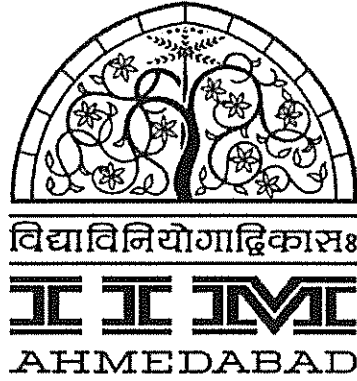


*Indian Institute of Management Ahmedabad*



*PGP Placement Report*

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*Summers 2016*

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Ref No: SN/SMER/IIMA/2016/75

January 20, 2016

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

**Re: Audit of the Summer Internship Placement Report of the 2015-17 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 2015-17 batch of the PGP programme. CRISIL has validated information provided in the report with the relevant documentation, and offers the following comments:

1. We have obtained all information and explanations as were necessary for conducting the audit. We believe the Placement Report complies with the requirements of Indian Placement Reporting Standards (IPRS) Version 2.1.
2. The validation of information presented in the report is based on communication received by IIM-A from the recruiting companies. CRISIL has not independently sourced any information or documentation.
3. We have 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 forms submitted by students indicating acceptance.
5. For one student, proof of opting out of the placement process consists of communication from the institute.

Thank you,

Best regards,

  
Sudhir Nair

Director - Education Gradings

Tel: +91 22 3342 3526

Email: [sudhir.nair@crisil.com](mailto:sudhir.nair@crisil.com)



**CRISIL Limited**

Corporate Identity Number: L67120MH1987PLC042363

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## **Overview**

The summer placement process for the Class of 2017 of the Post Graduate Programme (PGP) in Management at IIM Ahmedabad was successfully completed in November within three clusters with students being placed across sectors and functions of their choice. The successful completion of the recruitment cycle for the batch stands testament to the high quality of students at the institute and the robust nature of the placement process that provides adequate flexibility to both students and recruiters.

## **Placement Process**

The summer placement process was completed within 3 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 provided the flexibility of making “dream” applications to firms of their choice in a subsequent cluster even with an offer in hand. There were close to 80 dream applications this year. This gave students the flexibility and choice to build careers in sectors of their preference. This year, the students also had the opportunity to work under the mentorship of Centre for Innovation, Incubation and Entrepreneurship (CIIE), IIM Ahmedabad on their entrepreneurial ideas in the Summer of 2016.

## **Sectoral overview**

Firms from different sectors and geographies participated in the process at IIM Ahmedabad. Recruiters in the management and niche consulting domain included Accenture Strategy, Alvarez & Marsal, A.T. Kearney, Bain & Co., McKinsey & Co., Monitor Deloitte, Parthenon, Roland Berger, Strategy&, The Boston Consulting Group, among others. Prominent recruiters in the investment banking and markets space include Bank of America Merrill Lynch, Citibank, Credit Suisse, Goldman Sachs, HSBC, JPMorgan Chase & Co., Morgan Stanley, Standard Chartered and UBS. Among the Banking, Financial Services & Insurance recruiters, American Express, Axis Bank, Edelweiss, JM Financial, Reliance Anil Dhirubhai Ambani Group and Yes Bank extended offers.

Sales and marketing roles were offered by the regular recruiters like Airtel, HUL, Mondelez, P&G, Reckitt Benckiser, Star TV, Vodafone, Wipro, among others. The general management cohort saw participation from Aditya Birla Group, Tata Administrative Services and Mahindra & Mahindra. The Internet & E-commerce space had recruiters like CarDekho, Flipkart, Ola Cabs, OYO Rooms, Rocket Internet, Snapdeal and Xiaomi. We had firms like Amazon and Microsoft in the technology space.

### **Top recruiters**

More than 110 firms participated in the summer placement process in 2015. Top offer makers across clusters, with double digit offers each were Accenture Strategy, Aditya Birla Group, Amazon, Bain & Co., Flipkart, Goldman Sachs, McKinsey & Co. and The Boston Consulting Group. The Boston Consulting Group emerged as the highest offer maker at the end of the summer placement process with 19 offers. Among global investment banks, Goldman Sachs was the largest recruiter, having picked 11 students for roles in financial markets, investment banking and financial strategy. In the sales and marketing domain, HUL and Johnson & Johnson made 6 offers each. Amongst general management firms, Aditya Birla Group made 17 offers, which was the highest. Tata Administrative Services and Mahindra & Mahindra made 8 offers each. In the technology sector, Amazon was the largest recruiter having extended 18 offers to students for roles in marketing, operations, product marketing and product management. Flipkart extended 10 offers and Snapdeal made 6 offers.

### **Entrepreneurship**

IIM Ahmedabad has always encouraged students to take up entrepreneurship as a career and this year, 17 students opted out of the summer placement process to work on their own ventures, under the guidance and mentorship of CIIE. The number of students opting out to start out their own ventures has been increasing over the years.

### **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 the means of audited placement reports. Please visit the [IPRS website](#) to know more.

IIMA would like to thank all its recruiters for their participation in the year's placement process and their cooperation with the IPRS initiative.

## 1. Classification of Students

### 1.1 Classification of the Entire Placement Pool

Categories	Number
1. Total batch strength*	400
1a. Students in PGP programme at IIM Ahmedabad	395
1b. Dual degree students, from universities abroad	5
2. Students seeking internship through the institute	375
2a. Students in PGP programme at IIM Ahmedabad	370
2b. Dual degree students, from universities abroad	5
3. Not seeking internship through the institute	25
3a. Students seeking internship through the Entre Fair	1
3b. Entrepreneurship	16
3c. Did not seek internship through the institute for other reasons	8
<b>Total students eligible for internships</b>	<b>375</b>
<b>Total offers accepted</b>	<b>375</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 education at IIM Ahmedabad.

### 1.2 Classification of the internships based on stipend status

Categories	With Stipend	Data not available	Without Stipend
Seeking internship through the institute	375	0	0

Table 1.2: Classification of internships based on stipend status

  
आर. भास्करन / R. Baskaran  
प्रभारी, स्थानन कार्यालय / In-Charge, Placement Office  
भारतीय प्रबंध संस्थान / Indian Institute of Management  
अहमदाबाद-380 015 / Ahmedabad-380 015  
For the Indian Institute of Management, Ahmedabad

  
  
For CRISIL Limited, Mumbai



## 2. Sector-wise Classification

Sector	No. of offers
Conglomerates	25
Consulting	103
Consumer Electronics & Services	7
Consumer Goods (FMCG)	42
Finance	83
- Banking, Financial Services and Insurance (BFSI)	39
- Global Markets	14
- Investment Banking	18
- PE/VC	12
Information Technology	24
Media/Entertainment	11
Online Services	50
Pharmaceuticals/Healthcare	13
Telecom	12
Others*	5
<b>Total</b>	<b>375</b>

Table 2.1: Classification of offers based on sector

\* Others includes Engineering & Technology, Food Processing, Food Production & Plantation, Manufacturing

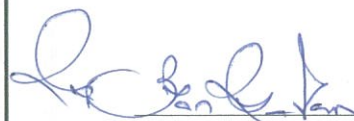
## 3. Function-wise Classification

Function	No. of offers
Consulting	96
Finance	76
General Management	59
Marketing/Sales	79
Operations/Supply Chain	12
Product/Category Management	28
Systems/IT	5
Others*	13
TBD**	7
<b>Total</b>	<b>375</b>

Table 3.1: Classification of offers based on function

\* Others includes Analytics, Business Development, Financial Product Structuring, Strategy, Technology

\*\* To be decided



आर. भार्गवरुन / R. Baskaran  
 प्रभारी, स्थानन कार्यालय / In-Charge, Placement Office  
 भारतीय प्रबंध संस्थान / Indian Institute of Management  
 अहमदाबाद-380 015 / Ahmedabad-380 015

For the Indian Institute of Management, Ahmedabad



For CRISIL Limited, Mumbai

## 4. Location-wise Classification

### 4.1 Classification of International Locations

Locations	No. of offers accepted
Asia Pacific excluding India	10
EMEA*	5
India	360
<b>Total</b>	<b>375</b>

Table 4.1: Classification of offers based on international locations

\* EMEA refers to Europe, Middle East and Africa

### 4.2 Classification of Domestic Locations

Indian Locations	No. of offers accepted
Bangalore	41
Mumbai	67
NCR	32
Pan India	21
Rest of India*	15
TBD**	184
<b>Total</b>	<b>360</b>

Table 4.2: Classification of offers based on domestic locations

\* Rest of India includes Ahmedabad, Chhindwara, Duni, Hyderabad, Pune

\*\* To be decided

## 5. Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards, version 2.1\*.

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

\* <http://www.iimahd.ernet.in/iprs/gallery/IPRSRevision2.1.pdf>

आर. भास्करन / R. Baskaran  
प्रभारी, स्थानन कार्यालय / In-Charge, Placement Office  
भारतीय प्रबंध संस्थान / Indian Institute of Management  
अहमदाबाद-380 015 / Ahmedabad-380 015

For the Indian Institute of Management, Ahmedabad

  
For CRISIL Limited, Mumbai