

Indian Institute of Management Ahmedabad



विद्याविनियोगाद्विकासः

I I I M I

AHMEDABAD

PGP Placement Report

Summers 2020



BWR/CORR/HO/RR/0022/2019-20

Brickwork Ratings India Pvt. Ltd.

3rd Floor, Raj Alkaa Park, Kalena Agrahara
Bannerghatta Road, Bengaluru - 560 076
P: +91 80 4040 9940 | F: +91 80 4040 9941

February 27 2020

**The Chairperson
Placement Office
Indian Institute of Management
Vastrapur
Ahmedabad – 380015
Gujarat**

Dear Sir,

**Re: Audit of the Summer Internship Placement Report of the 2019-21 batch of the
Post Graduate Programme in Management (PGP)**

We have audited the Placement Report prepared by you for the Summer Internship placements of the **2019-21** batch of the **Post Graduate Programme in Management (PGP)** of the Indian Institute of Management, Ahmedabad (IIM-A). The Placement Report is the responsibility of IIM-A. Our 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) Revision 2.2.

In this context, we offer the following comments:

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 Indian Placement Reporting Standards Revision 2.2.
2. The validation of information presented in the report is based on communication received by IIM-A from recruiting companies. Brickwork Ratings (BWR) has not independently sourced any information or documentation.
3. We have verified the information with respect to job location, sector, function and stipends presented in the report with communication received by IIM-A from recruiters.
4. The acceptance of offers and number of students opting out of the placement process has been established through written communication from those students.
5. The report's overview section, which explains the placement process, has been prepared by IIM-A.

Thank you,

Best Regards,

Rajee R
Senior Director - Ratings
Brickwork Ratings
Tel:080-40409999 extn 349
rajee.r@brickworkratings.com

Contents

Overview	1
1. Classification of Students	3
1.1 Classification of the Entire Placement Pool	3
1.2 Classification of the internships based on stipend status	3
2. Sector-wise Classification	4
3. Function-wise Classification	5
4. Location-wise Classification	6
4.1 Classification of International Locations	6
4.2 Classification of Domestic Locations	6
5. Compliance Statement	7

List of Tables

Table 1.1: Classification of the entire placement pool	3
Table 1.2: Classification of internships based on stipend status	3
Table 2.1: Classification of offers based on sector	4
Table 3.1: Classification of offers based on function	5
Table 4.1: Classification of offers based on international locations	6
Table 4.2: Classification of offers based on domestic locations	6
Table 5.1: List of deviations from standards with reasons	7

Overview

The summer placement process for the Class of 2021 of the Post Graduate Programme (PGP) in Management at IIM Ahmedabad was successfully completed in November 2019 within three clusters with students being placed across sectors and functions of their choice. The successful completion of the recruitment cycle for the batch stands testament to the high quality of students at the institute and the robust nature of the placement process that provides adequate flexibility to both students and recruiters.

Placement Process

The summer placement process was completed within 3 clusters. Firms were grouped into cohorts based on the profile offered 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. This gave students the flexibility and choice to build careers in sectors of their preference.

Sectoral overview

Firms from different sectors and geographies participated in the process at IIM Ahmedabad. Recruiters in the management consulting cohort included A. T. Kearney, Accenture Strategy, Alvarez & Marsal, Bain & Company, Boston Consulting Group, Deloitte USI, GEP Consulting, KPMG, McKinsey & Company, Roland Berger and Strategy& among others. Prominent recruiters in the investment banking and markets space included Arpwood Capital, Avendus Capital, Bank of America Merrill Lynch (India and Hong-Kong), Citibank, Credit Suisse (Singapore and India), Goldman Sachs, JPMorgan, HSBC, Moelis, Morgan Stanley and Nomura (Singapore and India). There was increased participation in the PE and VC domain this year with Arga Investment Management, Brookfield, Edelweiss, Eight Roads, Kois Invest, MIRA Infra Fund (Macquarie Group), Morgan Stanley Infra Fund, Omidyar Network, NIIF, Temasek, Venture Highway and White Oak participating, among others.

Among the Banking, Financial Services & Insurance recruiters, American Express and FinIQ participated in the process among others.

Sales and marketing roles were offered by regular recruiters like AB InBev, Coca-Cola, General Mills, HUL, ITC, Kimberly Clark, Mondelez, Nestle, P&G, and Wipro Consumer Care, and new recruiters such as Dabur, among others. The General Management & Leadership cohort saw participation from recruiters like Aditya Birla Group, C K Birla Group, Mahindra Group, Reliance India, RPG Group and TAS. In the Retail B2B & B2C space, we had firms like Amazon, Cloudtail, Flipkart and Udaan. The Consumer Tech cohort comprised of firms like Adobe, Microsoft, Ola Cabs, OLX and Uber. Enterprise Tech consisted of companies like Intel and Sprinklr.

Top Recruiters

Boston Consulting Group was the top recruiter for the Summers 2020 process with 23 offers. Among the global banks, Nomura made 8 offers while HSBC made 7 offers. FinIQ and Avendus Capital were the top recruiters in the BFSI cohort having made 6 offers each. HUL recruited 14 students, making it the top recruiter in the Consumer Goods cohort while the Aditya Birla Group was the top recruiter in the General Management cohort with 6 offers. Amazon was the highest recruiter in the Retail B2B& B2C space, having made 10 offers, while Microsoft was the leading recruiter in the Consumer Tech cohort with 8 offers.

The IPRS Initiative

The Indian Placement Reporting Standards (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 to know more.

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

1. Classification of Students

1.1 Classification of the Entire Placement Pool

Categories	Number
1. Total batch strength*	390
1a. Students in PGP programme at IIM Ahmedabad	387
1b. Dual degree students from universities abroad	3
2. Students seeking internship through the Institute	386
2a. Students in PGP programme at IIM Ahmedabad	383
2b. Dual degree students from universities abroad	3
3. Not seeking internship through Institute placement process	4
3a. Students seeking internship through Entre Fair	0
3b. Students choosing to try out Entrepreneurship options	0
3c. Students seeking off-campus internship through other sources	4
Total students eligible for internships	386
Total offers accepted	386
Students still in process	0

Table 1.1: Classification of the entire placement pool

* Total batch strength includes 3 students who have come from universities abroad to pursue education at IIM Ahmedabad.

1.2 Classification of the internships based on stipend status

Categories	With Stipend	Without Stipend
Seeking internship through the institute	386	0

Table 1.2: Classification of internships based on stipend status



For Indian Institute of Management Ahmedabad



For Brickwork Ratings, Bengaluru

सोमनाथ भट्टाचार्य/SOMNATH BHATTACHARYA
 संबंध प्रबंधक, स्थान कार्यालय /Relationship Manager, Placement Office
 भारतीय प्रबंध संस्थान /Indian Institute of Management
 अहमदाबाद - ३८००१५. /Ahmedabad-380015.

2. Sector-wise Classification

Sector	No. of offers
Banking, Financial Services and Insurance (BFSI)	77
Conglomerates	30
Consulting	131
Consumer goods (FMCG)	55
Engineering/Technology	29
Environment & Energy	4
Information Technology (IT)	9
Manufacturing	3
Media/Communications	5
Online Services	31
Pharmaceutical/Healthcare	7
Telecom	4
Others (Aviation)	1
Total	386

Table 2.1: Classification of offers based on sector



For Indian Institute of Management Ahmedabad



For Brickwork Ratings, Bengaluru

सोमनाथ भट्टाचार्य/SOMNATH BHATTACHARYA
 संबंध एक्केक, स्थानन कार्यालय /Relationship Manager, Placement Office
 भारतीय पबंध संस्थान /Indian Institute of Management
 अहमदाबाद - ३८००१५./Ahmedabad-380015.

3. Function-wise Classification

Function	No. of offers
Business Development	9
Consulting	129
Finance	81
General Management	34
Marketing / Sales	72
Operations	9
Product/Category Management	27
Research & Advisory	4
Strategy	2
Supply Chain Management	3
Systems/IT	11
TBD*	5
Total	386

Table 3.1: Classification of offers based on function

*TBD-To be decided - implies function related information was not available for 5 offers at the time of finalisation of the report



For Indian Institute of Management Ahmedabad



For Brickwork Ratings, Bengaluru

सोमनाथ भट्टाचार्य/SOMNATH BHATTACHARYA
संबंध एवम्भक, स्थानन कार्यालय /Relationship Manager, Placement Office
भारतीय प्रबंध संस्थान /Indian Institute of Management
अहमदाबाद - ३८००१५ /Ahmedabad-380015.

4. Location-wise Classification

4.1 Classification of International Locations

Location	No. of offers
Australia	2
France	2
Hong Kong	3
Middle East	6
Singapore	6
Total	19

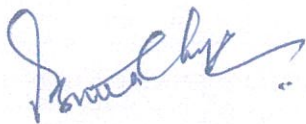
Table 4.1: Classification of offers based on international locations

4.2 Classification of Domestic Locations

Location	No. of offers
Bengaluru	54
Chennai	2
Gurugram	31
Jaipur	1
Mumbai	72
New Delhi	3
Noida	3
Pan-India	185
Pune	8
TBD*	8
Total	367

Table 4.2: Classification of offers based on domestic locations

*TBD-To be decided - implies domestic location related information was not available for 8 offers at the time of finalisation of the report



For Indian Institute of Management Ahmedabad



For Brickwork Ratings, Bengaluru

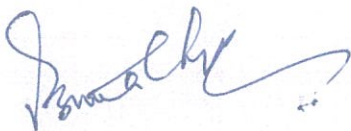
5. Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Revision 2.2*. The instances where the report deviates from the standards and the reasons for them are mentioned below:

Deviation from the standards	Reason
-----	-----

Table 5.1: List of deviations from standards with reasons

*<https://web.iima.ac.in/iprs/gallery/IPRSRevision2.2.pdf>



For Indian Institute of Management Ahmedabad



For Brickwork Ratings, Bengaluru

सोमनाथ भट्टाचार्य/SOMNATH BHATTACHARYA
सेवक प्रबंधक, स्थान कार्यालय/Relationship Manager, Placement Office
भारतीय प्रबंध संस्थान/Indian Institute of Management
अहमदाबाद - ३८००१५./Ahmedabad-380015.