

Business Standard

IIM-Lucknow completes summer placements in 4 days

Places full batch of 457 students; top four job profiles offered came from sales & marketing, finance, consulting and business development segments

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IIM- Lucknow

Indian Institute of Management, Lucknow (IIM-L) has achieved 100 per cent summer placements for its batch of 457 students in four days.

The recruitment drive for the 31st batch saw participation of 157 domestic and international recruiters. The top-4 job profiles offered came from sales & marketing, finance, consulting and business development segments. Some top recruiters were Accenture, Aditya Birla Group, Amazon, Auctus Advisors, Avendus, BCG, Deutsche Bank, Flipkart, Hindustan Unilever, MH Alshaya, McKinsey, P&G and TAS, among others. The first time recruiters included AskMe.com, CarDekho.com, Hay Group, Nomura IB and Uber, among others. International profiles were offered by MH Alshaya, Deutsche Bank,

Hindustan Unilever and Kellogg's.

Last year, IIM-L had achieved the feat of placing the largest IIM batch within five days. This year, having placed one of the largest IIM batches in 4 days and having achieved 4 consecutive 100 percent placements, the Institute has raised the bar for the Indian B-schools, an IIM-L communiqué said.

Meanwhile, offers also came from domains such as operations/supply chain, general management, systems/IT, market research, analytics and HR.

The top segments based on roles offered were sales & marketing (25 percent), finance (22), consulting (21), e-Commerce (15), systems/IT (10) and general management (7 percent).

IIM-L noted the strong domestic economic situation supported it in attracting diverse roles in finance domain.

About 35 companies hired for the first time from IIM-L with over 60 percent coming from sales & marketing, finance and e-commerce sector.

Other sectors represented by these firms were consulting, systems/IT, general management, media and automotive. The roles were primarily in sales and marketing, finance and e-commerce.

Meanwhile, IIM-L placement chairman D S Sengar has credited the Student Placement Committee for the successful summer placements, besides performance of students during interaction with companies.