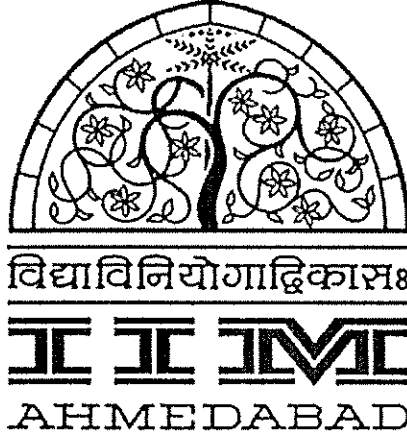


*Indian Institute of Management Ahmedabad*



*PGP Placement Report*

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*Summers 2014*

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Ref No: SN/SMER/IIMA/2014/32510

January 10, 2014

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

**Re: Audit of the Summer Internship Placement Report of the 2013-15 Post Graduate Programme in Management (PGP) programme**

Dear Ma'am,

CRISIL has audited the placement report prepared by the Indian Institute of Management, Ahmedabad (IIM-A) for the summer internship placements of the 2013-15 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. The audit was conducted through an online platform. 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 received from recruiters.

Thank you,

Best regards,



Sachin Nigam  
President, Business Head - SME Ratings  
Tel: +91 22 3342 3415  
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## Overview

The Summer Internship Placement Process of the Postgraduate Programme in Management (PGP) batch of 2013-15 of Indian Institute of Management, Ahmedabad (IIM-A), was successfully completed in November 2013. The students of this batch will pursue their summer internships during April and May 2014.

Summer placements at IIM-A follow a cohort-cluster based approach in which firms offering similar roles are grouped into cohorts and a selected number of cohorts are invited to campus to carry out recruitments during a particular cluster.

### Classification by sector

A total of over 110 firms participated in the summer placement process, offering opportunities in various sectors and functions. The global investment banks that recruited students from the batch included Bank of America Merrill Lynch, Barclays, Citibank, Goldman Sachs, JP Morgan, Morgan Stanley, Nomura, Royal Bank of Scotland, Standard Chartered, and UBS. Banks and financial institutions such as Altisource-Ocwen, American Express, and World Bank also recruited from IIM-A.

Recruiters in the consulting space included global strategy consulting firms as well as niche consulting firms: AT Kearney, Accenture, Bain & Company, Booz & Company, McKinsey & Company, Parthenon, The Boston Consulting Group, among others. Among conglomerates, recruiters such as Aditya Birla Group, CK Birla, GE, Mahindra, and TAS recruited students for their management leadership programmes.

In the consumer goods and services sector, the list of recruiters included Airtel, Asian Paints, Hindustan Unilever, ITC, Johnson & Johnson, Mars, Mondelez, among others. Firms from the pharmaceutical sector such as Abbott, Boehringer Ingelheim, Cipla, and Dr. Reddy's offered roles across various functions. In the technology, Internet, and e-commerce sectors, the recruiters included Amazon, Flipkart, Google, Infibeam, Intel, Microsoft, Zovi, among others.

Students also chose to pursue internships in social and regulatory roles, and recruiters offering such roles included SEBI and Anandwan. A few students chose to intern with start-up firms that participated in the Entre Fair organised on campus on October 12, 2013.

### Classification by function

A job function refers to the descriptive title given to the professional role a candidate takes up on the job. The top three job functions were consulting (23.81 per cent), finance (20.9 per cent), and marketing/sales (18.78 per cent).

A significant number of finance roles were offered by BFSI firms. In addition, some fast-moving consumer goods (FMCG) companies and conglomerates also recruited for roles in corporate finance. Roles in marketing/sales were offered by firms belonging to the conglomerates, FMCG,



pharmaceutical, and technology sectors. Operations roles were offered by firms belonging to the FMCG, information technology, manufacturing, and pharmaceutical sectors.

#### **The IPRS Initiative**

The Indian Placement Reporting Standard (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 (<http://www.iimahd.ernet.in/iprs>) to know more about the Placement Reporting Standard.

## 1 Classification of entire placement pool

Categories	Number
1. Total batch strength	381*
1a. Students eligible to participate in Summer Placements	381
1b. Students not eligible to participate in Summer Placements	-
2. Students eligible to participate in Summer Placements	381
2a. Seeking internship through the Institute	378
2b. Not Seeking Internship through the Institute	3

Table 1.1: Classification of the entire placement pool

\*Note: Total batch strength includes 4 students pursuing a dual degree.

Nature of the internship	With Stipend	Without Stipend
Seeking internship through the institute	378	-
Not seeking internship through the institute	NA*	NA*

Table 1.2: Classification of internships based on stipend status

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

## 2 Sector-wise Classification

Sector	No. of Offers
Banking, Financial Services and Insurance (BFSI)	71
Conglomerates	46
Consulting	81
Consumer goods (FMCG)	50
Consumer Services	5
Engineering/Technology	4
Information Technology (IT)	29
Manufacturing	6
Media/Communications	5
Online Services	30
Pharmaceutical/Healthcare	14
Real Estate	4
Telecom	5
Others*	28
<b>Total</b>	<b>378</b>

Table 2: Classification of internships based on sector

\*Note: Others include Agri Inputs, Education Management, Human Resources (HR), Information Technology, Infrastructure, Payments Technology, Regulatory Body, Social Sector, Travel and Tourism and Travel Gear.

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भारतीय प्रबंध संस्थान / Indian Institute of Management  
अहमदाबाद - 380 015 / Ahmedabad - 380 015

For IIM, Ahmedabad



For CRISIL Limited, Mumbai



### 3 Function-wise Classification

Function	No. of Offers accepted
Business Development	12
Consulting	90
Finance	79
General Management	32
Marketing/Sales	71
Operations	6
Research & Advisory	7
Strategy	22
Supply Chain Management	9
Systems/ IT	13
Others*	17
To be decided**	20
<b>Total</b>	<b>378</b>

Table 3: Classification of internships based on function

\*Note: Others include Business analytics, CEO office - focused projects, Customer Engagement, Decision Analytics, E-Group, Fashion, Human Resources (HR), Innovation, Product Management and Product Management /Product Marketing.

\*\*To be decided implies that function related information was not available for 20 offers while preparing the report.

### 4 Location-wise Classification

#### 4.1 Global Classification

Locations	No. of Offers accepted
Americas	2
Europe	2
India	338
South East Asia	9
Western Asia	8
To be decided*	19
<b>Total</b>	<b>378</b>

Table 4.1: Classification of internships based on location

\*Note: To be decided implies that the locations can be either international or within India.



विक्टर परेरा/Victor Pereira  
नियोजन अधिकारी / Placement Officer  
नियोजन कार्यालय / Placement Office  
भारतीय प्रबंध संस्थान / Indian Institute of Management  
अहमदाबाद - 380015/Ahmedabad-380015

For IIM, Ahmedabad



For CRISIL Limited, Mumbai



#### 4.2 Indian Locations Classification

Indian Locations	No. of Offers accepted
Ahmedabad	8
Bangalore	19
Hyderabad	10
Mumbai	61
Mumbai/National Capital Region*	25
National Capital Region	29
Pune	7
Rest of India**	12
To be decided***	167
<b>Total</b>	<b>338</b>

Table 4.2: Classification of internships based on location within India

\*Note: Mumbai/National Capital Region implies that the final location will be either Mumbai or National Capital Region.

\*\*Note: Rest of India includes Bangalore/Chennai, Chandrapur, Chennai, Chennai/NCR Region, Goa, Hyderabad/NCR Region, Kolkata, Mumbai/Pune/NCR Region.

\*\*\*Note: To be decided implies that the domestic locations are not finalized for these data-points.

#### 5 Compliance statement

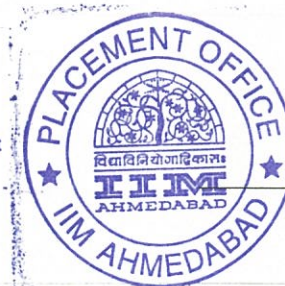
This placement report has been prepared as per the Indian Placement Reporting Standards (Revision 2.1).

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

Sl. No.	Deviation from the standards	Reason
1		

Table 5: List of Deviations from Standards with reasons for the same

  
**विकटर परेरा/Victor Pereira**  
 नियोजन अधिकारी / Placement Officer  
 नियोजन कार्यालय / Placement Office  
 भारतीय प्रबंध संस्थान / Indian Institute of Management  
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 For IIM, Ahmedabad



  
 For CRISIL Limited, Mumbai