



PGDM FINAL PLACEMENTS 2014

Ref No: SM/SMER/TAPMI/2015/57

February 25, 2015

The Chairman, Placement Office
T. A. Pai Management Institute
Manipal - 576 104
Karnataka, India

Re: Audit of the placement report of the 2012-14 post graduate diploma in management (PGDM) programme

Dear Sir,

We have audited the placement report prepared by T. A. Pai Management Institute, Manipal (TAPMI) for the final placements of the students of the 2012-14 batch of the PGDM programme. The placement report is the responsibility of TAPMI. CRISIL's responsibility is to validate the information provided in the report with the relevant documentation, and comment on the placement report's conformance with the Indian Placement Reporting Standards (IPRS) version 2.1.

In this context, CRISIL confirms the following:

1. For the purpose of the audit, we have obtained all the information and explanations, which to the best of our knowledge and belief were necessary. In our opinion, the placement report complies with the IPRS version 2.1.
2. The validation of information presented in the report is based on communication received by TAPMI from recruiting companies. In cases where the job location was not available, the same has been verified by TAPMI from the respective students, in line with the IPRS version 2.1. CRISIL has not independently sourced any information or documentation.
3. We have verified the information with respect to remuneration and job function presented in the report with communication received from recruiters. Information regarding compensation received from individual students has not been used.
 - a. Where details were not available through offer letters or other recruiter communication, the report considers the record as "To be decided".
 - b. The information has been categorised as best as possible under different salary heads as given in the IPRS version 2.1; where a break-up was not available, the salary has been considered only as 'Maximum earning potential'.
 - c. For one student, location was provided by the institute.
 - d. CRISIL has not been able to verify the acceptance of offer from two students.
 - e. CRISIL has not been able to verify one student opting out of placement process.
4. Four students conveyed their decision to opt out of the placement process through a personal letter addressed to the placement head, while one student communicated to the placement head through email his decision to do likewise. The institute does not maintain a formal sign-out form.

Thank you,

Best regards,

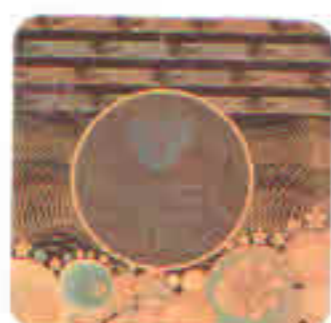


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CRISIL Limited

Corporate Identity Number: L67120MH1987PLC042363

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1. Classification of the Entire Graduate Pool

The graduating class is categorised into three major groups:

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

Categories	Number
1. Sought placement through the institute	283
2. Did not seek placement through the institute	
2a. Company-sponsored or already employed	
2b. Continuing education	
2c. Postponing job search	
2d. Entrepreneurship (Starting a new business)	
2e. Returning to/joining family business	
2f. Seeking placement outside the campus placement process	
2g. Not seeking placements for other reasons	5
Total who did not seek employment through the institute	5
3. Number unplaced, if any	-
Total Graduates	288

Table 1: Classification of the Entire Graduate Pool


For TAPMI, Manipal




For CRISIL Limited, Mumbai



2. Sector-wise classification

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

Sector	No of Offers accepted
BFSI	49
BPO / KPO	7
Business / Data Analytics	9
Consulting	46
Consumer Goods	15
IT/ITES	89
Manufacturing	24
Online Services	9
Pharmaceutical/Healthcare	9
Retail	5
Telecom	3
Others	7
International:	
Retail	4
Travel/Tourism	5
Others	2
Total	283

Table 2: Classification of Placements Based on Sector


For TAPMI, Manipal




For CRISIL Limited, Mumbai



3. Function-wise classification

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

Function	No of Offers accepted
Business Analyst	29
Consulting	66
Finance	18
Human Resources	13
Operations/Supply Chain	4
Sales & Marketing	55
System / IT	12
Others	3
Data not available	72
International:	
Operations/Supply Chain	3
Others	8
Total	283

Table 3: Classification of Placements Based on Function


For TAPMI, Manipal




For CRISIL Limited, Mumbai



4. Location-wise classification

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

Location	No of Offers accepted
Domestic	
Bengaluru	78
Chennai	26
Goa	5
Hyderabad	40
Indore	3
Kolkata	3
Manipal	3
Mumbai	47
NCR	14
Pune	10
Trivandrum	4
Rest of India	9
International	
Africa	3
Rest of Asia	8
Data not available	30
Total	283

Table 4: Classification of Placements Based on Location



For TAPMI, Manipal





For CRISIL Limited, Mumbai



5. Salary details

5.1 Salary Heads – Domestic (INR)

	Salary Head (INR)	Min	Max	Median	Mean	Data
A+B	Fixed Yearly Cash Component	3,23,760	12,54,669	6,76,800	6,83,637	253
C	One-time Cash Payment	30,000	1,75,000	50,004	88,029	71
A+B+C	Total Guaranteed Cash Component	3,23,760	12,54,669	6,92,128	7,06,957	253
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	5,29,998	14,55,552	8,50,000	8,54,029	272

Table 5: Classification of Salary Components in INR

5.2 Salary Heads – International (USD)

	Salary Head (USD)	Min	Max	Median	Mean	Data
A+B	Fixed Yearly Cash Component	24,000	74,990	74,990	56,898	7
C	One-time Cash Payment	-	-	-	-	-
A+B+C	Total Guaranteed Cash Component	24,000	74,990	74,990	56,898	7
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	24,000	74,990	40,899	49,270	10

Table 6 : Classification of Salary Components in USD

Conversion rate to USD as per www.bloomberg.com, mean Exchange rate as on December 2014

5.3 Salary Statistics at PPP (USD)

Salary Head (USD)	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	13,496	52,300	28,851	29,469	253
Non-INR salary (Total guaranteed cash component)	24,000	1,02,000	1,02,000	74,922	7
Combined INR and non-INR salary (Total guaranteed cash component)	13,496	1,02,000	29,038	30,693	260
INR salary (Maximum Earning Potential)	22,092	60,673	35,431	35,599	272
Non-INR salary (Maximum Earning Potential)	24,000	1,02,000	51,733	62,949	10
Combined INR and non-INR salary (Maximum Earning Potential)	22,092	1,02,000	35,431	36,569	282

Table 7: Classification of Salary Components in USD at PPP

PPP data as per <http://unstats.un.org/unsd/mdg/SeriesDetail.aspx?srid=699>

For TAPMI, Manipal



For CRISIL Limited, Mumbai



5.4 Sector-wise classification of salary

Others include sectors which do not fall into the given categories such as Conglomerate, Education, Engineering/Technology, Logistics and Media.

Note: The mean and median figures for one-time cash payments in the following sections are calculated only from offers that contain such payments, and are cited in order to indicate the industry benchmark.

5.4.1 Sector-wise classification of salary - Domestic (INR)

Fixed Yearly Cash Component (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	3,23,760	8,47,214	6,53,800	6,27,101	46
BPO / KPO	5,62,836	6,38,640	6,38,640	6,22,152	7
Business / Data Analytics	5,33,120	6,85,440	6,48,135	6,39,479	7
Consulting	5,00,000	9,70,000	7,45,000	7,55,377	43
Consumer Goods	5,35,716	9,17,038	6,89,950	6,99,872	14
IT/ITES	3,70,300	12,54,669	6,70,074	6,83,427	86
Manufacturing	4,75,200	8,13,660	5,81,625	6,28,656	21
Online Services	4,78,020	11,00,000	6,72,852	6,55,369	9
Pharmaceutical/Healthcare	4,80,000	10,05,480	7,68,442	7,77,394	8
Retail	5,87,699	8,46,126	5,87,699	6,91,070	5
Telecom	8,43,012	8,43,012	8,43,012	8,43,012	3
Others	5,34,756	9,15,800	7,36,876	7,31,077	4

Table 8: Sector-wise Classification of Fixed Yearly Cash Component in INR

One-time Cash Payment (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	50,004	1,75,000	50,004	67,861	14
BPO / KPO	-	-	-	-	-
Business / Data Analytics	-	-	-	-	-
Consulting	30,000	1,50,000	1,50,000	1,28,571	28
Consumer Goods	50,000	1,00,000	75,000	75,000	8
IT/ITES	50,000	50,000	50,000	50,000	17
Manufacturing	50,000	50,000	50,000	50,000	3
Online Services	1,00,000	1,00,000	1,00,000	1,00,000	1
Pharmaceutical/Healthcare	-	-	-	-	-
Retail	-	-	-	-	-
Telecom	-	-	-	-	-
Others	-	-	-	-	-

Table 9: Sector-wise Classification of One-time Cash Payment in INR

For TAPMI, Manipal

For CRISIL Limited, Mumbai

Total Guaranteed Cash Component (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	3,23,760	8,63,445	6,53,800	6,47,754	46
BPO / KPO	5,62,836	6,38,640	6,38,640	6,22,152	7
Business / Data Analytics	5,33,120	6,85,440	6,48,135	6,39,479	7
Consulting	5,00,000	10,79,268	8,63,712	8,35,609	43
Consumer Goods	5,35,716	10,17,038	7,65,200	7,42,729	14
IT/ITES	3,70,300	12,54,669	6,96,632	6,92,148	86
Manufacturing	4,75,200	8,42,846	5,81,625	6,31,037	21
Online Services	4,78,020	12,00,000	6,72,852	6,66,480	9
Pharmaceutical/Healthcare	4,80,000	10,05,480	7,68,442	7,77,394	8
Retail	5,87,699	8,46,126	5,87,699	6,91,070	5
Telecom	8,43,012	8,43,012	8,43,012	8,43,012	3
Others	5,34,756	9,15,800	7,36,876	7,31,077	4

Table 10: Sector-wise Classification of Total Guaranteed Cash Component in INR

Maximum Earning Potential Cash Component (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	5,73,006	9,95,088	8,40,000	8,04,069	49
BPO / KPO	6,75,000	7,93,184	7,93,184	7,53,249	7
Business / Data Analytics	6,50,000	9,00,000	7,32,310	7,65,179	9
Consulting	6,00,048	12,55,084	10,07,584	9,63,509	46
Consumer Goods	6,00,000	12,50,000	9,99,996	9,69,665	15
IT/ITES	5,29,998	14,55,552	8,00,016	8,30,586	89
Manufacturing	5,50,080	10,28,604	8,05,529	7,92,818	24
Online Services	7,00,016	13,10,000	9,00,008	8,78,899	9
Pharmaceutical/Healthcare	5,91,256	12,01,024	9,04,168	9,00,114	9
Retail	7,00,000	9,00,000	7,00,000	7,80,000	5
Telecom	9,99,996	9,99,996	9,99,996	9,99,996	3
Others	6,00,012	11,00,000	8,50,000	8,58,572	7

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


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



5.4.2 Sector-wise classification of salary – International (USD)

Fixed Yearly Cash Component (USD)					
Sectors	Min	Max	Median	Mean	Data
Retail	-	-	-	-	-
Travel/Tourism	50,327	74,990	74,990	70,058	5
Others	24,000	24,000	24,000	24,000	2

Table 12: Sector-wise Classification of Fixed Yearly Cash Component in USD

One-time Cash Payment (USD)					
Sectors	Min	Max	Median	Mean	Data
Retail	-	-	-	-	-
Travel/Tourism	-	-	-	-	-
Others	-	-	-	-	-

Table 13: Sector-wise Classification of One-time Cash Payment in USD

Total Guaranteed Cash Component (USD)					
Sectors	Min	Max	Median	Mean	Data
Retail	-	-	-	-	-
Travel/Tourism	50,327	74,990	74,990	70,058	5
Others	24,000	24,000	24,000	24,000	2

Table 14: Sector-wise Classification of Total Guaranteed Cash Component in USD

Maximum Earning Potential Cash Component (USD)					
Sectors	Min	Max	Median	Mean	Data
Retail	31,471	31,471	31,471	31,471	3
Travel/Tourism	50,327	74,990	74,990	70,058	5
Others	24,000	24,000	24,000	24,000	2

Table 15: Sector-wise Classification of Maximum Earning Potential Cash Component in USD


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



5.5 Function-wise classification of salary

Others include roles that do not fall into the given categories such as General Management.

Note: The mean and median figures for one-time cash payments in the following sections are calculated only from offers that contain such payments, and are cited in order to indicate the industry benchmark.

5.5.1 Function-wise classification of salary – Domestic (INR)

Fixed Yearly Cash Component (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	5,33,120	7,61,600	7,42,428	7,12,016	25
Consulting	5,28,420	12,54,669	7,34,156	7,41,608	64
Finance	5,44,164	8,47,214	6,73,104	6,54,069	17
Human Resources	4,78,020	8,57,412	6,07,208	6,41,855	12
Operations/Supply Chain	6,72,852	7,83,684	6,72,852	7,09,796	3
Sales & Marketing	3,23,760	11,00,000	6,38,640	6,32,731	54
System / IT	4,88,142	7,92,846	5,88,015	6,37,984	12
Others	5,75,000	7,47,300	6,13,320	6,45,207	3
Data not available	3,70,300	10,05,480	6,92,128	6,82,335	63

Table 16: Function-wise Classification of Fixed Yearly Cash Component in INR

One-time Cash Payment (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	50,000	50,000	50,000	50,000	13
Consulting	30,000	1,50,000	1,50,000	1,22,727	22
Finance	50,004	50,004	50,004	50,004	7
Human Resources	1,50,000	1,50,000	1,50,000	1,50,000	6
Operations/Supply Chain	-	-	-	-	-
Sales & Marketing	50,004	1,75,000	1,00,000	1,06,251	8
System / IT	50,000	50,000	50,000	50,000	4
Others	50,004	50,004	50,004	50,004	1
Data not available	50,000	1,00,000	50,000	55,001	10

Table 17: Function-wise Classification of One-time Cash Payment in INR


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



Total Guaranteed Cash Component (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	5,33,120	7,92,428	7,56,092	7,32,016	25
Consulting	5,28,420	12,54,669	7,59,676	7,83,795	64
Finance	5,44,164	8,47,214	7,23,108	6,74,659	17
Human Resources	4,78,020	10,07,412	6,07,208	7,04,355	12
Operations/Supply Chain	6,72,852	7,83,684	6,72,852	7,09,796	3
Sales & Marketing	3,23,760	12,00,000	6,38,640	6,48,472	54
System / IT	4,88,142	8,42,846	5,88,015	6,54,650	12
Others	5,75,000	7,97,304	6,13,320	6,61,875	3
Data not available	3,70,300	10,17,038	6,92,128	6,90,272	63

Table 18: Function-wise Classification of Total Guaranteed Cash Component in INR

Maximum Earning Potential Cash Component (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	6,25,000	10,40,000	8,50,000	8,23,610	29
Consulting	6,00,048	14,55,552	9,02,127	9,27,910	66
Finance	6,56,400	9,10,845	8,25,000	8,21,033	18
Human Resources	6,00,000	11,48,580	7,50,000	8,58,840	13
Operations/Supply Chain	8,50,000	9,00,008	9,00,004	8,87,504	4
Sales & Marketing	5,50,080	13,10,000	8,50,004	8,41,401	55
System / IT	6,00,000	9,24,995	7,50,000	7,75,627	12
Others	7,06,000	9,48,276	7,25,000	7,93,092	3
Data not available	5,29,998	12,50,000	8,26,000	8,29,332	72

Table 19: Function-wise Classification of Maximum Earning Potential Cash Component in INR


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



5.5.2 Function-wise classification of salary – International (USD)

Fixed Yearly Cash Component (USD)					
Functions	Min	Max	Median	Mean	Data
Operations/Supply Chain	-	-	-	-	-
Others	24,000	74,990	74,990	56,898	7

Table 20: Function-wise Classification of Fixed Yearly Cash Component in USD

One-time Cash Payment (USD)					
Functions	Min	Max	Median	Mean	Data
Operations/Supply Chain	-	-	-	-	-
Others	-	-	-	-	-

Table 21: Function-wise Classification of One-time Cash Payment in USD

Total Guaranteed Cash Component (USD)					
Functions	Min	Max	Median	Mean	Data
Operations/Supply Chain	-	-	-	-	-
Others	24,000	74,990	74,990	56,898	7

Table 22: Function-wise Classification of Total Guaranteed Cash Component in USD

Maximum Earning Potential Cash Component (USD)					
Functions	Min	Max	Median	Mean	Data
Operations/Supply Chain	31,471	31,471	31,471	31,471	3
Others	24,000	74,990	74,990	56,898	7

Table 23: Function-wise Classification of Maximum Earning Potential Cash Component in USD


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



5.6 Location-wise classification of salary

'Rest of India' includes locations Ahmedabad, Calicut, Chandigarh, Coimbatore, Dhar, Lucknow, Thrissur and Vijayawada.

Note: The mean and median figures for one-time cash payments in the following sections are calculated only from offers that contain such payments and are given in order to indicate the industry benchmark.

5.6.1 Location-wise classification of salary – Domestic (INR)

Fixed Yearly Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	3,70,300	12,54,669	7,04,200	7,25,251	72
Chennai	4,44,600	8,46,126	6,72,852	6,50,282	26
Goa	4,75,200	7,05,396	6,05,796	5,78,518	5
Hyderabad	5,15,748	10,05,480	6,97,278	7,10,948	40
Indore	4,96,680	5,44,164	4,96,680	5,12,508	3
Kolkata	6,35,121	7,42,428	6,73,104	6,83,551	3
Manipal	6,11,508	6,40,176	6,13,320	6,21,668	3
Mumbai	4,84,760	8,57,412	6,48,135	6,51,062	43
NCR	3,70,300	9,17,038	6,48,792	6,46,539	13
Pune	5,65,884	7,56,092	7,56,092	7,14,462	10
Trivandrum	5,61,420	5,88,015	5,88,015	5,81,366	4
Rest of India	3,23,760	8,43,012	5,26,973	5,32,895	8
Data not available	5,35,716	11,00,000	7,22,500	7,35,528	23

Table 24: Location-wise Classification of Fixed Yearly Cash Component in INR

For TAPMI, Manipal



For CRISIL Limited, Mumbai



One-time Cash Payment (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	30,000	1,75,000	1,25,000	1,06,750	20
Chennai	50,000	50,000	50,000	50,000	8
Goa	-	-	-	-	-
Hyderabad	50,000	1,75,000	1,50,000	1,33,824	17
Indore	-	-	-	-	-
Kolkata	50,000	50,004	50,002	50,002	2
Manipal	-	-	-	-	-
Mumbai	30,000	1,50,000	50,000	54,001	10
NCR	50,004	1,00,000	50,004	62,503	4
Pune	-	-	-	-	-
Trivandrum	-	-	-	-	-
Rest of India	-	-	-	-	-
Data not available	50,000	1,00,000	50,000	55,001	10

Table 25: Location-wise Classification of One-time Cash Payment in INR

Total Guaranteed Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	3,70,300	12,54,669	7,55,250	7,52,820	72
Chennai	4,78,020	8,46,126	6,72,852	6,65,667	26
Goa	4,75,200	7,05,396	6,05,796	5,78,518	5
Hyderabad	5,15,748	10,79,268	7,39,352	7,67,824	40
Indore	4,96,680	5,44,164	4,96,680	5,12,508	3
Kolkata	6,35,121	7,92,428	7,23,108	7,16,886	3
Manipal	6,11,508	6,40,176	6,13,320	6,21,668	3
Mumbai	4,84,760	10,07,412	6,48,135	6,63,620	43
NCR	3,70,300	10,17,038	6,48,792	6,65,771	13
Pune	5,65,884	7,56,092	7,56,092	7,14,462	10
Trivandrum	5,61,420	5,88,015	5,88,015	5,81,366	4
Rest of India	3,23,760	8,43,012	5,26,973	5,32,895	8
Data not available	5,35,716	12,00,000	7,45,000	7,50,745	23

Table 26: Location-wise Classification of Total Guaranteed Cash Component in INR


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



Maximum Earning Potential Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	5,29,998	14,55,552	9,05,265	9,17,882	78
Chennai	5,91,256	9,24,995	8,42,002	8,12,783	26
Goa	5,50,080	8,00,028	7,00,428	6,65,249	5
Hyderabad	5,73,006	12,31,080	8,63,052	9,03,715	40
Indore	6,04,680	7,30,020	6,04,680	6,46,460	3
Kolkata	8,11,029	9,08,008	8,63,052	8,60,696	3
Manipal	7,06,000	7,89,000	7,34,008	7,43,003	3
Mumbai	5,93,754	11,48,580	7,93,184	7,98,859	47
NCR	5,29,998	12,50,000	7,75,000	7,87,262	14
Pune	6,25,000	8,50,000	8,50,000	8,07,674	10
Trivandrum	7,00,000	7,50,000	7,50,000	7,37,500	4
Rest of India	6,00,000	11,01,288	7,95,180	8,35,877	9
Data not available	6,00,000	13,10,000	8,50,000	8,74,196	30

Table 27: Location-wise Classification of Maximum Earning Potential Cash Component in INR




For TAPMI, Manipal




For CRISIL Limited, Mumbai

5.6.2 Location-wise classification of salary – International (USD)

Fixed Yearly Cash Component (USD)					
Location	Min	Max	Median	Mean	Data
Africa	-	-	-	-	-
Rest of Asia	24,000	74,990	74,990	56,898	7

Table 28: Location-wise Classification of Fixed Yearly Cash Component in USD

One-time Cash Payment (USD)					
Location	Min	Max	Median	Mean	Data
Africa	-	-	-	-	-
Rest of Asia	-	-	-	-	-

Table 29: Location-wise Classification of One-time Cash Payment in USD

Total Guaranteed Cash Component (USD)					
Location	Min	Max	Median	Mean	Data
Africa	-	-	-	-	-
Rest of Asia	24,000	74,990	74,990	56,898	7

Table 30: Location-wise Classification of Total Guaranteed Cash Component in USD

Maximum Earning Potential Cash Component (USD)					
Location	Min	Max	Median	Mean	Data
Africa	31,471	31,471	31,471	31,471	3
Rest of Asia	24,000	74,990	74,990	56,898	7

Table 31: Location-wise Classification of Maximum Earning Potential Cash Component in USD


 For TAPMI, Manipal




 For CRISIL Limited, Mumbai



6. Other details

Sl. No.	Parameters	Number
1	Total Pre-Placement offers awarded	19
2	Total Pre-Placement offers accepted	19

Table 32: Details regarding Pre-Placement Offers (PPO)

7. Compliance statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Version 2.1.

The instances where the report deviates from the standards and the reasons for them are mentioned below:

Sl. No.	Deviation from the standards	Reason
1	-	-

Table 33: List of Deviations from Standards with reasons for the same


For TAPMI, Manipal




For CRISIL Limited, Mumbai

