



Indian Institute of Management Amritsar Placement Brochure 2019-20



Creating Milestones



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From the Director's Desk

Dear Recruiter,

Greetings! It is my pleasure to introduce the fourth and fifth batches of MBA students of IIM-Amritsar, comprising of One Hundred Six (106) and One Hundred Fifty (150) graduates respectively. The majority of our students come with professional experience ranging from 1 to 3 years in the fields of IT, Manufacturing, Sales and Marketing, BFSI, Operations and Analytics. Further, all the graduating class have had professional internships with several leading organisations in the nation.

At IIM Amritsar, graduates are exposed to all the core functional areas of business and management in the first year; in the second year, they are exposed to an in-depth examination of business issues related to their chosen field of specialization in Marketing, Finance, Operations, etc. To complement the academic environment provided by expert faculty members, the industry interaction exposes the students to the real world through various conclaves (HR, Finance, Marketing, Strategy, Operations) organized throughout the year allowing interactions with industry experts.

Additionally, our students are very active in serving the community through their corporate social responsibility initiatives to complete a holistic education. An illustrative but a non-exhaustive list of student achievements in the CSR areas during the preceding year related to fundraising for Kerala flood victims, annual event to generate ideas for solutions to the Punjab's farming community, blood donation camps, educating the underprivileged students in the community, among others.

As an evidence of our students calibre, the number of first-time recruiters and returning companies have been on the rise. Some of our prominent recruiters includes KPMG, Deloitte, E&Y, Xiaomi, OYO, ICICI Lombard, among others.

The education provided to our students makes me believe that our students are well prepared to address the challenges faced by businesses today. I am confident that our students will immensely contribute to organizations like yours, if provided the right opportunity. I personally invite you to this year's campus recruitment event and look forward to welcome you. Please do not hesitate to contact me or our placement coordinator in assisting you in any way we can to make this year's event a memorable one!

With warm regards,

Prof. R. Nagarajan, Ph.D.

Director, IIM Amritsar



From the Placement Chair's Desk

Dear Recruiter,

Undoubtedly, IIM Amritsar has the potential to be one of the most active and the largest B-schools in the country. I envision this happening through the synergies of our Director, passionate faculty, staff, and our students in creating an exciting work and educational environment at IIM Amritsar.

It's a place where participants are encouraged to believe in themselves. The Institute's philosophy of education has always been meeting the needs of each and every student. Young minds at IIM Amritsar campus acquire skills and knowledge easily as we provide a stimulating and purposeful surrounding. In such an environment where work and effort is valued, the participant's self-esteem is heightened, and that results in self-motivation. Academic excellence under the guidance of in-house and visiting faculty from various IIMs, and premier B-schools, along with extra co-curricular activities completes the process of education at IIM Amritsar. Additionally, we equip our students with cutting edge training and make them industry ready by inviting professionals, conducting interactive sessions and organizing field visits.

I would like to thank all the existing recruiters for their instrumental role in the successful placements of our previous batches in leading firms of the country. I would also like to appreciate our Director, Faculty, staff and all Placecom members, for their indefatigable perseverance and efforts which have resulted in the progression of the Institute in all areas.

We are looking forward to establish a deeper, stronger and mutually beneficial relationship with your esteemed organization.

Yours Sincerely

Dr. Arun Kumar Kaushik
Placement Chair, IIM Amritsar



About IIM Amritsar

Indian Institute of Management (IIM) Amritsar is the 15th IIM set up by the Ministry of Human Resources Development with the support of the Government of Punjab. After the registration of IIM Amritsar Society on July 27, 2015, the first batch for the class of 2015-17 was enrolled in August 2015. Later, on October 14, 2015, IIM Amritsar Board of Governance & Society was constituted. In June 2016, Finance Minister Late Shri Arun Jaitley laid down the foundation stone for IIM Amritsar Campus. Currently, IIM Amritsar is the 15th oldest IIM and one of the premier management institutes in the country. Being located in Amritsar, the land of the Golden Temple and Wagah Border, the institute benefits from the enriching experience offered by this holy city. The Institute currently runs in the Punjab Institute of Technology Building, 5 km away from the railway station and 10 km from the airport. Its permanent campus will be constructed about 7 km from ISBT and 8.5 km from the railway station, making

it easily accessible. IIM Amritsar, at present, offers a Post Graduate Program in Management. This program has been designed to provide world-class management education so as to meet the requirements of enterprises across sectors by producing highly insightful management professionals.

The institute is committed to imparting strong educational foundations and values in the hearts, thoughts and actions of the future managers. Owing to its indefatigable allegiance to provide exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short span of time. The Institute follows the same pedagogy as practiced by the other members of the prestigious IIM fraternity. With the various facilities like state-of-the-art IT-enabled classrooms, a digital library giving access to the most relevant national and international business and management journals, auditorium, student activity room, indoor & outdoor



sports facilities, gymnasium, spacious hostel rooms, etc. IIM Amritsar provides a nurturing environment for its students to learn and grow. IIM Amritsar also focuses on creating an entrepreneurial culture, where the students and faculty work together to create the best enterprising solutions. Besides getting to learn from qualified faculty and industry leaders, the students, learn by involving themselves in various club and committee activities. The tireless efforts of our students result in their winning many corporate and B-school competitions and, ultimately bagging promising career opportunities. In a true sense, IIM Amritsar is the playground for the dreams to nurture, personalities to flourish and careers to change the world.

The Institute is currently run in the Punjab Institute of Technology Building,



10 km

away from the Airport.



Faculties

Prof. Arun Kaushik

IIM Amritsar
Marketing Management

Prof. Deepa Mishra

IIM Amritsar
Quantitative Methods & Operations
Management

Prof. Gurjeet Kaur

IIM Amritsar
Marketing Management

Prof. Harpreet kaur

IIM Amritsar
Quantitative Methods & Operations
Management

Prof. Madhu

IIM Amritsar
IT & Computation Systems

Prof. Mahima Gupta

IIM Amritsar
Operation & Quantitative Methods

Prof. Mukesh Kumar

IIM Amritsar
Humanities and Liberal Arts

Prof. Santosh Kumar Tiwari

IIM Amritsar
Strategic Management

Prof. Surender Rao Komera

IIM Amritsar
Finance & Accounting

Prof. Umesh Bamel

IIM Amritsar
OB & HR

Prof. Vartika Dutta

IIM Amritsar
HRM & OB

Prof. Deepak Dhayanithy

IIM Kozhikode
Strategic Management

Prof. G. Anand

IIM Kozhikode
Operation & Quantitative Methods

Prof. G. Thangamani

IIM Kozhikode
Operation & Quantitative Methods

Prof. Geetha M.

IIM Kozhikode
Marketing Management

Prof. Jijo Lukose

IIM Kozhikode
Finance & Accounting

Prof. L Ramprasath

IIM Kozhikode
Finance & Accounting

Prof. Sunder Ram Korivi

*Visiting Faculty IIM Kozhikode, NITIE,
IIT-B*
Finance & Accounting

Prof. Kavita Singh

FMS Delhi
OB & HR

Prof. Keyoor Purani

IIM Kozhikode
Strategic Management

Prof. L. Venkatachalam

Madras Institute of Development
Environmental Management

Prof. Monika Chopra

IMI Delhi
Finance & Accounting

Prof. Neelam Rani

IIM Shillong
Finance & Accounting

Prof. Padmalatha Suresh

Consultant, Chennai
Finance & Accounting

**Prof. Pankaj Baag**

IIM Kozhikode
Marketing Management

Prof. Pankaj Sinha

FMS, Delhi
Economics

Prof. Prabhat Kumar Yadav

Nirma University, Ahmedabad
Marketing Management

Prof. Praveen Ranjan Srivastava

IIM Rohtak
IT & System

Prof. Rajesh S Upadhyayula

IIM Kozhikode
Strategic Management

Prof. Anubha Shekhar Sinha

IIM Kozhikode
Strategic Management

Prof. Rajiv M. Srivastava

IMI Delhi
Finance & Accounting

Prof. Reena Kohli

IIFT Delhi
Finance & Accounting

Prof. Sanjay Jharkaria

IIM Rohtak
Operation & Quantitative Methods

Prof. Satish Krishnan

IIM Kozhikode
IT & System

Prof. Sebastian Tharakan

Consultant
Humanities and Liberal Arts

Prof. Shawn Mathew

Consultant, Chennai
Marketing Management

Prof. Sheshadri Chatterjee

Consultant, Gurgaon
IT & System

Prof. Swarup Kumar Dutta

IIM Ranchi
Strategic Management

Prof. Rojers P Joseph

IIM Rohtak
Strategic Management

Prof. Venkatesh Bangaruswamy

Consultant, Chennai
Finance & Accounting

Prof. Ami Shah

Consultant
Marketing Management

Prof. Anandakuttan B Unnithan

IIM Kozhikode
Marketing Management

Prof. Anirban Ghatak

IIM Visakhapatnam
Economics

Prof. Arnab K. Deb

IMI Delhi
Economics

Prof. Monica Singhanía

FMS Delhi
Management Accounting

Prof. Rupamanjari Sinha Ray

MDI Gurgaon
Macro Economics

Journey so far

2015

- **6th Aug 2015** – PGP 01 Inauguration



- **5th March 2016** – A-Square Management Conclave
- **19th June 2016** – Foundation Stone for permanent campus laid
- **15th July 2016** – PGP 02 Inauguration
- **8th Sep 2016** – Yukti, HR Conclave
- **12th Nov 2016** – Kritansh, Annual Sports Meet
- **17th Dec 2016** – Sankshetra, Consulting Conclave
- **10th – 12th Feb 2016** – Aarunya, Annual Cultural, Sports & Management Festival

2016



2017

- **22nd April 2017** – Convocation, PGP 01
- **10th July 2017** – PGP 03 Inauguration
- **15th Aug 2017** – Runbhoomi Marathon organized as part of Independence Day Celebrations
- **19th Aug 2017** – Yukti'17, HR Conclave
- **11th Nov 2017** – Pariprekshya'17, Marketing and Finance Conclave
- **14th Nov 2017** – Maiden Alumni Meet



2018



- **17th Jan 2018** – Sankshetra'18, Operations and Strategy Conclave
- **18th Jan 2018** – Kritansh'18, Annual Sports Meet
- **26th Jan 2018** – Flash Mob at Mall of Amritsar on Republic Day
- **3rd & 4th Feb 2018** – Aarunya, Annual Cultural, Sports & Management Festival
- **22nd Feb 2018** – Summer Internship Placements for PGP 03 Batch Concluded
- **31st March 2018** – Successful Conclusion of 100% Final Placements for PGP 02 Batch
- **16th April 2018** – Convocation, PGP 02
- **13th July 2018** – PGP 04 Inauguration
- **15th Aug 2018** – Runbhoomi Marathon organized as part of Independence Day Celebrations
- **11th Aug 2018** – Yukti'18, HR Conclave
- **19th Sep 2018** – TEDx
- **13th Oct 2018** – Pariprekshya'18, Marketing and Finance Conclave
- **15th Dec 2018** – Sankshetra'18, Operations and Strategy Conclave



2019

- **23rd Jan 2019** – Kritansh'19, Annual Sports Meet
- **2nd and 3rd Feb 2019** – Aarunya 3.0
- **23rd Feb 2019** – Alumni Meet
- **26th Jan 2019** – Flash Mob at Mall of Amritsar on Republic Day
- **18th Feb 2019** – Summer Internship Placements for PGP 04 Batch Concluded
- **10th April 2019** – Successful Conclusion of 100% Final Placements for PGP 03 Batch
- **22nd April 2019** – Convocation, PGP 03
- **16th July 2019** – PGP-05 Inauguration





Courses Offered

• Core Courses •

1

Term

- Social Transformation in India
- Organizational Behaviour-I
- Managerial Communication
- Management Accounting-I
- Micro Economics
- Quantitative Methods
- Marketing Management-I
- Business Computing

2

Term

- Business Ethics
- Organizational Behaviour -II
- Financial Management-I
- Macro Economics
- Operations Management - I
- Operations Research
- Marketing Management-II

3

Term

- Strategic Management
- Environmental Management
- Financial Management-II
- Human Resources Management
- The Indian Economy
- Operations Management - II
- Business Information System
- Business Law

• Elective Courses •



Economics

- Econometrics
- Game Theory



Finance, Control & Accounting

- Investment Analysis & Portfolio Management
- Options Futures & Derivatives
- Financial Reporting & Analysis
- Corporate Valuation
- Financial Risk Measurement & Management
- Mergers Acquisitions & Corporate Restructuring
- Fixed Income Securities
- International Trade & Finance
- Project Finance
- Financial Modelling
- Alternate Investments and Private Equity



Organizational Behaviour & Human Resources

- Organization Change & Development
- Negotiations & Conflict Resolutions



Quantitative Methods & Operations Management

- Data Analytics with R
- Supply Chain Management
- Project Management
- Services Operations Management



Humanities & Liberal Arts in Management

- Advanced Managerial Communication



Information Technology & Analytics

- Big data Analytics



Marketing Management

- Consumer Behaviour
- Integrated Marketing Communication
- Business to Business Marketing
- Social Media & Internet Marketing
- Sales & Distribution Management
- Advanced Marketing Research
- Retail Management Strategy
- Rural Marketing
- Product Policy & Brand Management
- Customer Relationship Management
- Strategic Marketing

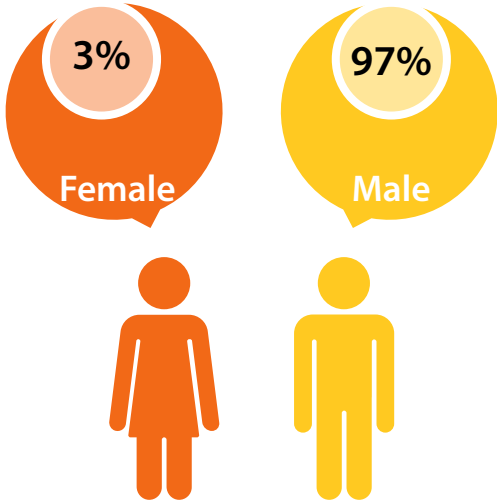


Strategic Management

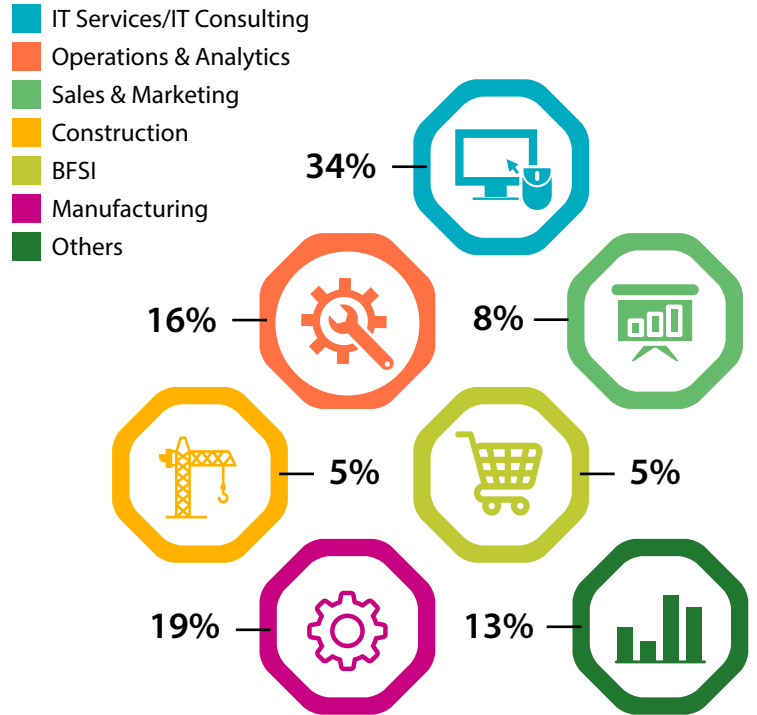
- International Business
- Strategic Analytics: Insights from Sport

Batch of 2020

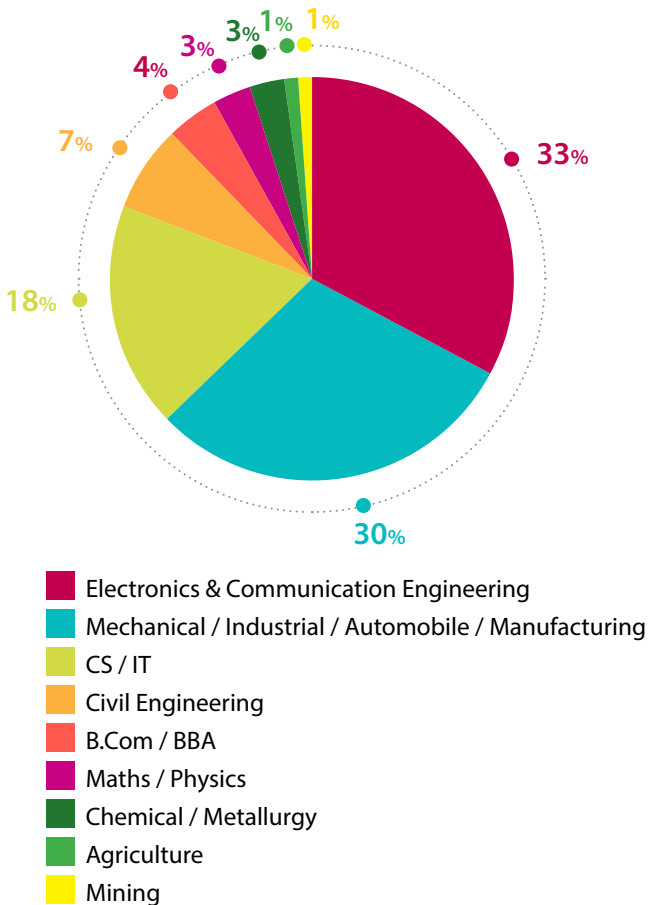
Gender Ratio



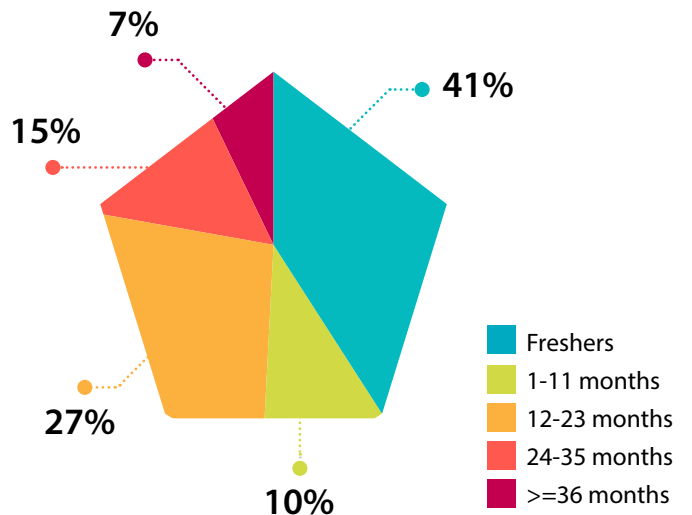
Work Experience Sector



Educational Background



Work Experience (in months)



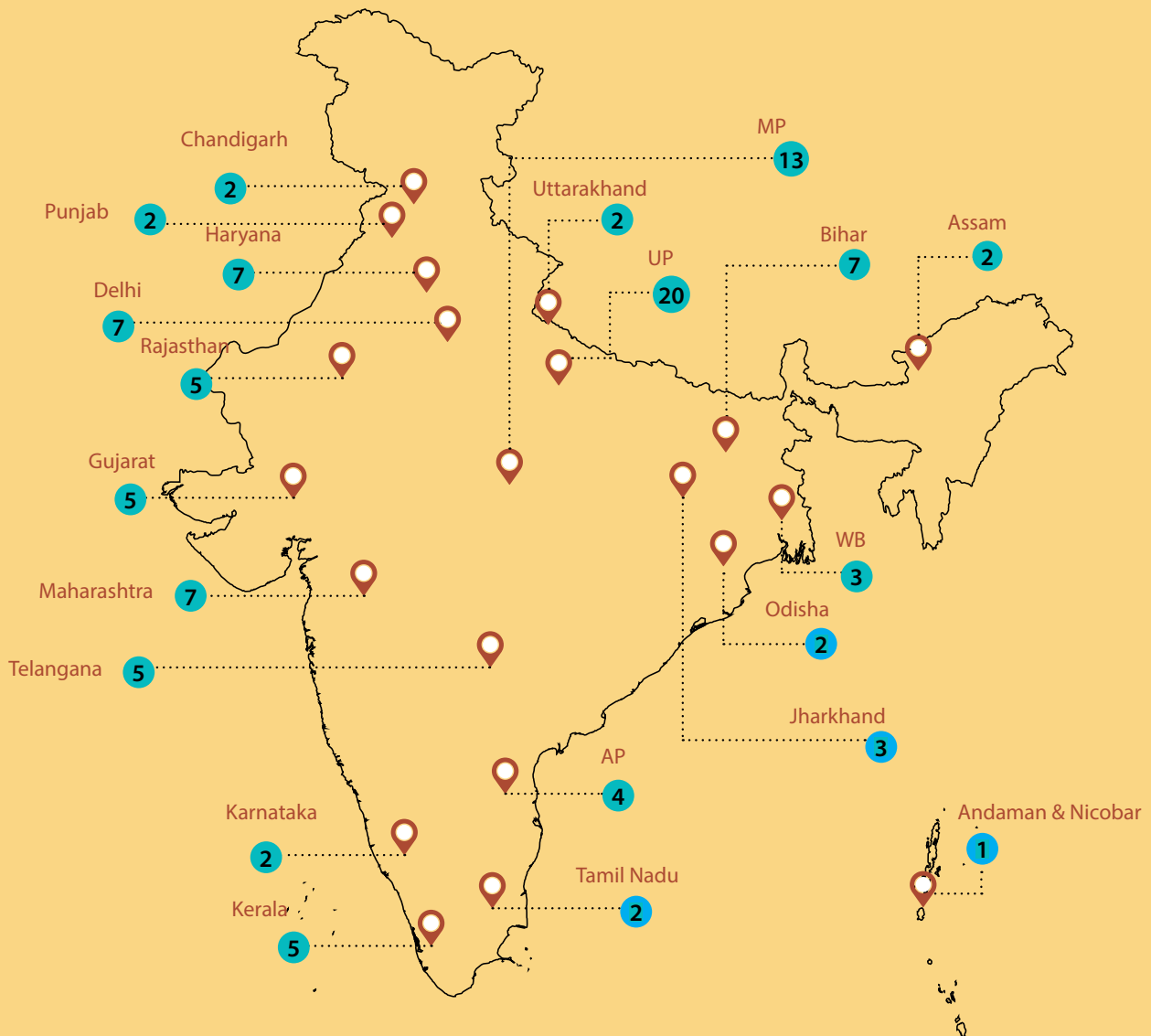
Previous Work-ex companies



Prominent Alma Mater

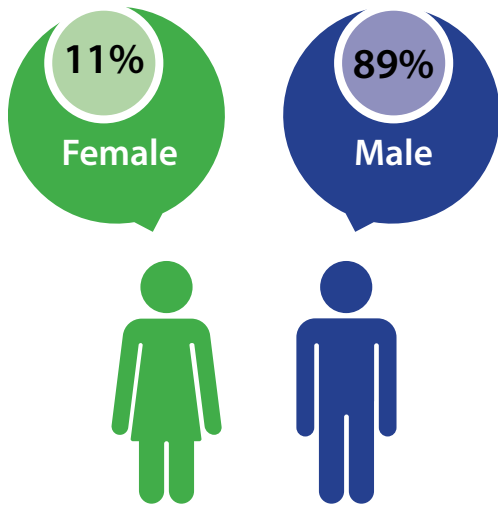
- Indian Institute of Technology Kanpur
- Indian Institute of Technology Guwahati
- Indian Institute of Technology Dhanbad
- National Institute of Technology Warangal
- National Institute of Technology Calicut
- Delhi Technical University
- Malviya National Institute of Technology Jaipur
- National Institute of Technology Surat
- National Institute of Technology Raipur
- National Institute of Technology Kurukshetra
- National Institute of Technology Durgapur
- National Institute of Technology Rourkela
- National Institute of Technology Jamshedpur
- University of Manchester

Regional Diversity

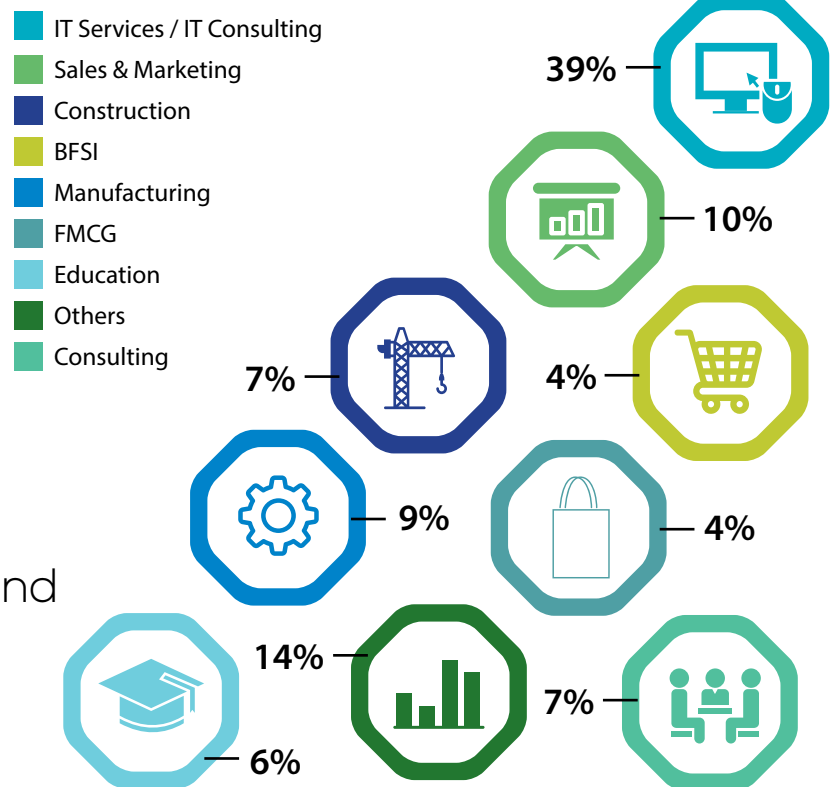


Batch of 2021

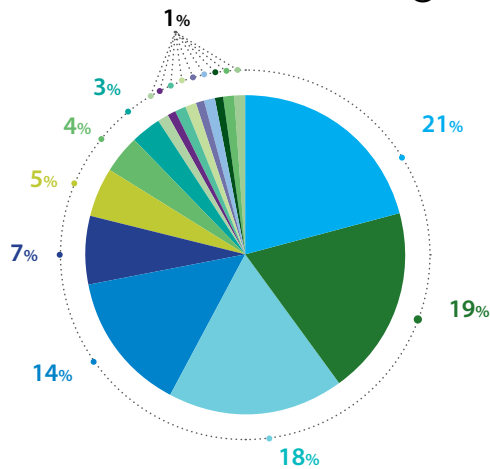
Gender Ratio



Work Experience Sector

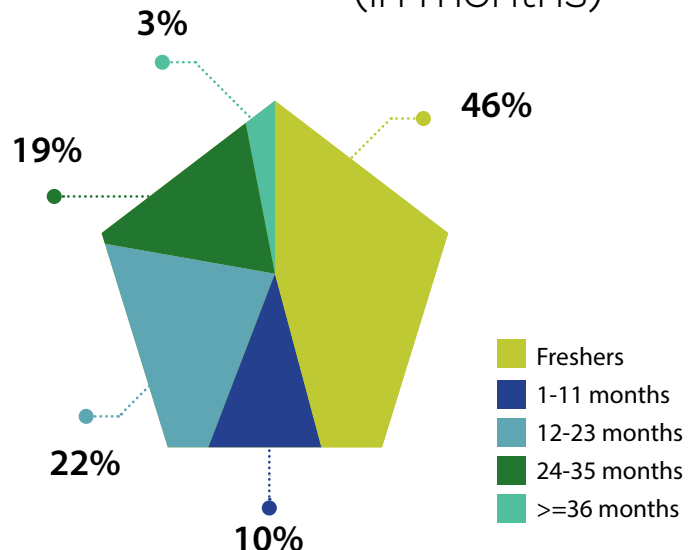


Educational Background



- Mechanical / Industrial / Automobile / Manufacturing
- Computer Science / IT
- BBA / B.Com / Finance
- Electronics and Communication Engineering
- Electrical Engineering
- Civil Engineering
- Maths / Physics
- Biology / Biotechnology
- Chemical / Technology of Fats and surfactants
- Economics
- Agriculture
- English
- Sociology
- Science
- Hotel Management and Tourism
- Food Technology
- Naval Architecture and Ocean Engineering

Work Experience (in months)



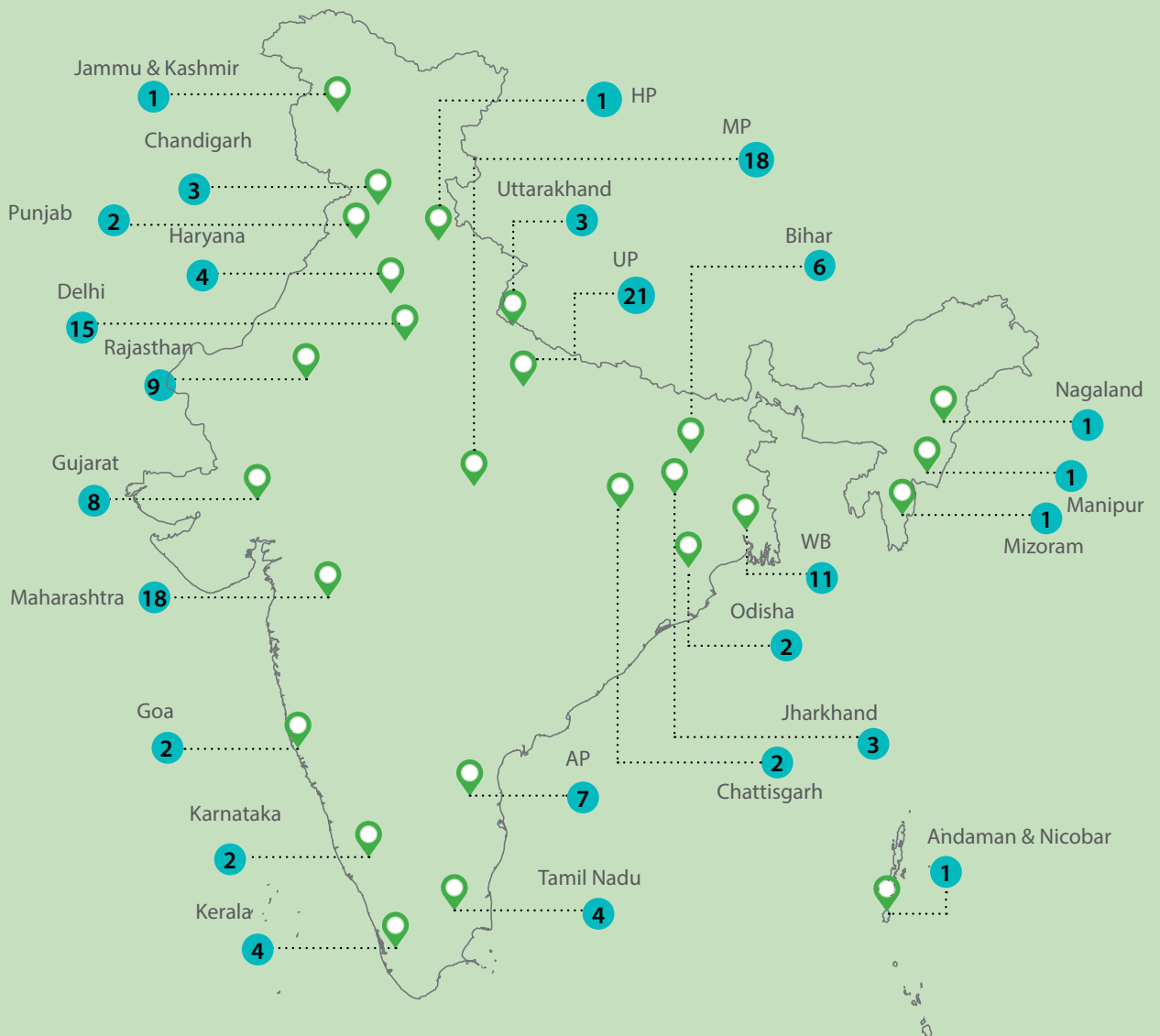
Previous Work-ex companies



Prominent Alma Mater

- Indian Institute of Technology Kharagpur
- Indian Institute of Technology Guwahati
- Indian Institute of Technology Madras
- National Institute of Technology Jamshedpur
- National Institute of Technology Calicut
- National Institute of Technology Goa
- Malaviya National Institute of Technology Jaipur
- Delhi Technological University
- Netaji Subhas Institute of Technology
- Punjab Engineering College
- BIT Mesra, Ranchi
- Thapar Institute of Engineering and Technology
- Pandit Deendayal Petroleum University Gandhinagar
- St. Xavier's College Calcutta

Regional Diversity



Guest Lectures

Mr. Naveen Kumar
Vice President & Head- HR
JSW Infrastructure

Mr. Vinay Gupta
CFO - Global Technology
Deutsche Bank

Mr. Avinash Pant
Head, Marketing
RedBull India

Mr. Satheesh KV
Senior Director- HR
Flipkart

Mr. Sameer Somal
CFO
Blue Ocean Global Technology

Mr. Utpal Chakraborty
Head of Artificial Intelligence
Yes Bank

Mr. Sameer Soni
Director, International Business
Times of India Group

Mr. Karan Shroff
Head of Brand Marketing
Xiaomi Technology



Ganesh Hariharan
Flip National Challenge

Ganesh Hariharan secured the first position in Flip National Challenge which is a Pan-India Finance Challenge for MBA students



Tarun Bhudwani
Vikram Chatterjee
Vivek Singla
largest corporate case study competition of India.

YES BANK Transformation Series is India's largest case study competition. In the past 6 years, it has moved from a national level case study competition to a platform for crowd sourcing solutions from students of B-schools and Tech institutes for live challenges faced by businesses across the world. Tarun Bhudwani, Vikram Chatterjee and Vivek Singla were the National top 3 i.e. Y-Star Winner: Selected as the best entry for Big Basket Case study in the largest corporate case study competition of India.



Ganesh Hariharan
Ayyagari DP Prudhviraj
Jayant Gautam
The Perfect Pitch, FMS Delhi

Ganesh Hariharan, Ayyagari DP Prudhviraj and Jayant Gautam were national Winners of the competition. The Perfect Pitch, FMS Delhi, An equity research competition conducted by the prestigious FMS Delhi



Rohan Raj
Sushant Shaurya
Shailesh Mishra
Tradomania, National Level Equity Trading Competition

Rohan Raj, Sushant Shaurya and Shailesh Mishra were the Runners Up in Tradomania, National Level Equity Trading Competition held on TrackInvest, organized by IIM Ahmedabad.



Subhodeep Chatterjee
Sweta Ramuka
Stratosphere, Strategy Competition

Subhodeep Chatterjee and Sweta Ramuka were the National runner up in the Avdaita –Stratosphere, ISB Hyderabad, Strategy competition which is a part of ISB Hyderabad's International fest



Sweta Ramuka
Rishabh Puri
Reliance- Grey Matters 2.0 quiz, National level quiz competition

Sweta Ramuka and Rishabh Puri secured the first position in Reliance- Grey Matters 2.0 quiz, National level quiz competition conducted by Reliance Campus relations



Tarun Bhudwani
Vaibhav Kathuria
Quiz-O-Biz, IIM Nagpur, National Level Quiz competition

Tarun Bhudwani and Vaibhav Kathuria secured the runner up position in Quiz-O-Biz, IIM Nagpur, National Level Quiz competition conducted by IIM Nagpur as part of Online Quizzing Festival-D2C and Q-Bizz, IIM Rohtak, National Level Quiz competition conducted by IIM Rohtak as part of Online Quizzing Festival-D2C



Saloni Singh
Article Writing Competition

Saloni Singh won the article writing competitions in the management events organized by TAPMI and IIM Udaipur.



Deep Shankar
Radhika Boyat
Management Events Case in Point and Gladiator

Deep Shankar Saha and Radhika Boyat were the winners of the management events Case in Point and Gladiator, organized by XIMAHR.



Abhishek Chakravorty
Vaibhav Singh
Mathew K J
Management Events Case in Point and Gladiator

Abhishek Chakravorty, Vaibhav Singh and Mathew K J were the winners of 'Precipice'- National level PR & Entrepreneurship case study challenge, IIM Indore, 2019

Conclaves

Yukti - The HR Conclave

Theme 1 – Challenges and Opportunities in employing Gig workforce in India

Theme 2 – Accommodating GenZ in the modern work place

Name (Guest)	Company	Designation
Mr. Bikram Nayak	Head HR	L&TNxT
Mr. Sameer Mathur	Director	RBS
Mr. Prashant Srivastava	Founder, CEO	The other 2 Thirds
Mrs. Sonali Majumdar	Head HR	Safari Industries
Mr. Rajendra Mehta	CPO	DHFL
Mr. Vivek Tripathi	CHRO	Biba Apparels
Mr. Raj Dharmaraj	Head HR	Cognizant
Mrs. Yamini Krishnan	Director - HR	IQVIA
Mr. Sandeep Batra	SVP and Head HR	Vodafone Idea
Mr. Yogesh Misra	VP	Thomas Assessments
Mr. Sandeep Tyagi	Director	Samsung

Paripekshya- The Finance and Marketing Conclave

Marketing – Re-Inventing Marketing for Loyal Customers

Finance – Financial Prudence in India – Current Scenario and way forward

Name	Company	Designation
Mr. Vinay Gupta	Deutsche Bank	CFO
Mr. Salil Garg	Fitch Ratings	Director
Mr. Trivikram Kamath	Kotak Securities Limited	EVP & Head, Operations, Finance & Technology
Mr. Krishna Ramachandran	Philips	Global Head, R2R & Lead, RPA
Mr. Rahul Bothra	Swiggy	CFO
Mr. Soumonath Chatterjee	Accor Group of Hotels	Director, Loyalty, Guest Experience & Distribution
Mr. Inderpreet Singh Sethi	BMW India	Head, Marketing Communications
Mr. Umesh Rao	DHFL Pramerica Life Insurance Ltd.	Ex-SVP & CMO
Mr. Abhay Kumar	Reliance Capital	Group CMO
Mr. Satyarth Priyedarshi	JioChat	Head, Product Marketing
Mr. Saurabh Srivastava	Independent	Independent Consultant

Sankshetra- The Strategy and Operations Conclave

Operations – Operational Efficiency in Modern Retail

Strategy – Business Strategies in the face of Protectionism

Name	Company	Designation
Mr. Rajeev Singh	Karvy Fintech	Chief Operating Officer & Business Head
Mr. Narinder Sethi	Techmahindra	Global Head-Business Excellence
Mr. Mohit Agrawal	Barclays	Vice President
Ms. Smita Negi	Stryker	Global Senior Director SGTC IS Site Head - Stryker Global
Mr. Gourav Agarwal	Paytm	Head-Business Operations
Mr. Subhas Basu	Bombay Dyeing	Ex COO
Mr. Dhaval Raja	Raymond	Head Retail Operations
Mr. Amantran Ghosh	Nestle	Head - Category Operations (Foods BU-MAGGI)
Mr. Dharmender K Matai	Alisha Retail Private Limited	Chief Executive Officer

Committees



Placement Committee

The Placement Committee at IIM Amritsar is a student body which is responsible for carrying out all placements related activities. It is an elected body where the members are elected by students of the institute. It consists of a bicameral framework consisting of senior and junior members. It is a team of highly dedicated students, who work for a common goal of obtaining the desired placement offers for the students in terms of both profiles and organizations to work with. The Placement Committee looks into tasks like student brochure development, resume vetting, pitching, student's skills-job mapping and placement related event organizing. Apart from these tasks, the Placement Committee at IIM Amritsar also conducts mock group discussions, interviews and workshops which equips the students to face the placement interviews and be industry ready. The Placement Committee also plays an important role in developing and sustaining a long term mutually beneficial relationship with the industry

Industry Interaction Cell

The Industry Interaction Cell can simply be described as a window to the corporate world, giving our students an exposure to the industry and glimpses into the world of management.

Three annual business conclaves – Yukti (The HR Conclave), Pariprekshya (The Finance and Marketing Conclave) and Sankshetra (The Strategy and Operations Conclave) – conducted by the IIC, delve deeper into the respective domains and facilitate knowledge transfer and in-depth discussions on a particular topic. The newly launched

Spotlight series embodies this spirit of learning and turns it into a regular exercise for our students. Speakers from different domains share their experiences and lessons that they learnt – thereby guiding and preparing the young aspiring minds to take on the challenges that lie ahead.

In short, IIC aims to bridge the gap between academics and industry by acting as a platform for interaction with the industry veterans through conclaves, guest lectures, and live projects.

Students' Council

The Students' Council is a students' body whose main purpose is to represent and promote the interests of the students of IIM Amritsar. It acts as the bridge between the faculty, students and the administration serving as the platform of communication to advance academia in the institute. The Students' Council, with the help of the administration, performs its duties to manage and resolve the matters that arise within the students. The Students' Council also assists other clubs/ committees in conducting and organizing various co-curricular and extra-curricular activities or events. Students' Council members bring ideas, requests and feedback to the administrative meetings; give students a voice using a democratic process; and take decisions which affect the institution.

Merchandising and Sponsorship Committee

The newly formed committee effectively interacts with the corporates and tries to bring meaningful associations and sponsorships for the annual conclaves and other major events including the flagship event of the institute, Aarunya.

The Sponsorship Committee works to make the institute events bigger, more prominent and hence, envisages to further establish the college brand by constructive partnerships. The merchandising wing of the committee tries to supplement this core objective of the college brand promotion by procuring merchandises customized to the needs of the students, clubs and committees. Merchandising and Sponsorship committee, MasCom, thus assists other student bodies and supports the major events throughout the academic year by catering to their merchandising as well as sponsorship needs for the institute's streamlined functioning.

Alumni Committee

Alumni committee has diligently worked towards establishing a healthy relationship and a good rapport with the institute's 243 member strong alumni community, which will see an increase of 106 members when the PGP04 batch graduates this year.

The committee initiated its activities for the 2018-19 academic year with the launch of Corporate Mentorship programme, which facilitated the PGP04 batch students to freely interact with their alumni and gain requisite insights. The committee also launched the Alumni Interact - Night sessions initiative, where stalwart alumni discussed industry scenarios with the PGP04 students and resolved their queries.

Throughout the year the committee strived towards fostering harmony and reliable alliance with individual alumna/alumnus by greeting them on each festive occasion and their birthdays. At the end of the year the committee conducted its annual alumni meet - Reunir along with the launch of its initial annual magazine - Halcyon.

The committee is devoted towards continuous improvement of the institute by bridging the gap between alumni and their alma mater.

Cultural Committee

The aim of the institute towards holistic growth is substantiated by the Cultural Committee. We also aim for our students to appreciate the multi-cultural society we, as a nation, have inherited by celebrating the various and diverse cultural events.

IIM Amritsar has had students with exceptional talents in the extra-curricular field. We provide them various platforms and supporting them to collectively nurture it. One such platform is "STRINGS", our flagship musical carnival. We have also collaborated with other committees. "SPRING SOOTHES" is one such to celebrate the successful conclusion of Kritansh.

We have been one of the major contributors towards the organisation of "Arunya", the annual fest of IIM Amritsar, and developed inter-college relations with various institutes in Amritsar as well as around Punjab with the fest.

We will continue our efforts and the will to provide the students with different opportunities and the growth of the institute.

Sports Committee

"A Champion is someone who gets up when he can't." – Jack Dempsey

The Sports Committee of IIM Amritsar organizes various sports events throughout the academic year. The academic year start with a 5K run – RunBhoomi followed up by Kritansh, the intra-college competition which consists of 13 indoor and outdoor events, and Arunya, the annual college fest. The committee is also responsible for selection and constitution of various teams for different sports. There are various sports equipment available in the institute like cricket, football, volleyball, handball, table tennis, badminton, chess and many more. Since the world of sports is a lot like business: there is competition, wins and losses, passion and hard work therefore Sports Committee promises to cater the sporting needs of the student community.

Media & PR Cell

Media and PR Cell is entrusted with the responsibility to handle the institute's relationship with key stakeholders like media houses, fellow B-school student fraternity, digital audience on the social media, media channels like newspapers, television houses, radio broadcast channels, future aspirants, industry and any form of relevant audience, in general. It looks after creating an appropriate as well as engaging content in the form of blogs, posters, videos and other creatives, for different set of official media handles of IIM Amritsar like the official website, blog on WordPress, Facebook page, Twitter handle, YouTube channel, LinkedIn university page and Instagram handle.

Hostel & Mess Committee

Managing "A home away from home" describes the activities performed by hostel and mess committee. HnM committee is responsible for all food and infrastructural issues at hostel premises. From making daily menus to proper execution of hostel, HnM committee is responsible for filling the tummies of 250 students at IIM Amritsar. HnM committee keeps record for the accounts of all the students handling the revenue of 2.5 Cr pa. HnM committee keeps check over the quality and hygiene of the mess to facilitate a homely eating experience.







Clubs



Center of Entrepreneurship

Center of Entrepreneurship is responsible for entrepreneurship related activities, to ignite entrepreneurial spirits and conduct workshops from time to time. We aim to create a think tank in the coming years. The center is responsible for creating and maintaining a support system to nurture and develop innovative ideas of people within and around the campus. It builds an entrepreneurial ecosystem to co-create and sustain its impact. Our objective is to excite, encourage and motivate students towards the spirit of entrepreneurship and assist them in crystallizing new and innovative ideas. To instill entrepreneurial mindset among students so as to nurture the budding entrepreneurs and develop the entrepreneurship ecosystem with the assistance of strong faculty and research network in the field of entrepreneurship.



FEC(Finance and Economics)

The Finance and Economics Club of IIM Amritsar, popularly called as FEC is the largest and one of the most aspiring student interest groups of IIM Amritsar. It is an undertaking with a current membership of 19 students and has come a long way in serving its purpose.

Beginning with the Induction program for IIM Amritsar candidate selects, all the way to the Final placement process, FEC has borne the responsibility to support the students and assumed a vital role to play through-out their journey. The club conducts many activities primarily focusing on knowledge transfer through Formal and Informal sessions. It also orchestrates competitions aiming to encourage, empower and enhance the abilities of its members and all finance fanatics.



Markophilic

Markophilic, the marketing club of IIM Amritsar aims to instill the knowledge of marketing in students in the most fun and engaging way, keeping participants abreast of the latest trends in the marketing panorama and helping them hone the skills necessary to succeed in a dynamic business environment. Markophilic tries to give the best exposure and learning by organizing several online quizzes and contests such as MarkChamp (monthly marketing challenge), Tag the Tagline (participative competition). The club has been proactive in corporate relations and helping them connect to the students of IIM Amritsar through guest talks and workshops by experts from various domains. The online student community is constantly kept engaged through Markophilic's Instagram handle, Facebook page and LinkedIn page. By keeping the right tempo, Markophilic aims to provide students an all-round experience of marketing through both Oncampus activities and industry exposures.



Stratagem

Stratagem - The Strategy and Consulting Club of IIM Amritsar is the medium through which our students can hone their skills and knowledge in the field of strategy and consulting through the various events organised by Stratagem.

To name a few, LaunchPad is a classic case study competition which is held in 2 stages and judges the decision and strategy making power of the teams. Construct Series is the platform through which the seniors interact with the juniors and help them understand and clarify their doubts on a few topics on strategy. Stratagem club also publishes biannual magazine "Consultaire" featuring articles by students from prestigious colleges and industry professionals. Latest editions were graced by articles by experts from companies like L&T, Standard Chartered Singapore, Mahindra & Mahindra etc. Young minds from IIM Ahmedabad, IIM Indore, IIM Shillong and many more have also competed to be featured in Consultaire.

To add a bit more spice and fun to strategizing, StrataBetting is an intra-college virtual betting competition on our annual sports event, Kritansh, which goes on for a good 2-3 month period. To round it up Stratagem organises its very own annual conclave, Sankshetra, which sees stalwarts from the fields of Strategy and consulting share their knowledge and experience with the students through a panel discussion



Operazeal

OperaZeal, the Operations Club of IIM Amritsar is a student run group that aims to bridge the gap between academia and industry. This club supports the rigorous curriculum by facilitating workshops and guest lectures taken by industry leaders. We also aim to provide myriad live projects making students aware about the know-how of the Industry. Annual conclave and competitions help in applying learned concept in local scenario. The ultimate goal of the club is to create business leaders of tomorrow, handling key responsibilities in Operations and supply chain domain efficiently.

Hrithvi



Hrithvi, the HR Club of IIM Amritsar, is aimed towards developing an understanding of the HR environment in the current business ecosystem. It focuses on providing knowledge on current HR trends, news and issues, and supporting students with skills that compliment factors taught in class trainings.

It provides a platform where students meet, discuss and learn the latest trends in HR domain. It also conducts various activities to equip the future managers with appropriate skillsets to make them industry ready.

Sankalp



Sankalp- The CSR Club of IIM Amritsar is a student run club formed with the moto of helping the future leaders in embracing humanity.

This raises the level of exposure these managers get on social issues in our society. We do it by engaging students in various social oriented events such as VIDHI, Joy of giving, workshops on awareness about stem cell donation and sessions by NGOs on various issues like battery cages and brutality against the animals to name a few. We try to find real life problems in collaboration with various NGOs and provide them with feasible and practical solutions.



Vaani

Vaani, the public speaking and literary club of IIM Amritsar is a platform for students to become effective communicators. Here, students hone their interpersonal skills, enhance time management ability and mitigate their stage fright. At Vaani, students strengthen their confidence by participating in sessions on prepared and impromptu speeches, thereby, delivering their ideas effectively.

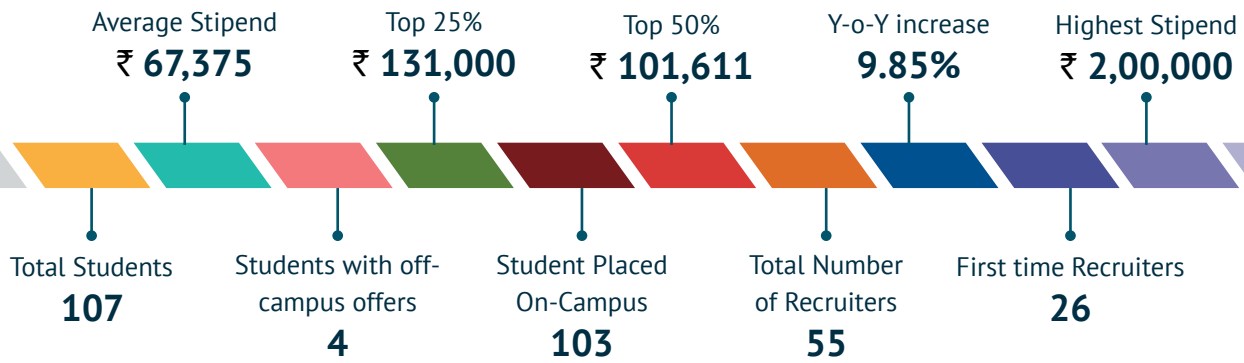


50mm(The Photography Club)

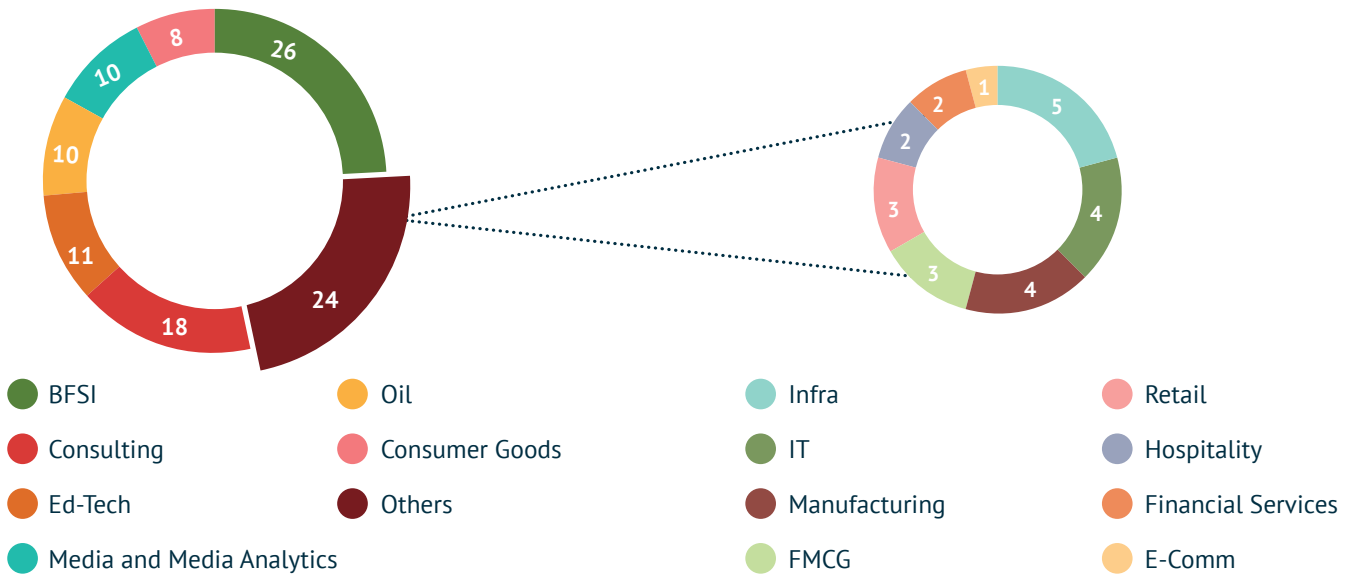
50mm, the photography club of IIM Amritsar is the active initiative taken by the photography enthusiasts of the reputed institute. Team 50mm is the lens for the outside world to portray the memories and glories of IIM Amritsar. We are the ones responsible to capture the glorious journey of the students here. The creative and mesmerising snapshots captured by our team depict the life and thrill at IIM Amritsar. Our club also contemplates to upskill the students towards photographic techniques and thereby induce a change in the perspective towards the world. 50mm is an evergreen, creative, enriching and an integral part of IIM Amritsar.

Summer Placement Statistics

Key Highlights



Industry Wise



Role Wise



Prominent Recruiters

Value Labs®

modi naturals

ICICI Lombard
GENERAL INSURANCE

groupm

HUAWEI

FUJITSU

Bharat Petroleum

H&R BLOCK

CRISIL
An S&P Global Company

SHOPCLUES.COM

sidbi

SUTHERLAND

ANAROCK
VALUES OVER VALUE

LITTLE
Millennium
THE FIRST BIG STEP

हिन्दुस्तान पेट्रोलियम
HP

EY

Reliance
Industries Limited

mi

भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA

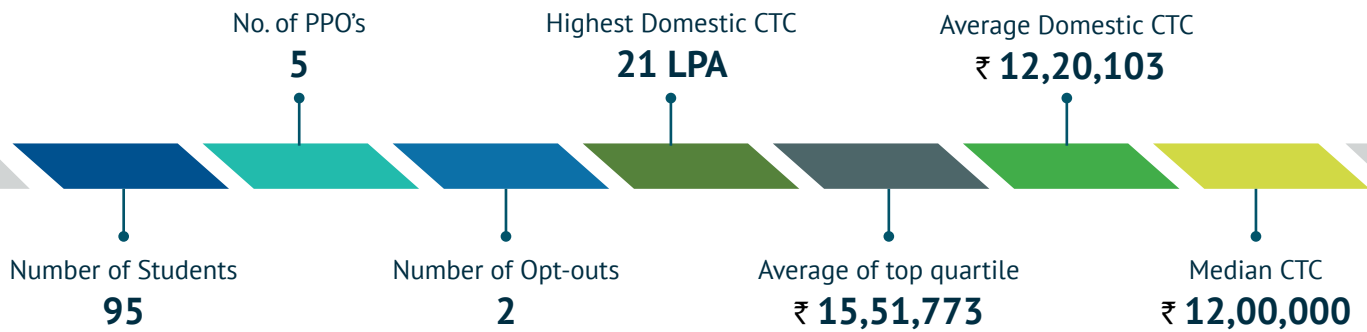
FUTURE GENERALI
TOTAL INSURANCE SOLUTIONS

MYRA

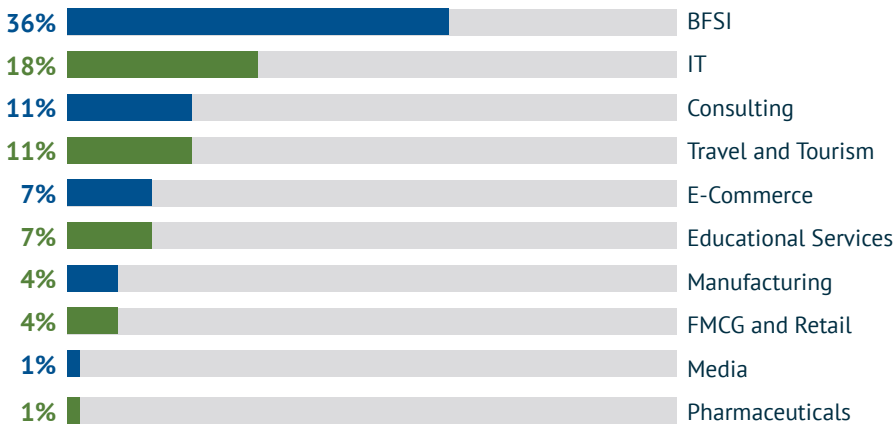
HDFC BANK

Final Placement Statistics

Key Highlights



Industry Wise



Role Wise



Prominent Recruiters

CRISIL

An S&P Global Company

virtusa
Accelerating Business Outcomes

Apollo Munich
HEALTH INSURANCE

TRIDENT GROUP

HDFC BANK

accenture

Infosys



KPMG

Deloitte.



TresVista

FINANCIAL SERVICES

AR
ANANDRATHI

ICICI Lombard
GENERAL INSURANCE

ESSAR

CADILA
PHARMACEUTICALS
LIMITED

OYO

groupm

eClerx

modi naturals

RELIANCE HOME FINANCE

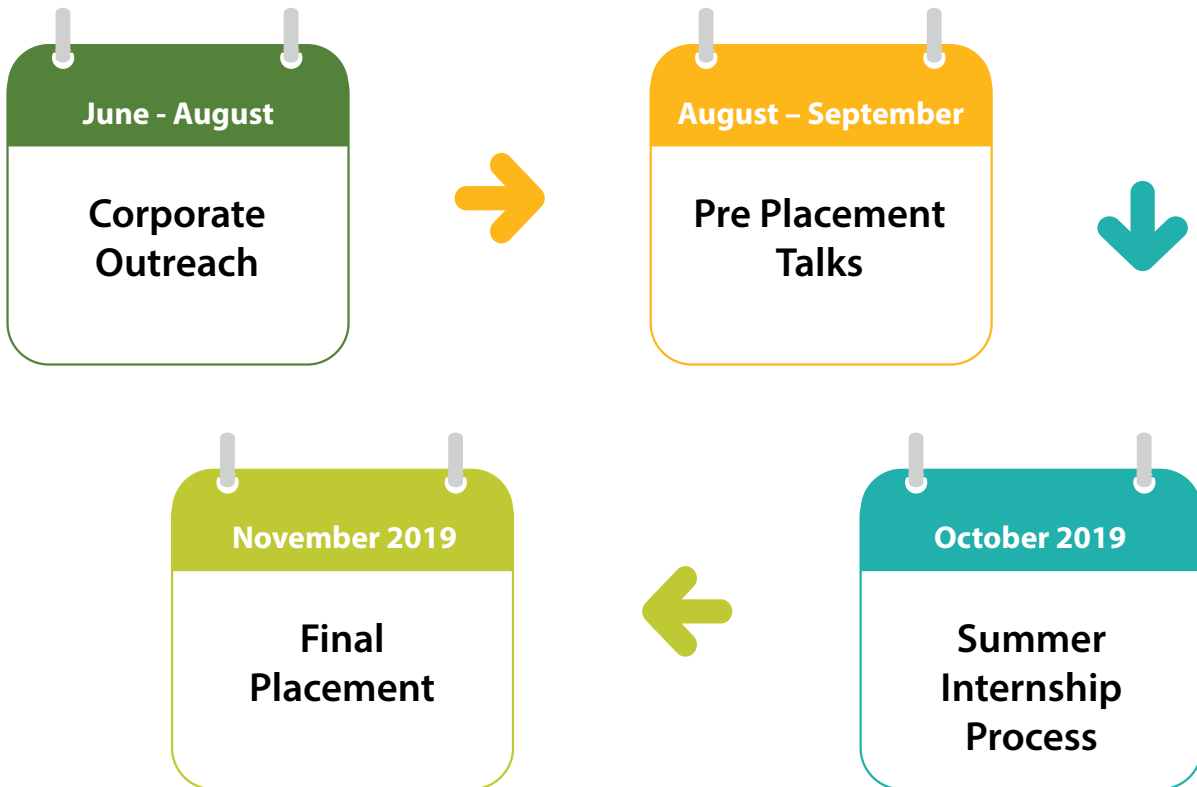
Hexaware
TECHNOLOGIES

Thomas Cook

MOTILAL OSWAL



Placement Calendar



About Amritsar

Amritsar, literally 'a pool of nectar', derives its name from Amrit Sarovar, the holy tank that surrounds the fabulous Harmandir Sahib or Golden Temple. Founded in 1577 by the fourth Sikh guru, Guru Ram Das, Amritsar is a stunning exhibit of composite culture and secular heritage.

The land of Amritsar has seen the furious attacks of the invading armies of Ahmad Shah Abdali, battle of Amritsar between Mukhlis Khan and Guru Hargobind Singh, gruesome site of the massacre at the Jallianwala Bagh, partition in 1947 and Operation Blue Star in 1984. The Grand Trunk Road, a major medieval trade route, that connects Bangladesh with Afghanistan passes through Amritsar making it an important business and trading hub.

Today, Amritsar is a hotspot for tourists. The Golden Temple witnesses a daily footfall of over one lakh pilgrims every day. In 2016, Amritsar topped the second list of 27 smart cities due to its focus on developing self-sustainable civic and public infrastructure. Amritsar was also chosen as one of the heritage cities of India under Heritage City Development and Augmentation Yojana (HRIDAY) giving infrastructure a further boost that included construction of flyovers, BRTS, Heritage Street etc. The city houses an international airport with a capacity of 150 commercial flights per week, both international and domestic. The city is also connected to major cities like Chandigarh and New Delhi by an extensive rail and road network.



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