



# **SUMMER PLACEMENT REPORT**

**2014-15**

# Summer Placement Report 2014-15

The Indian Institute of Management Kashipur is happy to release the summer internship report for the batch PGP 2014-16. In its fourth year of existence, the response from the industry has been phenomenal. In addition to the past recruiters, a host of new recruiters have come onboard to be associated with the institute. A total of 57 companies participated in the summer placement process this year extending 98 internship offers across various domains, profiles and geographies. This season also witnessed international placements where recruiters from overseas extended offers in Marketing and Operations domains.

30 First time recruiters which include  
**JSPL, Tata Steel, DuPont, Daikin, Larsen & Toubro,  
Volvo Eicher, J.Walter Thompson, RBL Bank,  
Bharti Axa Life Insurance among others**

In continuation with the trend companies like  
**Tolaram Group & Sharaf DG**  
expressed their interest for international placements

# Batch Demographics

Class size **114**

**44%** students with work experience

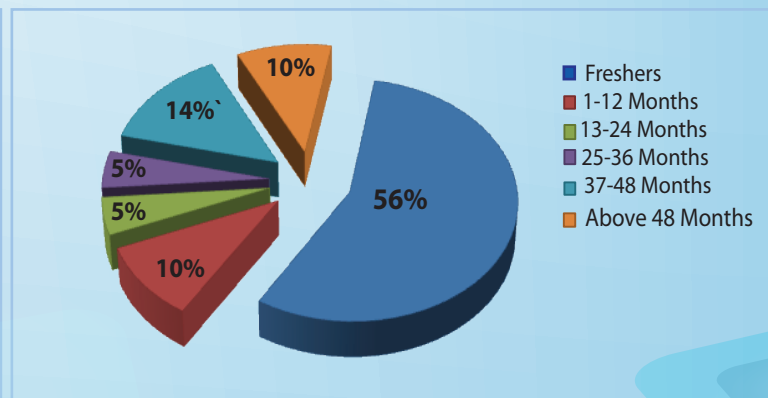
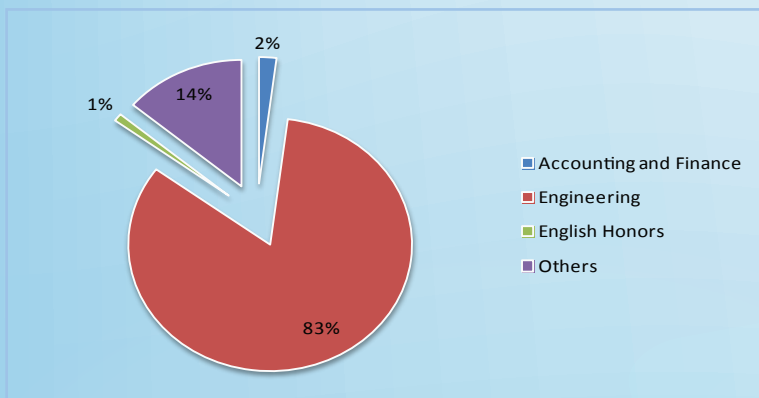
Average work experience **32.8** months

Undergraduate universities & colleges

*IITs, NITs, DTU, BIT Mesra, SRCC, St. Xaviers among other top campuses*

Previous Employers

*Amazon, Infosys, Cognizant, TCS, MuSigma, BHEL, Tata Motors, Tata Steel, Federal Bank, Samsung Electronics, Asian Paints among others*



Indian Institute of Management Kashipur

Bazpur Road, Kashipur, Udham Singh Nagar, Uttarakhand - 244713

Email: [placecomm@iimkashipur.ac.in](mailto:placecomm@iimkashipur.ac.in) | Ph: 05947-262136

<http://www.iimkashipur.ac.in>

## Marketing

Sales & Marketing emerged as the most sought after area with 55% of the batch opting for it. The profiles offered were Brand Management, B2B, E-Commerce, Market Research, Digital Marketing, Retail Marketing and Rural Marketing amongst many others. Students were also offered roles in niche profiles like Advertisement, Marketing Analytics & Media Marketing. The major recruiters in this domain were J. Walter Thompson, Emami, Emerson, Tata Steel, Volvo Eicher, JK Group, Tolaram Group, Sharaf DG, Hansa Customer Equity and Alliance Media Entertainment Ltd.

## Operations

The major recruiters in the domain were Bharti Axa Life Insurance, JSPL, Hero MotoCorp., India Smart Grid, Mobile Store, Lindstrom Services, & Sharaf DG. Students were offered profiles in Supply Chain management, Vendor Development, Logistics, Kaizen & Material Requirement Planning apart from conventional profiles.

## Finance

Finance domain witnessed new recruiters offering diverse profiles. Firms like ICICI Bank, RBL Bank, SS&C GlobeOp, Larsen & Toubro, Emerson, Varhad Capital & Arthashastra Financial Planners offered profiles like Corporate Banking, Risk Management, Project Finance, Business Valuation and Derivatives.

## HR

This year IIM Kashipur witnessed a good number of students showing interest in Human Resource Management domain and attracted major companies which include Bharti Axa Life Insurance, Suzlon Energy & Uttam Galva Steel among others.

## IT/Consulting

This year's process witnessed major firms offering profiles in IT & Consulting area like KPMG, Vernalis Business Consulting, Array Consulting, Explico Consulting, Mindspring Advisors, Innovative Incentives etc. The profiles offered were IT Consulting, Business Development, Strategy, etc.

## General Management

6% of the students opted for General Management roles and niche profiles in Institute, Building & Planning, CSR & Sustainability etc. Well-known recruiters like Pradan, Rakshak Foundation, Nextgen PMS, Indies Communication etc. extended offers in this domain.

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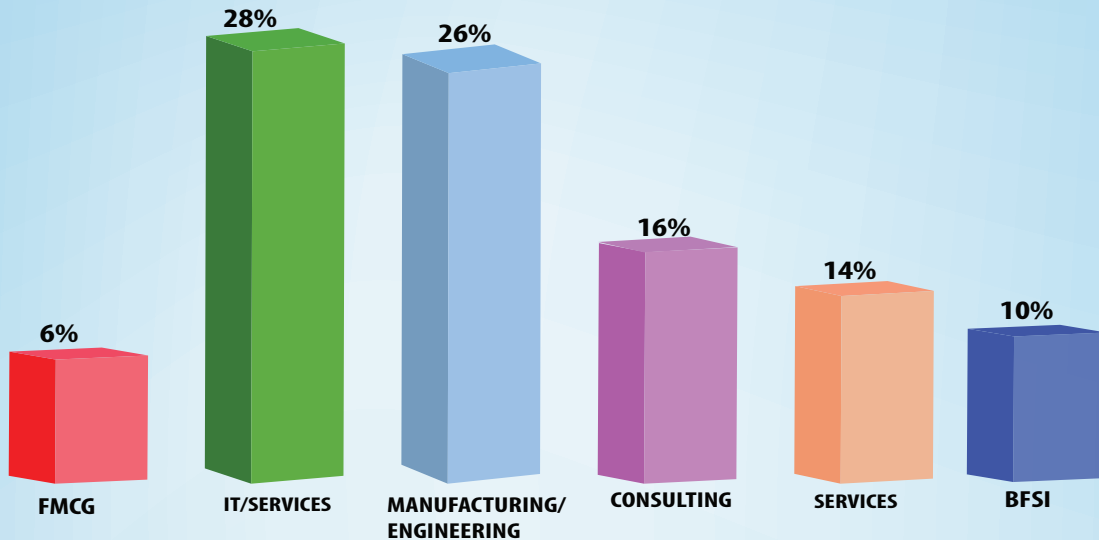
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## Recruiters Breakup

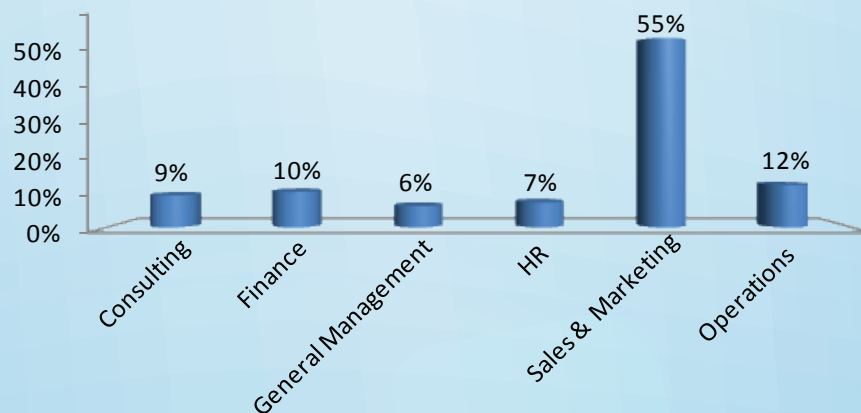
This year witnessed the participation of various esteemed recruiters from diverse sectors. Maximum number of recruiters came from Manufacturing & IT/Services followed by Consulting sector.



SECTORWISE BREAKUP SCENARIO

## Profiles Offered

Sales & Marketing emerged to be the most preferred choice of the students, with 55% of the batch opting for the same. Operations Management was the second most option followed by Finance.



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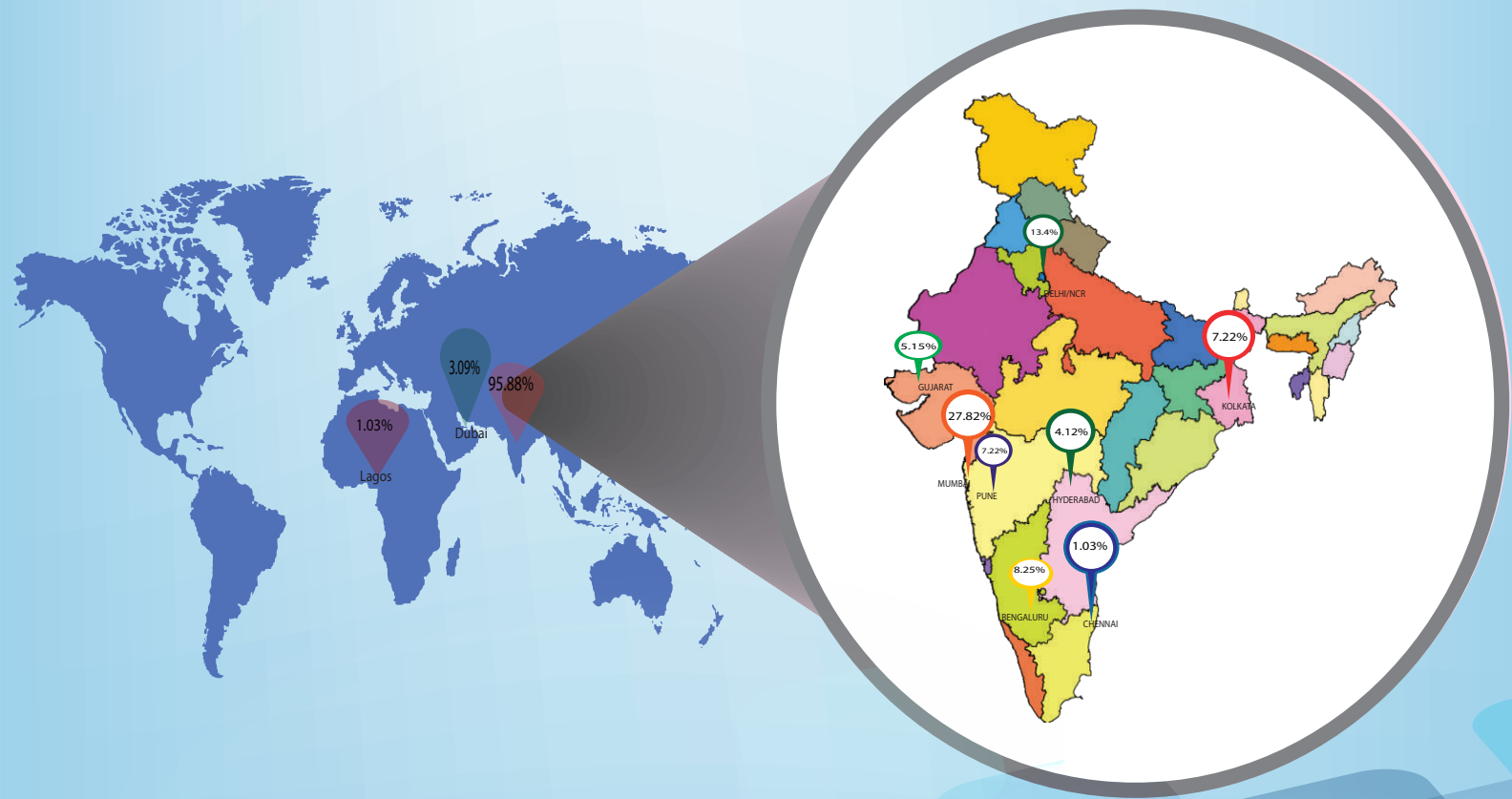
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## Placement Statistics

<b>Total Batch Size</b>	<b>114</b>
<b>Total Number of students seeking internship through institute</b>	<b>98</b>
<b>Total Number of students not seeking internship through institute</b>	<b>16</b>
<b>Internship with stipend offered</b>	<b>97</b>
<b>Internship without stipend</b>	<b>1</b>
<b>Total No. of Companies Participated</b>	<b>55</b>
<b>Maximum Domestic Package Offered</b>	<b>₹1,00,000.00</b>
<b>Maximum International Package Offered</b>	<b>₹2,72,000.00</b>
<b>Top 25%ile</b>	<b>₹ 83,000.00</b>
<b>Top 50%ile</b>	<b>₹ 60,500.00</b>



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## Summer Placements 2014-15 || List of Prominent Recruiters



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