



# Indian Institute of Technology Kanpur

## Department of Industrial and Management Engineering



# MBA

## SUMMER PLACEMENT REPORT



BATCH 2016-18





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## BATCH 2016-18

### SUMMER PLACEMENTS AT MBA IIT KANPUR

The Summer Placement process of MBA IIT Kanpur is conducted every year on a rolling basis starting from first week of September. It is planned and assisted by the MBA placement committee under the guidance of the faculty placement advisors along with the support of the Student Placement Office of IIT Kanpur.

## HIGHLIGHTS OF SUMMER PLACEMENTS

The summer placements for the MBA batch of 2016-18, brought in opportunities for the students to work in a wide variety of sectors. This year saw enthusiastic participation from 20 companies and a significant increase in average stipend over the previous year. The summer placement stands as a testimony to the growing faith of various corporate leaders in the MBA program of IIT Kanpur.

**44%**  
Increase in  
Average Stipend  
from  
previous year

### **20 companies**

from sectors such as Financial Services, Government Advisory, Consumer Electronics, Power/Energy, Pharmaceutical, Retail, Media & Television, Rural Innovation and various others offered a myriad of profiles under different domains.





# SUMMER PLACEMENT REPORT

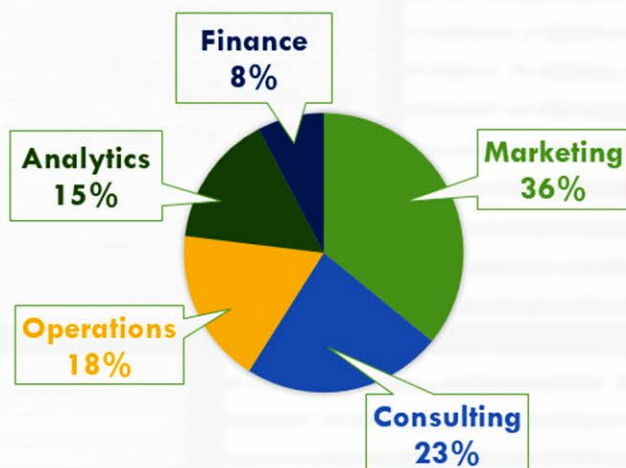
## BATCH 2016-18

### BATCH PROFILE

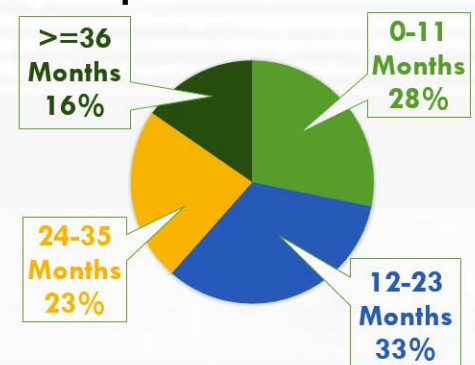
With strong academic background and majority having prior work experience, the batch of 2016-18 continues to uphold the high standards of talent that the MBA program of IIT Kanpur always nurtures.

### STATISTICS

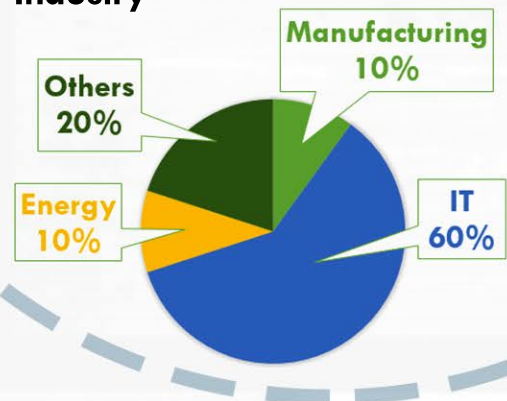
#### Domain wise distribution of offers



#### Work Experience in months



#### Industry



Number of Companies Participated

20

Total Number of Students

39

Highest Stipend

₹ 1,31,000

Average Stipend

₹ 47,538

Top 30% Average

₹ 85,179

Median Stipend

₹ 40,000

\*Calculated for the entire period of internship



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### DOMAIN WISE SUMMARY

#### MARKETING

Marketing was the most sought after domain this season with 36% of the batch accepting offers in companies such as Spencer's, Mahindra Finance, Novartis, National Innovation etc. Within marketing, profiles in Business Development, Product Strategy Development, Social Media Marketing, Product Merchandizing, Market Research etc. were offered.

#### CONSULTING

Consulting was the second most sought after domain and saw a substantial growth this season. Industry leaders Deloitte, Ernst & Young, Mother Dairy, AbsolutData and others offered consulting profiles in sectors such as Information Technology, Insurance, Government Advisory, FMCG etc.

#### OPERATIONS

18% of the batch accepted offers in Operations domain. Companies such as

Lava International, Spencer's, Mahindra Finance, Siemens offered profiles in Supply Chain Management, Inventory Management, etc.

#### ANALYTICS

15% of the batch accepted offers in Analytics domain. Prominent recruiters in this domain were Magic9 Media & Analytics, Karvy Financial Services, India On Track etc. The analytics profile was offered in sectors such as Sports, Media & Television, Financial Services, Re-commerce etc.

#### FINANCE

8% of the batch who opted for Finance had accepted profiles in companies such as Karvy Financial Services, Atal Bihari Vajpayee Institute of Good Governance & Policy Analysis.





# SUMMER PLACEMENT REPORT

## BATCH 2016-18

MBA, IIT Kanpur reaffirms its commitment to provide talented and outstanding managers and looks forward to building lasting and rewarding relationships with the industry.

### OUR RECRUITERS

**Deloitte.**

**KARVY**  
FINANCE

**EY**

**SIEMENS**

**spencer's**  
Makes fine living affordable

**LAVA**

**NOVARTIS**

**N**

**NliteN**

**MOTHER DAIRY**

**Magic9**

**INDIA ON TRACK**

**Let's Venture**  
Startup Funding Made Easy

**Mahindra**  
FINANCE

**spoynl**

**SoftAge**  
SoftAge Information Technology Limited

**absolutdata**  
Intelligent Analytics

**JINDAL**  
STEEL & POWER

**POLARIS**



राष्ट्रीय नवप्रवर्तन प्रतिष्ठान – भारत  
विज्ञान एवं प्रौद्योगिकी विभाग, भारत सरकार का स्वायत्तशासी संस्थान  
**National Innovation Foundation - India**  
Autonomous Body of the Department of Science and Technology, Govt. of India



Atal Bihari Vajpayee  
Institute of Good Governance & Policy Analysis

# CONTACT

**Placement Cell,  
319, IME Department,  
IIT Kanpur**

**Phone:  
+91-512-6796420  
+91-512-2596420**

**Email ID: [mba@iitk.ac.in](mailto:mba@iitk.ac.in)**

## **Student Coordinators**

**Abhishek Agarwal  
Phone: +91-7508501556  
Email: [aagarwal@iitk.ac.in](mailto:aagarwal@iitk.ac.in)**

**Ankita Shrivastava  
Phone: +91-8005470738  
Email: [ankitash@iitk.ac.in](mailto:ankitash@iitk.ac.in)**

**Harshit Sodhi  
Phone: +91-9810119549  
Email: [harssodh@iitk.ac.in](mailto:harssodh@iitk.ac.in)**

**Prateek Singh Kushwah  
Phone: +91-9584719299  
Email: [pratkush@iitk.ac.in](mailto:pratkush@iitk.ac.in)**

**Siddharth Vohra  
Phone: +91-9910005168  
Email: [siddhart@iitk.ac.in](mailto:siddhart@iitk.ac.in)**

**Suryanshu Sinha  
Phone: +91-7028026165  
Email: [suri@iitk.ac.in](mailto:suri@iitk.ac.in)**