



# Placement Brochure 2018-19

Expanding  
**Horizons**



**Indian Institute of Management Amritsar**

02 From the  
Mentor Director's  
Desk

03 From the  
Placement  
Chair's Desk

04 About  
IIM Amritsar

01

CONTENTS

Journey So Far

06

08  
Faculties

10  
Courses  
Offered

09 Testimonials  
from Visiting  
Faculties

14 Batch of 2020

12

Batch of 2019

16

Guest Lectures,  
Student  
Achievements &  
Conclaves

18

Committees  
& Clubs

20

Summer  
Placement  
Statistics

22

Final Placement  
Statistics

24

Placement  
Calendar

# From the Mentor Director's Desk



Situated in the land of the Golden temple, Indian Institute of Management, Amritsar offers a life-transforming experience to all the stakeholders. Mentored by IIM Kozhikode, in a mere three years duration, IIM Amritsar has started its leap to the pinnacle with regards to quality and credibility.

The flagship Post-graduate Programme (PGP) in Management of IIM Amritsar is thriving to equip young graduates to achieve leading roles in the corporate world. The pedagogy includes case studies, experiential learning, and ongoing industry-academia interface on the lines of IIM Kozhikode. The industry-academia interface includes guest corporate talks, confluences and panel discussions. The academic rigour and the industry exposure facilitate students' holistic

development. Students of IIM Amritsar have won laurels at several national and inter-IIM events in the past years. We take pride in making our students ethically conscious and socially responsible through various field projects.

Associating with IIM Amritsar is promising oneself a contented present made rich by its past achievements, and a better future in terms of meeting expectations related to career, well-being and society!

Regards,

**Debashis Chatterjee**  
*Mentor Director, IIM Amritsar*  
*Professor & Director, IIM Kozhikode*

# From the Placement Chair's Desk



Dear Recruiters,

First and foremost, as the Placement Chair, I would like to welcome you all to IIM Amritsar. I am honored to serve as the first Placement Chair of this prestigious Institute. 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 being prominently mentored by IIM Kozhikode, our passionate faculty, staff, and indeed our students in a cadre of new state-of-the-art facilities creating an exciting work and educational environment. It's really a matter of pride to pen down the message for Placement cell of IIM Amritsar.

IIM Amritsar is a place where youngsters 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 youngster's self-esteem is heightened, and that results in self-motivation. Due to this self-motivation, our students who have converted a temporary campus into an IIM, are now ready to face any outside challenge. We at IIM Amritsar firmly believe that it's our responsibility to convert these young minds into

excellent professionals and managers. Academic excellence under the guidance of faculties from various IIMs, and premier B-schools, along with extra co-curricular activities completes the process of education at IIM Amritsar. It gives us a pleasant feeling that our institution is progressing in all its endeavors towards the overall development and personality of the students. Our Students are trained on modern management concepts and business tools. Additionally, we equip them 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 recruiters for their instrumental role in the successful placements of our pioneer batch in leading firms of the country. I would also like to applaud the Mentor Director, 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.

**Arun Kumar Kaushik**  
*Placement Chair*  
*IIM Amritsar*



# About *IIM Amritsar*

“

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

**5km**

*away from the railway  
station and 10 from the  
airport.”*



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 Arun Jaitley laid down the foundation stone for IIM Amritsar Campus. Currently, IIM Amritsar is run under the mentorship of IIM Kozhikode, the 5th 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 is currently run in the Punjab Institute of Technology Building, five km away from the railway station and 10 from the airport. Its permanent campus will be constructed about 7 km from the 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 best enterprising solutions. Besides getting to learn from qualified faculty and industry leaders, the students, here, 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, their 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.

# Journey so far

2015

6th Aug 2015 – PGP  
01 Inauguration

2016

- **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

- **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

Yukti'17



Alumni Meet

2017

Kritansh'18



Aarunya

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



Convocation





# Faculties

**Prof. Geetha M.**

Marketing Management-I  
IIM Amritsar

**Prof. Praveen Ranjan Srivastava**

Former Faculty Member  
(IIM Kozhikode)  
IIM Rohtak

**Prof. Sebastian Tharakan**

Business Law  
IIM Kozhikode

**Prof. Mahima Gupta**

Operations Research  
IIM Amritsar

**Prof. Rohit Kapoor**

Operations Management-I  
IIM Indore

**Prof. S. Jeyavelu**

Organisational  
Behaviour-I  
IIM Kozhikode

**Prof. Ravi Shanker**

Managerial  
Communication  
IIFT New Delhi

**Prof. Sweta Srivastava Malla**

Business Ethics  
IIFT New Delhi

**Prof. Ridhi Arora**

Organisational Behaviour-  
II  
IIM Amritsar

**Prof. Rupamanjari Sinha Ray**

Micro Economics  
MDI Gurgaon

**Dr. Mala Narang Reddy**

Social Transformation in India  
TERI University, New Delhi

**Prof. Vipul Mathur**

Macro Economics  
IIM Calcutta

**Prof. Partha Ray**

Macro Economics  
IIM Calcutta

**Prof. Shovan Chowdhury**

Quantitative Methods  
IIM Kozhikode

**Prof Satish Kumar**

Financial Management-I  
IIM Amritsar

**Prof. K. K. Ramesh**

Management Accounting-I & II  
Former Faculty Member, IIM  
Kozhikode

**Prof. Safal Batra**

Strategic Management  
IIM Kashipur

**Prof. Kulbhushan Balooni**

Environmental Management  
IIM Kozhikode

**Prof. Venkatachalam**

Environmental Management  
Madras Institute of  
Development Studies

**Prof. Satish Kumar**

Financial Management-II  
IIM Amritsar

**Prof. Dharma Raju Bathini**

Human Resources  
Management  
IIM Calcutta

**Prof. Prabal sen**

The Indian Economy  
XLRI Jamshedpur

**Prof. Arun Kaushik**

Marketing Management-II  
IIM Amritsar

**Prof. Sanjay Jharkharia**

Operations Management-II  
IIM Rohtak

**Prof. Arindam Mukherjee**

Business Information System  
Management  
IIM Ranchi

**Prof. Shiv Shankar Tripathi**

Strategic Alliances, Joint  
Venture and Corporate Growth  
MDI Gurgaon

**Prof. Sharad Sarin**

Strategic Marketing  
XLRI Jamshedpur

**Prof. Anandakuttan B. Unnithan**

Customer Relationship  
Management  
IIM Kozhikode

**Prof. G. Anand**

Lean Systems  
IIM Kozhikode

**Prof. Lata Dyaram**

Training And Development  
IIT Madras

**Prof. P.C. Biswal**

International Finance  
MDI Gurgaon

**Prof. Venkateshwarlu**

Strategic Financial  
Management  
NITIE Mumbai

**Prof. Neelam Rani**

Management of Financial  
Services  
IIM Shillong

**Prof. Rajesh S. Upadhyayula**

Economies of strategy  
IIM Kozhikode

**Prof. Siddharth Rastogi**

Game Theory  
IIM Indore

**Prof. Ashutosh Dash**

Corporate Valuation  
MDI Gurgaon

**Prof. Manoranjan Dhal**

Recruitment and Selection  
IIM Kozhikode

**Prof. Prabhat Kumar Yadav**

Business to Business  
Marketing  
Nirma University, Ahmedabad

**Prof. Partha Priya Datta**

Operations Strategy  
IIM Calcutta

**Prof. Golaka C Nath**

Fixed Income Securities  
Senior Vice President, CCIL,  
Mumbai

**Prof. A K Swain**

Data Science and Business  
Intelligence  
IIM Kozhikode

**Prof. Ashok Panjwani**

Project Management  
MDI Gurgaon

**Prof. Amit Sachan**

Services Operations  
Management  
IIM Ranchi

# “Testimonials

## from Visiting Faculties



“I had the opportunity to teach Macroeconomics to the batch of 2017-19 - which is the third batch - at IIM Amritsar. Being a new IIM, the Institute is expectedly in its formative stages, however, I was pleasantly surprised with the calibre of students who conducted themselves with a quiet intensity of purpose and an enterprising maturity - traits which are rather telling of an Institute that has got its foundations right and rigorous. Their engagement in the classroom demonstrated an inquisitive, scrupulous approach masked with a spark for lateral thinking. Across the span of unfamiliar, and often abstract concepts, the students showed the zeal to apply themselves earnestly, with almost an aching desire to learn and excel. I reckon that these remarkable qualities makes them well-disposed for a successful execution of any managerial task and I have no doubt that the graduates will eventually prove to be an extraordinary asset for their future employers.”

**Prof. Vipul Mathur**  
*Macroeconomics*  
IIM Calcutta



“I had the opportunity of teaching the first and second batch of students at IIM Amritsar. It was indeed a pleasure interacting with the students at IIM Amritsar. They are sincere, hardworking and walk the extra mile to make things happen. I am sure that these efforts of the students at IIM Amritsar in the initial year both within and outside class room would make it a place to reckon with in the near future. I wish all the students of IIM Amritsar a pleasant happy and fruitful life ahead.”

**Prof. Rajesh S Upadhyayula**  
*Economics of Strategy*  
IIM Kozhikode



“With a set of committed students who are ready to go beyond academics to build the Institute in every way possible, IIM Amritsar is destined for glory. Their enthusiasm is contagious and their commitment exemplary. I am sure any organization recruiting these students will benefit from their energy and performance“.

**Prof. Surya Prakash Pati**  
*Human Resource Management*  
IIM Kozhikode



“From my more than a decade of teaching experience at IIM-Kozhikode, I can surely say that the students of the three PGP Batches of IIM-Amritsar are on par with their peers of senior IIMs in terms of quality, knowledge, understanding and learning abilities. I have found students of IIM-Amritsar, refreshingly different: The students take great pride and through their conduct place much value on the fact that they are ‘students of an IIM!’ This belief has spurred them on to set higher performance benchmarks, to actively participate in class-sessions, to help each other by doing a lot of combined teaching and learning outside classroom sessions, competing with the collective aim that all must do well, performing excellently in their tests, assignments and quizzes. By the Grace of God, I do nurse the hope to have a long and fruitful Visiting-Faculty engagement with IIM-Amritsar, which has all the facilities and infrastructure to facilitate the best quality of management learning and teaching, besides comfortable stay!”

**Prof. Sebastian Tharakan**  
*Business Law*  
IIM Kozhikode

# Courses *offered*



## Core Courses

### Term 01

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

### Term 02

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

### Term 03

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

# Elective Courses



## Economics

- Economics of Strategy
- Econometrics for Business
- Game Theory



## Finance, Control & Accounting

- Corporate Valuation
- Investment Analysis & Portfolio Management
- Options, Futures and Derivatives
- Financial Reporting & Analysis
- Project Finance
- Mergers, Acquisitions and
- Corporate Restructuring
- International trade & Finance
- Financial Risk Measurement & Management



## Organizational Behaviour & Human Resources

- Organization Change and Development
- Industrial Relations and Labour law legislation
- Recruitment and Selection
- Compensation and Reward Management
- Performance Management
- Human Resource Analytics
- Negotiations and Conflict Resolutions



## Quantitative Methods & Operations Management

- Supply Chain Management
- Operations Strategy
- Project Management
- Services Operations Management
- Product Innovation and Development



## Information Technology & Analytics

- Data Analytics with R
- Big data Analytics
- Bayesian Analysis



## Humanities & Liberal Arts in Management

- Advanced Managerial Communication
- Persuasive Communication



## Marketing Management

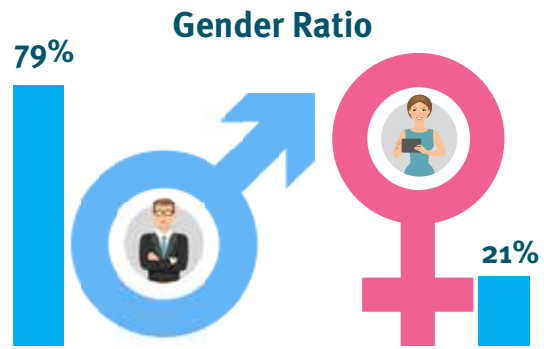
- Consumer Behaviour
- Business to Business Marketing
- Product Policy & Brand Management
- Sales and Distribution Management
- Advanced Marketing Research
- Social Media and Internet Marketing
- Sales and Distribution Management
- Strategic Marketing
- Customer Relationship Management
- Pricing Strategy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



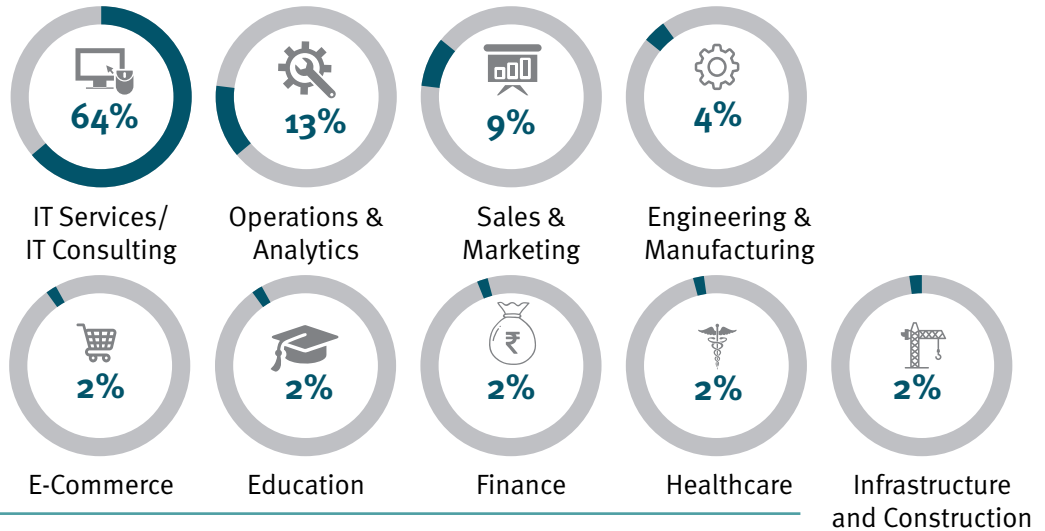
## Strategic Management

- International Business
- Strategic Analytics: Insights from Sport
- Strategy Implementation
- Game Theory
- Creative Problem Solving and Decision Making
- Entrepreneurship and New Ventures

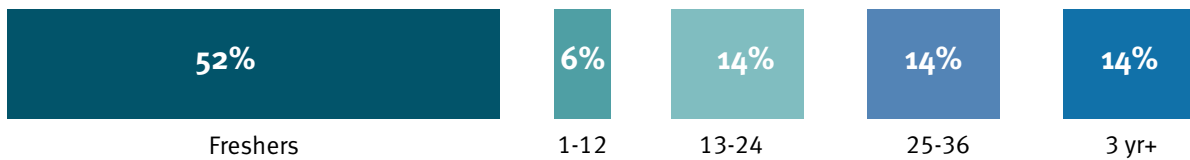
# Batch of 2019



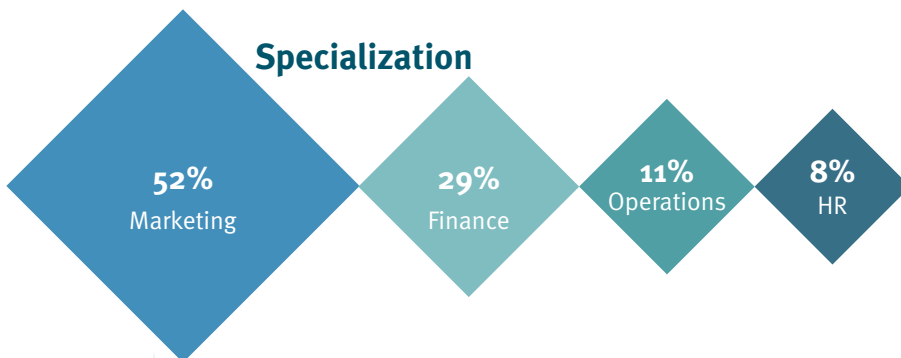
### Work Experience Sector



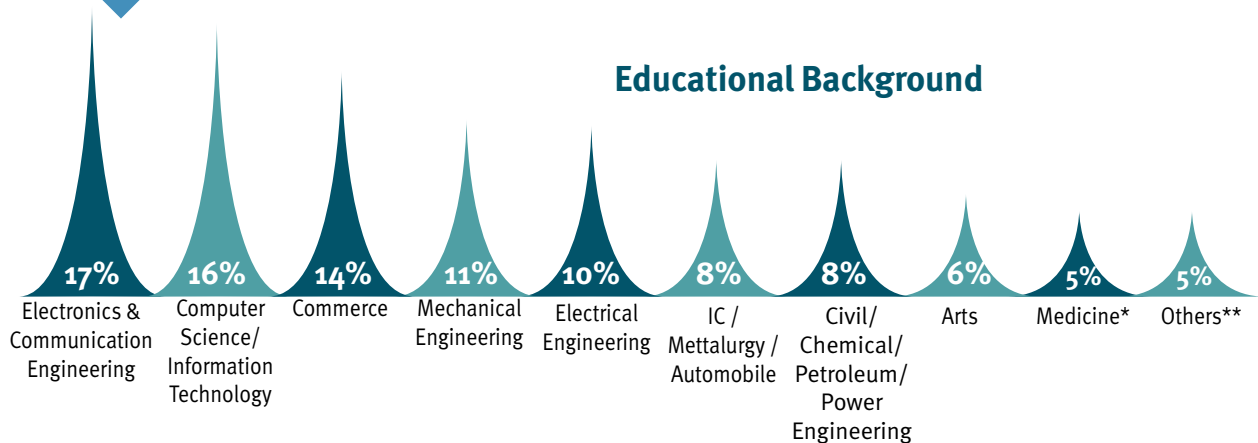
### Work Experience (in months)



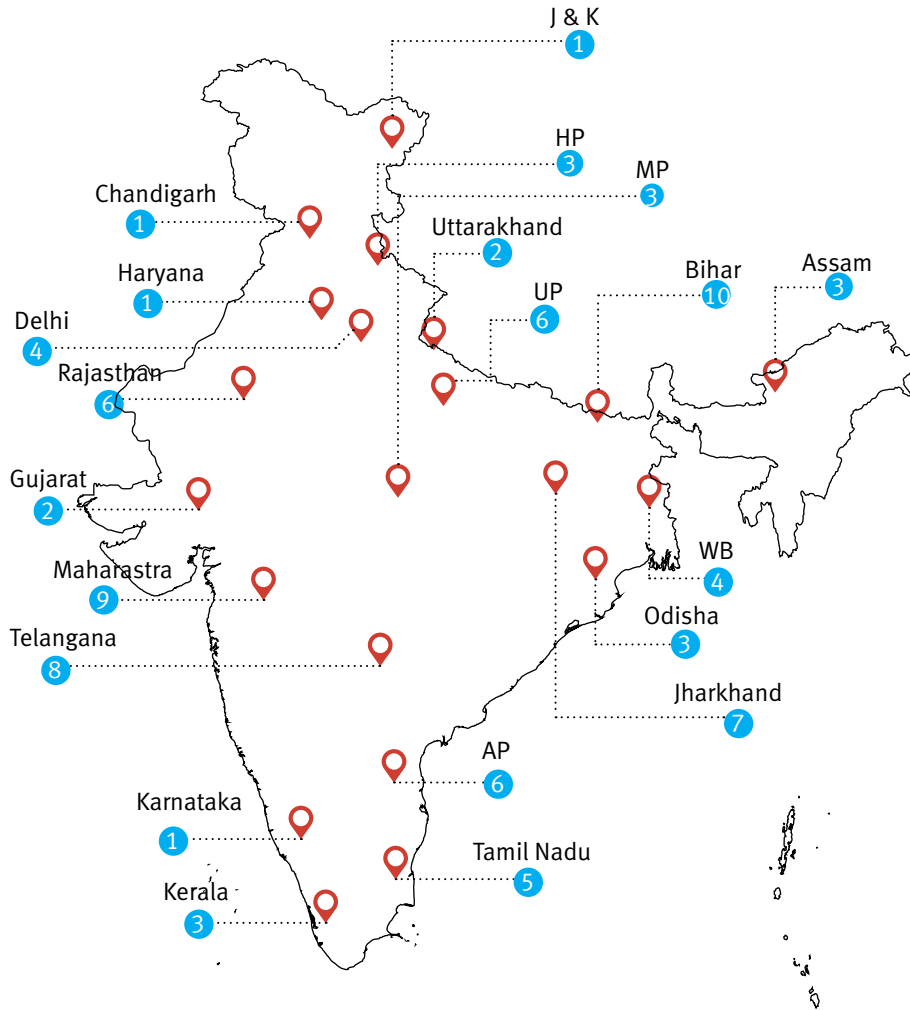
### Specialization



### Educational Background



## Regional Diversity



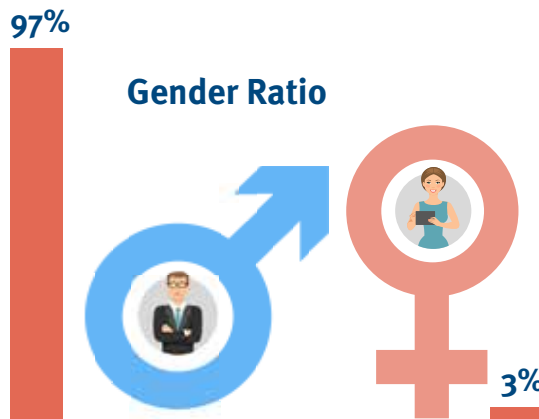
### Previous Work-ex Companies



### Alma Mater

- Indian Institute of Technology, Madras
- IISER, Trivandrum
- IIITDM, Jabalpur
- National Institute of Technology, Surathkal, Karnataka
- National Institute of Technology, Silchar
- National Institute of Technology, Durgapur
- National Institute of Technology, Warangal
- National Institute of Technology, Calicut
- National Institute of Technology, Srinagar
- Banaras Hindu University, Varanasi
- University of Warwick, England

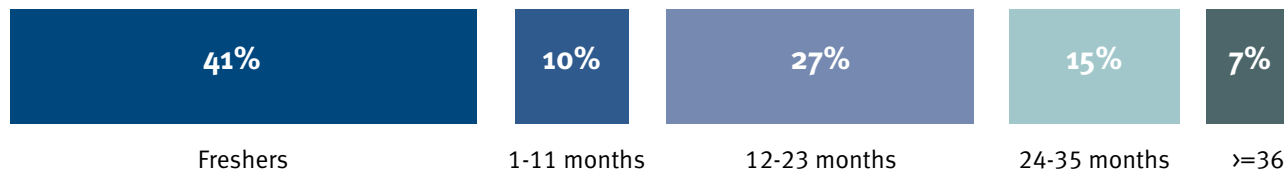
# Batch of 2020



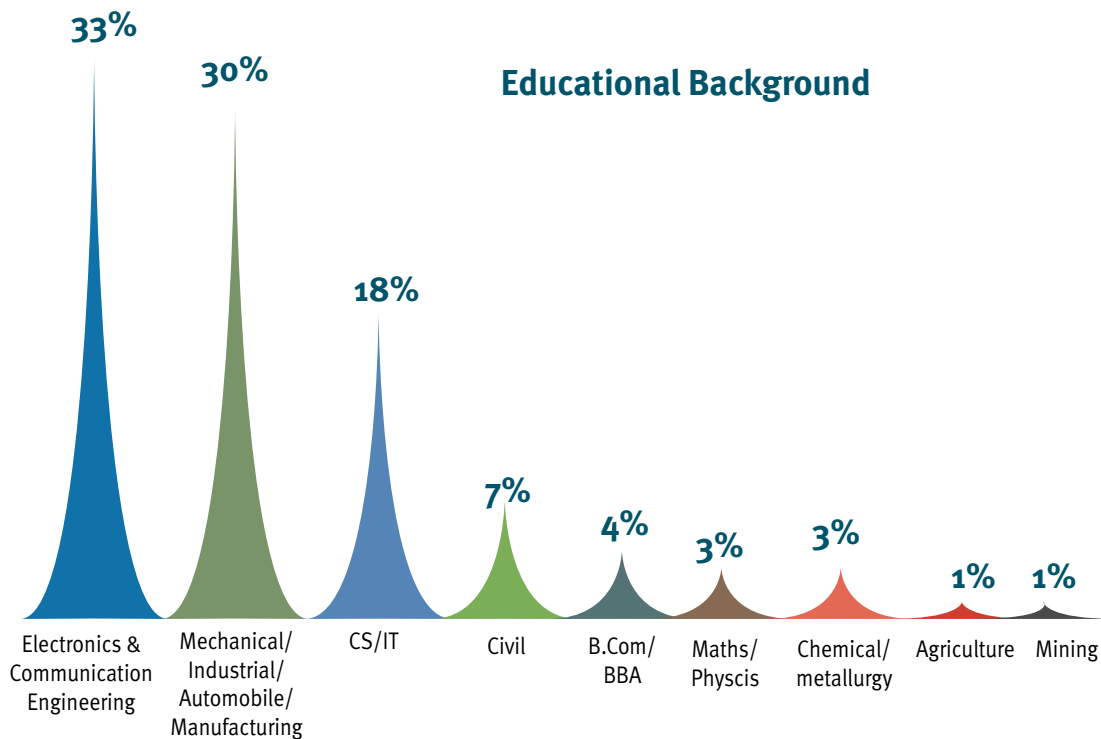
### Work Experience Sector



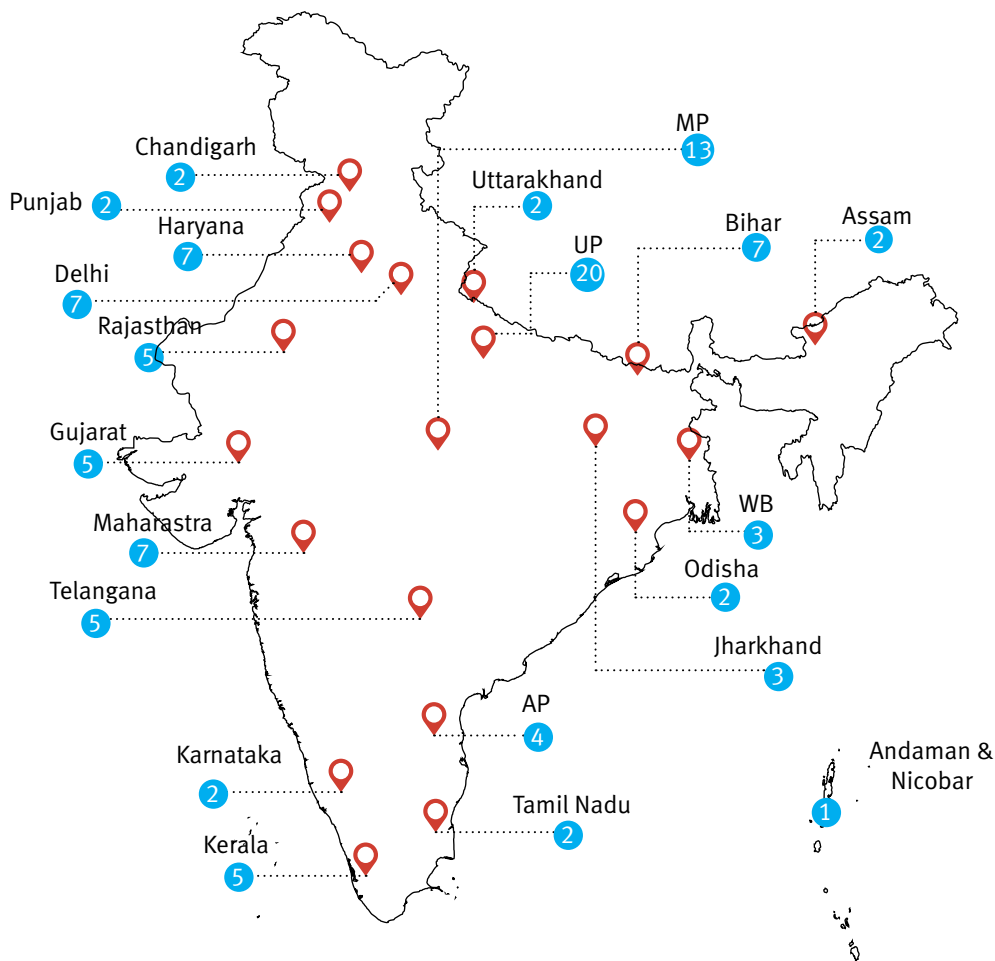
### Work Experience (in months)



### Educational Background



## Regional Diversity



### Previous Work-ex companies



### 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
- National Institute of Technology Jaipur
- Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT)
- 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

# Quest Lectures

**Mr. Kamal Kumar**  
Senior General Manager  
Dhanuka Agritech Limited

**Mr. Abhishek Gupta**  
Director  
Ernst & Young

**Mr. Mandeep Singh**  
Partner  
HRhelpdesk

**Mr. Mukul Chopra**  
Director, HR  
Huawei

**Mr. Bikram Nayak**  
Head Talent Acquisition  
Larsen & Toubro

**Mr. Prashanth Narayanan**  
Chief Human Resource  
Officer  
Carnival Group

**Dr. Santosh Rangnekar**  
Professor, Department of  
Management Studies  
IIT Roorkee

**Mr. Vishwadeep Khatri**  
Chief Executive Officer &  
Managing Director  
Benchmark Six Sigma

**Ms. Kiran Aidhi**  
Senior Director, HR  
Virtusa Polaris

**Ms. Annapurna A**  
Director, HR  
Inspirage

**Dr. Ritu Anand**  
Senior Vice President, HR  
Tata Consultancy Services

**Mr. Vikas Soni**  
Head, Strategy & Business  
Development  
Syngenta Asia Pacific Ltd

**Mr. Nishant Kolgaonkar**  
Head, HR  
SOTC

**Mr. Ullas Kamath**  
Managing Director  
Jyothy Laboratories

**Mr. Varun Satia**  
Founder  
Kraftshala

**Ms. Amarpreet Kaur**  
Partner, Performance  
& Culture  
HRhelpdesk

## Student Achievements



**Vaibhav Jhawar**

First Position, FLIP National Challenge 2017 (TREASURY AND CAPITAL MARKETS).

**Ganesh Hariharan, ADP Prudhviraj & Jayant Gautam**

First position, 'The Perfect Pitch', FMS, Delhi.

**Dakshay Nerkar, Aditya Pandit & Amit Kumar Pandey**

Second Position, National Consulting Case Study Event, PARAMARSH 2017, IIM Raipur

**Arvind Kumar, Abhijit Vivek and Ganesh Hariharan**

Second position, Finance League, IRIS'17, IIM Indore.

**Anuradha Kumari, Prasoon Mallik, Arjun Kausshigan, Vinay Vijay Kumar & Jatin Sharma**

First position, Chess Tournament, IIMR Infusion, IIM Rohtak

**Arjun Kausshigan**

Second position, 'Reliance- The Ultimate Pitch'3.0 Competition (Wildcard zonal rounds, zone 2).

**Jayant Gautam & ADP Prudhviraj**

First position, "Stock Mogul", Narsee Monjee Institute of Management Studies (NMIMS).

**Arjun Chachra, Manas Dixit, Vaibhav Jhawar & Shubham Bhadada**

Qualified CFA Level 1

**Sarth Muley & Vaibhav Kathuria**

Campus Winner & National Finalist, Ace the Case Study Challenge, IITIMShaadi.com

**Ganesh Hariharan & Jayant Gautam**

Winner, "Wolf of Dalal Street" - A stock market competition organized by IIM Bangalore, 2018

# Conclaves

## YUKTI – HR Conclave

**Date : 19th August 2017**

**Theme : ‘Redefining Workplace’**

Speakers	
	<b>Dr. V.P. Singh,</b> Advisor OD, Patanjali Ayurvedic Ltd.
	<b>Dr. Ritu Anand,</b> Senior Vice President, TCS
	<b>Mr. Deepak Bharara,</b> Chief Human Resource Officer, Lancolnfratech Ltd.
	<b>Ms. Shilpi Saxena,</b> Head HR, Kurlon Ltd.
	<b>Mr. Prem Singh,</b> President, Global HR, Wockhardt Ltd.
	<b>Mr. Vijay Bhaskar Srinivas,</b> Head of Process, Life Spring Hospitals Pvt. Ltd
	<b>Ms. Meena Lochani Kumar</b> Senior Director, Sutherland Global
	<b>Mr. Vijay Deshpande,</b> VP & Head HR, JK Tyre & Industries Ltd
	<b>Mr. Rajendra Mehta,</b> Chief People Officer, DHFL
	<b>Mr. Anil Kumar Munjal,</b> VP-HR, Maruti Suzuki India
	<b>Ms. Dnyan Shah,</b> Sr. VP Business Head, Mphasis
	<b>Mr. Raja Reddy,</b> Head of Marketing, Servier

## PARIPREKSHYA– The Finance and Marketing Conclave

**Date : 11th November 2017**

**Theme : ‘Digital Marketing – The new voice of Revolution’**

Speakers	
	<b>Dr. Kushal Sanghvi,</b> Vice Chairman, India and APAC, I-COM Global
	<b>Mr. Amit Tiwari,</b> VP, Marketing, Havells India Ltd.
	<b>Mr. Sameer Seth,</b> Director, Marketing, Dolby Laboratories
	<b>Mr. Sandeep Balan,</b> Head, Digital Marketing, United Breweries Ltd.
	<b>Mr. Sourav Shah,</b> Head, Digital Marketing and CRM, Jubilant FoodWorks Ltd.
	<b>Mr. Utsav Rawat,</b> Head, Marketing, Novartis

## SANKSHETRA– The Strategy and Operations Conclave

**Date –17th January 2017**

**Theme 1 – ‘Digital Revolution in Supply Chain’**

Speakers	
	<b>Mr. Chandan Shirbhayye,</b> Associate Director, Supply Chain, GVK Bio
	<b>Mr. Debraj Das,</b> Managing Director, MSA India Ltd.
	<b>Mr. Gurpreet Singh Gill,</b> Regional Head, Supply Chain & Logistics, Samsung SDS
	<b>Mr. Nandan Borgalkar,</b> Director, Business Strategy, MRC Logistics Pvt. Ltd.
	<b>Mr. Ritesh Shantaram Andre</b> Representing the President, Mumbai Dabbawala
	<b>Mr. Shonik Goyal,</b> Head, Distribution, Bajaj Corp

## SANKSHETRA– The Strategy and Operations Conclave

**Date –17th January 2017**

**Theme 2 – ‘Augmenting Businesses through Emerging Technologies’**

Speakers	
	<b>Mr. Puneet Bhatia</b> Director, Strategy & Operations, Deloitte
	<b>Mr. Sarit Bose</b> Director, Digital Transformation Protiviti Global
	<b>Mr. Raghav Murthy</b> Assistant VP, Operations Analytics HSBC
	<b>Mr. Sudhanshu Bhatnagar</b> Lead, Business Technology Offerings Accenture
	<b>Mr. Suresh Krishnaswamy</b> Director, Projects, Cognizant

# Committees & Clubs

## 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. Approval for creating a new club/ committee is jointly taken by the students' council and administration. Any process of dissolution of a committee, impeachment of a member of any committee or amending the constitution is taken in presence of the students' council and the member of the committee concerned. The Students' Council also assists other clubs/ committees in conducting and organizing various co-curricular and extra-curricular activities or events.

## Cultural Committee



The aim of the institute towards holistic growth is substantiated by the cultural committee. With exuberance showcased in every festivity and with talents broadcasted, the committee serves as a cherry on top of the cake.

Bringing in the flavours of diversity within the institute, festivals of the entire nation are organised and celebrated. The spirit of the mind kept festive, and the blossoms of the seasons kept alive, the fraternity of IIM Amritsar have come together to embrace the vast traditions of our nation. One of our key and noteworthy achievements comes from "Strings", our flagship music carnival

Beyond the festivities, the talent pool of IIM Amritsar is vast too; and raising each of these talented individuals to the pedestal and provisioning an opportunity to them has been one of the key focuses that the committee has worked towards.

We will continue to pour in our efforts towards the holistic growth of the institute and towards the happiness of this fraternity.

## Sports Committee

It is true that All work and no play makes Jack a dull boy and hence the KRITANSH (Sports Committee) of IIM Amritsar organizes events throughout the year on campus. KRITANSH is responsible for selection and constitution of various teams for different sports. The institute has a vibrant sports culture thanks to the Sports Committee which maintains cricket, volley-ball, badminton, hockey, table tennis, football and other indoor sports equipment. Since the world of sports is a lot like business; there is training, competition, wins and losses, passion, hard work therefore KRITANSH promises to cater the sporting needs of the student community.

## Industry Interaction Cell

First-hand experience is not the only way how a person can accumulate knowledge about the know-how of the world, the same can be gathered by interacting with people with who possess it already, the knowledge that they have gathered over the years due the time they spent in the industry. This is what precisely Industry Interaction Cell (IIC) tries to do, when they arrange for the speakers, enriched with the experience of corporate corridors, coming down to interact with students. This acts as an opportunity for students as it imparts the knowledge in them about what lies ahead of the degree they are pursuing, what role they may resume in future, and precisely what may be expected out of them on the job as a manager. In a way such interactions give a glimpse of what lies ahead on the road of management studies, and becoming prospective managers. These interactions also provide an opportunity to the students to showcase their acumen by indulging in an engaging Q&A session with the speaker and hence creating the brand value for the institute as a whole.

## 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.

## Media & PR Cell

Media and PR Committee at IIM Amritsar serves as the official spokesperson of the institute. It 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. The committee works diligently towards branding our blooming institute and makes sure that the vibrant, student-driven culture on the campus is portrayed and reached to the wider scale of audience. MPRC, as it is called on-campus, attains it through prompt and active use of social media campaigns and diverse PR connections. 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 in filling the tummies of 200 students at IIM Amritsar. HnM committee keeps record for the accounts of all the students handling the revenue of 2Cr pa. HnM committee keeps check over the quality and hygiene of the mess to facilitate an homely eating experience.

### Stratagem

The objective of Stratagem - The strategy and Consulting Club of IIM Amritsar is to promote the interest in strategy and consulting for the students of IIM Amritsar.



It provides a platform where the students can hone their skills by organizing case study & quiz competitions, seminars and strategy simulation games which simulate the current issues faced by the industry. The club also organizes guest lectures on current trends of business strategies.

### Operazeal

Operazeal, the operations club of IIM Amritsar founded by the second batch in 2016 is a student run interest group that aims to bridge the gap between academia and industry. It has focussed on adding value to the members by gaining and sharing insights into the best and evolving practices in Operations and Supply Chain domain. Operazeal is the epicentre for all operations related activities in the campus. We bring all operations enthusiasts to a common ground by exposing them to real-time corporate scenarios and organizing knowledge sessions, group discussions and workshops



### 50mm



50mm, The Photography Club of IIM Amritsar is an active initiative by the photography enthusiasts of the institute. Creative snapshots captured by 50mm depicts the life and spirit of IIM Amritsar.

50mm contemplates to upskill the students towards photography techniques and eventually induce a change in perspective towards the world.

### VAANI

VAANI, the public speaking 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.



### Finance and Economics Club

The Finance and Economics Club of IIM Amritsar, popularly known as FEC is a student driven initiative that provides a platform for students to improve their quantitative and qualitative skills. The club focuses on transferring knowledge through formal and informal sessions. To instill the students with confidence and competitive spirit, the club organizes various events like virtual stock trading events and equity research competition.



### SANKALP

The CSR club of IIM Amritsar stands high with the aim of sharing, caring and giving back to the society. We undertake various socially relevant project on regular basis such as Joy of Giving, VIDHI, Adult literacy program. Stem cell donation and awareness wherein the budding managers provide their voluntary service. Collaborating with the NGO's we are trying to solve the problems thus breaking the barriers for betterment of the society.



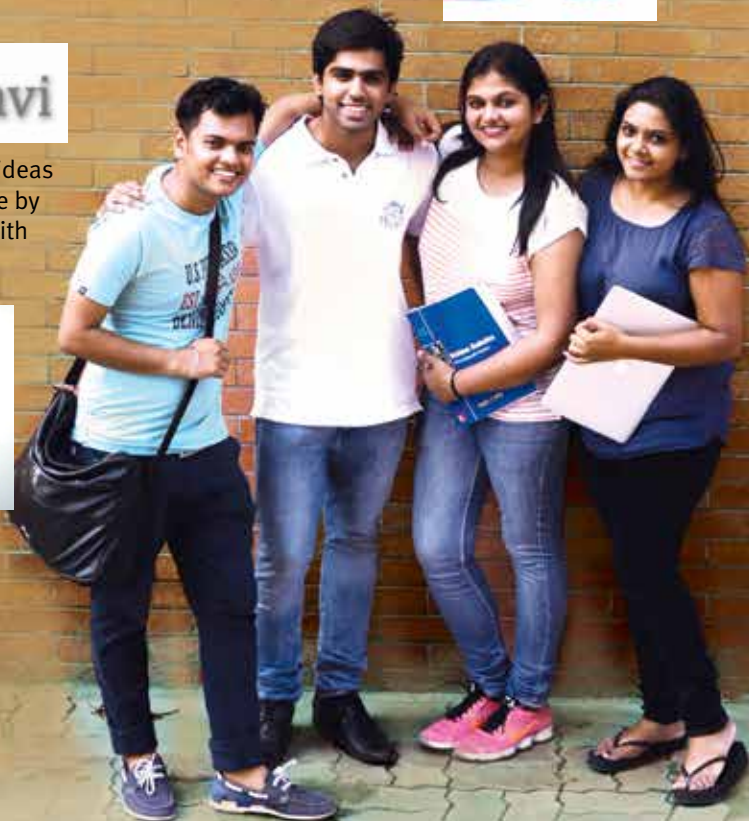
### Hrithvi

Hrithvi - The HR Club of IIM Amritsar, is a platform for students to discuss, debate and learn HR concepts and their practical applications. It strives to become a focal point for the ideas pertaining to the field and enrich the understanding of the same by various activities. It also aims to equip budding HR managers with appropriate skillset in order to make them industry ready.



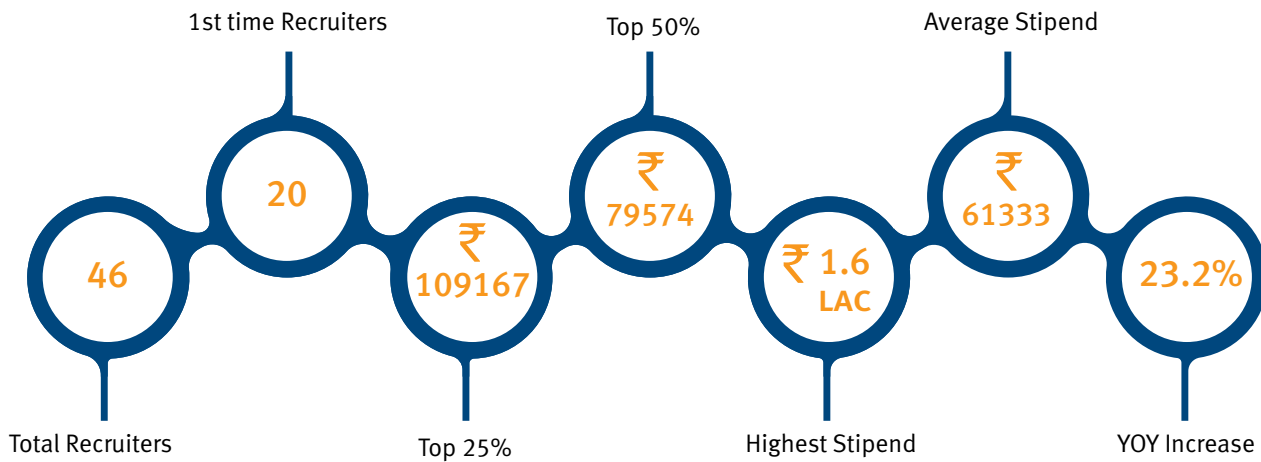
### Markophillic

MARKOPHILIC, the marketing club of IIM Amritsar blends the interests of the students along with the latest developments in the world of marketing to enhance the skills required to be successful in a business environment. Markophilic organized various events during the last academic year such as MARK IQ(Quizzing Event), MARK CHAMP(Monthly Marketing Challenges) and MARK Highbrow(Product Promotions) which encouraged the participants to think out of the box and develop the essential marketing competence. The activities and events in the club help the students to boost various proficiencies and explore

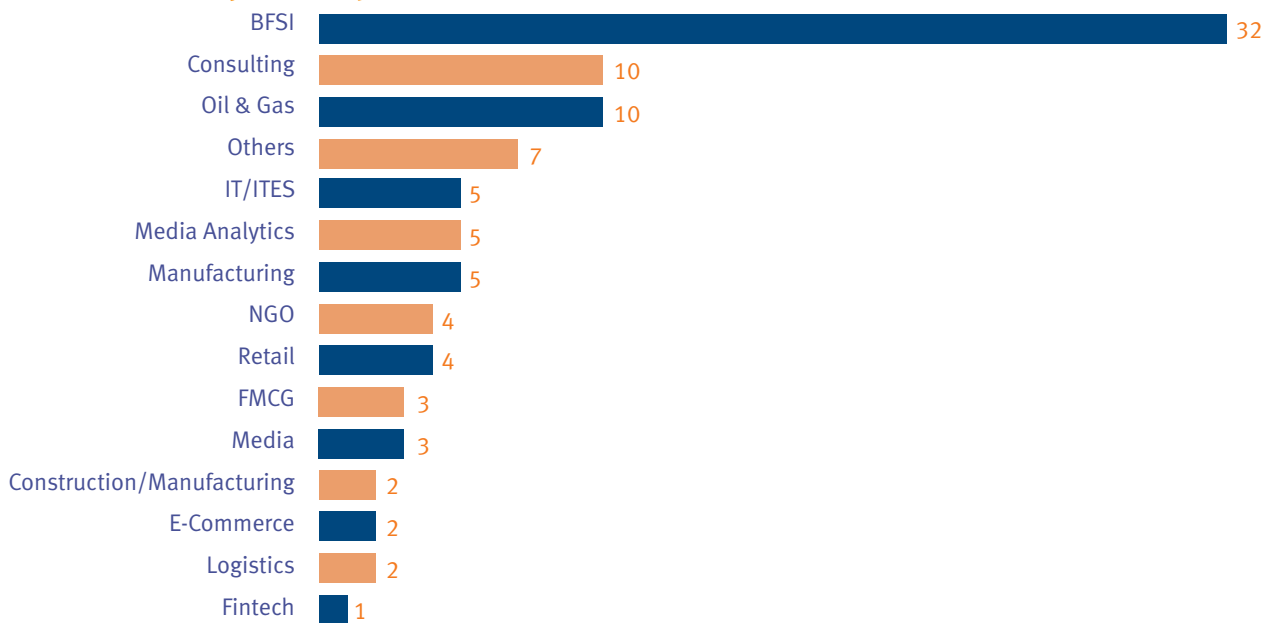


# Summer Placement Statistics

## Key Highlights



## Industry Wise Split



## Role wise Split

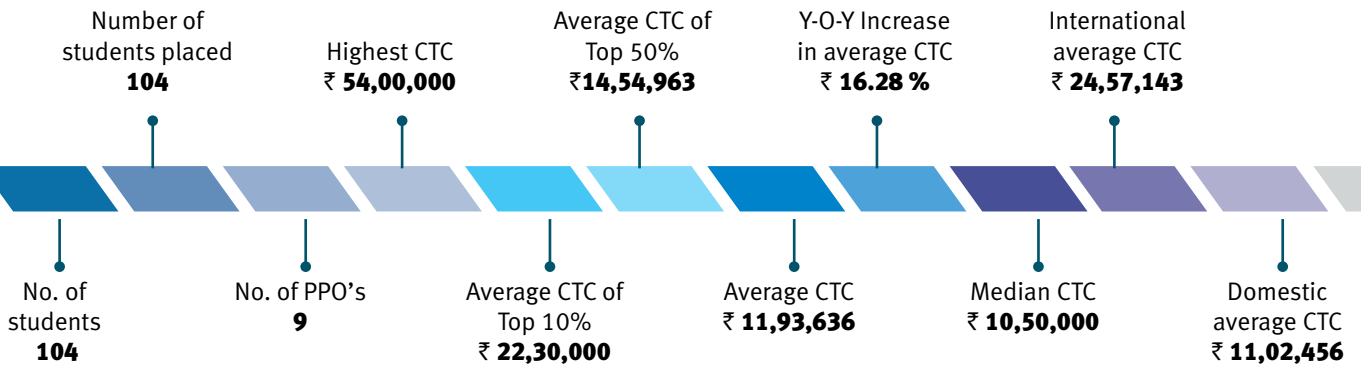


## Prominent Recruiters

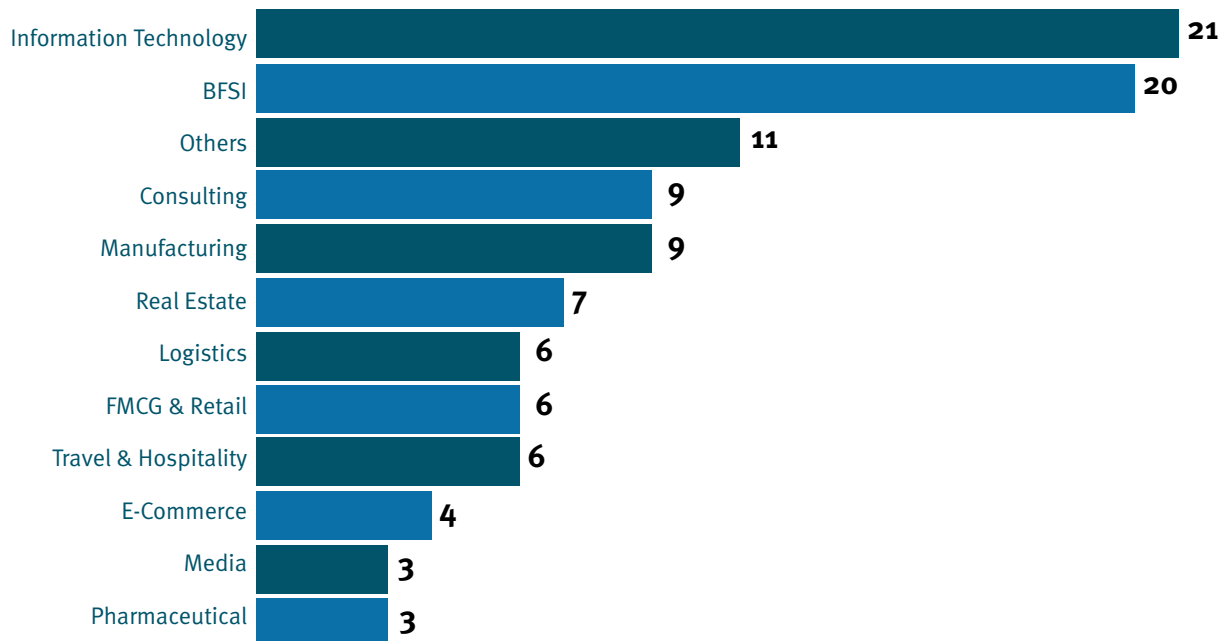


# Final Placement Statistics

## Key Highlights



## Industry wise Split



## Role wise Split



## Prominent Recruiters



# Placement Calendar



June - August

Corporate  
Outreach

June - September

Pre Placement  
Talks

October

Summer Internship  
Process

November

Final Placement  
Process

## 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.



## Placement Chair



**Prof. Arun Kaushik**  
placement.chair@iimamritsar.ac.in  
9758105409

## Senior Placement Committee



**Ms. Aiswarya Sara Mathew**  
aiswaryam03@iimamritsar.ac.in  
9497596115



**Mr. Chandra Sekar PM**  
chandras03@iimamritsar.ac.in  
9844243951



**Mr. Jitu Kalita**  
jituk03@iimamritsar.ac.in  
9101169746



**Mr. Sarth Muley**  
sarthm03@iimamritsar.ac.in  
7600508215



**Mr. Ayan Pal**  
ayanp03@iimamritsar.ac.in  
9019564394



**Mr. Ganesh Hariharan**  
ganeshh03@iimamritsar.ac.in  
8427756844



**Ms. Krati Arora**  
kratia03@iimamritsar.ac.in  
8949285756



**Ms. Yamini Bose**  
yaminib03@iimamritsar.ac.in  
7507777172

## Junior Placement Committee



**Mr. Akash Tiwari**  
akash04@iimamritsar.ac.in  
8223919689



**Mr. Harsh Pathak**  
harshp04@iimamritsar.ac.in  
9891465282



**Mr. Keshav Gupta**  
keshavg04@iimamritsar.ac.in  
9877584927



**Mr. Rahul Kumar Singh**  
rahulk04@iimamritsar.ac.in  
9910783559



**Mr. Vibhor Jain**  
vibhorj04@iimamritsar.ac.in  
9999585738



**Mr. Aniket J Gajjar**  
gajjara04@iimamritsar.ac.in  
9099939989



**Mr. Harshwardhan Tewari**  
harshwardhant04@iimamritsar.ac.in  
7415568338



**Mr. Nayan Medhi**  
nayanm04@iimamritsar.ac.in  
8328542236



**Mr. Sanchit Maheshwari**  
sanchitm04@iimamritsar.ac.in  
8871155632



**Mr. Vikash Verma**  
vikashv04@iimamritsar.ac.in  
8917391706

## Indian Institute of Management Amritsar

Punjab Institute of Technology Building, Inside Government Polytechnic Campus,  
Polytechnic Road, Amritsar, Punjab 143105