

**M  
B  
A @ IIT-K**



**Master of Business Administration**  
**Indian Institute of Technology Kanpur**



**MBA PLACEMENT REPORT 2012-13**



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The placement for the MBA batch of 2011-13 was a testimony to the growing faith of the various corporate leaders in the MBA program of IIT Kanpur.

There was presence of companies in almost every sector and the multitude of profiles offered justified the potential and the learning of the students. A plethora of profiles were offered in all major streams of management- Operations, Finance, Marketing, HR, Corporate Planning and IT. Overall, 21 companies participated in the placement process for the 2014 batch of 50 students.

We continued our ever growing relationship with our regular recruiters like Accenture, Deloitte, Infosys, HSBC Analytics, Anand Group, Times Internet and were able to foster new bonds with Amazon, RSPL, TEG Analytics, Malt among many others.

### Placement 2013

|                        |           |
|------------------------|-----------|
| Batch size:            | 49        |
| Students participated: | 48        |
| Avg. Work-ex:          | 26 months |
| Recruiters visited:    | 21        |
| Recruiters recruited:  | 20        |
| Highest offer:         | 22 LPA    |
| Average offer:         | 8.47 LPA  |
| Median offer:          | 8.5 LPA   |
| Lowest offer:          | 5.75 LPA  |





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## Marketing



Marketing is an emerging forte for IIT Kanpur MBA. Students were offered myriad of profiles by a host of companies visiting the campus for placements. Profiles such as Brand manager, Central Marketing Manager, Engagement manager, Business development manager were offered among others. Companies such as **Amazon, RSPL, Malt, SimpliLearn** are some of the major recruiters who offered Marketing profiles.. Amazon offered the highest salary as well this year.

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## Supply Chain & Operations



Operation management is the forte of MBA program at IIT Kanpur and highly coveted profiles such as logistics manager, supply chain manager, Production Manager, Procurement Manager were offered in this vertical. Companies such as **Anand Group, Times Internet, Searce Logistics** were the major recruiters that offered operations profiles

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## Consulting

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Consulting was the most sought after profiles and there were a myriad of options available for our students.

Profiles like Associate consultant, Senior Associate Consultant, Consultant etc were offered to students depending on the number of years of experience to the students of IIT Kanpur. Companies such as **Deloitte**, **Infosys** are major recruiters for these profiles

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## Analytics

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Analytics is an emerging field and IIT K also got a host of Analytics profiles.

Companies such as **Accenture Business consulting**, **Mu sigma**, **TEG Analytics**, **HSBC Analytics** are major recruiters in this domain.

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