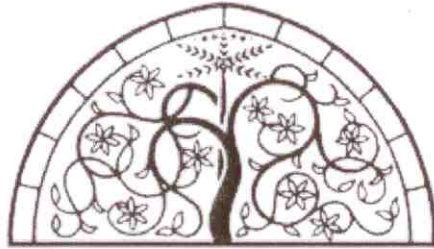


*Indian Institute of Management Ahmedabad*



विद्याविनियोगाद्विकासः

**I I IIM**

AHMEDABAD

*PGP Placement Report*

---

*Summers 2013*

---

Ref No: SM/SMER/IIMA/2013/578

January 15, 2013

Chairperson, The Placement Committee  
The Indian Institute of Management  
Vastrapur  
Ahmedabad – 380 015  
Gujarat

Dear Ma'am,

**Re: Audit of the Summer Internship Placement Report of the 2012-14 Post Graduate Programme (PGP) in Management**

We have audited the Placement Report prepared by Indian Institute of Management, Ahmedabad (IIMA) for the summer internship placements of the students of the 2012-14 batch of the PGP in Management. The Placement Report is the responsibility of IIMA. Our responsibility is to validate the information provided in the report with the relevant documentation, and comment on the Placement Report's conformance with Indian Placement Reporting Standards (IPRS).

In this context, we confirm 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 IPRS.
2. The validation of information presented in the report is based on communication received by IIMA from recruiting companies. CRISIL has not independently sourced any information or documentation.
3. We have verified the information with respect to job function and stipends presented in the report with communication received from recruiters. In some cases, CRISIL was not able to verify the internship location. In such cases, the information shared by students with the institute has been included in the report. Information on summer internship details from individual students has not been used.
4. The number of students opting out of the summer internship placement process has been established through written communication from the students who have opted out.

Thank you.

Best regards,



Sachin Nigam

Senior Director, SME Ratings

Tel: +91 22 3342 3415

Email: sachin.nigam@crisil.com



## Contents

Overview .....	3
1 Classification of the entire placement pool .....	5
2 Sector-wise Classification .....	5
3 Function-wise Classification .....	6
4 Locationwise Classification .....	6
4.1 Global Classification .....	6
4.2 Indian Locations Classification .....	6
5 Compliance statement .....	7

## List of Tables

Table 1.1: Classification of the entire placement pool .....	5
Table 1.2: Classification of internships based on stipend status .....	5
Table 2: Classification of internships based on sector .....	5
Table 3: Classification of internships based on function .....	6
Table 4.1: Classification of internships based on location .....	6
Table 4.2: Classification of internships based on location within India .....	6
Table 5: List of Deviations from Standards with reasons for the same .....	7

## Overview

The Summer Internship Placement process of the Post Graduate Programme in Management (PGP) at IIM Ahmedabad (IIMA) was conducted in the month of November 2012. This year, IIMA hosted over 120 recruiters from diverse sectors spanning Banking, Financial Services and Insurance (BFSI), Conglomerates, Consulting, Consumer Goods, Information Technology, Manufacturing, Media, Online Services, Pharma, Telecom and others. Students of the Class of 2014 will pursue their summer internships during the months of April and May 2013.

Summer Placements at IIMA follow a cohort-cluster based approach. Firms offering similar roles are categorized into cohorts. A selected number of cohorts are invited to campus to carry out recruitment processes during a given cluster.

### Classification by Sector

Amidst fears of an uncertain economic environment, the BFSI sector continued to be the largest recruiter, followed by the Consulting and Consumer Goods (FMCG) sectors.

In the BFSI sector, the placement process witnessed participation from several major global investment banks. Students were hired as interns across desks in different locations around the world. Major recruiters included Barclays, Citigroup, Credit Suisse, Deutsche Bank, Goldman Sachs, Morgan Stanley, Royal Bank of Scotland among others. The Royal Bank of Scotland made the largest number of offers in Cluster 1, followed by Goldman Sachs. BNP Paribas, Espirito Santo and some investment management and venture capital firms were among the new recruiters that recruited from IIMA this year.

In the Consulting sector, major global strategy consulting firms continued to hire from IIMA in large numbers. The Boston Consulting Group made the largest number of offers in Cluster 1, while McKinsey & Company and Accenture hired in double digits as well. Other prominent recruiters included AT Kearney, Bain & Company and Booz & Company. New recruiters included Alvarez & Marsal (who returned after a hiatus) and The Parthenon Group, which recruited from IIMA for the first time. Feedback Infra, Miebach Consulting, KPMG and PwC were among the other firms that recruited for consulting roles.

In the Conglomerates sector, regular recruiters such as Aditya Birla Group, TAS, Mahindra and Reliance recruited students for their flagship management leadership programmes. General Electric opened up roles in its prestigious Finance and Information Technology Leadership programmes at IIMA for the first time.

In the Consumer Goods (FMCG) sector, regular recruiters such as Hindustan Unilever, Procter & Gamble, Kraft, Coca-Cola, Pepsi and ITC among others recruited students for different roles. Nokia and Airtel were also among the list of prominent recruiters on campus.

Several recruiters from the Technology and Pharma/Healthcare sectors visited campus this year. Technology majors such as Amazon, Google, Microsoft and Yahoo! recruited from campus, and Amazon was the largest recruiter during Cluster 2. Abbott, GSK and Johnson & Johnson were among the Pharma/Healthcare companies that recruited students.

#### **Classification by Function**

The job function refers to the type of work that students will take up during their summer internships. The top three job functions were Finance (25.5%), Consulting (22%) and Marketing/Sales (19.5%).

Firms belonging to the BFSI sector offered a large proportion of all available Finance roles. In addition, some Consumer Goods (FMCG) companies and conglomerates recruited for roles in corporate finance. Roles in Marketing/Sales were offered by firms belonging to the Consumer Goods (FMCG), Conglomerates, Technology and Pharma sectors. Operations roles were offered by firms belonging to the Consumer Goods (FMCG), Information Technology, Manufacturing and Pharma sectors.

Some IIMA students expressed interest to explore non-conventional roles in sectors of their choice. These roles included those with the Securities and Exchange Board of India (SEBI), Clinton Health Access Initiative, Bihar Rural Livelihoods Project and the World Bank.

#### **The IPRS Initiative**

The Indian Placement Reporting Standard (IPRS) is an initiative that aims to provide transparency and authenticity in placement reporting across B-Schools, through the means of audited placement reports. Please visit the IPRS website (<http://www.iimahd.ernet.in/iprs>) to know more.

IIM Ahmedabad would like to thank all its recruiters for their participation in this year's placement process and their cooperation with the IPRS initiative.

## 1 Classification of the entire placement pool

Categories	Number
1. Total batch strength	388*
1a. Students eligible to participate in Summer Placements	388
1b. Students not eligible to participate in Summer Placements	-
2. Students eligible to participate in Summer Placements	388
2a. Seeking internship through the Institute	381
2b. Not Seeking Internship through the Institute	7

Table 1.1: Classification of the entire placement pool

\* Note: Total batch strength includes 5 students pursuing a dual degree

Nature of the internship	With Stipend	Without Stipend
Seeking internship through the institute	381	-
Not seeking internship through the institute	NA*	NA*

Table 1.2: Classification of internships based on stipend status

\*Note: Data not available for students who are not seeking internship through the institute

## 2 Sector-wise Classification

Sector	No. of Offers accepted
Banking, Financial Services and Insurance (BFSI)	93
Conglomerates	37
Consulting	86
Consumer goods (FMCG)	44
Information Technology (IT)	35
Manufacturing	16
Media/Communications	10
Online Services	12
Pharmaceutical/Healthcare	14
Telecom	9
Others	25
<b>Total</b>	<b>381</b>

Table 2: Classification of internships based on sector




For IIM, Ahmedabad  
**प्रवीण जी. क्रिश्चियन**  
**Pravin G. Christian**  
 नियुक्ति अधिकारी  
**Placement Officer**




For CRISIL Limited, Mumbai

### 3 Function-wise Classification

Function	No. of Offers accepted
Business Development	16
Consulting	84
Finance	98
General Management	28
Marketing/Sales	75
Operations	23
Systems/ IT	19
Others	18
To be decided	20
<b>Total</b>	<b>381</b>

Table 3: Classification of internships based on function

### 4 Location-wise Classification

#### 4.1 Global Classification

Locations	No. of Offers accepted
Americas/Europe	7
India	199
Rest of Asia	16
To be decided	159*
<b>Total</b>	<b>381</b>

Table 4.1: Classification of internships based on location

\*Note: These locations can be either international or within India.

#### 4.2 Indian Locations Classification

Indian Locations	No. of Offers accepted
Ahmedabad	10
Bangalore	25
Chennai	10
Mumbai	77
Mumbai/National Capital Region	20
National Capital Region	37
Rest of India*	20
<b>Total</b>	<b>199</b>

Table 4.2: Classification of internships based on location within India

\*Note: Rest of India includes Hyderabad, Kolkata, Patna, Pune and Delhi/Bangalore.



For IIM, Ahmedabad  
 प्रवीण जी. क्रिश्चियन  
**Pravin G. Christian**  
 नियुक्ति अधिकारी  
**Placement Officer**




For CRISIL Limited, Mumbai





## 5 Compliance statement

This placement report has been prepared as per the Indian Placement Reporting Standards (Revision 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 5: List of Deviations from Standards with reasons for the same



For IIM, Ahmedabad

प्रवीण जी. क्रिश्चियन  
Pravin G. Christian  
नियुक्त अधिकारी  
Placement Officer



For CRISIL Limited, Mumbai

