

IIM Kozhikode shows the way in times of crisis with an exceptional Summer Placement performance; places all 261 students in time

Despite the anxieties and the fear of reduced hiring due to the global economic scenario, national and international companies flocked to IIM Kozhikode for the Summer Recruitment process for the batch of 2008-2010. With a 102 firms (up from 66 last year) participating in the process, the 261 students in the batch got placed in different firms of their choice.

Kozhikode, Kerala, November 5, 2008 /[India PRwire](#)/ -- The Indian Institute of Management Kozhikode (IIMK) announced that it had **completed the summer placements process for the Class of 2010**. Despite the anxieties and the fear of reduced hiring due to the global economic scenario, **national and international companies flocked to IIM Kozhikode** for the Summer Recruitment process for the batch of 2008-2010. With a **102 firms** (up from 66 last year) participating in the process, the 261 students in the batch got placed in different firms of their choice.

What makes this commendable is that this was achieved in a year in which the **student intake increased by 42%** and with recruiters across all verticals generally cutting back on number of offers. A coordinated effort by the Faculty, Alumni and the Placements Committee along with the strong relationship which the institute shares with its industry partners ensured that the **Class of 2010 had no dearth of offers even in these economically severe times**. The excellent student quality at IIMK, guided by a strong pedagogy and a constant thrust on overall personality development, was a reason enough for most of the firms to return to IIMK for summer placements. Summers 2009 saw students walk away with **14 International offers** across various functions and in locations like **Singapore, Hong Kong, Germany, Dubai, South Africa and London**.

Summers 2009 truly marked the coming of age for IIMK. The current scenario tested the institute and its capability to provide good internships to its students. It is in times of adversity when the true strength is seen. IIMK has proved its mettle yet again by being **one of the few campuses to finish its Summers Placements process in time** and placing such a large number of students.

Banks and other financial institutions actually increased the number of offers as compared to last year. " *We were quite impressed by the profiles of the students at IIM Kozhikode*" said Sharad Goenka, Sr. Vice President at Corporate Banking at HSBC. Some of the other banks that recruited from IIMK were Citibank, Standard Chartered Bank, American Express, ICICI Bank and Axis Bank. **Investment Banks** like JP Morgan, Deutsche Bank, and Edelweiss Capital were bullish on students at IIMK. **Roles in Private Equity** were on offers from Tata Capital, and IDG Ventures. A total of 27% of students will intern in finance companies.

A large chunk of students opted for the **Strategy and Consulting** roles. **Arthur D Little**, one of the world's top Management Consulting firms offered **roles in its Dubai office**. The **Freudenberg Group** reaffirmed its relationship with IIM Kozhikode by picking up students for Strategy and Operations **roles based in Germany and Hong Kong**. " *I am quite excited about going to Germany for my summer internship*" said Harshad Karandikar, first year student from IIMK who was amongst those selected for the summer internship by Freudenberg. " *I had joined IIMK for the kind of exposure and career opportunity it provides, and my internship with Freudenberg is a perfect start*". Regular recruiters like Deloitte, Hewitt and PricewaterhouseCoopers (PwC) picked up students for consulting roles. IIMK students were also offered niche roles in the Marketing and Operations Consulting space by Frost and Sullivan, Vertebrend Consulting and i2 Consulting. Wipro and IBM also offered roles in their Consulting and Strategy divisions. 20% of the students would be interning in Consulting Firms in India and abroad. " *I was impressed by the processes followed by IIMK during the Summer Placements. The work done by the Placements Committee is commendable*", said Thomas Kuruvilla, MD Middle East at Arthur D Little.

IIMK has always been a strong favourite of **marketing firms**, as can be seen by their participation in the Summers process. While Nestle and Coca-Cola offered roles in marketing for the first time, regular recruiters like Hindustan Unilever (HUL), Colgate Palmolive, Marico, ITC, Aditya Birla Group and Johnson & Johnson picked students for roles in branding, sales and marketing, operations and logistics. **Coca-Cola was one of the firms offering highest domestic stipend at Rs 1 lakh** for the duration of internship, while **Vega Foods, a Singapore based company offered \$6000** for the internship period. 22% of students will be doing marketing internships.

There was fantastic participation from the sunrise sector – with many students opting for internships in **Media and Real Estate companies**. Sony Entertainment Television, Viacom, Star News, BBC World offered both creative and marketing roles, while Ansal API, Godrej and ABG Infralogistics offered roles in Real Estate. “ *I have always dreamed of doing something creative post my MBA*” said Naren Kumar, a 1st year student. “ *An internship with Sony TV will be a wonderful introduction to the media world for me*”.

This year also saw traditional recruiters giving summer internship roles in broader business divisions. In **Systems and IT/ITeS** vertical, while Cognizant gave roles in Business Consulting, TCS gave roles in Capital Markets. Taiwanese hardware manufacturer ASUS participated for the first time. Conglomerates like Mahindra & Mahindra and international consortiums like the Buhler Group and Dutch State Group also took students for general management and strategy roles at **international locations**.

Summers 2009 also marked a **paradigm shift** in the attitude of the students towards exploring non traditional avenues for internships. The Entrepreneurship-Cell at IIMK held a **Start-Up Fair**, in which **25 start-up firms participated** and more than 150 enthusiastic students from the 1st and 2nd year interacted with them. Several students who were interested in learning business hands-on in an entrepreneurial environment actually chose to do their summer internships in these start-ups rather than go to established firms.

“ *This is a great avenue for these firms to showcase the kind of careers one can have in wide and varied fields that MBA students think about*” Says Soheib Ali, a 2nd year student at IIMK. “ *I can confidently say that IIMK is going from becoming an institute that churns out world-class managers to an institution that encourages and cultivates top notch business leaders*”. The start-ups offered varying profiles in the space of Investment Banking, Private Equity, Social Entrepreneurship, Educational services, Media, Healthcare, Travel and Tourism and Rural Marketing. This was the first start-up fair at IIMK, and the tremendous response it generated ensures that this becomes a yearly event.

“ *With the global economic slowdown and with many firms resorting to layoffs and recruitment freezes, many had feared that this would adversely affect campus placements*” said Dr. Keyoor Purani, the Placements Chairperson at IIMK. “ *However, IIMK has bucked the trend by finishing summer placements in time and with great success. I am really glad that so many firms have reaffirmed their faith and confidence in IIM Kozhikode students and we look forward to a long term all weather relationship with them*” .

Notes to Editor

About IIMK:

The Indian Institute of Management Kozhikode (IIMK) was established in 1996 as the 5th IIM. A joint effort between the Government of India and the Government of Kerala, IIMK is one of India's premier Business Schools and it attracts the best talent from across India for its Post Graduate Program in Business Management. IIMK seeks to achieve a leadership position in management education and research and become a major learning resource centre in the Asia-Pacific region. Driven by compelling industry relationships, a rich pool of talent and world-class infrastructure and facilities, IIMK will continue its journey on the growth trajectory that it has defined.

For more information, please contact:

Rishi Tandon

Placement Committee Member

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.