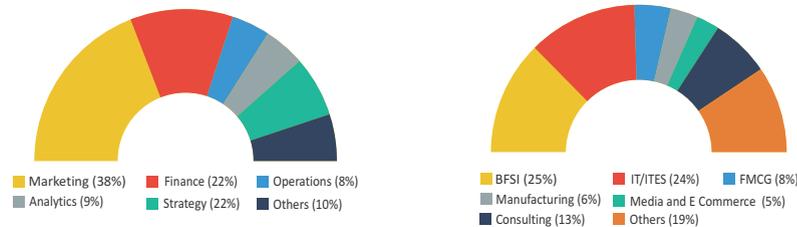


# PLACEMENT REPORT

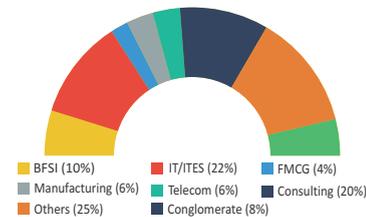
## 2014

Major first time recruiters offering niche profiles included the likes of Apps Daily, Arvind Mills, Britannica, Lava International and Pernod Ricard among others.



The major recruiters for the students of PGP-HRM offered roles in Corporate HR, HR Consulting and Industrial Relations. These included companies from varied sectors such as Automobile, Banking and Financial services, Consumer Durables, FMCG, Fashion & Lifestyle, HR & Strategy Consulting and Telecommunications.

Major recruiters included Aditya Birla Group, Airtel, Asian Paints, Atkins, Axis Bank, Cognizant, Deloitte, Ernst Young, Hero Motocorp, ICICI, Idea, Mahindra Comviva, People Strong, Philips, Powergrid, Reckitt Benckiser, Reliance Industries Limited, Right Management, RITES, RPG, Tata Motors, Tata Steel, Vodafone and Wipro among others.



	PGPM	PGP-HRM	PGP-IM
No. of Students	231	61	29
Number of Companies	125	40	17
Average Compensation (INR)	14.74 LPA	13.43 LPA	13.10
LPA Highest Compensation (INR)	23.36 LPA	23.1 LPA	22.3 LPA

\*Average International Compensation offered was INR 32 Lakhs per annum

### For the Alma Mater:

Our alums are our assets and this was truly evident in the placement season. MDI's alumni extended wholehearted support and evinced the importance of their Alma Mater to them. Regular motivation and support of alumni ushered a sense of confidence in participants and guided them in the desirable direction. The involvement of alumni not only brought some of the best brands to campus but also was instrumental in ensuring a smooth placement season.



## Introduction:

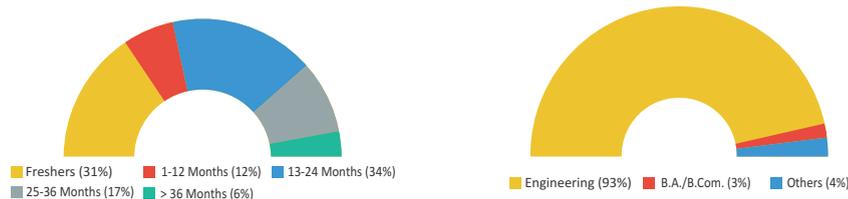
AtMDI fortified its position as one of the finest business schools of the country as it completed its Final Placement for the batch of 2012-14 with a flourish. The total number of students who took part in the process was 321, with 231 from the flagship PGPM course, 61 from the PGP-HRM course, and 29 from the PGP-IM program. While 47 students accepted Pre-Placement Offers from their Summer Internship Organizations, 11 students opted out of the Placement Process and decided to take the entrepreneurial path.

Having raised its benchmark, MDI maintained its trust with the regular recruiters, who yet again showed immense faith in the students for building future leadership. There was a substantial rise in the number of offers made by each company and the average compensation saw a significant increase of 12.8% over the last year. More heartening was the addition of more than 50 new recruiters, who trusted the quality of students, sensing a potential value-addition to their respective firms and recruited in large numbers offering exciting profiles.

Niche profiles like media and advertising, fashion and lifestyle, digital marketing, analytics, mobile apps marketing and crowd sourcing were offered in line with the changing trends. Many students preferred to further develop their entrepreneurial skills by opting for start-ups over other companies.

## Batch Profile:

The Class of 2014 consists of an eclectic mix of students from diverse educational backgrounds, with close to 7% of them coming from non-engineering backgrounds like Arts, Commerce, Economics, Fashion Technology, Pharmacy, Psychology and Science.



Although the batch primarily consists of people with a prior work experience in varied domains like IT/ITES, Manufacturing, Oil & Gas, Power, Consulting, Banking and Analytics, It also consists of an ideal number of fresh graduates, bringing in the much coveted diversity in perception and insight.

## Placements at a Glance

Sales & Marketing continued to be the most preferred profile with 38% of the students from PGPM & PGPIM course accepting profiles in S&M. The FMCG sector has continued

its strong association with MDI over the years and this year was no different. In addition, this year saw increasing participation from other sectors like Telecom, Banking and E-commerce. Airtel, American Express, Asian Paints, Castrol, Coca-Cola, Colgate-Palmolive, Dabur, Emami, Flipkart, Godrej, Henkel, Idea, Interglobe, JSPL, Maruti Suzuki, PepsiCo, Pernod Ricard, Pidilite, Procter & Gamble, Raymonds, Reckitt Benckiser, RedBull, Samsung, Schneider Electric, Tata Motors, Tata Steel, Times OOH and Vodafone among others offered roles in Sales and Marketing functions.

Despite the economic slowdown, Finance companies trusted the quality of students and made large number of offers. The domain was led by renowned multinational financial firms like American Express, Axis Bank, Citibank, GE Caps, Goldman Sachs, HSBC, ICICI, JP Morgan, Magma FinCorp, Nomura, Religare, RBS, SBI Capital Markets, Syngenta among many others. The offers were made for roles in Investment Banking, Wholesale Banking, Retail Banking, Equity Research, Asset Management, Treasury, Corporate Finance and Risk Management.

The Consulting domain saw participation from consulting majors such as Accenture Management Consulting, Avalon Consulting, Boston Consulting Group, Bristlecone, Cognizant Business Consulting, Deloitte US India, Everest Group, KPMG, MEC Intelligence, Michael Page, PwC and Technopak. IT consulting domain saw representation from Accenture, HCL, IBM, Infosys, MAQ Software, Mckinsey, Mindtree, TCS and Wipro.

In addition, this year also saw a marked increase in the number of students showing interest in the domains of Analytics, Product Development and Retail with Boston Analytics, Dell, Genpact and Google making huge number of offers. As a reflection of the tremendous growth in the sector, e-commerce majors like eBay, Flipkart and Jabong offered various profiles.

General Management roles were offered by major recruiters like Cipla, Lava International, NIIT Technologies, Reliance Industries Limited, RPG and Trident Group. The Healthcare sector was strongly represented by participation from majors like Cipla, DRL, Eli Lilly and Ranbaxy among others.

Number of companies offering the Operations and Supply Chain role also saw a substantial rise. The companies participating in the domain include the likes of Barclays, Dr Reddy's Laboratories, Intellicap, Jabong, RBS and Whirlpool.