



**NIRMA**  
UNIVERSITY

**INSTITUTE OF MANAGEMENT**

**NAAC ACCREDITED 'A' GRADE**



# **PLACEMENT REPORT 2020-21**

## **MBA & BBA-MBA (INTEGRATED) PROGRAMME**

# ADDING EXCELLENCE TO YOUR PORTFOLIO!

The Institute has been consistently fulfilling student's career aspirations and has shown remarkable placements records for its students' year on year. The Placement record at IMNU for the last several years is a testimony to the acknowledgment by the Corporate of the superior quality of the students' resource, affirming they are one of the best in the country.

Placements are an integral and indispensable part of the MBA and IMBA (integrated) programme at IMNU. It plays a pivotal role in giving the careers of the students a thrust and helping them shape their career trajectory, thus making it the most prominent event on campus. More than 90 companies visited for campus placements at the Institute of Management, Nirma University (IMNU). This season campus witnessed 100% placements. While average or mean compensation package this year stood at Rs 9.25 LPA, median salary at IMNU rose from Rs 9.00 LPA earlier to Rs 9.50 LPA this year so far. The maximum salary (CTC) was Rs.18 LPA

offered by Falcon Heater, Qatar in the Engineering & Manufacturing sector.

The campus placement drive witnessed offers from prominent companies, from the sectors like Consulting, Automobile, IT&ITES, Social Media, BFSI, FMCG, Market Research, Manufacturing, Construction & Real Estate, Healthcare, E-commerce, Analytics, Micro Finance, Power, Consumer Durables, KPO, Logistics, petroleum/oil/energy Telecom, and et al. More than 45 new companies participated in the campus hiring process, shows confidence of companies in our student's resource. Companies like Arcesium, Plutomen Technologies, Creative Jio Labs, Birlasoft, Bank of America and VE Commercial Vehicles also participated in the campus placements and recruited our students and more hired from the campus for the first time.

While 2 students have been hired by Propety Pistol, which has its presence in Dubai.

The placements have seen a boost from successful stint of students at summer internships leading to improved pre-placement offers (PPOs) as well as alumni involvement. The institute boasts of a 4000+ strong alumni network serving in various organizations in leadership and senior management roles and engages them to mentor the students in various engagement platforms like summer internships, alumni meets, conclaves, guest lectures and mock PI, and student mentorship to name a few.

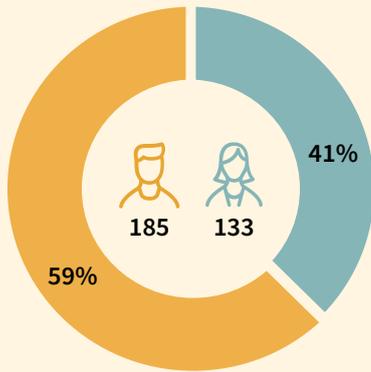
Companies offered PPOs, to name few - JP Morgan Chase &Co., Plutomen Technologies and Smyttens and others. Our heartfelt thanks to our regular recruiters like Infosys, EXL services, Kotak Bank, Axis Bank, Neilsen, CARE, CRISIL, TCS, HDFC Life, Performics Convonix, Heidelberg Cement, etc. for their patronage.

The Institute maintains an effective industry interface by regular interaction with industry experts through live projects, innovation workshops, participation in Conclaves, Institute Seminar Series and learning through co-curricular activities give a feel of the real world which encourages active learning for a better foundation.



# BATCH STATISTICS

## GENDER DIVERSITY



## WORK EXPERIENCE



FRESHERS  
74%



UPTO  
1 YEAR 9%



1-2 YEARS  
8%



2 YEARS &  
ABOVE 9%

INTEGRATED MBA  
72 STUDENTS

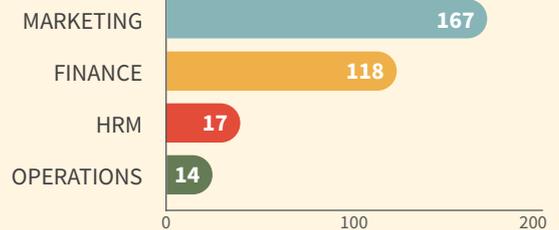
316  
STUDENTS

MBA (FT)  
244 STUDENTS

## EDUCATION QUALIFICATION



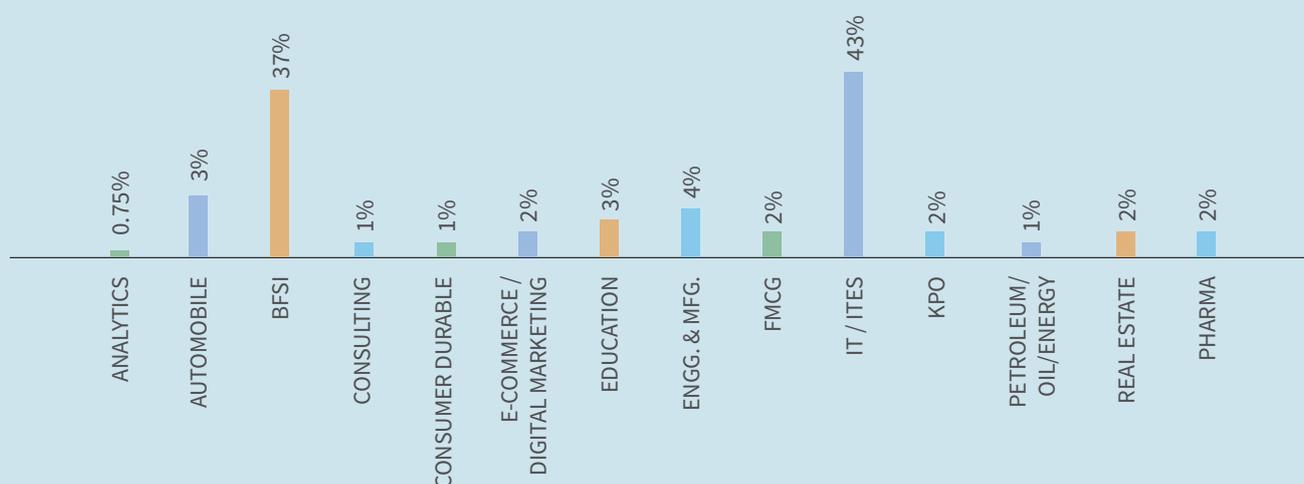
## SPECIALIZATION



# PLACEMENT SNAPSHOT



## RECRUITERS SECTOR WISE



## Summer Internships 2021 turned into Work-From-Home assignment

In view of the unprecedented situation due to the COVID-19 pandemic, businesses and industry, all around, were trying to grapple with the major disruption in their routines brought about by the government's strict directives on lockdown, restricted travel and the safe distancing norms. At IMNU, this disruption happened at a very crucial time, just when the students were about to begin their summer internships. Given the criticality of the summer internships in the academic curriculum of the MBA programme, an appeal was sent to the recruiters to consider Work-from-Home option for our students. We are grateful that many of our recruiters echoed the same sentiments and considered to offer students an opportunity to Work-from-Home. To bring seriousness in the summer internship the Institute assisted

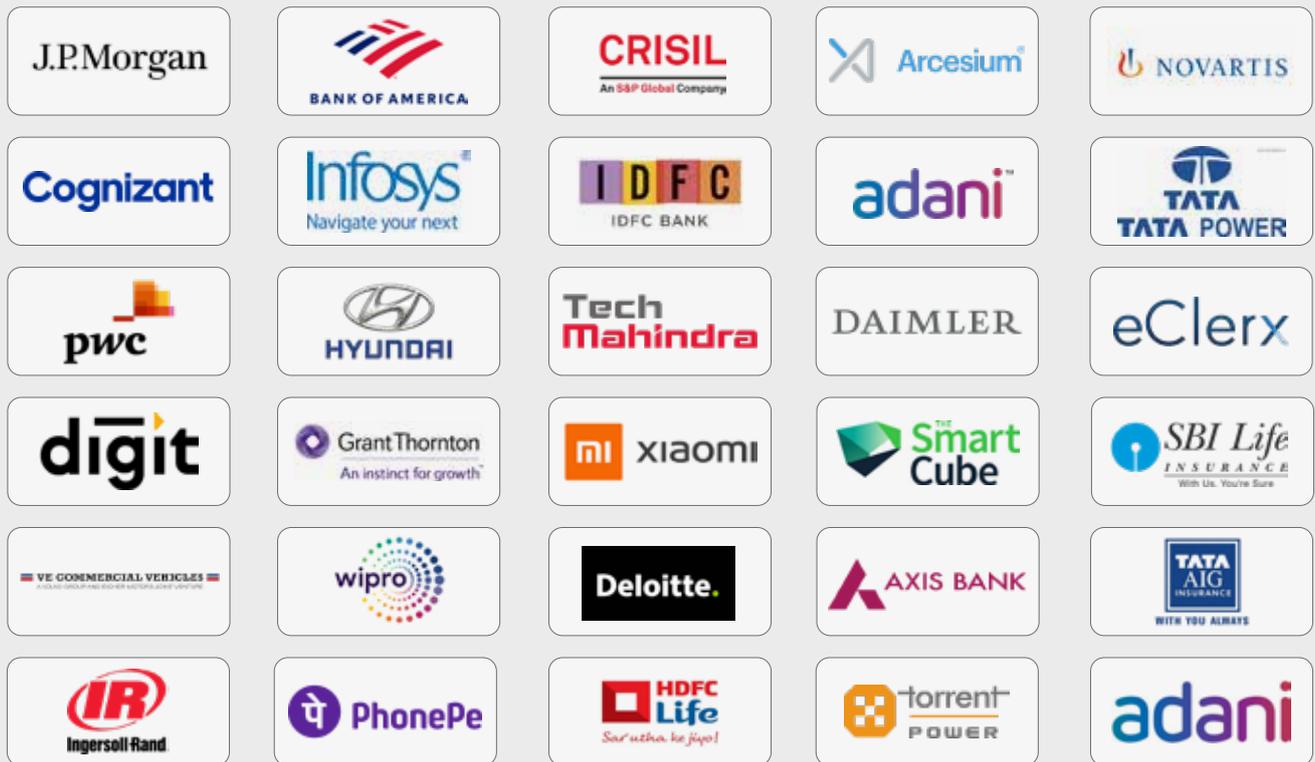
students by giving them assignment to generate report on sector specific they have secured an internship, which was apart from company project work. This year we saw most of the selection has shifted to online process. Amidst all the challenges faced, the summer placement for the MBA (Two Months) & Integrated MBA (Four Months) 2020-21, concluded with students getting quality projects with best of the organizations. The wide range of recruiters across domains as well as the diverse roles offered strengthens IMNU's commitment to producing leaders in all the fields.

The season saw prominent companies from diverse sectors visiting the campus. Companies like AMUL, Bajaj Finance Limited, Big Basket, Cadila Pharmaceuticals, CRISIL, J.P. Morgan, IIFL, E&Y, Xiaomi India, Fyndhere, Reserve Bank

of India, Infosys, SRK Exports, Publicis Groupe, PVH Arvind Fashion, SBI Life Insurance, Shoppers Stop, Tata AIG, Winjit Technologies among others participated in the summer placement process. Project offered were in the Analytics, Social Media, Sales, Operations, Marketing, Sports Management, Retail, Finance, etc. J. P. Morgan offered the highest stipend of Rs. 35000/ month and while average stipend stood at Rs. 11000/ month.

For MBA students it was proposed that all eight weeks of summer internships would be WFM mode whereas for the four months' internship of Integrated MBA students, a hybrid model was suggested, it was designed as four to eight weeks of WFH option starting May onwards, followed by twelve or eight weeks' onsite internship based on the prevailing situation.

# MAJOR CAMPUS HIRING PARTNERS



## Participation In Placement Process

For confirming participation in the PPT and Placement Process please write to

**FINAL PLACEMENTS:**  
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