Report of the 2014-16 Postgraduate Programme in Management (PGP)**

Dear Sir,

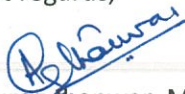
CRISIL has audited the placement report prepared by the Indian Institute of Management, Ahmedabad (IIM-A), for the summer internship placements of the 2014-16 batch of the PGP programme. The placement report is the responsibility of IIM-A. Our responsibility is to validate the information provided in the report with the relevant documentation, and comment on the placement report's conformance with the Indian Placement Reporting Standards (IPRS), version 2.1.

In this context, CRISIL confirms the following:

1. For the purpose of the audit, we have obtained all the information and explanations from the institute which, to the best of our knowledge and belief, were necessary. In our opinion, the placement report complies with IPRS, version 2.1.
2. The validation of information presented in the report is based on communication received by IIM-A from recruiting companies. CRISIL has not independently sourced any information or documentation.
3. CRISIL has verified the information with respect to job function, location, and stipends presented in the report, based on communication from recruiters.
4. Proof of acceptance of offers was verified through online form submitted by students showing the acceptance.

Thank you,

Best regards,

A handwritten signature in blue ink that reads "Anurag Jhanwar".

Anurag Jhanwar, MRICS  
Director, Education Gradings  
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Email: anurag.jhanwar@crisil.com

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## Overview

The summer placement process for the Class of 2016 of the postgraduate programme (PGP) in management at IIM-Ahmedabad was successfully completed in November with students being placed across sectors and functions of their choice. The successful completion of the summer recruitment cycle for the Class of 2016 was a testament to the high quality of students at the institute and the robust nature of the placement process, which provided adequate flexibility to both students and recruiters.

## Placement process

The summer placement process was completed in three clusters. Firms were grouped into cohorts based on the profile offered, and groups of cohorts were invited to campus across different clusters. As in previous years, students were given the flexibility to make a 'dream' application to any firm of their choice in a subsequent cluster, even with an offer in hand. This gave students the flexibility and choice to build careers in sectors of their choice. This year, the students also had the opportunity to work under the mentorship of the Centre for Innovation, Incubation and Entrepreneurship (CIIE), IIM-Ahmedabad, on their entrepreneurial ideas in the summer of 2015. Like every year, IIM-Ahmedabad also organised the Entre Fair in association with the Entrepreneurship Cell and CIIE. The objective of the Entre Fair is to provide a platform for students from across the country to connect and seek internship opportunities with promising start-ups and work alongside talented entrepreneurs.

## Sectoral overview

Companies from multiple sectors across different geographies hired candidates for a wide range of functions. Roles in consulting were offered by global strategy consulting and niche consulting firms: Accenture Strategy, Alvarez & Marsal, A. T. Kearney, Bain & Co, Hay Group, McKinsey & Co, Monitor Deloitte, PwC Advisory, Strategy& , The Boston Consulting Group, among others. Roles in the financial sector were offered by global investment banks which included Bank of America Merrill Lynch, Deutsche Bank, Goldman Sachs, HSBC, Morgan Stanley, UBS, among others. A large number of students took up roles in sales and marketing in companies such as Asian Paints, Hindustan Unilever Limited (HUL), ITC Limited, Mondelēz, Nestle, and Procter &Gamble. Roles in general management and leadership were

offered to students by the Aditya Birla Group, Bharti Airtel, CK Birla Group, Tata Administrative Services, among others. Firms in technology sector included Amazon, Google, and Microsoft. The pharmaceutical companies that participated in the process included Abbott, Cipla, and GlaxoSmithCline Pharmaceuticals.

### **Overview of Recruiters**

More than 110 firms participated in the summer placement process in 2014. In terms of number of offers, Accenture Strategy, Bharti Airtel, McKinsey & Co, and The Boston Consulting Group were the largest recruiters with 10 offers each. The Boston Consulting Group, with 16 offers, emerged as the recruiter that made the most offers. Among global investment banks, Goldman Sachs was the largest recruiter, having picked 9 students for roles in financial markets, investment banking, and financial strategy. In the fast-moving consumer goods (FMCG) sector, HUL made 9 offers for various roles, such as sales and marketing, and finance. Among general management firms, Bharti Airtel made 11 offers, which was the highest. In the technology sector, Amazon was the largest recruiter having extended 9 offers to students for roles in marketing, operations, product marketing, and product management.

### **Entrepreneurship**

IIM-Ahmedabad has always encouraged students to take up entrepreneurship as a career. This year, students were offered the opportunity to work on their own business plans and ventures during the summer under the mentorship of CIIE. Under this programme, 12 students opted out of the summer placement process to pursue their entrepreneurial ambitions. This initiative was introduced for the first time in IIM-Ahmedabad. Also, 2 students opted to find internships on their own through the Entre Fair.

### **The IPRS Initiative**

The Indian Placement Reporting Standards (IPRS) is an initiative that aims to provide transparency and authenticity in placement reporting across B-schools through audited placement reports. Please visit the [IPRS website](#) to know more.

IIM-Ahmedabad would like to thank all its recruiters for their participation in this year's placement process, and their cooperation with the IPRS initiative.

## 1. Classification of the Entire Placement Pool

Categories	Number
1. Total batch strength*	399
1a. Students in PGP programme at IIM Ahmedabad	394
1b. Dual degree students, from universities abroad	5
2. Students seeking internship through the institute	384
2a. Students in PGP programme at IIM Ahmedabad	379
2b. Dual degree students, from universities abroad	5
3. Not seeking internship through the institute	15
3a. Students seeking internship through the Entre Fair	2
3b. Entrepreneurship	12
3c. Did not seek internship through campus for other reasons	1
<b>Total students eligible for internships</b>	<b>399</b>
<b>Total offers accepted</b>	<b>384</b>
<b>Students still in process</b>	<b>0</b>

Table 1.1: Classification of the entire placement pool

\*Total batch strength includes 5 students who have come from universities abroad to pursue their education from IIM-Ahmedabad.

	With Stipend	Without
Seeking internship through the institute	384	0
Not seeking internship through the institute*	NA	NA

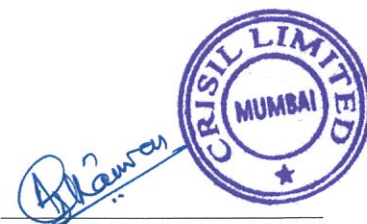
Table 1.2: Classification of internships based on stipend status

\*Data not available for students who are not seeking internship through the institute

*[Handwritten Signature]*



For the Indian Institute of Management, Ahmedabad



For CRISIL Limited, Mumbai



## 2. Sector-wise Classification

Sector	No. of Offers
Banking, Financial Services and Insurance (BFSI)	83
Conglomerates	24
Consulting	99
Consumer Goods (FMCG)	46
Consumer Services	12
Information Technology	22
Manufacturing	10
Media / Entertainment	11
Online Services	26
Pharmaceutical/Healthcare	16
Real Estate	7
Retail	13
Telecom	12
Others <sup>†</sup>	3
<b>Total</b>	<b>384</b>

Table 2.1: Classification of internships based on sector

<sup>†</sup>Note: Others include commodity trading and sports

## 3. Function-wise Classification

Function	No. of Offers
Analytics	9
Business Development	7
Commercial	8
Consulting	93
Corporate Strategy	4
Finance	61
General Management	49
Investment Banking	13
Marketing/Sales	96
Operations / Supply Chain	21
Systems / IT	18
Others <sup>†</sup>	5
<b>Total</b>	<b>384</b>

Table 3.1: Classification of internships based on function

<sup>†</sup>Note: Others include contract administration, human resources, and research and advisory

*Victor*



For the Indian Institute of Management, Ahmedabad



For CRISIL Limited, Mumbai

## 4. Location-wise Classification

### 4.1 Classification of Global Locations

Locations	No. of offers accepted
Europe	2
India	364
Western Asia	10
Rest of Asia	8
<b>Total</b>	<b>384</b>

Table 4.1: Classification of internships based on global locations

### 4.2 Classification of locations in India

Indian Locations	No. of offers accepted
Bangalore	19
Mumbai	80
NCR	40
Pune	5
Rest of India <sup>†</sup>	3
TBD <sup>††</sup>	217
<b>Total</b>	<b>364</b>

Table 4.2: Classification of internships based on location within India

<sup>†</sup>Note: Rest of India includes Chennai and Hyderabad

<sup>††</sup>Note: TBD implies that location related information was not available for 217 offers (all domestic) while preparing the report.

## 5. Compliance Statement

This placement report has been prepared as per IPRS, version 2.1<sup>†</sup>.

The instances where the report deviates from the standards and the reasons for them are mentioned below:

Deviation from the standards	Reason
-	-

Table 5.1: List of deviations from standards with reasons

<sup>†</sup>Note: <http://www.iimahd.ernet.in/iprs/gallery/IPRSRevision2.1.pdf>

*Victor*



For the Indian Institute of Management, Ahmedabad



For CRISIL Limited, Mumbai