

IIM Lucknow breaks its own record: Achieves 100% Final Placements within 3 days for one of the largest IIM batches in the country

On 1st February 2019, IIM Lucknow, the leading B-School of this country, accomplished what many considered “impossible” - breaking records the institute itself had set. It achieved 100% final placements for its 33rd batch of 460 students in a record time of 3 days. The recruitment drive saw participation from over 147 domestic and international recruiters. The highlight of the Placement Season was the participation of esteemed firms like Alvarez & Marsal, Aditya Birla Group, Bain & Co, Hindustan Unilever, JP Morgan Chase, MasterCard Advisors, McKinsey and Company, and The Boston Consulting Group. The participation of these firms also marked the ascent of IIM Lucknow as a preferred recruitment destination for consulting, finance and marketing roles in the country.

The top 4 segments based on roles offered were consulting, finance, sales & marketing and business development including some extremely sought after and niche profiles in the finance domain. The rest of the offers came from domains such as operations/supply chain, general management, systems/IT, market research, analytics and HR.

Some of the top recruiters across different sectors were Accenture, Amazon, Deloitte, Flipkart, and The Boston Consulting Group. Our first time recruiters include Artefact, ACT, Axis Capital, Bain & Company, IQVIA, KOIS Invest, Ola, Optum, Udaan, Whiteboard Capital, Xiaomi among others. International profiles were offered by Artefact, IQVIA and Splash (Landmark group). The institute also saw the highest number of offers being made during its lateral placement process.

Profile breakup

The top segments based on roles offered were consulting (32%), general management (14%), finance (16%), sales & marketing (16%), e-Commerce (15%) and systems/IT (10%). The strong focus on finance at IIM Lucknow supported us in attracting diverse roles in the finance domain. Rest of the offers came from domains such as market research, analytics, business development, social media marketing and HR among others.

Consulting and General Management sector

In the consulting domain, Accenture, Alvarez & Marsal, Bain & Co, McKinsey & Co and the Boston Consulting Group among others made 145 offers, with Accenture, Deloitte and the Boston Consulting Group being the top 3 recruiters. The General Management domain saw participation from companies such as Aditya Birla Group (ABG), Airtel, Hinduja Group, Lodha Group and RPG among others. ABG and RPG are the highest recruiters in this domain.

BFSI sector

BFSI sector saw the participation of a number of firms hiring for a diverse set of profiles. The campus secured its position as a potential recruiting destination amongst premium Slot 0 recruiters. BFSI sector saw a total of 81 offers by firms such as Axis Capital, Avendus Capital, Citibank, DBS, Edelweiss, ICICI Bank, JP Morgan Chase, KOIS Invest, Kotak Bank, Whiteboard Capital and among others. The major roles were in front end investment banking, global

markets, investment research, corporate/wholesale/retail banking, market research, trading and operations.

FMCG/consumer goods/telecom/digital media sector

In the FMCG/consumer goods/telecom/digital media sector, over 70 offers were made with some of the top firms being Airtel, Colgate Palmolive, Dr Reddy's, GSK, Hindustan Unilever, ITC, P&G, Pepsi, Puma, Samsung and Star TV. In addition to the traditional sales & marketing roles, these firms offered roles in supply chain management, IT, corporate finance, HR and analytics with some of them being exclusive roles for IIM Lucknow.

IT/e-Commerce/Technology sector

Some of the firms from the IT/e-Commerce/Technology sectors were Amazon, Flipkart, Google, and Wipro. These firms opened not only IT/Systems profiles, but also roles such as category management, sales enablement, business development, supply chain management, product marketing, strategic alliances, program manager and analytics.

This year, having placed one of the largest IIM batches within 3 days, securing the highest number of lateral offers ever and having achieved consecutive 100% placements, IIM Lucknow has raised the bar for placements in Indian B-schools.