



PLACEMENT REPORT

2 YEAR PGDM PROGRAM

Year 2022



MESSAGE FROM DIRECTOR



It gives me great pleasure to welcome our esteemed corporates to yet another season of campus placements. I am glad that the corporates continue to post confidence in our institution and our students. But with opportunity comes responsibilities and challenges and we at SOIL SOBD take this intersection very seriously. We are driven by the belief that SOIL SOBD is a gateway to a bright career for all our students and we harness all our resources towards this single goal. Our focus has been to understand the ever-changing needs of the industry through continuous interaction in a variety of formal and informal ways.

A broad spectrum of companies visits us every year, ranging from the Banking & Financial services to FMCG, Consulting, Research, IT & ITES and is increasing every year ... a clear reflection of our relationship which India Inc. continues to repose in our students. The year that went by, also saw the participation of many corporates and our consortium partners for our graduating batch of 2022. Your continued trust and belief in the capabilities of our students to add value to your organization, has contributed to our students being placed across sectors with a continuous increase in the average CTC every year.

The two-year PGDM program with a focus on Design thinking & Liberal Arts has been a key differentiator for us. This together with the SOIL values of Sustainability, Ethics, Diversity, Compassion, Mindfulness help us to shape our students to be responsible citizens.

As we successfully close our placements for the Class of 2022, we look forward to host you for the placement journey of the Class of 2023. I am sure that with your support, we will begin yet another key chapter in the life of a business school - the Placement season!!

Dr. Vidya Iyer

Director, 2 Year PGDM Program,
SOIL School of Business Design

MESSAGE FROM CMS DIRECTOR



It gives me great pleasure to present the SOIL Placement Report for the batch of 2020-22. Right through our journey, SOIL has focused on building leaders who deliver true value to the organizations that they work for – not just in terms of work related competence, but also the strong ethics and value system that guides them as individuals and corporate citizens.

SOIL selects students with high leadership potential. Our strong and experienced faculty, who have taught and consulted across the world, helps guide and shape these students through a curriculum that has been built through regular interaction with the Industry. All along, the focus on building leaders with a strong character remains paramount.

This year has been no exception. Despite a slightly adverse macro environment for hiring, our valued base of recruiting organizations has continued to repose its faith in our students. Plus, we have managed to add several new Companies to this firm base. Our students have been absorbed in all the key sectors – including IT, Manufacturing, Finance, Consulting and e-Commerce.

The performance of our students in all the key areas of innovation and transformation, such as Analytics, has been considerable. Our gender balance continues to be sound, and several of our women students are now leaders in major Companies. With SOIL continuing on its journey of producing inspired leaders,

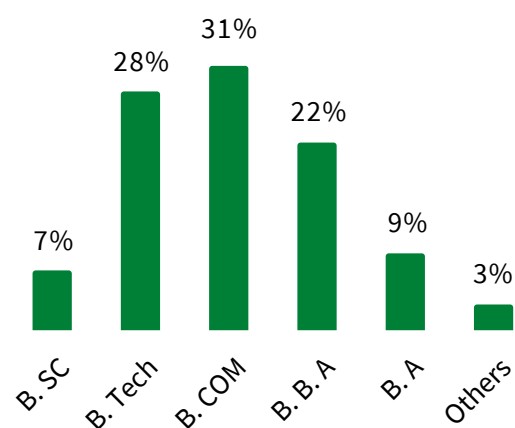
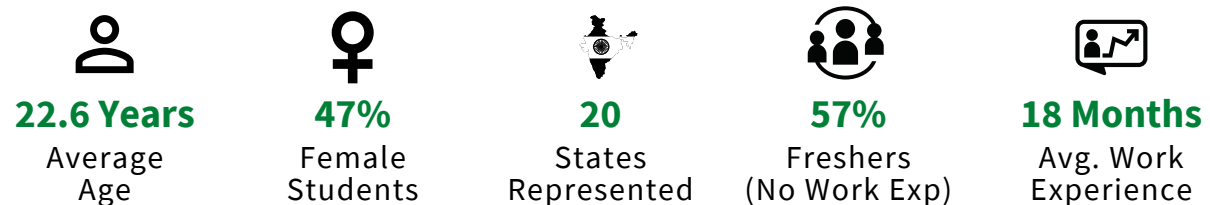
I am confident that our students shall further enrich our bonds with the Industry, and SOIL shall continue to be a destination of choice for recruiting organisations for the years to come.

Mohammad Salman

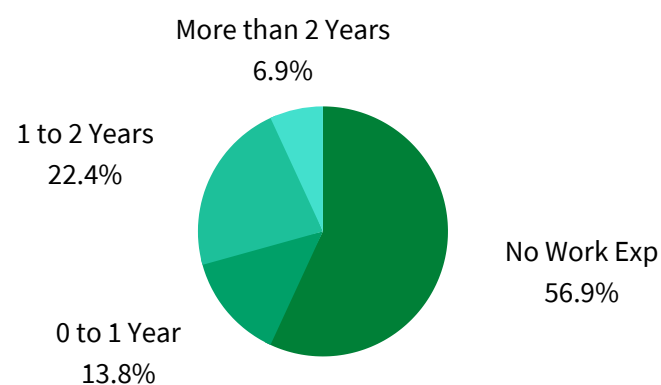
Director, Career Management Services
SOIL Institute of Management

BATCH PROFILE

At SOIL, students' diversity provides incredible opportunities for learning and collaboration. The students are handpicked through our extensive admissions process to assemble a class of people with passion and zeal. Because of our students, the environment around the campus is dynamic and nurturing for all the others. A snapshot of our incoming PGDM Class of 2020-22 is given below.



Educational Qualification



Work Experience Details

PLACEMENT SEASON 2021-22

The **average CTC** offered to the batch **increased by 15%** compared to last year.

The **highest CTC** offered **increased by 33%** compared to last year.

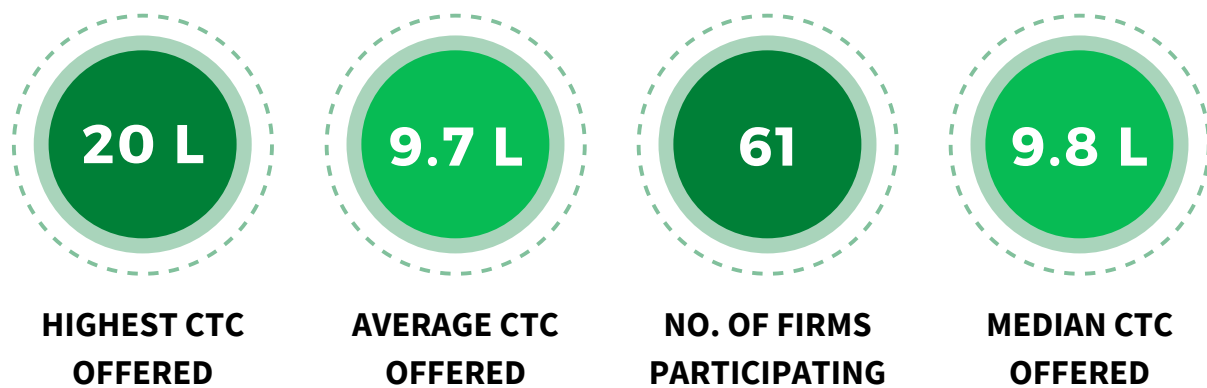
HIGHLIGHTS

The number of **companies** participating in the recruitment drive **increased by 18%**.

New age companies in Consulting, EduTech, E-Comm, Digital sector have recruited this year.

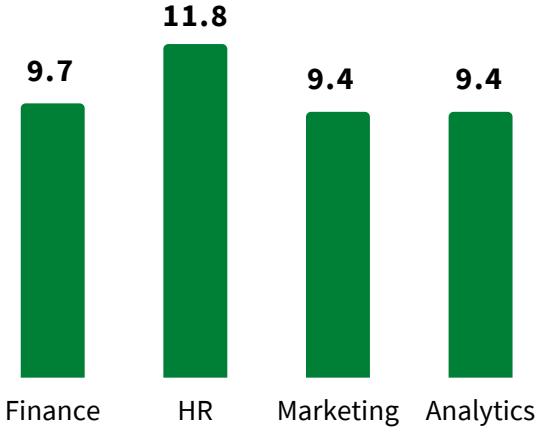


PLACEMENT ANALYTICS 2022



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SPECIALIZATION WISE PLACEMENTS

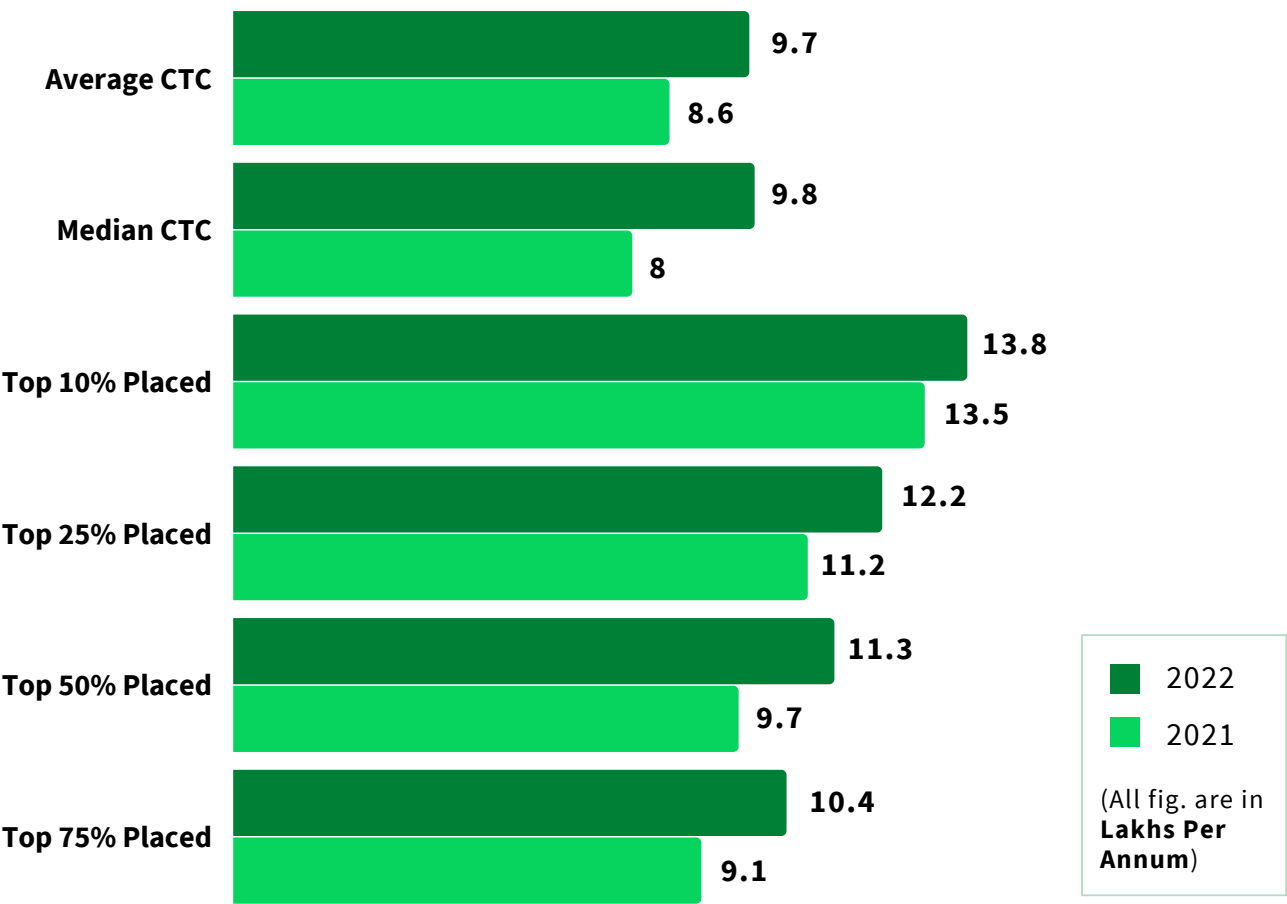


	2021	2022
MARKETING	8.8	9.4
FINANCE	8.1	9.7
ANALYTICS	8.6	9.4
HR	7.5	11.8

AVG. CTC FUNCTION WISE
(All fig. are in Lakhs Per Annum)

2021 vs 2022 CTC Comparison
(All fig. are in Lakhs Per Annum)

The campus placement process for the PGDM Class of 2022 witnessed an excellent season with the batch recording a 22% jump in salaries over last year. 100% of the batch got placed before March 2022. The season witnessed participation from a diverse set of recruiters across industries giving equal opportunities to students from all specializations. The average salary has seen an increase across the 4 specializations that SOIL offers.



2021 vs 2022 CTC Comparison

INDUSTRY WISE COMPANIES PARTICIPATION

FIGURES IN PERCENTAGES



FUNCTION WISE

FIGURES IN PERCENTAGES

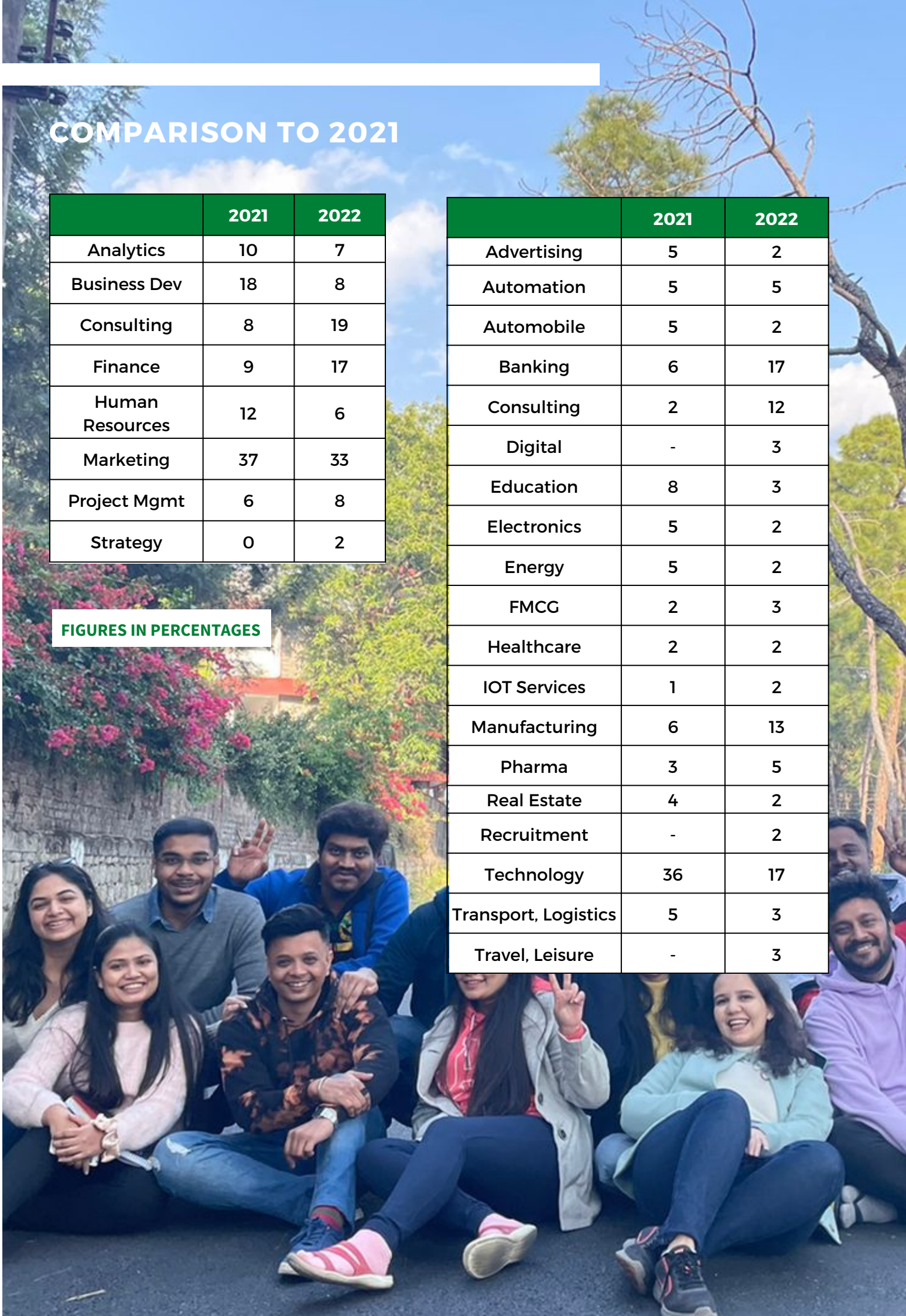


COMPARISON TO 2021

	2021	2022
Analytics	10	7
Business Dev	18	8
Consulting	8	19
Finance	9	17
Human Resources	12	6
Marketing	37	33
Project Mgmt	6	8
Strategy	0	2

FIGURES IN PERCENTAGES

	2021	2022
Advertising	5	2
Automation	5	5
Automobile	5	2
Banking	6	17
Consulting	2	12
Digital	-	3
Education	8	3
Electronics	5	2
Energy	5	2
FMCG	2	3
Healthcare	2	2
IOT Services	1	2
Manufacturing	6	13
Pharma	3	5
Real Estate	4	2
Recruitment	-	2
Technology	36	17
Transport, Logistics	5	3
Travel, Leisure	-	3



COMPANIES PARTICIPATED

LAST 2 YEARS

ABC Consultants	Builder.ai	Firstsource	Infoedge	Michael Page	Protiviti	TransOrg
Accenture	BYJU	Fitson	Infosys	Microsoft	QAI Consulting	Turing
AdGlobal360	Cains	Frontizo	Infozech	Mindhouse	RateGain	Urban Company
Aditya Birla	Canara HSBC	Gartner	Jindal Steel	Mobile Premier Le	REA India	VECV
Aditya Birla Capital	CARS 24	Gemac	Kognoz Consulting	Modenick Lifestyle	Rezo.AI Internship	Virtusa Consulting
Agrostar	Cognizant	Gemini Solutions	Kotak Securities	MPhasis	S&P Global	Wipro
Anand Group	College Dekho	Genpact	KPMG	Muskaan	Schneider Electric	Xceedance
Angel Broking	Coverfox	Glaxosmith Kline	Mahindra	Newgen HR	Signzy	Zimyo Consulting
ANZ Bank	Credence	GO-MMT	Mahindra AFS	Newgen Software	Skiify	Zing HR
Aon Hewitt	CRMNEXT	Grofers	Make my Trip	NIIT	Smarten Spaces	Zomato
Arcesium	Dabur	Happiest Minds	Maveric	One Banc	Sopra Steria	
Athena	Dalmia Bharat	HCL	Mazars	Oxen Farm	STOA School	
Axis Bank	Deloitte	HDFC	Mckinsey	Paxcom	Tarnea	
Bahwan Cybertek	Desmania	HONO-AI	Media.Net	PayTM Money	Tata Metalicks	
Benepik	Draup	HT Media	Medibuddy	PAYU	Tech Mahindra	
Bharatpe	Exide	I4 Consulting	Medoplus	Persistent Systems	Think Future	
Birlasoft	Ferns &Petals	ICICI	MG Motors	POLE STAR	Technologies	
					Tophire	



Soil SCHOOL OF
**BUSINESS
DESIGN**

AICTE APPROVED 2 YEAR PGDM PROGRAM

India's first PGDM Program integrating Business, Design Thinking & Liberal Arts

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