



Indian Institute of Management Lucknow

IPMX Placement: 2011-12

The fourth batch of IIM Lucknow's *International Programme in Management for Executives (IPMX)*, a full time, residential, one year MBA programme, graduated on March 17, 2012. IIM Lucknow conducts this programme at its second campus in Noida, national capital region. The institute has designed this unique Executive MBA programme taking into account the industry need for middle and senior level managers at various functional and strategic levels. The programme aims at preparing corporate executives and catapulting them into the league of successful business leaders who can take on the mantle in the dynamic business environment.

IPMX batch of 2012 had 67 students, representing diverse backgrounds such as IT, Telecom, FMCG, Infrastructure, Power, Real Estate, Media, Healthcare, Civil Services, Education, Automotive and Banking & Finance. Even with a 40% larger batch than the last year, class received an overwhelming response from the industry for placements this year. The rolling recruitment process that started in November 2011 saw an enthusiastic participation from an array of companies from industries such as Consulting, Telecom, IT / ITeS, E-commerce, Manufacturing, Healthcare and BFSI. The class mood was upbeat and buoyant with continuous participation of companies.

Besides the regular recruiting partners, many new companies participated in the process this year, some of which were *Deloitte, KSA Technopak, Ericsson, Tata Motors, Zee News, GE India, Godrej, Microsoft, Tech Mahindra, Cognizant, Snapdeal and iCreate Software*. Diversity amongst the participating companies and the roles being offered witnessed a substantial increase. Students were offered strategic management positions such as *AVPs, DGMs Principal / Sr. consultants, Managers* and offers ranged in mid to senior level management roles across different functions. Placements witnessed an upward trend in terms of roles and compensation being offered. Students received offers in their desired roles, with some students also receiving multiple job offers. 5 students could not get placement during the placement season as they looked for right fit due to personal, location or experience specific reasons. The Institute continues to support these students to find a better fit beyond the regular placement process.

Recruiters found IPMX programme to be of great help in meeting their middle and senior management level hiring needs. They appreciated IIML's ground breaking move to set up second campus at Noida and bringing IIML's longstanding pedigree closer to the industry. Also, this proximity helps organizations in conducting recruitment process tailored to the uniqueness of its requirement.

Prof. Rajeev Kumra, Co-chairperson Placement further elucidates that *"To make this happen, IPMX placement committee took lot of innovative and radical initiatives with active involvement of recruiters in all phases. I feel that there is a need to convey the value proposition which*

courses like IPMX can bring to the table. In view of this, we conducted a Pan India Outreach programme this year, which was intended to bring recruiters and institute closer. I heartily thank all our industry partners for their confidence in the IPMX batch and their co-operation. We are very happy to see that class of 2012 received an excellent response from the industry. Not only diversity in participating companies has increased, but also the quality of roles and compensation has improved. We intend to keep this momentum going and are committed to cater to the burgeoning demand for quality management professionals at middle and senior level management.”