

# *Indian Institute of Management Ahmedabad*



## *PGP-FABM Placement Report*

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*Finals 2017*

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BWR/IIMA/HO/RR/0005/2017-18  
August 31 2017



The Chairperson  
Placement Office  
Indian Institute of Management  
Vastrapur, Ahmedabad – 380015  
Gujarat

Madam,

**Re: Audit of Placement Report for 2017 placements of Post Graduate Programme in Food and Agribusiness Management (PGP – FABM) Programme**

We have audited the Placement Report prepared by you on the final placement (based on offers received and accepted on campus) of students in 2017 of the Post Graduate Programme in Food and Agribusiness Management (PGP – FABM) of the Indian Institute of Management Ahmedabad (IIM-A). The Placement Report is the responsibility of IIM-A. Our responsibility is to validate the information provided in the report with the relevant documentation and comment on the Placement Report's conformance with the Indian Placement Reporting Standards (IPRS) Revision 2.1.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations, which to the best of our knowledge and belief, were necessary. In our opinion, the Placement Report complies with the Indian Placement Reporting Standards Revision 2.1.
2. The validation of information presented in the report is based on communication received by IIM-A from recruiting companies. Brickwork Ratings (BWR) has not independently sourced any information or documentation.
3. We have verified the information with respect to job location, function and remuneration presented in the report with communication received from recruiters. The information has been categorised as best as possible under different salary heads as given in the IPRS Revision 2.1; where a break-up was not available, the salary has been considered only as 'Maximum Earning Potential'.
4. Stock Options have been mentioned for two students without details on how much vests in the first year. The amount relating to stock options has not been considered for calculation of 'Maximum Earning Potential'.
5. The acceptance of offers and number of students opting out of the placement process has been established through written communication from those students.
6. We have only audited the salary figures in the placement report and not the report's overview section, which explains the placement process.

Thank you

Best Regards,

**Rajee R**  
General Manager  
Brickwork Ratings

Tel: 080-4040 9999 ext: 349

[rajee.r@brickworkratings.com](mailto:rajee.r@brickworkratings.com) Brickwork Ratings India Pvt. Ltd.



3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076

Phone: +91 80 4040 9940 • Fax: +91 80 4040 9941 | [info@brickworkratings.com](mailto:info@brickworkratings.com) • [www.BrickworkRatings.com](http://www.BrickworkRatings.com)

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## **Overview**

The final placement process for the Batch of 2015-17 of the Post Graduate Programme in Food and Agribusiness Management (PGP-FABM) at IIM Ahmedabad was successfully completed on 17th February 2017. 43 students out of 44 from the batch of 2015-17 opted for placements through the Institute and were placed across diverse sectors and functions, further corroborating the quality of students and the pertinence of this specialised programme to the Food and Agribusiness sector.

## **Placement Process**

The Placement Process was conducted in two stages. The first was the Laterals process where firms interviewed students with prior work experience and offered them mid-level managerial positions. The second stage was the Final Placement process where firms were grouped into cohorts based on the profile offered and groups of cohort were invited to campus across different clusters.

## **Top Recruiters**

A total of 20 firms participated in the process including regular recruiters like GAVL (Godrej Agrovet), Yes Bank, ReckittBenckiser (RB), PI Industries and Amazon-Cloudtail. The placement process also attracted new recruiters such as Pioneering Ventures, TGI, Flourish Foods and Intellecip. These recruiters came from diverse sectors such as Agri Inputs, BFSI, Retail, FMCG, Food Production and Plantation, Food Processing, and Consulting. GAVL was the largest recruiter having selected 8 students. TGI, RB and Pioneering Ventures were next, recruiting 4, 3, 3 students respectively.

The process, with the introduction of the concept of “Dream Application”, helped students choose sectors and roles that best fit their career aspirations. The various functions offered to the students included Consulting, General Management, Marketing/Sales, Business Development and Strategy.

## **Social Sector**

3 students from the batch opted for job opportunities in the social sector with Non-profit organizations. This shows the inclination of students to work in the social and development sector.

## **The IPRS Initiative**

The Indian Placement Reporting Standards (IPRS) is an initiative that aims to provide transparency and authenticity in placement reporting across B-schools, through the means of audited placement reports. Please visit the [IPRS website](#) to know more.

IIM Ahmedabad would like to thank all its recruiters for their participation in the year's placement process and their co-operation with the IPRS initiative.

## 1. Classification of Students

### 1.1. Classification of Entire Placement Pool

Categories	Number
<b>1. Number of students who sought Placements through the institute</b>	<b>43</b>
1a. Number of students graduating in 2017	44
1b. Number of students returning from Placement Holiday	0
<b>2. Number of students who did not seek placement through the institute</b>	<b>1</b>
2a. Company-sponsored or already employed	1
2b. Continuing education	0
2c. Postponing job search	0
2d. Entrepreneurship (Starting a new business)	0
2e. Returning to / joining family business	0
2f. Seeking placement outside the campus placement process	0
<b>Total students eligible for Placements</b>	<b>44</b>
<b>Total who sought Placements through the institute</b>	<b>43</b>
<b>Total offers accepted</b>	<b>43</b>
<b>Total who did not seek placement through the institute</b>	<b>1</b>
<b>3. Number unplaced, if any</b>	<b>0</b>

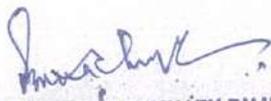
Table 1.1: Classification of the entire placement pool

## 2. Sector Wise Classification

Sector	Number of Offers		
	Domestic	International	Total
Agri Inputs	10	-	10
Banking, financial services and insurance (BFSI)	5	-	5
Consumer Goods(FMCG)	7	-	7
Consulting	3	-	3
E-Commerce & Retail	2	-	2
Food Processing	5	4	9
Food Production and Plantation	2	-	2
Pharmaceutical / Healthcare	2	-	2
Others*	3	-	3
<b>Total</b>	<b>39</b>	<b>4</b>	<b>43</b>

Table 2.1: Classification of offers based on sector

\*Note: Others includes Non Profit/Social Sector

  
**सोमनाथ भट्टाचार्य/ SOMNATH BHATTACHARYA**  
 संपर्क प्रबंधक, स्थानन कार्यालय  
 Relationship Manager, Placement Office  
 भारतीय प्रबंध संस्थान

For Indian Institute of Management Ahmedabad  
 अहमदाबाद-३८००१५./Ahmedabad-380015.



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### 3. Function wise Classification

Sector	Number of Offers		
	Domestic	International	Total
Business Development	3	-	3
Consulting	5	-	5
Finance	3	-	3
Logistics	2	-	2
Operations	1		1
Sales & Marketing	19	4	23
Strategy	2	-	2
Supply Chain Management	4	-	4
<b>Total</b>	<b>39</b>	<b>4</b>	<b>43</b>

Table 3.1: Classification of offers based on function

### 4. Location wise Classification

#### 4.1. Classification of Domestic Locations

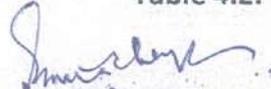
Indian Locations	Number of offers accepted
Ahmedabad	1
Bengaluru	2
Dharwad	1
Gurgaon	3
Hyderabad	3
Mehsana	3
Mumbai	16
New Delhi	2
Noida	1
Pan - India	7
<b>Total</b>	<b>39</b>

Table 4.1: Classification of offers based on domestic locations

#### 4.2. Classification of International Locations

Indian Locations	Number of offers accepted
Nigeria	4
<b>Total</b>	<b>4</b>

Table 4.2: Classification of offers based on International locations

  
**सोमनाथ भट्टाचार्य / SOMNATH BHATTACHARYA**

संपर्क प्रबंधक, स्थानन कार्यालय  
 Relationship Manager, Placement Office

भारतीय प्रबंध संस्थान

For Indian Institute of Management Ahmedabad

अहमदाबाद-380015./Ahmedabad-380015.



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## 5. Salary Heads

### 5.1. Salary Heads-Domestic (INR)

Salary Head	Min	Max	Median	Mean	Data*
Total Fixed Salary	7,20,000	20,00,000	12,82,000	13,29,939	39
One Time Cash Payments	1,00,000	4,00,000	1,00,000	1,76,923	13
Total Guaranteed Cash Payments	7,20,000	23,07,000	13,82,000	13,88,913	39
Maximum Earning Potential	7,50,000	27,07,000	16,10,000	15,63,759	39

Table 5.1: Classification of salary heads- Domestic

\*For some data points, only the Maximum Earning Potential is available and this is reflected under the 'Data' column. Maximum Earning Potential has been reported for all data points.

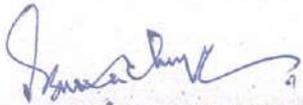
### 5.2. Salary Heads-International (USD)

	Min	Max	Median	Mean	Data
Total Fixed Salary	95,000	95,000	95,000	95,000	4
One time Cash Payments	-	-	-	-	4
Total Guaranteed Cash Payments	95,000	95,000	95,000	95,000	4
Maximum Earning Potential	110,000	110,000	110,000	110,000	4

Table 5.2: Classification of salary heads-international (USD)

### Description of Salary Heads

- Fixed Yearly Cash Component:** This is a total of the annual basic salary and additional guaranteed cash components. These additional components include cash payments and allowances that are part of the annual package. The term guaranteed signifies that the amount is certain unless there is an overall pay revision. The components falling under this salary head are final and are not related to performance.
- One-time cash Payment:** This head indicates the value of the remuneration given to a candidate as one-time cash benefit mostly at the time of joining.
- Total guaranteed Cash Component:** This is the sum of fixed yearly cash component and one-time cash payment.
- Maximum Earning Potential :** This is the sum of total guaranteed cash component, maximum possible-linked variable pay and all other components of salary that are a part of the offer. This can include long term compensation such as PF, gratuity and other perks as well.

  
सोमनाथ भट्टाचार्य/ SOMNATH BHATTACHARYA  
संपर्क प्रबंधक, स्थानन कार्यालय  
Relationship Manager, Placement Office  
भारतीय प्रबंध संस्थान

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अहमदाबाद-380015./ Ahmedabad-380015.



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### 5.3. Salary statistics at Purchasing Power Parity (PPP)

Salary in USD at PPP*	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	41,379	132,586	79,425	79,823	39
Non-INR salary (Total guaranteed cash component)	95,000	95,000	95,000	95,000	4
Combined INR and non-INR salary (Total guaranteed cash component)	41,379	132,586	79,425	84,581	43
INR salary (Maximum Earning Potential)	43,103	155,575	92,529	89,871	39
Non-INR salary (Maximum Earning Potential)	110,000	110,000	110,000	110,000	4
Combined INR and non-INR salary (Maximum Earning Potential)	43,103	155,575	94,828	95,619	43

Table 5.3: Salary Statistics at PPP adjusted exchange rates

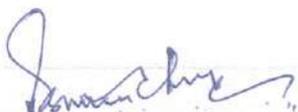
\*As per the PPP conversion rate for 2016 for all available currencies from the World Development Indicators (WDI) database of the World Bank. Data is sourced from <http://wdi.worldbank.org/table/4.16>

### 5.4. Sector wise Classification of Salary- Domestic (INR)

#### 5.4.1 Fixed Yearly Cash Component

Sectors	Min	Max	Median	Mean	Data
Agri-inputs	12,00,036	16,00,008	12,82,000	13,05,604	10
BFSI sector	15,00,000	18,00,000	15,00,000	16,20,000	5
Consulting	9,50,000	16,00,000	16,00,000	13,83,333	3
Consumer goods (FMCG)	8,50,000	19,07,000	16,00,575	14,24,511	7
E-Commerce & Retail	20,00,000	20,00,000	20,00,000	20,00,000	2
Food Processing	8,00,000	13,00,000	10,00,000	10,20,000	5
Food Production and Plantation	14,00,000	14,00,000	14,00,000	14,00,000	2
Pharmaceutical / Healthcare	10,00,000	12,60,000	11,30,000	11,30,000	2
Others	7,20,000	9,60,000	7,50,000	8,10,000	3

Table 5.4.1.: Sector wise Classification of Fixed Yearly Cash Component- Domestic

  
**सोमनाथ भट्टाचार्य/ SOMNATH BHATTACHARYA**  
 संपर्क प्रबंधक, स्थानन कार्यालय  
 Relationship Manager, Placement Office  
 भारतीय प्रबंध संस्थान  
 Indian Institute of Management  
 अहमदाबाद-३८००१५./Ahmedabad-380015.



#### 5.4.2 One-time Cash Payment

Sectors	Min	Max	Median	Mean	Data
Agri-inputs	1,00,000	2,00,000	1,00,000	1,11,111	9
BFSI sector	-	-	-	-	-
Consulting	-	-	-	-	-
Consumer goods (FMCG)	1,00,000	4,00,000	4,00,000	3,25,000	4
E-Commerce & Retail	-	-	-	-	-
Food Processing	-	-	-	-	-
Food Production and Plantation	-	-	-	-	-
Pharmaceutical / Healthcare	-	-	-	-	-
Others	-	-	-	-	-

**Table 5.4.2.: Sector wise Classification of One Time Cash Payment- Domestic**

#### 5.4.3 Total Guaranteed Cash Component

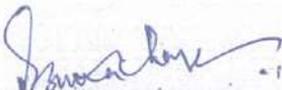
Sectors	Min	Max	Median	Mean	Data
Agri-inputs	13,82,000	16,00,008	13,82,000	14,05,604	10
BFSI sector	15,00,000	18,00,000	15,00,000	16,20,000	5
Consulting	9,50,000	16,00,000	16,00,000	13,83,333	3
Consumer goods (FMCG)	8,50,000	23,07,000	17,00,575	16,10,225	7
E-Commerce & Retail	20,00,000	20,00,000	20,00,000	20,00,000	2
Food Processing	8,00,000	13,00,000	10,00,000	10,20,000	5
Food Production and Plantation	14,00,000	14,00,000	14,00,000	14,00,000	2
Pharmaceutical / Healthcare	10,00,000	12,60,000	11,30,000	11,30,000	2
Others	7,20,000	9,60,000	7,50,000	8,10,000	3

**Table 5.4.3.: Sector wise Classification of Total Guaranteed Cash Component – Domestic**

#### 5.4.4 Maximum Earning Potential

Sectors	Min	Max	Median	Mean	Data
Agri-inputs	14,00,036	16,50,000	16,50,000	16,20,004	10
BFSI sector	15,00,000	21,00,000	18,00,000	18,00,000	4
Consulting	10,00,000	16,00,000	16,00,000	14,00,000	3
Consumer goods (FMCG)	9,50,000	27,07,000	21,00,575	19,95,939	7
E-Commerce & Retail	20,82,500	20,82,500	20,82,500	20,82,500	2
Food Processing	8,00,000	13,00,000	10,00,000	10,20,000	5
Food Production and Plantation	16,10,000	16,10,000	16,10,000	16,10,000	2
Pharmaceutical / Healthcare	12,00,000	12,60,000	12,30,000	12,30,000	2
Others	7,50,000	10,80,000	8,40,000	8,90,000	3

**Table 5.4.4.: Sector wise Classification of Maximum Earning Potential– Domestic**

  
**सोमनाथ भट्टाचार्य / SOMNATH BHATTACHARYA**  
 संपर्क प्रबंधक, स्थानन कार्यालय  
 Relationship Manager, Placement Office  
 भारतीय प्रबंध संस्थान  
 Indian Institute of Management  
 For Indian Institute of Management Ahmedabad  
 अहमदाबाद-३८००१५, Ahmedabad-380015



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## 5.5. Sector wise Classification of Salary-International (in USD)

### 5.5.1 Fixed Yearly Cash Component-International

	Min	Max	Median	Mean	Data
Food Processing	95,000	95,000	95,000	95,000	4

Table 5.5.1: Sector wise classification of fixed yearly cash component

### 5.5.2 One-time Cash Component-International

	Min	Max	Median	Mean	Data
Food Processing	-	-	-	-	-

Table 5.5.2: Sector wise classification of one-time cash component

### 5.5.3 Total guaranteed Cash Component-International

	Min	Max	Median	Mean	Data
Food Processing	95,000	95,000	95,000	95,000	4

Table 5.5.3: Sector wise classification of total guaranteed cash component

### 5.5.4 Maximum Earning Potential-International

	Min	Max	Median	Mean	Data
Food Processing	110,000	110,000	110,000	110,000	4

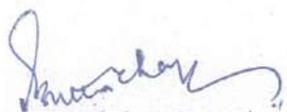
Table 5.5.4: Sector wise classification of Maximum Earning Potential

## 5.6. Function wise Classification of Salary- Domestic (INR)

### 5.6.1 Fixed Yearly Cash Component - Domestic

Functions	Min	Max	Median	Mean	Data
Business Development	8,00,000	15,00,000	12,60,000	11,86,667	3
Consulting	7,20,000	16,00,000	9,60,000	11,66,000	5
Finance	15,00,000	18,00,000	15,00,000	16,00,000	3
Logistics	14,00,000	14,00,000	14,00,000	14,00,000	2
Operations	9,00,000	9,00,000	9,00,000	9,00,000	1
Sales & Marketing	8,50,000	19,07,000	12,82,000	13,06,684	19
Strategy	7,50,000	16,00,008	11,75,004	11,75,004	2
Supply Chain Management	12,00,036	20,00,000	18,00,288	17,00,153	4

Table 5.6.1.: Function wise Classification of Fixed Yearly Cash Component- Domestic

  
सोमनाथ भट्टाचार्य/ SOMNATH BHATTACHARYA  
संपर्क प्रबंधक, स्थानन कार्यालय  
Relationship Manager, Placement Office  
For Indian Institute of Management Ahmedabad  
Indian Institute of Management  
अहमदाबाद-380015./Ahmedabad-380015.

  
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### 5.6.2 One-time Cash Payment- Domestic

Functions	Min	Max	Median	Mean	Data
Business Development	-	-	-	-	-
Consulting	-	-	-	-	-
Finance	-	-	-	-	-
Logistics	-	-	-	-	-
Operations	-	-	-	-	-
Sales & Marketing	1,00,000	4,00,000	1,00,000	1,81,818	11
Strategy	-	-	-	-	-
Supply Chain Management	1,00,000	2,00,000	1,50,000	1,50,000	2

Table 5.6.2.: Function wise Classification of One Time Cash Payment- Domestic

### 5.6.3 Total Guaranteed Cash Component - Domestic

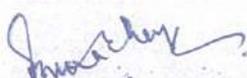
Functions	Min	Max	Median	Mean	Data
Business Development	8,00,000	15,00,000	12,60,000	11,86,667	3
Consulting	7,20,000	16,00,000	9,60,000	11,66,000	5
Finance	15,00,000	18,00,000	15,00,000	16,00,000	3
Logistics	14,00,000	14,00,000	14,00,000	14,00,000	2
Operations	9,00,000	9,00,000	9,00,000	9,00,000	1
Sales & Marketing	8,50,000	23,07,000	13,82,000	14,11,947	19
Strategy	7,50,000	16,00,008	11,75,004	11,75,004	2
Supply Chain Management	14,00,036	20,00,000	18,50,288	17,75,153	4

Table 5.6.3.: Function wise Classification of Total Guaranteed Cash Component – Domestic

### 5.6.4 Maximum Earning Potential - Domestic

Functions	Min	Max	Median	Mean	Data
Business Development	8,00,000	15,00,000	12,60,000	11,86,667	3
Consulting	8,40,000	16,00,000	10,80,000	12,24,000	5
Finance	18,00,000	21,00,000	18,00,000	19,00,000	3
Logistics	16,10,000	16,10,000	16,10,000	16,10,000	2
Operations	9,00,000	9,00,000	9,00,000	9,00,000	1
Sales & Marketing	9,50,000	27,07,000	16,50,000	16,56,368	19
Strategy	7,50,000	16,00,008	11,75,004	11,75,004	2
Supply Chain Management	14,00,036	21,00,575	20,82,500	19,16,403	4

Table 5.6.4.: Function wise Classification of Maximum Earning Potential– Domestic

  
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## 5.7. Function wise Classification of Salary-International (in USD)

### 5.7.1 Fixed Yearly Cash Component-International

	Min	Max	Median	Mean	Data
Sales & Marketing	95,000	95,000	95,000	95,000	4

Table 5.7.1: Sector wise classification of fixed yearly cash component

### 5.7.2 One-time Cash Component-International

	Min	Max	Median	Mean	Data
Sales & Marketing	-	-	-	-	-

Table 5.7.2: Sector wise classification of one-time cash component

### 5.7.3 Total guaranteed Cash Component-International

	Min	Max	Median	Mean	Data
Sales & Marketing	95,000	95,000	95,000	95,000	4

Table 5.7.3: Sector wise classification of total guaranteed cash component

### 5.7.4 Maximum Earning Potential-International

	Min	Max	Median	Mean	Data
Sales & Marketing	110,000	110,000	110,000	110,000	4

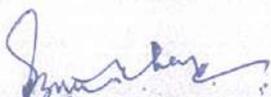
Table 5.7.4: Sector wise classification of Maximum Earning Potential

## 5.8. Location wise Classification of Salary- Domestic (INR)

### 5.8.1 Fixed Yearly Cash Component

Location	Min	Max	Median	Mean	Data
Ahmedabad	9,50,000	9,50,000	9,50,000	9,50,000	1
Bengaluru	20,00,000	20,00,000	20,00,000	20,00,000	2
Dharwad	11,00,000	11,00,000	11,00,000	11,00,000	1
Gurgaon	13,00,000	16,00,575	16,00,008	15,00,194	3
Hyderabad	7,50,000	16,00,000	16,00,000	13,16,667	3
Mehsana	8,00,000	10,00,000	9,00,000	9,00,000	3
Mumbai	9,50,000	18,00,000	12,82,000	13,60,377	16
New Delhi	7,20,000	9,60,000	8,40,000	8,40,000	2
Noida	10,00,000	10,00,000	10,00,000	10,00,000	1
Pan -India	8,50,000	19,07,000	14,00,000	14,60,143	7

Table 5.8.1.: Location wise Classification of Fixed Yearly Cash Component- Domestic

  
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 Relationship Manager, Placement Office  
 भारतीय प्रबंध संस्थान

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### 5.8.2 One-time Cash Payment

One time	Min	Max	Median	Mean	Data
Ahmedabad	-	-	-	-	-
Bengaluru	-	-	-	-	-
Dharwad	-	-	-	-	-
Gurgaon	1,00,000	1,00,000	1,00,000	1,00,000	1
Hyderabad	-	-	-	-	-
Mehsana	-	-	-	-	-
Mumbai	1,00,000	2,00,000	1,00,000	1,11,111	9
New Delhi	-	-	-	-	-
Noida	-	-	-	-	-
Pan -India	4,00,000	4,00,000	4,00,000	4,00,000	3

Table 5.8.2.: Location wise Classification of One Time Cash Payment- Domestic

### 5.8.3 Total Guaranteed Cash Component

Location	Min	Max	Median	Mean	Data
Ahmedabad	9,50,000	9,50,000	9,50,000	9,50,000	1
Bengaluru	20,00,000	20,00,000	20,00,000	20,00,000	2
Dharwad	11,00,000	11,00,000	11,00,000	11,00,000	1
Gurgaon	13,00,000	17,00,575	16,00,008	15,33,528	3
Hyderabad	7,50,000	16,00,000	16,00,000	13,16,667	3
Mehsana	8,00,000	10,00,000	9,00,000	9,00,000	3
Mumbai	9,50,000	18,00,000	13,82,000	14,22,877	16
New Delhi	7,20,000	9,60,000	8,40,000	8,40,000	2
Noida	10,00,000	10,00,000	10,00,000	10,00,000	1
Pan -India	8,50,000	23,07,000	14,00,000	16,31,571	7

Table 5.8.3.: Location wise Classification of Total Guaranteed Cash Component – Domestic

### 5.8.4 Maximum Earning Potential

Location	Min	Max	Median	Mean	Data
Ahmedabad	9,50,000	9,50,000	9,50,000	9,50,000	1
Bengaluru	20,82,500	20,82,500	20,82,500	20,82,500	2
Dharwad	11,00,000	11,00,000	11,00,000	11,00,000	1
Gurgaon	13,00,000	21,00,575	16,00,008	16,66,861	3
Hyderabad	7,50,000	16,00,000	16,00,000	13,16,667	3
Mehsana	8,00,000	10,00,000	9,00,000	9,00,000	3
Mumbai	10,00,000	21,00,000	16,50,000	16,16,252	16
New Delhi	8,40,000	10,80,000	9,60,000	9,60,000	2
Noida	12,00,000	12,00,000	12,00,000	12,00,000	1
Pan -India	14,00,000	27,07,000	16,10,000	20,20,143	7

Table 5.8.4.: Location wise Classification of Maximum Earning Potential– Domestic

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## 5.9. Location wise Classification of Salary-International (in USD)

### 5.9.1 Fixed Yearly Cash Component-International

	Min	Max	Median	Mean	Data
Nigeria	95,000	95,000	95,000	95,000	4

Table 5.9.1: Sector wise classification of fixed yearly cash component

### 5.9.2 One-time Cash Component-International

	Min	Max	Median	Mean	Data
Nigeria	-	-	-	-	-

Table 5.9.2: Sector wise classification of one-time cash component

### 5.9.3 Total guaranteed Cash Component-International

	Min	Max	Median	Mean	Data
Nigeria	95,000	95,000	95,000	95,000	4

Table 5.9.3: Sector wise classification of total guaranteed cash component

### 5.9.4 Maximum Earning Potential-International

	Min	Max	Median	Mean	Data
Nigeria	110,000	110,000	110,000	110,000	4

Table 5.9.4: Sector wise classification of Maximum Earning Potential

## 6. Other Details

### 6.1. Details regarding Pre-placement Offers (PPO)

Parameter	Number
1. Total Pre-Placement Offers awarded	13
1a. Through internships	13
1b. Through others	0
2. Total Pre-Placement Offers accepted	10
2a. Through internships	10
2b. Through others	0

Table 6.1.: Details regarding Pre-Placement Offers (PPO)

  
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Relationship Manager, Placement Office  
भारतीय प्रबंध संस्थान  
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## 7. Compliance Statement

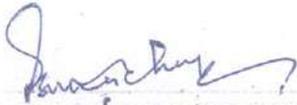
This placement report has been prepared as per the Indian Placement Reporting Standards, Revision 2.1\*.

The instances where the report deviates from the standards and the reasons for them are mentioned below:

Deviation from the standards	Reason
-	-

Table 7.1: List of deviations from standards with reasons

\* <http://www.iimahd.ernet.in/iprs/gallery/IPRSRevision2.1.pdf>



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संपर्क प्रबंधक, स्थानन कार्यालय  
Relationship Manager, Placement Office  
भारतीय प्रबंध संस्थान  
Indian Institute of Management  
अहमदाबाद-३८००१५./Ahmedabad-380015.



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