Final Placement Report

PGP 51st / 21st Batch
(Class of 2014-16)

Indian Institute of Management Calcutta
The recruitment process at IIM Calcutta for its Post-Graduate Program (PGP) took place in two phases:

- Lateral Placements addressing the needs of students with prior work-experience
- Final Placements for the entire eligible batch

The placement process, which is conducted by the Career Development & Placement Office of IIM Calcutta in coordination with the Student Placement Representatives, includes some or all of the following steps:

- Student Application & Shortlist based on CVs
- Group Discussion or Group Interaction
- Personal Interview(s)
- Final Offer roll-out & acceptance

IIM Calcutta’s Final Placement process for the batch of 2014-2016 was conducted in the second week of February’ 2016. More than 200 firms participated but many firms could not make offers due to the process ending ahead of schedule within 2.5 days.

Some students decided to take the path of entrepreneurship in various fields by opting out from the placement process & applying for the Deferred Placement Policy – under which they shall be eligible to sit for placements at a later stage, if they wish.
FIGURES & STATS – at a glance

439  Total Batch Strength
499  Total Number of Offers
7    Students Opting Out
200+ No. of Firms Participating

120  Pre-Placement Offers
143  Lateral Placements
236  Final Placements
The batch of 2014-16 (51st batch of PGDM and 21st batch of PGDCM) at IIM Calcutta consists of 439 students, 95% of which hold a Bachelor’s Degree in Engineering.

**Previous Work-Ex**
- Freshers: 30%
- <12 months: 15%
- 13-24 months: 26%
- >24 months: 29%
- 95% Bachelor’s Degree in Engineering.

**Work-ex Sectors**
- Manufacturing & Engg.: 32%
- Consulting & Analytics: 46%
- Other Service Sector: 2%
- IT/ITES: 20%

**Under-graduation Institute**
- IITs: 17%
- NITs: 4%
- BITS: 4%
- DCE/NSIT: 4%
- Mumbai University: 3%
- SRCC: 2%
- Other Universities: 68%
1. **Finance and Analytics** contributed the maximum percentage of offers at 27%.

2. **Consulting** kept attracting talent with over 21% offers made to this batch, making it the second most preferred sector.

3. **General Management & Strategy** roles made up 18% of the final offers – a major attraction during Lateral Placement Season.

4. Due to the continued demand in E-commerce sector, **Operations & Product Management** roles contributed to 19% of the accepted offers, including IT/Systems roles.

5. **Marketing & Sales (Business Development)** was still amongst the most sought after roles, with 15% of offers across the season.
The Lateral Placements are primarily facilitated for candidates having some prior work-experience before joining IIM Calcutta as they get a lateral entry into prestigious companies for their managerial positions. The selection is based on the relevance, quality and duration of work-experience of the candidates.

One distinctive feature of Lateral Placements is that the candidates & firms are allowed to mutually discuss the roles & responsibilities and negotiate on the remuneration. This gives increased flexibility and choice for the students, as they get to tailor their own role & fit in the organization. A total of 143 offers were made to the students during Lateral Placements.

As a part of their Leadership Program under which students get to take-up different functional stints in the first year, Aditya Birla Group, Wipro Global 100, RPG Group, Tech Mahindra & Adani Group made several offers for General Management.

E-commerce was the most lucrative sector, with offers from Amazon, Flipkart, CarDekho.com, Ola Cabs, RedBus, Uber etc.

Systems & IT roles were given by HCL, Microsoft, Samsung R&D, WNS etc. whereas ICICI Bank, Yes Bank & Indus Valley Partners were major recruiters in Finance.

Cognizant, KPMG, PwC and Vector Consulting were the main Consulting firms. AdCuratio, a first time recruiter, offered Systems & Strategy roles for their International offices.
IIM Calcutta concluded its final placements with 236 offers, after the remaining grabbed Pre-Placement Offers (120) due to their credible performance during summer internships, or got an offer during Lateral Placements (143).

The season started on 10th of February with Slot-0. Most of the batch got placed in Slot-0 and the season concluded on 13th of February.

**Finance & Analytics**

IIM Calcutta stays unchallenged as the Finance Campus of India, registering an unparalleled 115+ offers in the sector and reaffirming its position as the Global No.1 B-school for Careers (FT MIM Rankings 2015).

Major financial firms like Bank of America (BAML), Blackrock, American Express, Citi Bank, Credit Suisse, Deutsche Bank, Edelweiss, Goldman Sachs, JP Morgan, Morgan Stanley, Yes bank etc. made a beeline to recruit students interested in finance from IIM Calcutta. There were over 25 Front-end IB/ VC/ PE/ Markets roles offered to students of IIM Calcutta, the highest in the industry. EXL was the highest recruiter in the Analytics domain.
Consulting

This year saw a record no. of Pre-Placement Offers in the Consulting domain (36). Consulting remained the preferred choice of candidates looking for attractive cross-industry assignments. Bain & Co., Boston Consulting Group, McKinsey & AT Kearney in total hired 43 students through PPOs and Finals. Other major recruiters included Accenture, Alvarez & Marsal, Deloitte, E&Y, KPMG and others.

Marketing & Sales

Marketing & Sales domain continued to attract students equally during Final Placements. Major firms from various industries like FMCGs (HUL, P&G, J&J, L’Oreal, ITC, RB), Food & Beverages (Nestle, Mondelez, PepsiCo, Coca-Cola) and Media (Star India, Times Group) etc. made a good number of offers. International offers in Marketing & Strategy were made by AdCuratio, a first time recruiter.
General Management & Strategy

Various conglomerates are increasingly looking out for candidates for their Future Leadership positions and come up with various Fast-track Career Programs. Aditya Birla Group was overall the largest recruiter with 15 total offers for its Leadership profile which involves various cross functional stints. Other corporations offering such General Management & Strategy roles include TAS, Alshaya Kuwait, Adani Group, CK Birla, Airtel, Wipro etc.

Operations & Systems

Operations was a sought after domain for candidates in the look-out for on-field experience, especially in the E-commerce sector. Airtel, Amazon, Flipkart, Samsung & PayTM were the major recruiters.

For students with an inclination towards IT & Systems, Product Management roles were offered by IBM, Samsung, Microsoft, Steelwedge & Reliance with IBM making the maximum offers (13).
The Final Placement for IIM Calcutta’s batch of 2014-16 saw enthusiastic participation from the industry, placing the entire batch in record time. Such results were obtained due to a variety of factors such as the quality of admissions as well as education, relentless efforts put in by the placement team, the societal and market acceptance of IIM Calcutta and the support of alumni. IIM Calcutta shall strive even more to not just meet, but surpass the stakeholder expectations in coming years.

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