

Ref No: BJ/ED/K.J.SOMAIYA/2024/CH1277
December 26, 2024

To,
The Director,
The Placement Office
K.J. Somaiya Institute of Management
Somaiya Vidyavihar University,
Vidya Vihar East, Mumbai-400077

Re: Placement Audit Report for the Master of Business Administration (MBA IMC) Program, 2020-22

Dear Sir,

CRISIL has audited the Placement Report prepared for K.J. Somaiya Institute of Management, Mumbai: final placements of students in the MBA IMC batch of 2020-22. CRISIL has validated the information provided in the report with the relevant documentation, and offers the following comments:

1. CRISIL has 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 2.2.
2. The validation of information presented in the report is based on communication received by KJ Somaiya Institute of Management from the recruiting companies. CRISIL has not independently sourced any information or documentation.
3. CRISIL has verified the information with respect to remuneration, job function and location presented in the report with communication received from recruiters.
 - a. The information has been categorized as best as possible under various salary heads according to IPRS Version 2.2; where break-up was not available, the salary has been considered only as 'Maximum earning potential'.
 - b. Proof of acceptance of the offers is indicated by students signing the offer letter. The acceptance of offer for 45 students out of 55 could not be verified.
4. The number of students opting out of the placement process and students on sabbatical has been established through written communication from the students/recruiting companies.

Thank You,

Best Regards,



Ms. Binaifer F. Jehani
Business Head- CRISIL MI&A - Assessments

CRISIL Limited

Corporate Identity Number: L67120MH1987PLC042363

CRISIL

An S&P Global Company



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

FINAL PLACEMENT

2020-22

MASTER OF BUSINESS ADMINISTRATION
IN INTEGRATED MARKETING
COMMUNICATIONS (MBA-IMC)

Contents

Classification of the Entire Graduate Pool.....	3
Key Highlights.....	4
Sectoral Highlights.....	5
Functional Highlights.....	6
Location Highlights.....	7
Salary details.....	8
Other details.....	15
Compliance Statement.....	16



Classification of the Entire Graduate Pool

The graduating class is categorized into three major groups:

- Graduates seeking placement through the institute
- Graduates not seeking placement through the institute
- Graduates who did not get placed

Table 1: Classification of the Entire Graduate Pool

Categories	Number
1. Sought placement through the institute	55*
2. Did not seek placement through the institute	
2a. Sabbatical	-
2b. Continuing education	-
2c. Postponing job search	-
2d. Entrepreneurship (Starting a new business)	-
2e. Returning to / joining family business	-
2f. Sought placement outside the campus placement process	4**
2g. Did not seek placements for other reasons	-
Total who did not seek employment through the institute	4
3. Number unplaced, if any	-
Total Graduates	59

*55 offer letters were available for verification out of the total final placement. However, salary breakup for 6 offer letters has not been shared to CRISIL. Among the total final placement offers, 01 was pre-placement offer. Further, CRISIL has obtained supporting documents for all 10 pre-placement offer.

**CRISIL has received mail confirmation for students who did not seek placement (04 offers) through the institute.



For K.J Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai



Key Highlights

MBA-IMC Program (2020-22 batch)



**Batch size
(59 students)**



**Highest Salary
(Rs 20.00 lakh)**



**Mean Salary
(Rs 10.50 lakh)**



**Number of
recruiters (30)**



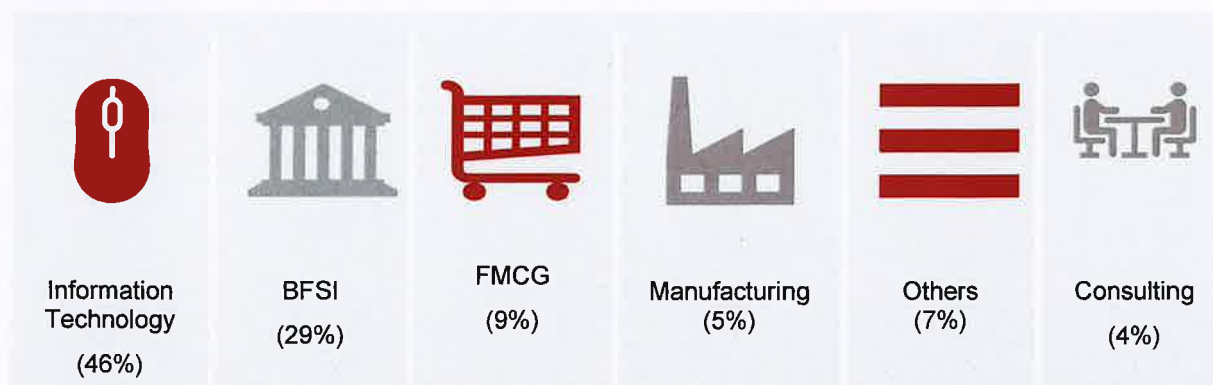
For K.J Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai



Sectoral Highlights



- Highest offers were made in Information Technology (IT) sector (46%).
- Others include offers from Travel & Tourism were 2%, Education 3% and Market Research 2%.

Sector-wise classification

The table below shows sector-wise break-up of the accepted offers.

Table 2: Classification of Placements Based on Sector

Sector	Number of Offers accepted
BFSI	16
Consulting	2
Consumer goods (FMCG)	5
Information Technology	25
Manufacturing	3
Others	3
Travel & Tourism	1
Grand Total	55



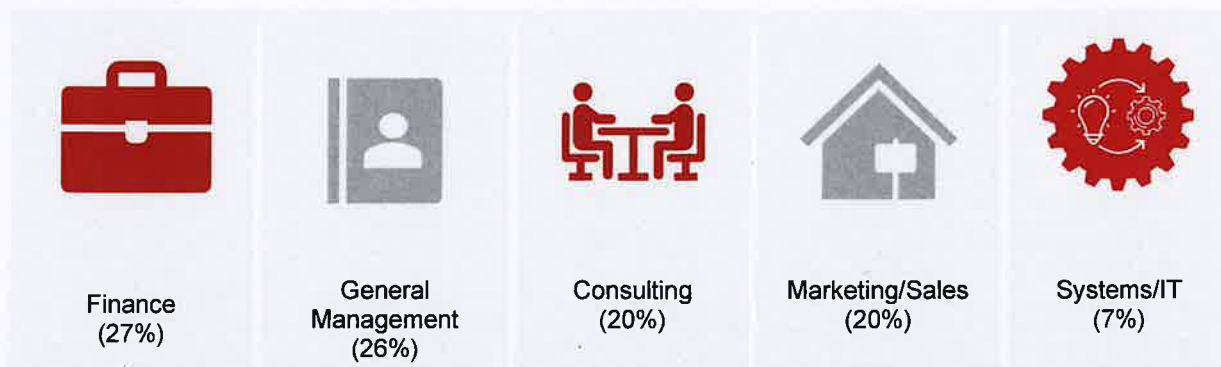
For K.J Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai



Functional Highlights



- Highest offers received for Finance (27%)

Function-wise classification

The table below shows function-wise break-up of the accepted offers.

Table 3: Classification of Placements Based on Function

Function	Number of Offers accepted
Consulting	11
Finance	15
General Management	14
Marketing/Sales	11
Systems/IT	04
Grand Total	55



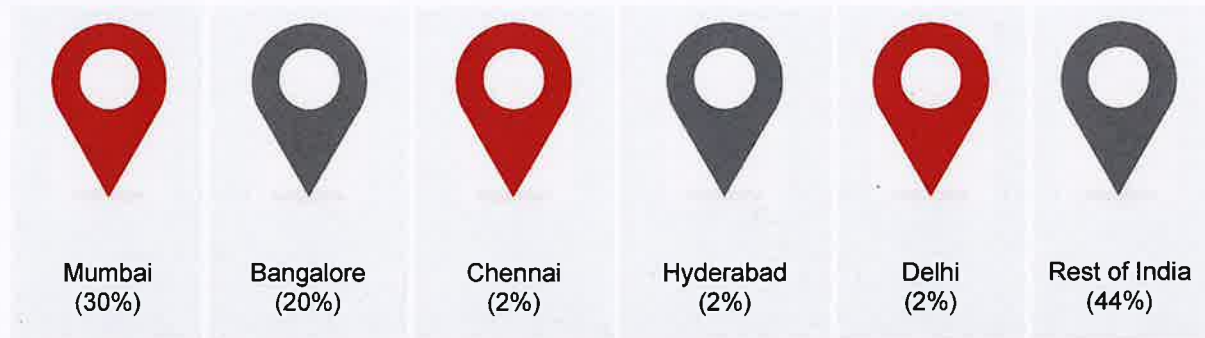
For K.J Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai



Location Highlights



- Highest offers received for Mumbai (30%) location.
- Rest of India (44%) includes offers for Pune (9%), Gurugram (4%), Noida (4%).
- 27% of letters with location details were not available and have been considered in Rest of India.

Location-wise classification

The table below shows location-wise break-up of the accepted offers.

Table 4: Classification of Placements Based on Location

Location	Number of Offers accepted
Bangalore	11
Chennai	01
Delhi	01
Hyderabad	01
Mumbai	17
Rest of India	24
Grand Total	55



For K.J Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai



Salary details

Salary Heads – Domestic (INR)

Table 5: Classification of Salary Components in INR

Salary Head (INR)	Min	Max	Median	Mean	Data
Total Fixed Salary	621071	1451371	793992	856353	55
One time Cash Payments	50000	200000	100000	120000	16
Total Guaranteed Cash Payments	624192	1578400	830232	891262	55
Performance linked compensation (max)	45915	600000	140262	161409	37
Other payments	21600	292653	52918	56927	48
Maximum Earning Potential (including non-cash, long term, and performance linked components)	689912	2000000	980006	1049528	55

Sector-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 6: Sector-wise Classification of Fixed Yearly Cash Component in INR

Fixed Yearly Cash Component (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	691104	1418400	795561	877556	16
Consulting	914765	944600	929682	929683	02
Consumer goods (FMCG)	621071	644196	623190	630745	05
Information Technology (IT)	624192	1378400	793992	848416	25
Manufacturing	850000	954400	856459	886953	03
Others	644404	1300008	778400	907604	03
Travel & Tourism	1451371	1451371	-	-	01



he

For K.J. Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai

Table 7: Sector-wise Classification of Onetime Cash Payments in INR

One time Cash Payments (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	160000	200000	200000	186667	06
Consulting	-	-	-	-	-
Consumer goods (FMCG)	50000	50000	50000	50000	03
Information Technology (IT)	50000	100000	100000	91667	06
Manufacturing	100000	100000	-	-	01
Others	-	-	-	-	-
Travel & Tourism	-	-	-	-	-

Table 8: Sector-wise Classification of Total Guaranteed Cash Payments in INR

Total Guaranteed Cash Payments (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	700000	1578400	819336	947556	16
Consulting	914765	944600	929682	929683	02
Consumer goods (FMCG)	644196	673190	671071	660745	05
Information Technology (IT)	624192	1378400	850000	870416	25
Manufacturing	850000	1054400	856459	920286	03
Others	644404	1300008	778400	907604	03
Travel & Tourism	1451371	1451371	-	-	01

Table 9: Sector-wise Classification of Performance Linked Compensation in INR

Performance Linked Compensation (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	55000	210000	70000	105999	11
Consulting	100000	250000	175000	175000	02
Consumer goods (FMCG)	54600	75000	75000	66840	05
Information Technology (IT)	16016	600000	110262	202462	15
Manufacturing	135000	150000	142500	142500	02
Others	300000	500004	400002	400002	02

For K.J Somaiya Institute of Management, Mumbai

For CRISIL Limited, Mumbai



Travel & Tourism	-	-	-	-	-
------------------	---	---	---	---	---

Table 10: Sector-wise Classification of Other Payments in INR

Other Payments (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	33600	144736	57719	58868	13
Consulting	33800	85235	59517	59518	02
Consumer goods (FMCG)	38304	76367	74248	60718	05
Information Technology (IT)	21600	292653	52294	58804	22
Manufacturing	45600	53540	49570	49570	02
Others	21600	45508	21600	29569	03
Travel & Tourism	63029	63029	-	-	01

Table 11: Sector-wise Classification of Maximum Earning Potential Cash Component in INR

Maximum Earning Potential (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	830232	1794632	907929	1068261	16
Consulting	1100000	1228400	1164200	1164200	02
Consumer goods (FMCG)	737100	822438	822438	788303	05
Information Technology (IT)	800000	2000000	980006	1043641	25
Manufacturing	1000000	1100000	1044999	1048333	03
Others	689912	1821612	1100000	1203841	03
Travel & Tourism	1514400	1514400	-	-	01




For K.J. Somaiya Institute of Management, Mumbai




For CRISIL Limited, Mumbai

Function-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 12: Function-wise Classification of Fixed Yearly Cash Component in INR

Fixed Yearly Cash Component (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	624192	944600	836499	768369	11
Finance	644196	1155264	791683	775097	15
General Management	621071	1418400	778400	889249	14
Marketing/Sales	682856	1451371	856459	1004748	11
Systems / IT	644196	1175000	850000	879799	04

Table 13: Function-wise Classification of Onetime Cash Payments in INR

One time Cash Payments (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	50000	100000	100000	90000	05
Finance	200000	200000	200000	200000	03
General Management	50000	160000	50000	94000	05
Marketing/Sales	100000	200000	100000	133333	03
Systems / IT	-	-	-	-	-

Table 14: Function-wise Classification of Total Guaranteed Cash Payments in INR

Total Guaranteed Cash Payments (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	624192	1030624	850000	809278	11
Finance	644196	1155264	808440	815097	15
General Management	671071	1578400	778400	922821	14
Marketing/Sales	682856	1451371	977132	1041111	11
Systems / IT	644196	1175000	850000	879799	04


For K.J. Somaiya Institute of Management, Mumbai




For CRISIL Limited, Mumbai



Table 15: Function-wise Classification of Performance Linked Compensation in INR

Performance Linked Compensation (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	140262	250000	140262	162210	05
Finance	54600	210000	69996	98857	09
General Management	75000	160000	95000	103500	10
Marketing/Sales	45915	600000	166600	278613	09
Systems / IT	54600	317250	178500	182213	04

Table 16: Function-wise Classification of Other Payments in INR

Other Payments (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	33800	121433	61242	62753	10
Finance	33600	144736	57719	57463	13
General Management	21600	85235	56232	52463	11
Marketing/Sales	21600	292653	33600	62054	10
Systems / IT	36000	50000	37152	40076	04

Table 17: Function-wise Classification of Maximum Earning Potential Cash Component in INR

Maximum Earning Potential (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	828762	1228400	892000	940057	11
Finance	689912	1456000	878112	924212	15
General Management	800000	1794632	860000	1037970	14
Marketing/Sales	1000000	2000000	1100000	1325481	11
Systems / IT	737100	1542250	1064500	1102088	04


For K.J Somaiya Institute of Management, Mumbai




For CRISIL Limited, Mumbai



Location-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 18: Location-wise Classification of Fixed Yearly Cash Component in INR

Fixed Yearly Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	621071	1378400	784800	836672	11
Chennai	793992	793992	-	-	01
Delhi	799440	799440	-	-	01
Hyderabad	778400	778400	-	-	01
Mumbai	623190	1451371	808440	868016	17
Rest of India	624192	1418400	785041.5	865330	24

Table 19: Location-wise Classification of Onetime Cash Payments in INR

Onetime Cash Payments (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	50000	200000	100000	100000	05
Chennai	-	-	-	-	-
Delhi	-	-	-	-	-
Hyderabad	-	-	-	-	-
Mumbai	50000	200000	100000	135714	07
Rest of India	50000	160000	130000	117500	04

Table 20: Location-wise Classification of Total Guaranteed Cash Payments in INR

Total Guaranteed Cash Payments (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	624192	1378400	875000	882127	11
Chennai	793992	793992	-	-	01
Delhi	799440	799440	-	-	01
Hyderabad	778400	778400	-	-	01
Mumbai	644404	1451371	915104	923898	17
Rest of India	624192	1578400	785041	884914	24

For K.J Somaiya Institute of Management, Mumbai

For CRISIL Limited, Mumbai



Table 21: Location-wise Classification of Performance Linked Compensation in INR

Performance Linked Compensation (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	45915	600000	100000	201419	09
Chennai	120000	120000	-	-	01
Delhi	-	-	-	-	-
Hyderabad	80000	80000	-	-	01
Mumbai	69996	250000	90000	112888	09
Rest of India	54600	500004	150000	173139	17

Table 22: Location-wise Classification of Other Payments in INR

Other Payments (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	21600	292653	64308	77415	09
Chennai	66014	66014	-	-	01
Delhi	33600	33600	-	-	01
Hyderabad	21600	21600	-	-	01
Mumbai	33600	144736	55629	58897	16
Rest of India	21600	121433	51146	48609	20

Table 23: Location-wise Classification of Maximum Earning Potential in INR

Maximum Earning Potential (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	822438	2000000	988795	1110264	11
Chennai	980006	980006	-	-	01
Delhi	833040	833040	-	-	01
Hyderabad	880000	880000	-	-	01
Mumbai	689912	1514400	1055048	1039095	17
Rest of India	737100	1821612	905859	1048061	24




For K.J Somaiya Institute of Management, Mumbai




For CRISIL Limited, Mumbai



Other details

Table 24: Details regarding Pre-Season Placement Offers

Sr. No.	Parameters	Number
1	Total Pre-Season Placement offers offered	01
2	Total Pre-Season Placement offers accepted	01

Note: Among the total final placement offer, 01 was pre-placement offer. Further, CRISIL has obtained supporting documents for all 10 pre-placement offer.

For K.J Somaiya Institute of Management, Mumbai

For CRISIL Limited, Mumbai



Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Version 2.2.



For K.J Somaiya Institute of Management, Mumbai



For CRISIL Limited, Mumbai

About CRISIL Limited

CRISIL is a leading, agile and innovative global analytics company driven by its mission of making markets function better. It is India's foremost provider of ratings, data, research, analytics and solutions with a strong track record of growth, culture of innovation, and global footprint.

It has delivered independent opinions, actionable insights, and efficient solutions to over 100,000 customers through businesses that operate from India, the US, the UK, Argentina, Poland, China, Hong Kong, UAE and Singapore.

It is majority owned by S&P Global Inc, a leading provider of transparent and independent ratings, benchmarks, analytics and data to the capital and commodity markets worldwide.

For more information, visit www.crisil.com

Connect with us: [LINKEDIN](#) | [TWITTER](#) | [YOUTUBE](#) | [FACEBOOK](#) | [INSTAGRAM](#)

About CRISIL Market Intelligence & Analytics

CRISIL Market Intelligence & Analytics, a division of CRISIL, provides independent research, consulting, risk solutions, and data & analytics. Our informed insights and opinions on the economy, industry, capital markets and companies drive impactful decisions for clients across diverse sectors and geographies.

Our strong benchmarking capabilities, granular grasp of sectors, proprietary analytical frameworks and risk management solutions backed by deep understanding of technology integration, make us the partner of choice for public & private organizations, multi-lateral agencies, investors and governments for over three decades.

CRISIL Privacy Notice

CRISIL respects your privacy. We may use your personal information, such as your name, location, contact number and email id to fulfil your request, service your account and to provide you with additional information from CRISIL. For further information on CRISIL's privacy policy please visit www.crisil.com/privacy

Disclaimer

This Report is based on data publicly available or from sources considered reliable. CRISIL SME Solutions, a division of CRISIL Limited ("CRISIL"), does not give any guarantee on the accuracy or completeness of the Report and hence, it should not be relied upon, as such. This Report will not be kept under surveillance. Opinions expressed herein are our current opinions as on the date of this Report. Nothing in the Report constitutes investment, legal, accounting or tax advice or any solicitation, whatsoever. The subscriber/ user assumes the entire risk of any use made of this data/ Report. CRISIL especially states that, it has no liability (financial or otherwise) whatsoever, to the subscribers/ users of this Report.

The Report is for use within the jurisdiction of India only. Nothing in this Report is to be construed as CRISIL providing, or intending to provide, any services in other jurisdictions where CRISIL does not have the necessary permissions and/ or registration to carry out its business activities. The user will be solely responsible for ensuring compliance for use of the Report, or part thereof, outside India.

CRISIL SME Solutions, operates independently of, and does not have access to information obtained by CRISIL Ratings Limited and/ or CRISIL Risk and Infrastructure Solutions Limited (CRIS), which may, in their regular operations, obtain information of a confidential nature. The views expressed in this Report are that of CRISIL SME Solutions, and not of CRISIL Ratings Limited or CRIS. CRISIL or its associates may have other commercial transactions with the company/entity.