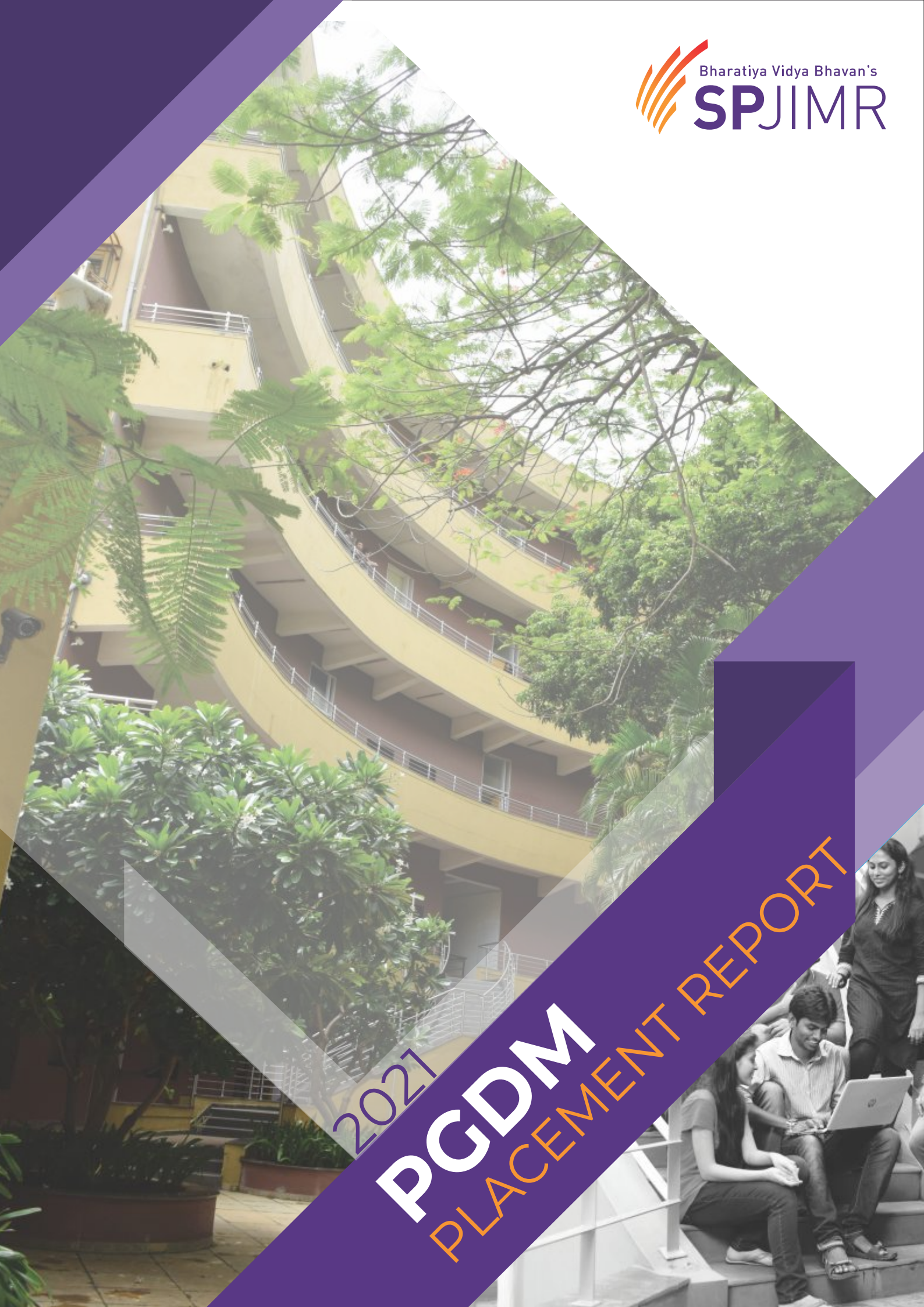
Bharatiya Vidya Bhavan's
SPJIMR



PGDM
PLACEMENT REPORT
2021

About SPJIMR

Bharatiya Vidya Bhavan's S P Jain Institute of Management and Research (SPJIMR), Mumbai, is one of India's leading management institutes noted for its unique combination of rigorous coursework, pedagogy that helps build sensitive, value-based managers for tomorrow and a strong student-faculty connect. It is one of five Indian business schools to be ranked under the QS World MBA rankings for four consecutive years. SPJIMR also featured among the global top 50 and tied with IIM Bangalore at 3rd position in India in the global Financial Times ranking 2020. Curriculum relevance, a high degree of industry integration, and a strong focus on experiential learning have set SPJIMR apart.

The programme structure takes the participants on divergent journeys that also includes a special course on understanding rural India through a four-week social internship with non-profits. The programme equips participants through a 'specialisation semester' before students are sent out for corporate roles. This offers a distinct value proposition to companies because students have a well-rounded exposure before they are hired. Some of the key highlights that distinguish the SPJIMR pedagogy are:

DoCC

DoCC is a SPJIMR initiative in which PGDM participants work in rural India with non-profit organisations, opening up new opportunities to learn and serve. Over the past few years, SPJIMR participants have carried out more than 1,500 DoCC projects with NGOs, funding organisations, corporate and government bodies. During the programme, participants interact with people, understand the structural challenges of the area and draw insights on issues of rural India. It is a unique way of sensitising future managers about issues faced by rural consumers and giving participants a hands-on opportunity to apply their business acumen and classroom learnings to unstructured business environments. This year marked the 26th edition of this course.

Abhyudaya

Abhyudaya is a mentoring programme under which students of the PGDM batch mentor children from underprivileged backgrounds. Each participant is mapped to a school-going child, also called 'sitara'. The PGDM students prepare a plan of action to mentor the child and visit the sitara's house through 12 visits across the year for mentoring sessions. This sensitises the participants to the challenges faced by the urban poor. The initiative gives the participants an opportunity to take responsibility and support these children while also viewing the world through their eyes.

Virtual Classes

The PGDM programme, a full-time, residential, two-year programme, was realigned in the light of challenges due to COVID-19 and the resultant temporary closure of the campus. Participants attended online classes for their Specialisation Semester in the safety and comfort of their homes, while ensuring maximum student-faculty interaction through video conferencing platforms and peer learning via discussions on various digital collaboration platforms.

Finals at a Glance:

The placement performance in terms of average salaries offered, the number of participating companies and the speed with which the offers rolled out reflected the goodwill of SPJIMR, the institute's deep and lasting relationships with the corporate sector and the strong value that MBA participants bring to the companies they work for. It also highlighted the adaptability and the resilience of the institute and in particular of the students, who are ready to take up challenging roles and deliver on business goals with social sensitivity.

This was the first time the final placements process was conducted online, building on the experiences of participants using online platforms for the autumns internships. Students, faculty and businesses have not met physically since the lockdown forced by the pandemic took effect in March last year. A variety of platforms and protocols were set up for the process to meet the convenience and security needs of companies.

The average annual salary (cost-to-company) this year stands at INR 26.06 lakhs per annum. This is similar to the levels reported last year. The median annual salary came in at INR 25 lakhs per annum, with over 26 percent of the batch securing offers in excess of INR 30 lakhs per annum, and over 80 percent in excess of INR 20 lakhs per annum.

Despite the challenges brought by the pandemic, around 50 per cent of the batch bagged PPO/PPI opportunities through the autumns internship and corporate competitions with leading corporates like Amazon, Boston Consulting Group, Colgate Palmolive, Hindustan Unilever, Procter & Gamble and Tata Administrative Services among others.

The large number of offers in a year marked by dramatic changes in the business environment indicated high levels of trust in the unique SPJIMR model of autumns internship. Under this, participants take to autumn internships typically in Sep-Oct after the completion of their specialisation courses, making them more business ready.

A brief on participating companies

Consulting/ IT Consulting

This year witnessed a spike in offers made by recruiters in the area of consulting, which became the top recruiting stream with over 36 percent of the batch finding opportunities in consulting roles. While Deloitte USI and PwC US Advisory made the maximum number of offers, the domain also saw participation from other industry leaders like Accenture Strategy, Bain & Co., Boston Consulting Group, EY GDS, GEP, IBM Consulting, Infosys Consulting and KPMG. The rise in the offers made also depicts the trust shown by corporates in SPJIMR and is an acknowledgement of the industry relevance of the curriculum vis-à-vis the consulting domain.

FMCG

The curriculum relevance and industry immersion experiences have helped SPJIMR maintain its niche in the FMCG sector. Over 40 offers were made by industry giants like Asian Paints, Colgate-Palmolive, General Mills, Hindustan Unilever, ITC, Johnson & Johnson, L'Oréal, Marico, Nestle, Pidilite, Procter & Gamble and RB. This was further strengthened by offers from new recruiters like Himalaya and recruiters like GSK Consumer Health returning to join the process, resulting in over 18 per cent of the batch being placed with the sector. Roles were offered across Sales & Marketing, Systems, Corporate Finance and Supply Chain Operations.

BFSI

International financial service firms such American Express, Citi, HSBC, along with home grown giants like Bajaj Finserv, IDFC First Bank, ICICI Bank, PayTM and Yes Bank rolled out about 30 offers in the BFSI sector. Investment Banks such as Axis Capital, Jefferies and Nomura, and Investment Management and Asset Management firms such as DE Shaw and ICICI Prudential AMC also participated in the process.

E-Commerce and IT

The boom in the e-commerce industry brought in close to 30 offers for the batch, made by industry leaders like Amazon, Cloudtail, Flipkart, Go-MMT, Grofers, OYO and Prione. Recruiters in this space offered a surfeit of new roles giving the participants a myriad of options to choose from.

Technology giants such as American Express, HCL, Freshworks, Microsoft and Samsung R&D Institute - Bangalore offered Product Management, Analytics, Program Management and Tech Sales roles on campus this year. Corporate IT roles were offered by companies such as Amway, Asian Paints, HUL, Mondeléz and P&G. Participants from the healthcare and pharma industries included Dr. Reddy's Laboratories and Optum UHG which offered roles in the Product and IT domain.

General Management and Leadership roles

General Management and Leadership roles focus on overall development of future business leaders by giving students exposure to functions across the business. This year, conglomerates like Amazon, Capgemini ELITE, Godrej, Mahindra GMC and Tata Administrative Services were among the top recruiters in this category, rolling out 27 offers.

Disclaimer: Logos are a proprietary of the company and are ordered alphabetically.

Rankings (2019-2020)

QS Global MBA :	Financial Times :	Business Today's BT-MRDA B-School Ranking 2020 :	Outlook 2020 :
One of only 5 Indian B-schools	3rd among Indian B-schools and 36th in world	4th	2nd

Participants in the Batch	Companies participating	First-time recruiters	Total Number of PPO	Median Salary	Average Salary	Highest Salary
233	131	75	79	25.00 LPA	26.06 LPA*	46.65 LPA*

** These figures saw an update after salary revision by a few recruiters.*

Key Highlights

- **26.2 %** of offers equal to or greater than INR 30 LPA
- **57%** of offers equal to or greater than INR 25 LPA
- **80.7%** of offers equal to or greater than INR 20 LPA
- **92.3%** of offers equal to or greater than INR 18 LPA
- **33.9%** of the Marketing Management batch placed with the FMCG firms
- **36.8%** of the Information Management batch bagged Product Management and Corporate IT roles
- **45.9%** of the Operations and Supply Chain Management batch placed with FMCG and Ecommerce firms
- **23%** of the Finance Management batch bagged offers from BFSI

Autumn Internship Highlights

- Number of companies: 88
- Number of first-time recruiters: 61
- Average Stipend: INR 201,000
- Maximum Stipend: INR 320,000

Placement Committee

Bharatiya Vidya Bhavan's SPJIMR

AICTE approved

AMBA, AACSB and NBA accredited

Bhavan's S.P. Jain Institute of Management & Research
Bhavan's Campus, Munshi Nagar, Dadabhai Road,
Andheri West, Mumbai - 400 058, India.
T: +91-22-2623-0396/ 2401/ 7454 W: www.spjimr.org

To know more write to :
abbas@spjimr.org or call +91 98213 62495,
hema.sisodia@spjimr.org or call +91 98200 27928
ami.gandhi@spjimr.org or call +91 9820892547