



The Red Building of Dreams  
Estd. 1954

# Placement Report

Batch of 2015-17

**Corporate Relations & Placement**

Faculty of Management Studies, Delhi

University of Delhi – North Campus

Delhi – 110007

## Placement Convenor's Message

It's a moment of happiness and pride as the Final placements at the Faculty of Management Studies have been successfully completed for the batch of 2015-2017. This is a testimony of the academic discipline at the Faculty along with the exceptional quality and aptitude of students at FMS, Delhi. It is also a reflection of the amount of trust and confidence that the corporate world bestows on the Institute and its students.

Our average salary for the 2015-2017 batch has gone up. This has been possible due to the availability of a diverse pool of students for the wide range of profiles offered by the companies across different disciplines. The recruiting companies and students had the opportunity to meet mutual aspirations and expectations due to the transparent process followed at the Faculty.

It's the time to thank all the stakeholders involved in the process as without their unconditional support and help, this process would not have been completed effectively. We extend our heartfelt gratitude to all the recruiters who exhibited immense faith in the competencies and aptitude of our students.

We would also like to express our thanks to our fellow faculty members, students and the illustrious alumni who have been a great source of support and encouragement in the smooth conduct of the placement process. Our Dean, Prof. M. L. Singla deserves special thanks as he has always been a pillar of support to us in all our endeavors.

Prof. Kavita Singh  
Placement Convener



## Placement Overview

The placement process at FMS Delhi was divided into two parts, the lateral and the final placement processes. Students with greater than 18 months of work experience prior to their MBA participated in the Lateral placement process in December 2016. Subsequently, the Final placement process for the remaining students was held in January 2017.

To ensure a smooth and transparent process for the companies, some important measures were taken. Firstly, a **slotting exercise** was done to democratically decide when a company would come in the placement process. Also, for the third year in a row, a **scheduling algorithm** was run in the placement process to optimally match the company and student's preferences during the recruitment exercise.

To encourage entrepreneurship, FMS provides a **placement holiday to students who wish to pursue their own ventures** and allows them to participate in a subsequent placement process for up to two years, in case they want to avail the opportunity. This year 2 such placement holiday candidates came back to campus and participated in the process. In a bid to encourage the sharpest minds of the country to venture into the social sector, FMS also has an MoU with **Teach for India (TFI)** that allows FMS students to enroll for the TFI program with deferred placements.

At FMS, there is a strong culture of experiential learning and students supplement their academic learning with practical insights from the corporate world. Nestled in a strategic location that is at the crossroads of busy corporate and student activity, FMS hosted over **200 business leaders** in the last year to facilitate a comprehensive learning curve for its students. This is truly reflected in the dominance of its students in the best and the most exclusive corporate competitions in the country.

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### Batch Statistics:

No. of students in the Batch – 218

No. of students appearing for placements – 209

No. of students placed - 209

No. of students signed out/taking a placement holiday – 9

No. of offers – 224

No. of Pre-Placement Offers accepted – 54

No. of offers in the laterals – 44

No. of offers in the finals – 111

No. of companies confirming participation – 156

No. of companies that made offers – 81

## Sales & Marketing

Apart from winning corporate competitions like **Asian Paints Canvas** and **Dr. Reddy's Amethyst**, placements at FMS are a testament to why the college is referred to as the "**Marketing Campus of the Country**". **30%** of the total offers were received in this domain. Apart from legacy recruiters in the FMCG domain, sales/marketing roles were offered in the Automobile, Media, Retail, Telecom and Industrial Goods.

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AB InBev	Akzonobel	Alshaya
Asian Paints	Bajaj	Bennett Coleman & Co. Ltd.
Dr. Reddy's	Epay Later	Godrej
GSK	HCL	Hindustan Unilever Ltd.
Hughes Communications	IBM	Indian Oil Corp. Ltd.
ITC	JSW	Metro C&C
Nestle	Newgen	OfBusiness
PepsiCo	Philips	Pidilite
RB	RPG Group	SBI
Sharekhan	Sony Music	Star
Tata Sky	Tata Steel	Times OOH
Vedanta	Vodafone	Wadi
Wipro	Yes Bank	Ziksa

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## E-Commerce/IT/Operations

Breaking the trend this year, **students at FMS received a greater number of offers in E-Commerce/IT/Operations** roles as compared to last year. There was an **increase of 50%** in the number of students placed in such roles. Legacy recruiters such as Amazon, Uber and Paytm recruited for their coveted roles. The process also saw the participation of first time recruiters such as Cloudtail, OfBusiness, Sharekhan and Wadi.

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AB InBev	Amazon	Cloudtail
OfBusiness	IBM	Paytm
Sharekhan	Thoucentric	Times Internet
Uber	UHG	VMock
Wadi	Wipro	

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## Finance

Over the past few years, FMS has seen a great increase in the number of people interested in Finance as a specialization. Offers were made across domains which included Investment Banking, Treasury, M&A, Private Equity, Corporate Banking and Corporate Finance.

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Avendus Capital	Axis Bank	Axis Securities
Brand Capital	Citi Bank	Cloudtail
Crisil	Goldman Sachs	HSBC
ICICI Bank	Intellect Design	Indus Valley Partners
Kotak Mahindra Bank	Pernod Ricard	PTC India
RBL Bank	Reliance	RPG Group
SBI	SBI Capital Markets	Spandana Sphoorty
Standard Chartered	Yes Bank	

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## Consulting/General Management

Accenture Strategy and EY Consulting recruited the maximum number of students with the firms recruiting 10 each. **35% of the batch got placed in consulting/general management roles.** Highly coveted general management roles were offered by AB InBev, Aditya Birla Group, Airtel, Capgemini, Olam International, Godrej, Reliance, RPG Group, Tata Administrative Services and Tech Mahindra.

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AB InBev	ABG	Accenture Strategy
Airtel	BCG	Capgemini E.L.I.T.E.
Capgemini Consulting	Cognizant	Deloitte USI S&O
Dr. Reddy's	EY Consulting	Godrej
HCL	i3 Consulting	IBM
Mount Meru	Olam International	PwC India
PwC - PRTM	Reliance	RPG Group
TAS	Tata Communications	Tech Mahindra

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## Corporate Competitions

Continuing the trend, FMS Delhi continued to dominate the corporate competition circuit this year too. Some of the accomplishments this year include the following:

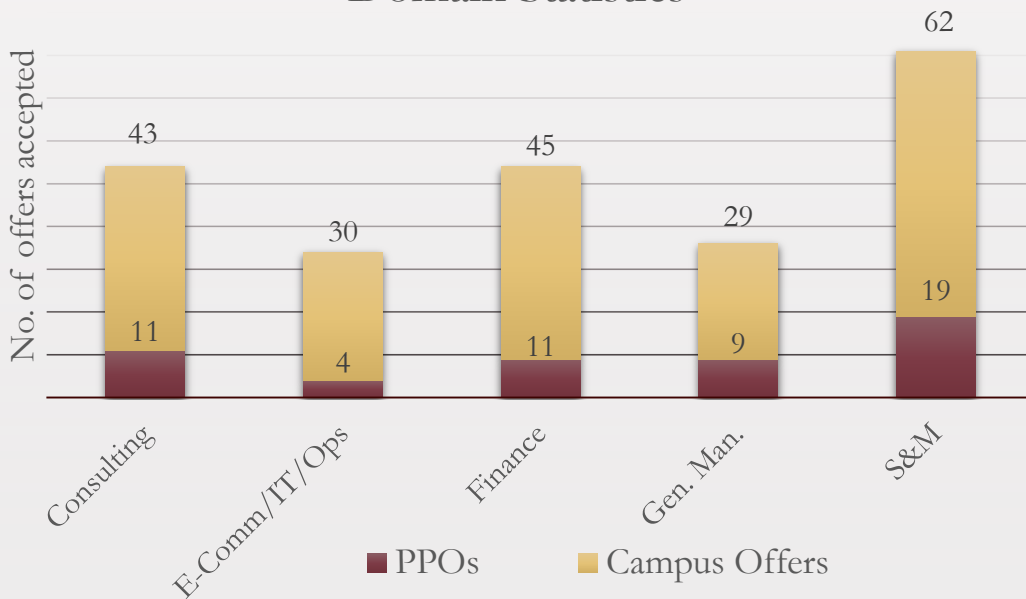
- Asian Paints Canvas – National Winners
- Dr. Reddy's Amethyst – National Winners
- Tata Business Leadership Awards – National Winners
- Amazon Ace – International Runners-up
- Samsung E.D.G.E. – National Second Runners-up
- Accenture B-School Challenge – National Finalists
- Johnson & Johnson Quest– National Finalists
- Novartis Unleash – National Finalists
- Reliance The Ultimate Pitch – National Finalists
- RB Mavericks – National Finalists



FMS has a rich legacy of promoting the spirit of experiential learning through case solving and corporate competitions. A few of its conquests in the past years are:

- Amazon ACE Challenge – International Winners
- Coca-Cola Showcase – National Winners
- Godrej Loud – 2 time National Winners
- Henkel Innovation Challenge – National Winners
- HUL L.I.M.E. – National Winners
- KPMG International Case Competition – National Winners
- Mahindra War Room – 2 time National Winners
- Nestle 4P – 2 time National Winners
- PepsiCo Become Indira's Advisors Competition – 2 time National Winners

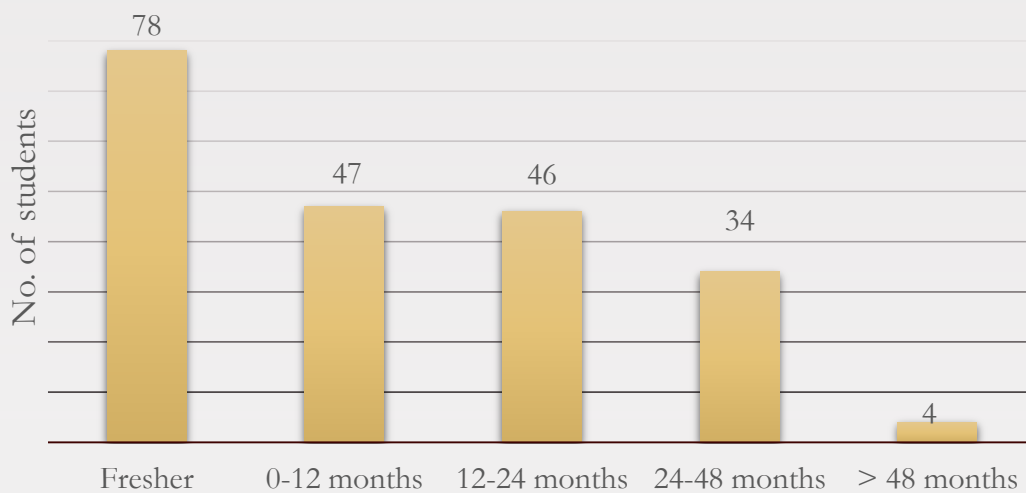
## Domain Statistics



50% rise in E-Comm/IT/Ops offers

Most offers (30%) were made in Sales & Marketing

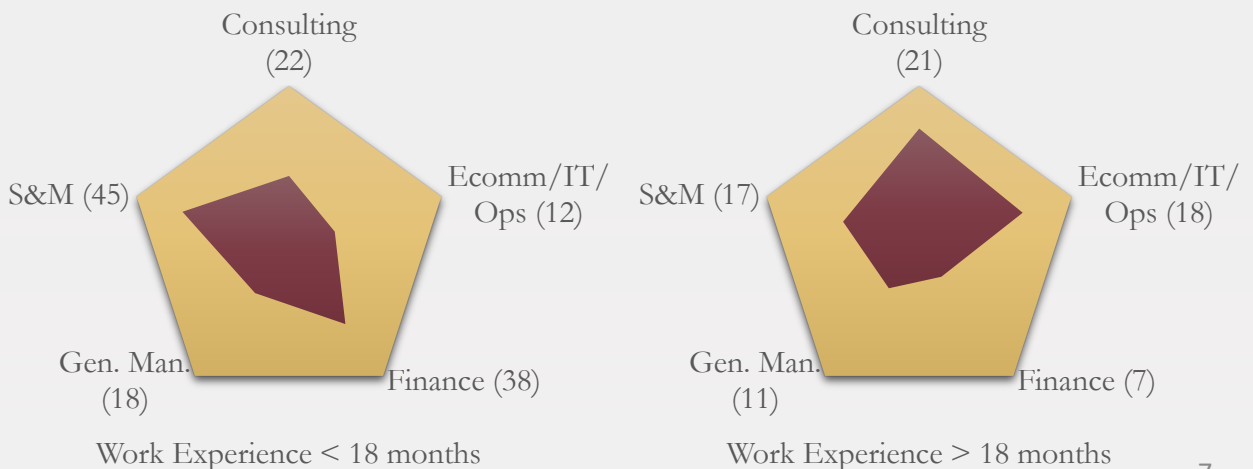
## Work Experience Profile



International opportunities were offered by 5 firms

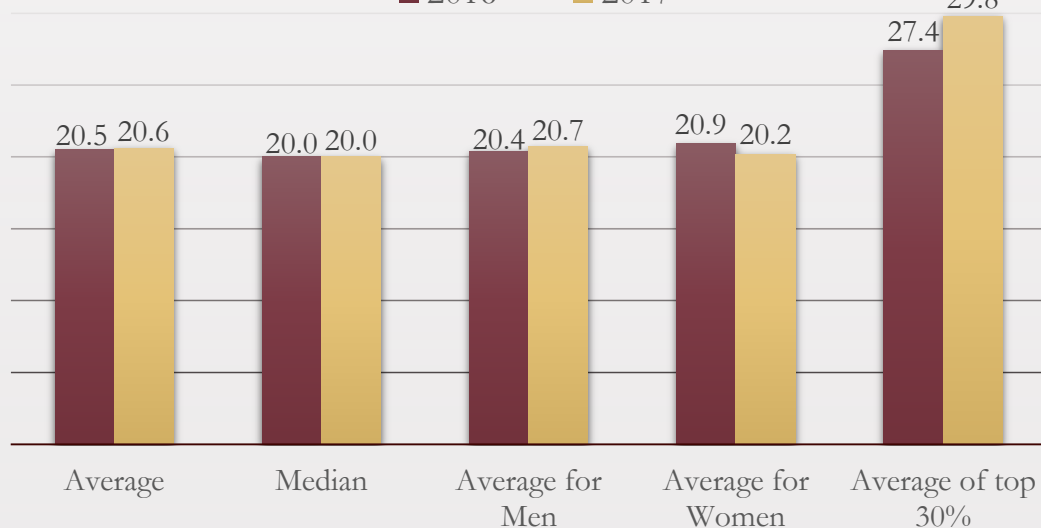
Average age of candidates was 24 years

## Work Experience - Domain Mapping



## Compensation Statistics

■ 2016 ■ 2017

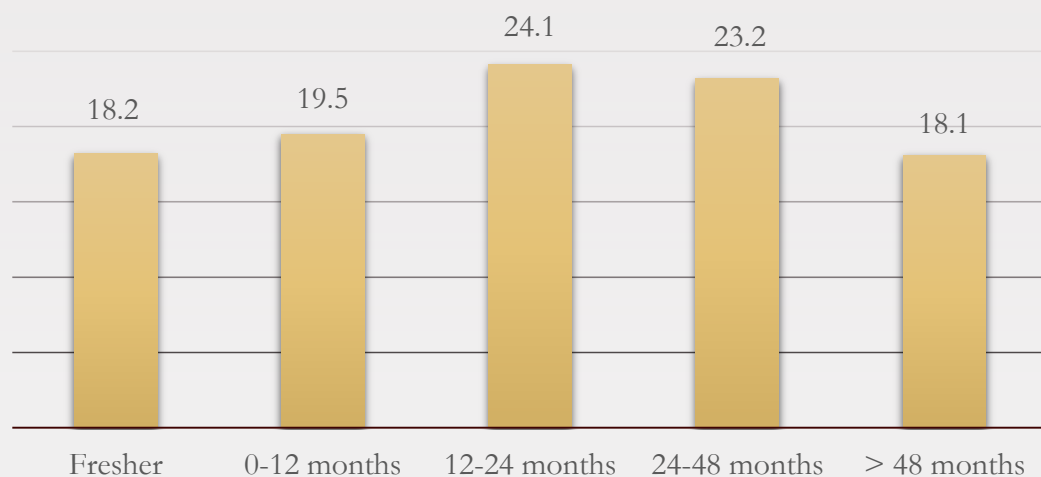


Highest domestic CTC  
INR 54.3 LPA

Highest overseas CTC  
\$150,000

Average CTC of top 50%  
INR 26.4 LPA

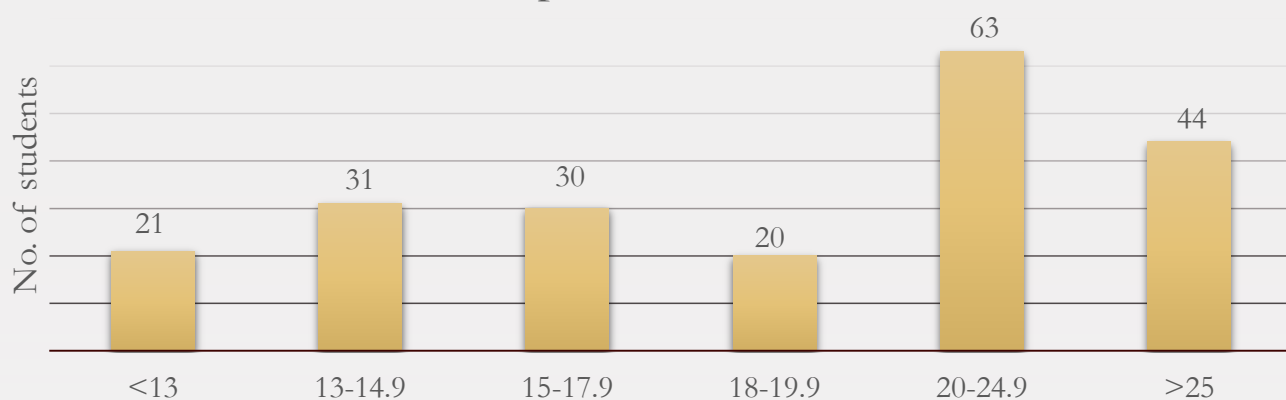
## Average Compensation Across Experience



107 students got offers upwards of INR 20 LPA

Average CTC of the Lateral candidates was INR 24.8 LPA

## Compensation Profile



\* Compensation indicated in lakhs per annum



# Final Placements Batch of 2017



Out of 156 companies that confirmed their participation, 81 companies made 224 offers, across different domains, resulting in record-breaking placement season.



