FINAL PLACEMENT REPORT 2014-16
School of Business Management, NMIMS, Mumbai
Overview

Located in the commercial capital of India, The School of Business Management, NMIMS, Mumbai lives up to corporate expectations every year by carrying forward its legacy of being a premier B-School of India. The institute is focused on empowering its diverse pool of talent with knowledge, skills and attitude for the corporate environment which is reinstated by its excellent performance in the current placement season that saw tremendous industry acceptance for its students.

NMIMS has a robust industry connect and the curriculum is in sync with the industry requirements. The B-School has also become a sought-after destination for HR talent due to the carving out of the HR specialization into a separate program.

Batch Profile 2014-16

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<tr>
<th>Work Experience in Months</th>
<th>23%</th>
<th>11%</th>
<th>23%</th>
<th>31%</th>
<th>12%</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>10</td>
<td>20</td>
<td>30</td>
<td>40</td>
<td>50</td>
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<td></td>
<td>60</td>
<td>70</td>
<td>80</td>
<td>90</td>
<td>100</td>
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Gender Ratio

- Female: 84%
- Male: 16%

Educational Background

- Engineering: 2%
- Science: 8%
- Commerce: 1%
- Management: 3%
- Others: 2%

Final Placements

The School of Business Management, NMIMS, Mumbai had a successful placement season with the participation of leading companies across sectors offering coveted profiles to the students of MBA and MBA HR programs.

Average CTC for MBA emerged as Rs. 17.09 LPA and for MBA HR as Rs. 12.04 LPA. The immense faith restored by the regular and new recruiters enabled NMIMS to close its final placements for a batch of 565 in record time with a total of 160 companies including 45 new recruiters participating as compared to a total of 122 companies in the previous season.

Over 200 students received PPOs/PPIs by companies like Goldman Sachs, JP Morgan, GE, Microsoft, Google, ITC, Dabur, L’Oreal, HUL, Marico, Asian Paints, Vodafone, Reckitt Benckiser, Deloitte, M&M, ICICI, Aditya Birla Group, Flipkart amongst others.
Key Statistics: MBA

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<tr>
<th>Companies Sector Wise</th>
<th>Key Statistics</th>
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<td></td>
<td>Highest CTC 30 LPA</td>
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<tr>
<td>Participating Companies 160</td>
<td>Average CTC 17.09 LPA</td>
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<tr>
<td>New Recruiters 45</td>
<td>Increase in New Recruiters 25%</td>
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School of Business Management, NMIMS, Mumbai
MBA (2014-16)  
BFSI

Goldman Sachs offered roles in Investment Banking Division, Investment Management Division, Global Investment Research, Corporate Treasury and Securities.

JP Morgan, Nomura, Barclays offered profiles in Investment Banking, Corporate Treasury, Business Operations and Credit Analysis. Profiles in Investment Banking were also opened by BofA Continuum, SBI Capital Markets and Motilal Oswal.

ICICI Bank, Bank of America Merrill Lynch, Citibank, HSBC, Kotak Mahindra Bank, RBS, RBL and SBI recruited students in large numbers offering profiles like Commercial Banking, Liabilities Product Management, Cards Management, Transaction Banking, Corporate Banking, Compliance, Wholesale Risk, Credit Risk, Relationship Management and Treasury.

Credit Suisse, Indus Valley Partners, Religare Finvest, Tresvista Financial Services, JPMorgan Chase, Indiabulls, Bajaj Finserv, Axis Securities, CRISIL & ICRA made multiple offers in areas of Infrastructure Advisory, Research and Corporate Ratings.

Top Quartile

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<tr>
<th>Year</th>
<th>Average CTC (LPA)</th>
<th>No. of Students</th>
</tr>
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<tbody>
<tr>
<td>2014</td>
<td>18.36</td>
<td>112</td>
</tr>
<tr>
<td>2015</td>
<td>19.92</td>
<td>111</td>
</tr>
<tr>
<td>2016</td>
<td>22.38</td>
<td>141</td>
</tr>
</tbody>
</table>

Conglomerate

The conglomerate witnessed participation from key recruiters like GE, Mahindra & Mahindra and Aditya Birla Group offering their prestigious Leadership Program. L&T, Godrej and Boyce and Trident offered roles in Marketing and Finance.

Consulting & Services

Consulting sector witnessed an increase in the number of recruiters. Bain (BCC), EY, Deloitte USI, Deloitte India, KPMG, PWC, Michael Page, Cognizant Business Consulting, Gartner, Cartesian Consulting, i3 Consulting, IBEXI Consulting, XSEED Education, Siesta and Hansa Cequity hired from the campus.

Profiles like Corporate Finance, CIO Advisory, Transaction Advisory Services, Infra & Government Consulting, SAP Functional Consulting and Business Development were offered.
**eCommerce & Startups**

Companies like Flipkart, Amazon and Appsdaily continued their association with NMIMS. The campus also witnessed new alliances with ShopClues, Bluestone, Girnar Soft, Infoedge, IndiaMart, NowFloats, Sportz4you and Banker’s Quotient which offered profiles like Strategy, Leadership, Product Manager, Program Manager, Business Finance, Business Development, Category Management, Sales and Digital Marketing.

**FMCG/CD**

FMCG has been NMIMS’ forte. This year ITC, Dabur, Marico, Asian Paints, Pidilite, Hindustan Coca-Cola Beverages, Perfetti Van Melle, Britannia, Kellogg’s, Castrol, Reckitt Benckiser, L’Oreal, HUL, UB Group, Hector Beverages, MTR, Emami, Bajaj Corp and Tata Global Beverages offered Sales & Marketing and Operations profiles.

3M, Whirlpool, Titan, Adidas, Casio, Lava International and Wildcraft also offered multiple profiles.

**IT/ITES**

Industry stalwarts like Microsoft, Google, Cisco, SAP, IBM and National Instruments offered Product Manager, Program Manager, Sales & Marketing and Corporate Finance profiles.

Wipro offered Leadership and Finance profiles. HP, Capgemini, Accenture, Webenza, L&T Infotech, HCL, Mindtree, Fidelity, Sutherland, Polaris, TechProcess Payment, Quality Kiosk, Syntel, Genpact and Birlasoft hired from the campus.

**Manufacturing, Auto & Retail**

Maruti Suzuki returned after a hiatus. Students were offered roles from TATA Motors, Hero Moto Corp, Michelin, Jindal Steel Pvt Ltd, Metro Cash & Carry, Renuka Sugars, Orix. Aliaxis Group offered leadership profile and KGK Group recruited for its international profile.

**Media, Telecom & Logistics**

Vodafone, Idea Cellular and Reliance Communication recruited students for various profiles. Mahindra Conviva, Videocon D2H made their presence felt. HT Media reinstated its faith in NMIMS. Sony Music Entertainment, VuClip, FedEx and LogiNext Solutions also marked their presence and recruited for Sales & Marketing and Operations profiles.

**Pharmaceuticals**

Key Statistics: MBA HR

- **Highest CTC**: 17 LPA
- **New Recruiter**: 17
- **Participating Students**: 57
- **Participating Companies**: 36
- **Average CTC**: 12.04 LPA
- **Female Participants**: 32

**Companies Sector Wise**
- BFSI: 19%
- Conglomerates: 11%
- Consulting and Services: 6%
- eCommerce: 8%
- FMCD: 3%
- IT: 3%
- Manufacturing & Retail: 19%
- Auto: 11%
- Telecom & Pharmaceuticals: 25%

**Students Placed Sector Wise**
- BFSI: 16%
- Conglomerates: 13%
- Consulting and Services: 9%
- eCommerce: 5%
- FMCD: 7%
- IT: 6%
- Manufacturing & Retail: 8%
- Auto: 21%
- Telecom & Pharmaceuticals: 2%
MBA HR (2014-16)

Ever since its inception in 2011, MBA HR at SBM, NMIMS Mumbai has shown tremendous growth not only in batch strength but also in the number of companies participating in campus engagement activities. The program has gained immense popularity, with the batch size moving to 57 from 24 of last year, due to its design and delivery of core courses, sector specific inputs, skill building workshops and a strategic partnership with the world’s largest HR association SHRM.

MBA HR observed a phenomenal placement year with reputed firms from multiple sectors like Conglomerate, Retail, BFSI, IT/ITeS, Automobile, Consulting, Telecom, Pharmaceutical and Real Estate recruiting from the campus.

Recruiters like ICICI Bank, Deloitte, Cummins, L&T, L&T Infotech, IBM, Godrej & Boyce, DCM Shriram, Genpact, Siemens, IndiaMart, VMware, HCL, Axis Securities, Cerebrus Consulting and Future Generali recruited thereby their strengthened their association with the campus.


Strategically important profiles like HR Business Partner, Industrial Relations, Talent Management, Rewards & Recognition, Learning & Development, Corporate HR, HR Generalist, Strategic HR and HR Sales were extended to the students.

Motilal Oswal, Gallup, Piramal Enterprises, Novo Nordisk, JLT and KGK also showed interest in recruiting.
Competitions

International

NUS Cerebration
International Runners Up

L’Oreal Brandstorm
National Winners, International Runners-Up

Henkel Innovation Challenge 8
National Winners

National Winners & Finalists

RB Mavericks
SAB Miller Brew-A-Career
HUL Carpe Diem
Asian Paints Canvas
ITC Interrobang
Mahindra War Room
Deloitte Mavericks
Capgemini Agon
ET Young Leader
CFA Research Challenge
Shoppers Stop Campus Guru

PPOs/PPIs


Message from Vice Provost (Management Education) and Dean (SBM)

SBM NMIMS Mumbai has a proud history of providing the best talent to the corporate world and grooming budding leaders of tomorrow. This year saw NMIMS host a good number of companies and offering coveted profiles. On behalf of the B School, I take this opportunity to express sincere gratitude to all the recruiters and alumni who have, time and again, instilled faith in our students. Closing this year’s placements, we look forward to welcoming the batch of 2016-18 and further strengthening our relations with the corporate world.

Dr Debashis Sanyal