

## PGP Final Placements 2020 - 2021

### IIM AHMEDABAD



December 11<sup>th</sup>, 2020

#### Ahmedabad

The Summer Placement process for the MBA Class of 2022 of the Post Graduate Programme (PGP) in Management at IIM Ahmedabad was successfully completed in an online mode. Firms from multiple domains participated virtually across the three clusters in Summer Placements, with all students being placed across more than 20 cohorts.

#### Cluster-Cohort Placement System

131 firms participated with 166 different roles in the summer placement process in 2020. Firms are grouped into cohorts based on the industry and sector, and groups of cohorts were invited to campus across different clusters. As in previous years, students were provided the flexibility of making “dream” applications to firms of their choice in a subsequent cluster even with an offer in hand. More than 150 students made over 202 dream applications this year. This gave students the flexibility and choice to build careers in sectors of their preference.

#### Sectoral Overview

Firms from different sectors participated in the process at IIM Ahmedabad. Recruiters in the **management consulting** domain included Accenture Strategy, Alvarez & Marsal, Arthur D Little, Arete Advisors, Auctus Advisors, Bain & Company, Boston Consulting Group, GEP Consulting, Kearney, KPMG, McKinsey & Company, Pricewaterhouse Coopers and Strategy&.

Prominent recruiters in the **Investment Banking and Markets** space included Arpwood Capital, Avendus Capital, Bank of America, Citibank, Credit Suisse (Singapore and India), Edelweiss Wealth Management, Goldman Sachs, JP Morgan, HSBC, Morgan Stanley and Nomura India. In the **Private Equity and Venture Capital** domain, we saw participation of firms like Blackstone, Gaja Capital, IndiaRF, Multiples Alternate Asset Management, Temasek, True North and White Oak.

**Consumer goods and durables, consumer services and consumer electronics** cohorts saw participation by regular recruiters like AB InBev, Airtel, Asian Paints, Coca-Cola, Colgate, Dabur, HUL, ITC, Kimberly Clark, Lenovo, Mondelez, Nestle, P&G, Puma, Reckitt Benckiser, Samsung Electronics, Tata Sky and Wipro Consumer Care among others.

The **conglomerates** cohort saw participation from Adani, Aditya Birla Group, Bajaj Group, JSW, Mahindra Group, RPG Group and TAS among others. **Retail B2B & B2C** cohort consisted of firms like Amazon, Cloudtail, eShakti, Flipkart, Grofers, and Prione. In the **Pharma & Healthcare** cohort, firms like Indigene, Stryker and Dr. Reddy’s participated. The **Consumer Tech** cohort comprised firms like Info Edge, People Interactive, Razorpay and PayU. **Enterprise Tech** consisted of companies like Adobe, Atlassian Corporation, Intel, Microsoft, Oracle and Sprinklr. The **Renewable Energy and Green Tech** cohort saw participation from Amplus Solar and ReNew Power.

**Banking & Insurance** sector saw participation from firms like Reserve Bank of India, ICICI Bank and Kotak Mahindra Bank. Tata Consultancy Services participated in the **IT Consulting** cohort and Vedanta participated in the **Core Manufacturing & Infrastructure** cohort.

Sector-wise details on the number of students placed is as follows:

Sector	Number of students placed	%
Consulting	104	26.8
Financial Services	75	19.3
Consumer Goods & Services	83	21.4
Conglomerates	35	9.0
Technology & Internet	77	19.8
Others (Pharma, Renewable Energy & Infrastructure)	14	3.6
<b>Total number of students placed</b>	<b>388</b>	<b>100</b>

There were 33 new recruiters this year, including Atlassian, Bayer, BPCL, Cipla, DuPont, Everest Instruments, Godrej Fund Management, Phillips, Purple.com Oracle, Reserve Bank of India, Unacademy and Walmart Global Tech.

Prof. Amit Karna, Chairperson of Placements at IIM Ahmedabad said, “Given the economic scenario, we are extremely pleased with the completion of the process in virtual mode and

within the planned time. This clearly indicates that the demand for high quality talent continues, and demonstrates the strength of relationships we have built with our recruiters over the decades. At IIMA we strive to develop future leaders for enterprises, and will continue to supply the industry with country's most exceptional talent pool of future managers. With our consistent record of producing high achievers, we continued to attract regular as well as new recruiters further strengthening our recruiter pool. We are grateful for the continued trust from our recruiters and for exceeding their commitments on all fronts. This year was full of challenges and for the first time in our history the process was conducted in an entirely online mode. The recruiters were extremely accomodative in adapting to the virtual process and provided their full support to ensure the process runs smoothly. We are grateful to the recruiters for their support to the placement process in these challenging times. I wish the class of 2022 a successful summer internship in mid-2021."

### **Top Recruiters**

In the Management Consulting cohort, **Bain & Company** was the top recruiter with 20 offers, followed by **Boston Consulting Group** with 19 offers. In the Advisory Consulting domain, **PwC** made the maximum offers – 10 and in the Niche Consulting sector, **GEP** made the highest offers – 7.

**Edelweiss Wealth Management** was the highest recruiter in Investment Banking and Markets cohort with 10 offers. **True North** was the highest recruiter in the PE/VC and Asset Management cohort with 4 offers.

In the Consumer Goods, Consumer Electronics and Consumer Services domain, **HUL** extended the most offers – 13, followed by **Samsung Electronics** with 6 offers and **Airtel** with 5 offers. With 7 offers, **TAS** was the largest recruiter in the Conglomerates cohort. **Amazon** was the highest recruiter in the Retail B2B & B2C domain with 14 offers. In the IT Consulting cohort, **Tata Consultancy Services** was the largest recruiter with 15 offers. **Vedanta** was the highest recruiter in the Core Manufacturing & Infrastructure cohort with 6 offers. **Unacademy**, a new recruiter, participated in the Education & Tech sector and gave 9 offers.

Recruiters were appreciative of the various changes made to move the summer placement process at IIMA to a virtual mode. **Megha Chawla, Partner and Head of Bain India Recruitment** said, "We are seeing a ton of action in the market, which is fuelling our ever-increasing demand for top notch next gen talent. IIM Ahmedabad has always been a strategic source of talent for us and that reflects in our record number of hires this year. We were the

first amongst consulting firms to start a summer internship program years back, and it continues to remain a core part of our talent strategy. We value the collaboration with the Institute, and the Placement Committee for supporting us by running a high-quality process, more so in this year than ever before”.

### **Finding the Student-Recruiter fit in Covid19 times**

Udayabhaskar Singathurai, the Recruitment Secretary at IIM Ahmedabad said, “IIM Ahmedabad’s core placement philosophy is to ensure best student-career fit and the same is achieved by giving multiple dream options to students until they land up with an internship in their company of choice. The design of the cluster-cohort placement process helps students secure an offer and upgrade to the company/cohort of their choice within a cluster and apply for dream companies/cohorts across clusters. In a pandemic year, the task of providing multiple dream options to students became a huge challenge as it involves attracting offers more than the size of the batch. IIMA Placement Committee started the process well in advance to invite more recruiters, and the majority of the time was spent on fine-tuning the virtual recruitment process so that recruiters shall be able to hire talents seamlessly during the cluster days. On the operational front, the Placement Committee developed several new digital features for the recruiters to increase the convenience and provide them transparency during the virtual process. Overall, adequate planning and preparation did work out well, and we were able to successfully complete the process and maximise the student-recruiter fit objective as more than 150 students exercised the “dream” option across clusters.

### **IPRS Report**

Further details about the placement process will be released in an audited report, as per the Indian Placement Reporting Standards (IPRS), introduced by IIMA in an effort to bring about greater transparency in B-school placements across the country. The IPRS report for ‘Summer Placements 2020-21’ will be released 6 months from the date of completion of the process, and the link to the report will be shared with all stakeholders, once released.