

PGP FINAL PLACEMENTS 2012

IIM AHMEDABAD



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Ahmedabad

The placement process for the graduating batch of the Post Graduate Programme (PGP) in Management at IIM Ahmedabad has been successfully completed. Students were able to secure jobs in sectors of their choice despite the slightly adverse market conditions, which is reflective of the quality of students and the robust nature of the placement process followed at IIM Ahmedabad, favourable to both students and recruiters.

Placement process

The placement process was conducted in two stages. The first was the laterals process where firms interviewed students with work experience and offered them mid-level positions. The next was the final placement process which was conducted in the cohort system introduced by IIM Ahmedabad in 2010 and followed since. The feedback from recruiters regarding the process was uniform and that they were extremely happy with the process. IIMA will continue to reengineer the placement process to align with the needs of both the student and the recruiter community. In addition to the regular offer system, IIMA also continued with its tradition of allowing its students to play a “dream” on any firm of their choice even when they held an offer in hand, providing a lot of freedom to students and helping them build careers in sectors of their preference.

Laterals process

With more than 40% of the batch eligible, there was a thrust on lateral placements to ensure that students could leverage their experience to the hilt. Firms like Amazon, Deloitte, Aditya Birla Group, Siemens and Microsoft were some of the recruiters who made offers to students during the laterals process this year.

Sectoral overview

Despite adverse market conditions, IIM Ahmedabad did not witness a hiring freeze from any sector. Barclays Capital, Deutsche Bank, Goldman Sachs, Morgan Stanley, Citibank and Nomura were some of the investment banks that recruited students from the batch of 2010-12. Other banks and financial institutions such as RBI, Yes Bank, DBS, Axis Bank also recruited a significant number of students this year. Consulting companies recruited in large numbers in both the finals and laterals processes. The recruiters in the consulting space included Boston Consulting Group, McKinsey & Company, Bain & Company, Oliver Wyman, Opera Consulting, AT Kearney, Booz and Company, Accenture and Deloitte. A large number of students took up roles in Sales and Marketing in various companies such as HUL, P&G, Kraft, Nestle, Airtel and Supermax. General Management profiles were offered to students by TAS, Aditya Birla Group, RPG Group and Ingersoll Rand among others. Several e-commerce companies such as Zynga, yebhi.com, redbus and InfoEdge recruited students for roles in product development, marketing and general management.

Top recruiters

More than 120 firms participated in the placement process in 2012 including the laterals process. In terms of volume, IBM was the top recruiter across clusters having picked 21 students from the campus. Of the top global consulting firms, Boston Consulting Group recruited 17 students and McKinsey & Company recruited 9 students. Accenture recruited 14 students which included offers made through the Laterals process. Among global investment banks, the Royal Bank of Scotland recruited 11 students for various roles in several international locations and was the largest recruiter in this cohort. In the FMCG cohort, first time recruiter Supermax made the highest number of offers and recruited 14 students, while global major Proctor and Gamble recruited 7 students. Among other firms participating in the process, Bharti Airtel recruited 11 students for a number of roles and EXL Service recruited 9 students from the campus.

Entrepreneurship

IIM Ahmedabad has always encouraged students to take up entrepreneurship as a career and this year, six students opted out of the placement process to start their own ventures. The start-ups include a social venture to make elderly people financially self sufficient, a service to provide doctors and medicines at one's doorstep, and an information security consulting firm. In line with its culture of fostering entrepreneurship, IIMA offers a placement holiday to its students wherein they will be allowed to participate in placements in one of the next two years in the event that their venture does not work out.

Prof. Saral Mukherjee, the Chairman of the Placement Committee, IIM Ahmedabad said, “This year, a lot of apprehension had been expressed in the media about the impact of recessionary conditions on Final Placements. We have not witnessed any decrease in the demand for high quality management graduates”.

Ravish Kumar, the Recruitment Secretary of IIM Ahmedabad said, “We are very happy with the way placements progressed despite the tough market conditions. Students were able to choose from a wide range of opportunities, and recruiters were very impressed with the quality of students. As always, our focus was on achieving the right fit between candidates and firms. Consulting firms, FMCG companies and e-commerce enterprises were the major recruiters in this year's final placements”.

Further details about the placement process including details about compensation will be released in an audited report, as per the Indian Placement Reporting Standards (IPRS), introduced by IIMA in an effort to bring about greater transparency in B-school placements across the country. The report will be available after the audit process by the external agency (CRISIL) is complete, and will be uploaded on the official website.