

Ref No: BJ/ED/K.J.SOMAIYA/2024/CH1282
December 26, 2024

To,
The Director,
The Placement Office
K.J. Somaiya Institute of Management
Somaiya Vidyavihar University,
Vidya Vihar East, Mumbai-400077

Re: Placement Audit Report for the Master of Business Administration (MBA IMC) Program, 2021-23

Dear Sir,

CRISIL has audited the Placement Report prepared for K.J. Somaiya Institute of Management, Mumbai: final placements of students in the MBA IMC batch of 2021-23. CRISIL has validated the information provided in the report with the relevant documentation, and offers the following comments:

1. CRISIL has obtained all information and explanations as were necessary for conducting the audit. We believe the Placement Report complies with the requirements of Indian Placement Reporting Standards (IPRS) Version 2.2.
2. The validation of information presented in the report is based on communication received by KJ Somaiya Institute of Management from the recruiting companies. CRISIL has not independently sourced any information or documentation.
3. CRISIL has verified the information with respect to remuneration, job function and location presented in the report with communication received from recruiters.
 - a. The information has been categorized as best as possible under various salary heads according to IPRS Version 2.2; where break-up was not available, the salary has been considered only as 'Maximum earning potential'.
 - b. Proof of acceptance of the offers is indicated by students signing the offer letter. The acceptance of the offer for 38 students out of 59 could not be verified.
4. The number of students opting out of the placement process and students on sabbatical has been established through written communication from the students/recruiting companies.

Thank You,

Best Regards,

Binaifer



Ms. Binaifer F. Jehani
Business Head- CRISIL MI&A – Assessments

CRISIL Limited

Corporate Identity Number: L67120MH1987PLC042363



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

FINAL PLACEMENT

2021-23

MASTER OF BUSINESS ADMINISTRATION
IN INTEGRATED MARKETING
COMMUNICATION (MBA-IMC)

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Classification of the Entire Graduate Pool

The graduating class is categorized into three major groups:

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

Table 1: Classification of the Entire Graduate Pool

| Categories | Number |
|--|------------|
| 1. Sought placement through the institute | 59* |
| 2. Did not seek placement through the institute | |
| 2a. Sabbatical | - |
| 2b. Continuing education | - |
| 2c. Postponing job search | - |
| 2d. Entrepreneurship (Starting a new business) | - |
| 2e. Returning to / joining family business | - |
| 2f. Sought placement outside the campus placement process | 3** |
| 2g. Did not seek placements for other reasons | - |
| Total who did not seek employment through the institute | - |
| 3. Number unplaced, if any | - |
| Total Graduates | 62 |

*59 offer letters were available for verification out of the total final placement offers. Among the total final placement offers, 06 were pre-placement offers. Further CRISIL has received supporting documents for all 06 pre-placement offers.

** CRISIL has received mail confirmation for 03 students who did not seek placement through the institute.



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Key Highlights

MBA-IMC Program (2021-23 batch)



**Batch size
(62 students)**



**Highest Salary
(Rs 19.31 lakh)**



**Mean Salary
(Rs 11.58 lakh)**



**Number of
recruiters (35)**



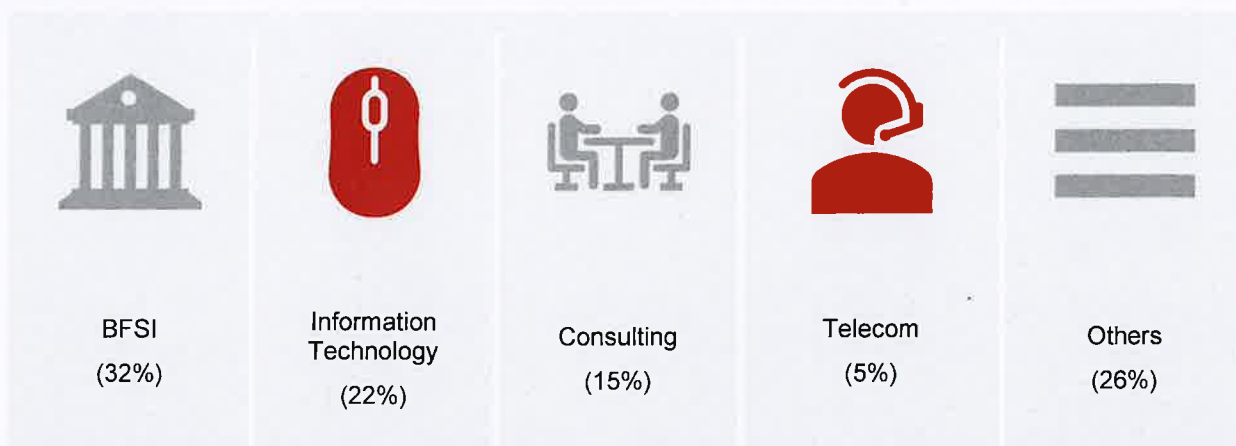
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Sectoral Highlights



- Highest offers were made in BFSI (32%).
- Others include offers from Energy (6%), Health (6%), Manufacturing (3%), Consumer Goods (FMCG) (6%), Logistics (3%), and Market Research (2%).

Sector-wise classification

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

Table 2: Classification of Placements Based on Sector

| Sector | Number of Offers accepted |
|----------------------------|---------------------------|
| BFSI | 19 |
| Consulting | 09 |
| Consumer Goods (FMCG) | 02 |
| Energy | 03 |
| Health | 03 |
| Information and Technology | 13 |
| Manufacturing | 03 |
| Others | 04 |
| Telecom | 03 |
| Grand Total | 59 |

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Functional Highlights



- Highest offers received for Marketing/Sales (37%)
- Others includes offers from remaining functions i.e. Market Research & Analytics (3%)

Function-wise classification

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

Table 3: Classification of Placements Based on Function

| Function | Number of Offers accepted |
|--------------------|---------------------------|
| Consulting | 05 |
| Finance | 14 |
| General Management | 14 |
| Marketing/sales | 22 |
| Others | 02 |
| Systems/IT | 02 |
| Grand Total | 59 |

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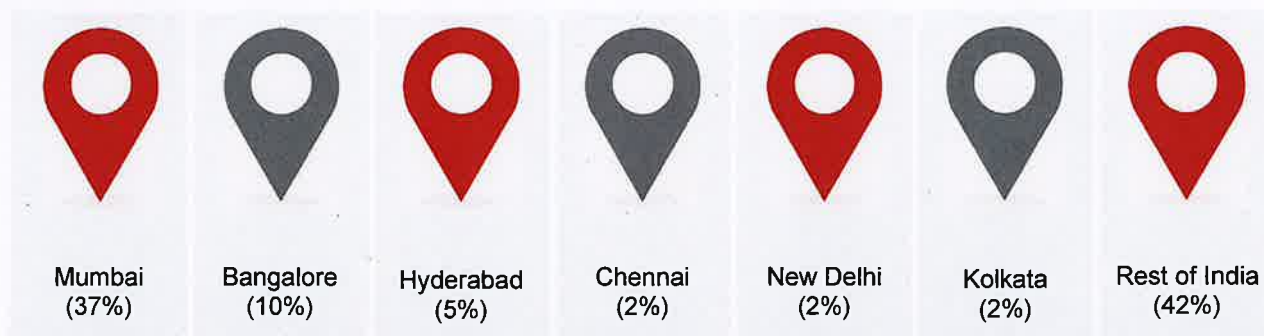


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Location Highlights



- Highest offers received for Mumbai (37%) location.
- Rest of India (42%) includes offers for Pune (8%), Gurgaon (8%) and Ranchi (2%).
- 24% of letters with location details were not available and have been considered in Rest of India.

Location-wise classification

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

Table 4: Classification of Placements Based on Location

| Location | Number of Offers accepted |
|--------------------|---------------------------|
| Bangalore | 06 |
| Chennai | 01 |
| Hyderabad | 03 |
| Kolkata | 01 |
| Mumbai | 22 |
| New Delhi | 01 |
| Rest of India | 25 |
| Grand Total | 59 |

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Salary details

Salary Heads – Domestic (INR)

Table 5: Classification of Salary Components in INR

| Salary Head (INR) | Min | Max | Median | Mean | Data |
|--|--------|---------|---------|---------|------|
| Total Fixed Salary | 638045 | 1456428 | 925360 | 913223 | 59 |
| One time Cash Payments | 50000 | 350000 | 150000 | 157295 | 26 |
| Total Guaranteed Cash Payments | 638045 | 1464674 | 931753 | 982540 | 59 |
| Performance linked compensation (max) | 67500 | 399425 | 110000 | 145650 | 46 |
| Other payments | 21600 | 182256 | 60756 | 67420 | 54 |
| Maximum Earning Potential (including non-cash, long term, and performance linked components) | 814000 | 1930980 | 1111776 | 1157804 | 59 |

Sector-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 6: Sector-wise Classification of Fixed Yearly Cash Component in INR

| Fixed Yearly Cash Component (INR) | | | | | |
|-----------------------------------|--------|---------|--------|---------|------|
| Sectors | Min | Max | Median | Mean | Data |
| BFSI | 638045 | 1334088 | 931753 | 890761 | 19 |
| Consulting | 835800 | 1225000 | 925360 | 972761 | 09 |
| Consumer Good (FMCG) | 778891 | 778891 | 778891 | 778891 | 02 |
| Energy | 920818 | 920818 | 920818 | 920818 | 03 |
| Health | 978400 | 978400 | 978400 | 978400 | 03 |
| Information technology (IT) | 771060 | 1114674 | 875000 | 886745 | 13 |
| Manufacturing | 752580 | 1456428 | 897492 | 1035500 | 03 |
| Others | 766108 | 1000000 | 998600 | 940827 | 04 |
| Telecom | 849312 | 849312 | 849312 | 849312 | 03 |



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Table 7: Sector-wise Classification of Onetime Cash Payments in INR

| One time Cash Payments (INR) | | | | | |
|------------------------------|--------|--------|--------|--------|------|
| Sectors | Min | Max | Median | Mean | Data |
| BFSI | 180000 | 300000 | 200000 | 211429 | 07 |
| Consulting | 150000 | 150000 | 150000 | 150000 | 04 |
| Consumer Good (FMCG) | - | - | - | - | - |
| Energy | - | - | - | - | - |
| Health | 175000 | 175000 | 175000 | 175000 | 03 |
| Information technology (IT) | 50000 | 350000 | 100000 | 137096 | 07 |
| Manufacturing | 100000 | 125000 | 112500 | 112500 | 02 |
| Others | - | - | - | - | - |
| Telecom | 100000 | 100000 | 100000 | 100000 | 03 |

Table 8: Sector-wise Classification of Total Guaranteed Cash Payments in INR

| Total Guaranteed Cash Payments (INR) | | | | | |
|--------------------------------------|---------|---------|---------|---------|------|
| Sectors | Min | Max | Median | Mean | Data |
| BFSI | 638045 | 1355264 | 931753 | 968656 | 19 |
| Consulting | 925360 | 1228404 | 985800 | 1039428 | 09 |
| Consumer Good (FMCG) | 778891 | 778891 | 778891 | 778891 | 02 |
| Energy | 920818 | 920818 | 920818 | 920818 | 03 |
| Health | 1153400 | 1153400 | 1153400 | 1153400 | 03 |
| Information technology (IT) | 771060 | 1464674 | 875774 | 960566 | 13 |
| Manufacturing | 852580 | 1456428 | 1022492 | 1110500 | 03 |
| Others | 766108 | 1000000 | 998600 | 940827 | 04 |
| Telecom | 949312 | 949312 | 949312 | 949312 | 03 |

Table 9: Sector-wise Classification of Performance Linked Compensation in INR

| Performance Linked Compensation (INR) | | | | | |
|---------------------------------------|--------|--------|--------|--------|------|
| Sectors | Min | Max | Median | Mean | Data |
| BFSI | 105000 | 300000 | 110000 | 138750 | 13 |
| Consulting | 83580 | 150000 | 92536 | 104145 | 09 |
| Consumer Good (FMCG) | 120000 | 120000 | 120000 | 120000 | 02 |
| Energy | 109091 | 118182 | 109091 | 112121 | 03 |
| Health | 100000 | 100000 | 100000 | 100000 | 03 |

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| | | | | | |
|-----------------------------|--------|--------|--------|--------|----|
| Information technology (IT) | 67500 | 399425 | 100000 | 159790 | 11 |
| Manufacturing | 176800 | 248000 | 212400 | 212400 | 02 |
| Others | - | - | - | - | - |
| Telecom | 300000 | 300000 | 300000 | 300000 | 03 |

Table 10: Sector-wise Classification of Other Payments in INR

| Other Payments (INR) | | | | | |
|-----------------------------|-------|--------|--------|-------|------|
| Sectors | Min | Max | Median | Mean | Data |
| BFSI | 33600 | 144736 | 58247 | 63782 | 19 |
| Consulting | 21600 | 93880 | 79040 | 68390 | 08 |
| Consumer Good (FMCG) | 47778 | 47778 | 47778 | 47778 | 02 |
| Energy | 90000 | 90000 | 90000 | 90000 | 03 |
| Health | 36030 | 36030 | 36030 | 36030 | 03 |
| Information technology (IT) | 31300 | 182256 | 60756 | 80239 | 11 |
| Manufacturing | 37440 | 93168 | 54468 | 61692 | 03 |
| Others | 47892 | 50400 | 49146 | 49146 | 02 |
| Telecom | 80688 | 80688 | 80688 | 80688 | 03 |

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

| Maximum Earning Potential (INR) | | | | | |
|---------------------------------|---------|---------|---------|---------|------|
| Sectors | Min | Max | Median | Mean | Data |
| BFSI | 825000 | 1500000 | 1100000 | 1127372 | 19 |
| Consulting | 1111776 | 1400004 | 1133580 | 1204364 | 09 |
| Consumer Good (FMCG) | 946669 | 946669 | 946669 | 946669 | 02 |
| Energy | 1119909 | 1129000 | 1119909 | 1122939 | 03 |
| Health | 1289430 | 1289430 | 1289430 | 1289430 | 03 |
| Information technology (IT) | 975000 | 1930980 | 1072518 | 1163667 | 13 |
| Manufacturing | 890020 | 1797596 | 1253760 | 1313792 | 03 |
| Others | 814000 | 1047600 | 1000000 | 965400 | 04 |
| Telecom | 1330000 | 1330000 | 1330000 | 1330000 | 03 |

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Function-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 12: Function-wise Classification of Fixed Yearly Cash Component in INR

| Fixed Yearly Cash Component (INR) | | | | | |
|-----------------------------------|--------|---------|-----------|--------|------|
| Functions | Min | Max | Median | Mean | Data |
| Consulting | 771060 | 1225000 | 1078404 | 992125 | 05 |
| Finance | 638045 | 1155264 | 925360 | 869546 | 14 |
| General Management | 752580 | 1456428 | 920818 | 953085 | 14 |
| Marketing/Sales | 655104 | 1114674 | 922566.50 | 897530 | 22 |
| Others | 766108 | 997200 | 881654 | 881654 | 02 |
| Systems/IT | 931753 | 962000 | 946876.50 | 946877 | 02 |

Table 13: Function-wise Classification of Onetime Cash Payments in INR

| One time Cash Payments (INR) | | | | | |
|------------------------------|--------|--------|--------|--------|------|
| Functions | Min | Max | Median | Mean | Data |
| Consulting | 150000 | 150000 | 150000 | 150000 | 02 |
| Finance | 50000 | 200000 | 200000 | 140000 | 05 |
| General Management | 91674 | 100000 | 95837 | 95837 | 02 |
| Marketing/Sales | 100000 | 350000 | 175000 | 173750 | 16 |
| Others | - | - | - | - | - |
| Systems/IT | 118000 | 118000 | - | - | 01 |

Table 14: Function-wise Classification of Total Guaranteed Cash Payments in INR

| Total Guaranteed Cash Payments (INR) | | | | | |
|--------------------------------------|--------|---------|---------|---------|------|
| Functions | Min | Max | Median | Mean | Data |
| Consulting | 771060 | 1228404 | 1225000 | 1052125 | 05 |
| Finance | 638045 | 1355264 | 925360 | 919546 | 14 |
| General Management | 778891 | 1456428 | 920818 | 966776 | 14 |
| Marketing/Sales | 808652 | 1464674 | 985800 | 1023894 | 22 |
| Others | 766108 | 997200 | 881654 | 881654 | 02 |
| Systems/IT | 931753 | 1080000 | 1005877 | 1005877 | 02 |

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Table 15: Function-wise Classification of Performance Linked Compensation in INR

| Performance Linked Compensation (INR) | | | | | |
|---------------------------------------|--------|--------|--------|--------|------|
| Functions | Min | Max | Median | Mean | Data |
| Consulting | 78750 | 150000 | 100000 | 112251 | 05 |
| Finance | 75000 | 123750 | 92536 | 96389 | 10 |
| General Management | 67500 | 300000 | 120000 | 162897 | 11 |
| Marketing/Sales | 83580 | 399425 | 110000 | 170744 | 18 |
| Others | - | - | - | - | - |
| Systems/IT | 110000 | 199500 | 154750 | 154750 | 02 |

Table 16: Function-wise Classification of Other Payments in INR


| Other Payments (INR) | | | | | |
|----------------------|-------|--------|---------|-------|------|
| Functions | Min | Max | Median | Mean | Data |
| Consulting | 21600 | 182256 | 97788 | 99858 | 04 |
| Finance | 33600 | 144736 | 69948 | 78060 | 12 |
| General Management | 37440 | 93168 | 56847 | 65602 | 12 |
| Marketing/Sales | 36030 | 86103 | 58247 | 60430 | 22 |
| Others | 47892 | 50400 | 49146 | 49146 | 02 |
| Systems/IT | 31300 | 58247 | 44773.5 | 44774 | 02 |

Table 17: Function-wise Classification of Maximum Earning Potential Cash Component in INR

| Maximum Earning Potential (INR) | | | | | |
|---------------------------------|---------|---------|---------|---------|------|
| Functions | Min | Max | Median | Mean | Data |
| Consulting | 1023786 | 1400004 | 1325000 | 1244262 | 05 |
| Finance | 825000 | 1500000 | 1030052 | 1055304 | 14 |
| General Management | 890020 | 1797596 | 1119909 | 1150996 | 14 |
| Marketing/Sales | 1030052 | 1930980 | 1133580 | 1224023 | 22 |
| Others | 814000 | 1047600 | 930800 | 930800 | 02 |
| Systems/IT | 1100000 | 1310800 | 1205400 | 1205400 | 02 |

Location-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contains such payments.



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Table 18: Location-wise Classification of Fixed Yearly Cash Component in INR

| Fixed Yearly Cash Component (INR) | | | | | |
|-----------------------------------|---------|---------|--------|--------|------|
| Location | Min | Max | Median | Mean | Data |
| Bangalore | 655104 | 1334088 | 974656 | 970706 | 06 |
| Chennai | 784100 | 784100 | - | - | 01 |
| Hyderabad | 807756 | 835800 | 835800 | 826452 | 03 |
| Kolkata | 897492 | 897492 | - | - | 01 |
| Mumbai | 638045 | 1225000 | 920818 | 904871 | 22 |
| New Delhi | 1456428 | 1456428 | - | - | 01 |
| Rest of India | 655104 | 1000000 | 931753 | 901255 | 25 |

Table 19: Location-wise Classification of Onetime Cash Payments in INR

| Onetime Cash Payments (INR) | | | | | |
|-----------------------------|--------|--------|--------|--------|------|
| Location | Min | Max | Median | Mean | Data |
| Bangalore | 100000 | 350000 | 190000 | 207500 | 04 |
| Chennai | 91674 | 91674 | - | - | 01 |
| Hyderabad | 150000 | 150000 | 150000 | 150000 | 02 |
| Kolkata | 125000 | 125000 | - | - | 01 |
| Mumbai | 100000 | 300000 | 150000 | 171429 | 07 |
| New Delhi | - | - | - | - | - |
| Rest of India | 50000 | 200000 | 175000 | 140273 | 11 |

Table 20: Location-wise Classification of Total Guaranteed Cash Payments in INR

| Total Guaranteed Cash Payments (INR) | | | | | |
|--------------------------------------|---------|---------|---------|---------|------|
| Location | Min | Max | Median | Mean | Data |
| Bangalore | 771060 | 1464674 | 1114656 | 1109040 | 06 |
| Chennai | 875774 | 875774 | - | - | 01 |
| Hyderabad | 807756 | 985800 | 985800 | 926452 | 03 |
| Kolkata | 1022492 | 1022492 | - | - | 01 |
| Mumbai | 638045 | 1355264 | 949312 | 959417 | 22 |
| New Delhi | 1456428 | 1456428 | - | - | 01 |
| Rest of India | 852580 | 1153400 | 931753 | 962975 | 25 |

Table 21: Location-wise Classification of Performance Linked Compensation in INR

| Performance Linked Compensation (INR) | | | | | |
|---------------------------------------|--|--|--|--|--|
|---------------------------------------|--|--|--|--|--|

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| Location | Min | Max | Median | Mean | Data |
|---------------|--------|--------|--------|--------|------|
| Bangalore | 78750 | 399425 | 202500 | 220794 | 04 |
| Chennai | 67500 | 67500 | - | - | 01 |
| Hyderabad | 82506 | 83580 | 83580 | 83222 | 03 |
| Kolkata | 176800 | 176800 | - | - | 01 |
| Mumbai | 100000 | 300000 | 123750 | 179008 | 15 |
| New Delhi | 248000 | 248000 | - | - | 01 |
| Rest of India | 75000 | 200004 | 105000 | 113793 | 21 |

Table 22: Location-wise Classification of Other Payments in INR

| Other Payments (INR) | | | | | |
|----------------------|-------|--------|---------|--------|------|
| Location | Min | Max | Median | Mean | Data |
| Bangalore | 52812 | 173976 | 68414.5 | 85037 | 06 |
| Chennai | 45900 | 45900 | - | - | 01 |
| Hyderabad | 64200 | 182256 | 64200 | 103552 | 03 |
| Kolkata | 54468 | 54468 | - | - | 01 |
| Mumbai | 21600 | 144736 | 49596 | 62068 | 20 |
| New Delhi | 93168 | 93168 | - | - | 01 |
| Rest of India | 31300 | 93880 | 58247 | 62950 | 22 |

Table 23: Location-wise Classification of Maximum Earning Potential in INR

| Maximum Earning Potential (INR) | | | | | |
|---------------------------------|---------|---------|---------|---------|------|
| Location | Min | Max | Median | Mean | Data |
| Bangalore | 1023786 | 1930980 | 1331406 | 1341272 | 06 |
| Chennai | 989174 | 989174 | - | - | 01 |
| Hyderabad | 1072518 | 1133580 | 1133580 | 1113226 | 03 |
| Kolkata | 1253760 | 1253760 | - | - | 01 |
| Mumbai | 814000 | 1500000 | 1119909 | 1137893 | 22 |
| New Delhi | 1797596 | 1797596 | - | - | 01 |
| Rest of India | 390624 | 1397612 | 1100000 | 1113958 | 25 |

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Other details

Table 24: Details regarding Pre- Season Placement Offers

| Sr. No. | Parameters | Number |
|---------|--|--------|
| 1 | Total Pre-Season Placement offers offered | 06 |
| 2 | Total Pre-Season Placement offers accepted | 06 |

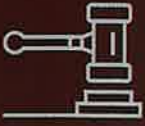
Note: Among the total final placement offers, 06 were pre-placement offers. Further, CRISIL has obtained supporting documents for all 06 pre-placement offers



For K.J Somaiya Institute of Management, Mumbai



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Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Version 2.2.



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For CRISIL Limited, Mumbai

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