

# INDIAN INSTITUTE OF MANAGEMENT K O Z H I K O D E



## SUMMER PLACEMENTS REPORT 2012



# FOREWORD

The Placements Team at IIM Kozhikode takes great pride in announcing the successful completion of the Summer Placements process for the 16<sup>th</sup> batch of the flagship PGP (Post Graduate Program). At this juncture, the Placements Team would like to specifically thank all those people who have supported the students through this crucial time and helped us achieve noteworthy results.

Despite recessionary fears and an unfavourable economic situation, IIM Kozhikode boasts of a successful summer placements process. We would like to thank our regular recruiters and several new ones who participated in the process and showed faith in our students. Over the past few years, IIM Kozhikode has become a preferred destination for recruiters across industries owing to the diverse educational and work-experience background of our students.

At the heart of this success, is the unflinching support from the distinguished Alumni of this Institute. Without their backing and strong conviction this would have been extremely difficult to achieve. Lastly we would also like to acknowledge the support from the students of both batches in getting the process done in an efficient manner.

Prof. Kulbhushan Balooni  
Chairperson  
Placements Committee

## STATISTICS SNAPSHOT

Number of students	: 366
Number of companies	: 144
Number of new recruiters	: 80
Highest stipend	: INR 150,000

# 15 YEARS OF GLORY

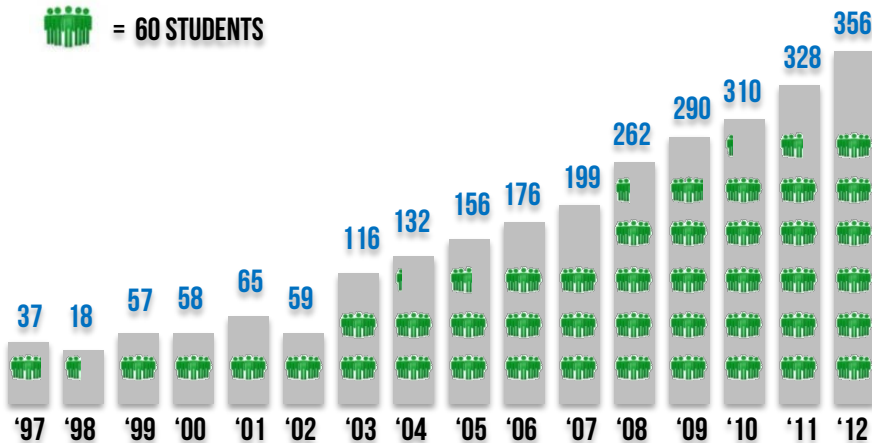


Established in 1997, IIM Kozhikode is the 5th oldest Indian Institute of Management currently in its 16<sup>th</sup> year of glorious existence. Located in Kozhikode on the outskirts of the city of Calicut, Kerala, it is one of the most picturesque B-school campuses in India. While the batch strength has been growing year on year, the number of recruiters on campus has also grown proportionately thus providing students with ample opportunities to choose a career of their choice. The increasing number of foreign university partnerships has ensured the synergy building exercise has resulted in exchange of ideas and networking.

IIM Kozhikode offers PG Diploma in Management (PGDM), Fellow Program in Management (FPM), Management Development Programs (MDP) and several executive education programs.

## INCREASE IN BATCH STRENGTH (PGP) OVER THE YEARS (1997 – 2012)

 = 60 STUDENTS



Accredited by  
**Association  
of MBAs**

First IIM to be  
accredited by the  
Internationally  
accepted Association of  
MBAs (AMBA)

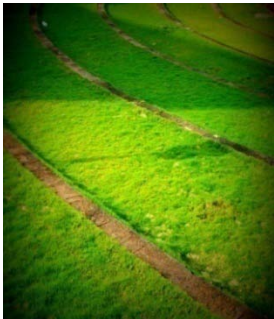


# FASTEST PLACEMENTS SEASON EVER

366 students including PGP and FPM students participated in the summer placements process. IIM Kozhikode maintained its impeccable track record by ensuring excellent placements with over 140 recruiters making internship offers spanning across different verticals, and that too in the shortest span of time ever.

The first-time recruiters were impressed by the academic excellence and the rigor of the curriculum. The diverse talent pool available at IIM Kozhikode and the enthusiasm amongst the students made IIM Kozhikode the campus of preference for many recruiters. They were impressed by the variety of experience and the fresh perspective brought onto the table by the students. Taking forward the legacy of last year, one of India's most desired and trusted companies, once again offered the highest number of summer internships across all campuses, to the students of IIM Kozhikode.

The Institute continued to meet the expectations of our regular recruiters providing them with the highest quality thereby cementing our ties with the industry stalwarts.



## STANDING THE TEST OF TIME

Even with the batch size increasing consistently over the past few years and impending economic pressures, IIM Kozhikode has been consistently placing all the participating students for summer internship at reputed organizations.



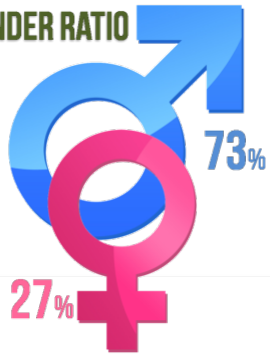
# KEY STATISTICS

## DEMOGRAPHICS

# 366

STUDENTS PARTICIPATED

GENDER RATIO



WORK-EX RATIO



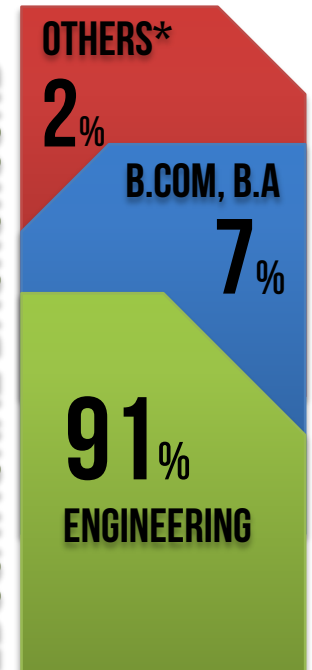
IIM Kozhikode was the first B-School in the country to promote gender diversity in its admission policy and the proportion of the intake of female students in the batch stands testimony to this fact.

Also, there exists variety in terms of the educational background of the students inducted into programme every year. The Institute also has a sizeable number of students with non-engineering background as compared to other premier B-schools.

Graduates in commerce, fashion and business administration are a few of the distinct backgrounds available on campus along with the mix of engineers. In addition, there exists a healthy mix of fresh and keen under-graduates along with students having prior work experience in some of the reputed firms in the industry.

With an average work experience of 21 months, the batch proved to be completely up-to-date with the latest industry trends and developments.

EDUCATIONAL BACKGROUND



\*MEDICAL, PHARMA, LAW, ETC.

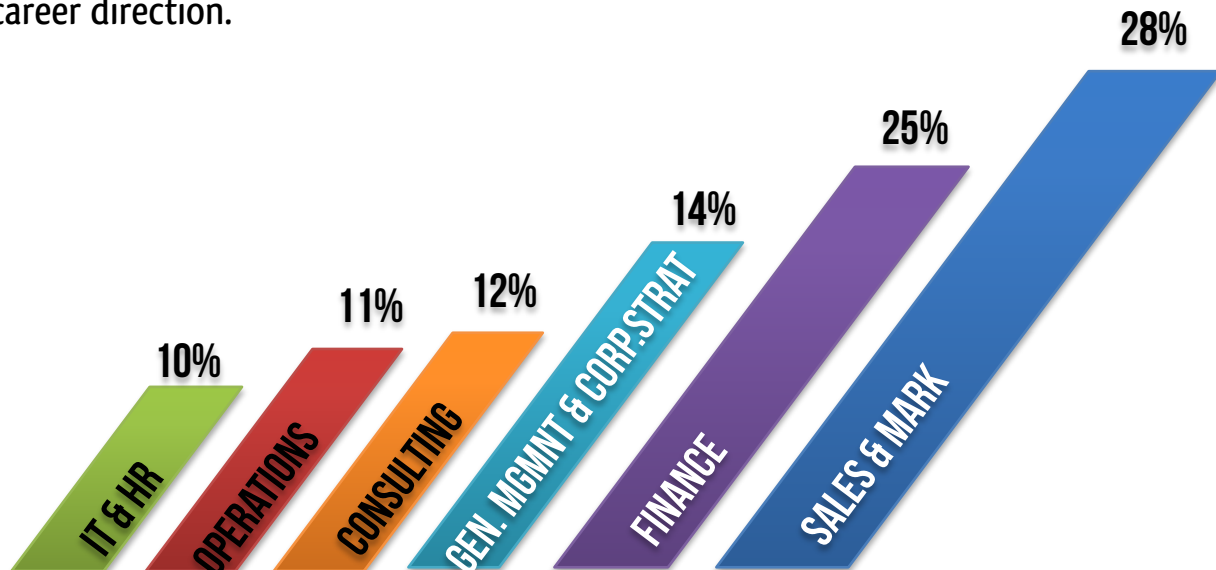


# KEY STATISTICS

## OFFERS

Sales & Marketing and Finance emerged as the most preferred verticals this year with more than 50% of the batch opting to pursue internship in these profiles. This season also saw a remarkable increase in the number of companies and roles in the Corporate Strategy and Consulting vertical as compared to previous years. The same can be attributed to the completion of 15 years of the Institute, because of which many new recruiters in the Consulting vertical put their trust in the capabilities of our students.

The batch profile with a good number of students having relevant work experience in diverse sectors also justified the suitability to strategy roles. With a record number of companies visiting the campus for the first time, students had ample number of opportunities to secure an internship aligning with their skills & future career direction.



OFFERS BY VERTICAL

NOT TO SCALE

# 20

STUDENTS OFFERED  
INTERNATIONAL  
INTERN LOCATIONS

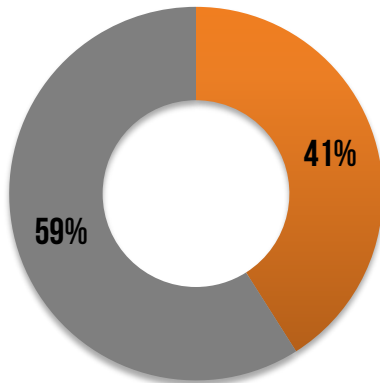
# KEY STATISTICS

## RECRUITERS

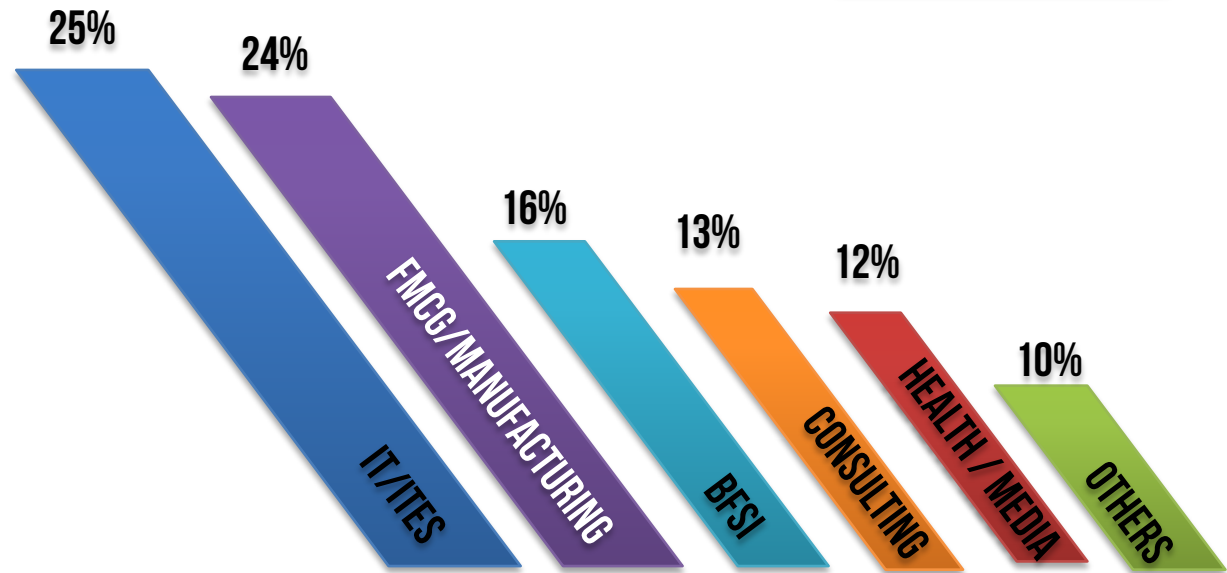
IIM Kozhikode had the privilege of hosting some of the biggest names from the industry for the Summer Placements this year. While our regular recruiters returned on campus with attractive offers, we also saw an exponential increase in the number of new recruiters on campus thus emphasizing the ever increasing reach of IIM Kozhikode.

While Banking, FMCG and ITES remained evergreen sectors offering a vast proportion of the offers, niche sectors like media, healthcare and sports management also made their presence felt.

**144**  
COMPANIES PARTNERED  
IN THE SUMMER S 2012  
PLACEMENTS PROCESS



■ REGULAR RECRUITERS  
■ FIRST-TIME RECRUITERS



**RECRUITERS BY INDUSTRY**  
NOT TO SCALE

# TOP RECRUITERS



\*The list is illustrative and not exhaustive



# RECRUITERS SPEAK

The experience was thrilling and exciting at IIM Kozhikode. The quality of students is excellent and we got the best resources for the summer projects. We also appreciate the efforts of the Placements Committee for their help and the smooth process.



## PHILIPS

Its was a great experience to start off the campus relationship with IIM Kozhikode. We want to take it forward in a big way in upcoming years.

It's been a fruitful association with IIM Kozhikode since last three years. I feel the way placements process is managed is very professional and has been a mutually beneficial relationship.



The process was well planned and the scheduling was great. We saw all the candidates we shortlisted and there was no waiting time. Also, the quality of students was really good and they were well prepared for the process. Overall, we enjoyed interacting with all of them.

The summer internship process at IIM Kozhikode was well planned and organized. The interest shown by the students in Heinz India and support from the placement committee was commendable. We look forward to continuing our relationship with the institute in the years to come.



# OUT OF THE BOX

The Summer Placements season at IIM Kozhikode witnessed the students exploring the road less travelled and taking up projects that are closer to their hearts. With organizations ranging from Healthcare and Sports Management to a Central Ministry and a popular Political party, the students got the liberty of taking the bold step towards a challenging career, allowing them to chase their dreams and explore unconventional opportunities fearlessly.

A lot of students took up roles in companies from the Education sector thus reaffirming the proclivity of the students towards societal concerns. Media management houses, PR firms providing innovative roles also participated in the summer placements process.

One of India's popular rock bands participated and gave the music enthusiasts an opportunity to pursue their passion at a professional level. The Summer Placement season underlined the clarity that the students have about their careers and the conviction with which they are ready to pursue the same.



## Emerging Companies & Startups

A host of companies in in the spectrum of the highly challenging emerging companies/start-ups also participated in the process with the intention of adding value to the organization and expediting their company's growth.

**POLITICAL  
PARTY**

**SPORTS  
MANAGEMENT**

**EDUCATION  
SECTOR**

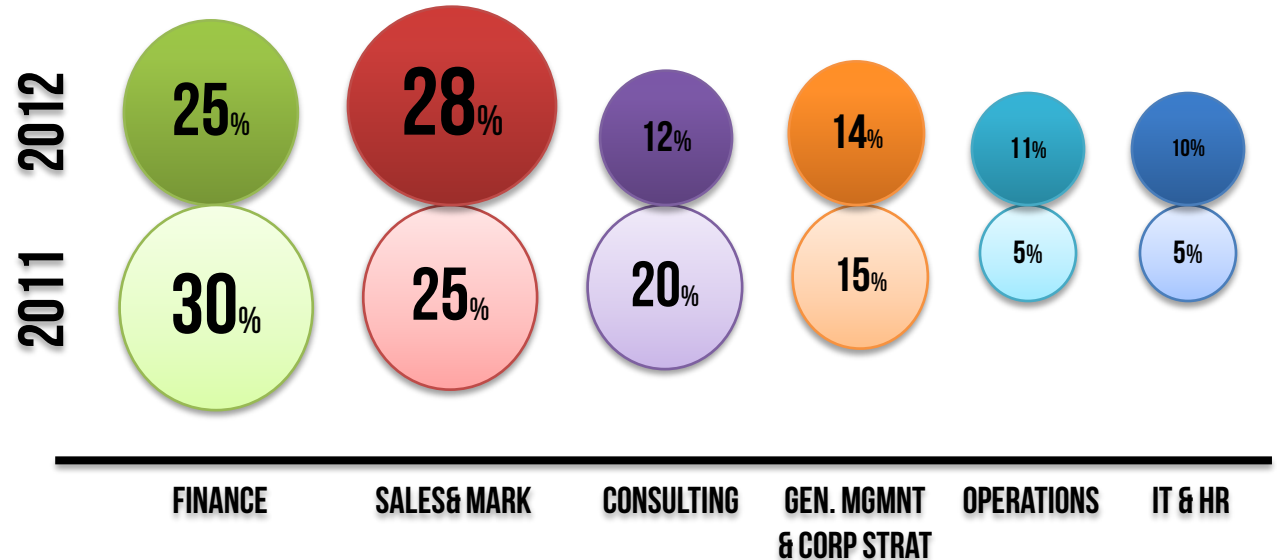
**MUSIC  
BAND**

**CENTAL  
MINISTRY**



# 2012 vs. 2011

There has been a noticeable increase in the proportion of roles offered in the Operations, IT & HR verticals reflecting the holistic competence of the batch. While the verticals of Sales and Marketing and Finance proved to be evergreen sectors with a number of offers from these verticals.



## ALMA MATER 'MATTERS'

IIMK's alumni proved yet again that the alma mater does matter to them. The involvement of alumni in the process and the support extended were instrumental in the successful placements season.



# PLACEMENTS TEAM

## INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

For any queries,

Please write to [placements@iimk.ac.in](mailto:placements@iimk.ac.in)

or visit [www.iimk.ac.in/placements](http://www.iimk.ac.in/placements)

Indian Institute of Management Kozhikode

IIM Kozhikode Campus P.O., Kozhikode – 673 570, Kerala, India

Phone: 91 495 2809139/209 | Fax: 91 495 2803007

