With the completion of yet another summer placement season, I am delighted that we witnessed a veritable positive trend in our placement statistics this season, both in terms of stipend and profiles offered. And the fact that it all happened during today’s unprecedented times comprehensively vindicates the enormous confidence reposed in us by our valuable industry partners, the excellence of our alumni, and the resulting strong brand equity of our MBA program. This year we had the opportunity of hosting some of the biggest names in the industry offering some of the most sought after profiles to our students. I would like to thank our recruiters, faculty members, alumni, staff and all those who have trusted us and supported us throughout this summer placement season. With this, I would like to invite you to read further about the summer placements of batch of 2019-21.
Summer Placements at MBA IIT Kanpur

The Summer placement process at MBA IIT Kanpur is conducted every year on a rolling basis commencing from the first week of September. The Summer placement process is premeditated and facilitated by the MBA Placement Committee, ushered by the Faculty Placement Advisor.

Highlights of Summer Placements

The successful completion summer placement season for the MBA batch of 2019-21 stands testimony to the thriving faith and confidence of the corporate world in the MBA program at IIT Kanpur. We had a plethora of companies representing the gamut from MNCs to the Start-Ups offering a myriad of roles in Analytics, IT/Consulting, Marketing, Finance, and Operations domain. We were able to forge new relationships with companies such as Tiger Analytics, Juspay, Portronics, Xoxoday, etc., along with edification of our existing engagements.

32 Companies from sectors such as Analytics, Consulting, Financial services, Advisory, Healthcare, E-commerce, IT, Apparel & Fashion and various others offered myriad profiles under different domains.
Batch Profile

The batch of 2019-21 upheld the high standards set by the MBA program at IIT Kanpur for the students augmented by strong academic background along with the diverse & vast work experience.

**Gender Diversity**

- Male: 88%
- Female: 12%

**Engineering Background**

- CS/IT: 31%
- Electrical: 22%
- Electronics: 21%
- Mechanical: 12%
- Others: 14%

**Work Industry**

- IT/Consulting: 55%
- Manufacturing: 20%
- Education: 20%
- Others: 5%

**Work Experience**

- 0-11 months: 41%
- 12-23 months: 24%
- 24-35 months: 27%
- >35 months: 8%
Stipend Statistics

- No. of companies visited: 32
- No. of Offers: 48
- YOY increment in avg stipend: 17.7%

Highest Stipend: 125k INR
Average Stipend (Top 25%): 88.7k INR
Average Stipend (Top 50%): 78.5k INR
Median Stipend: 72.5k INR
Mean Stipend: 60.7k INR
Profiles Offered

Domain wise Profiles offered

- **Analytics** 31%
- **IT/Consulting** 15%
- **Marketing** 35%
- **Finance** 8%
- **Operations** 11%

**Marketing**
Marketing continued to be the most sought-after domain, with 35% of the batch accepting offers from companies such as Portronics, Perpule, GyanDhan, Xoxoday, etc. The profiles offered were Category Manager, Digital Marketing, Business Development, Product Merchandising, etc.

**Finance**
8% of the batch welcomed offers from companies such as RBI, Portronics, ITH, etc. The profiles offered were Equity Research & Project Finance Management, Account Management, Portfolio Management, etc.
Analytics
Students showed their affinity towards the Analytics domain as 31% of the batch received offers from companies like Tiger Analytics, Ford, Digit Insurance, Mphasis, etc. They were offered roles in Data Analytics in the sectors such as Insurance, Automobile, Online Education, etc.

IT Consulting & Strategy
15% of the batch longed-for profiles in IT/Consulting and Strategy, accepting profiles such as Project Manager, Product Management, Consultant, etc. from the companies like Juspay, Perpule, Beato, Bombay Shirt Company, etc. The profiles were offered in the sectors like Apparel & Fashion, Healthcare, Financial Services, etc.

Operations
11% of the batch secured roles in the Operations domain in companies like DentalKart, Peesafe, etc. The profile offered were Supply Chain Management, Inventory Management, etc.
Key Recruiters

Tiger Analytics
Ford
Digit
Reserve Bank of India
Mphasis
Xoxoday
Zap
Perpule
RAAM Group
Indiamart
Homesfry
Beat
Bombay Shirt Company
YCP Solidiance
Express Stores
Vyom Labs
Portronics
Mate Labs
Top Rankers
Olik
Hostello
GyanDhan
Itech
Peesafe
Bill Free
Juspay
EA Sports
Contact
Placement Cell
315, IME Department,
IIT Kanpur
Email: mba@iitk.ac.in

Dr. Amit Shukla
Assistant Professor
Faculty Coordinator, Placements
Phone: 0512-259-6876
Email: skamit@iitk.ac.in

Student Coordinators

Achal Raj Goyal
Phone: +91-7000953266
Email: achalraj@iitk.ac.in

Anupam Chatterjee
Phone: +91 - 9140483266
Email: anupamch@iitk.ac.in

Pranab Roy
Phone: +91 - 9804236328
Email: pranabr@iitk.ac.in

Ruchi Mishra
Phone: +91 - 8726096381
Email: ruchim@iitk.ac.in

Rishabh Gupta
Phone: +91 - 7276872245
Email: rigupta@iitk.ac.in

Tarun Kumar Mishra
Phone: +91 - 9980978661
Email: tkmishra@iitk.ac.in