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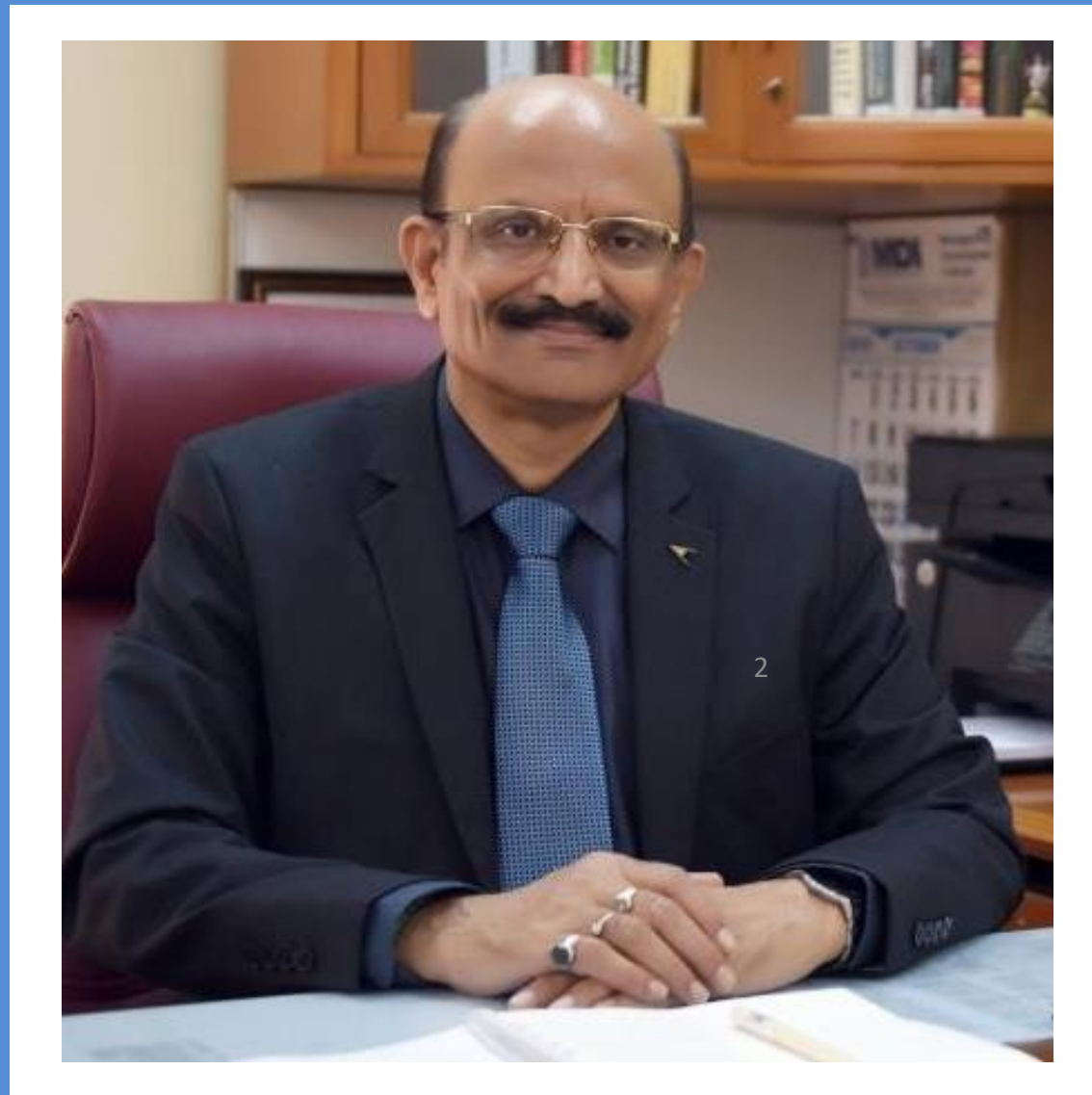
**MDI**  
MURSHIDABAD

**Management  
Development  
Institute**

**PGDM**

**FINAL  
PLACEMENT REPORT  
2019-21**

# Director's Foreword



With our growth conducive and excellent learning ecosystem, Management Development Institute (MDI) Murshidabad, once again has created history by achieving record placements. We would like to thank industry professionals for their constant support and cooperation. We look forward to maintaining our existing associations and exploring new industry domains.

With immense pleasure, we feel proud to announce our success in achieving record Final Placements of our PGDM 2019-21, as of 15th May 2021. This year's placements saw a significant increase in the new recruiters and the number of brands.

The success is attributable to the relentless efforts put in by our very cooperative batch and our hard-working placement committee members who contributed to the institution's most awaited success.

**Prof. (Dr.) Atmanand**  
**Director - Additional Charge, MDI Gurgaon**  
**Director - MDI Murshidabad**  
**Independent Director (Fmr) - Central Bank of India, SAIL, PTC India Ltd.**

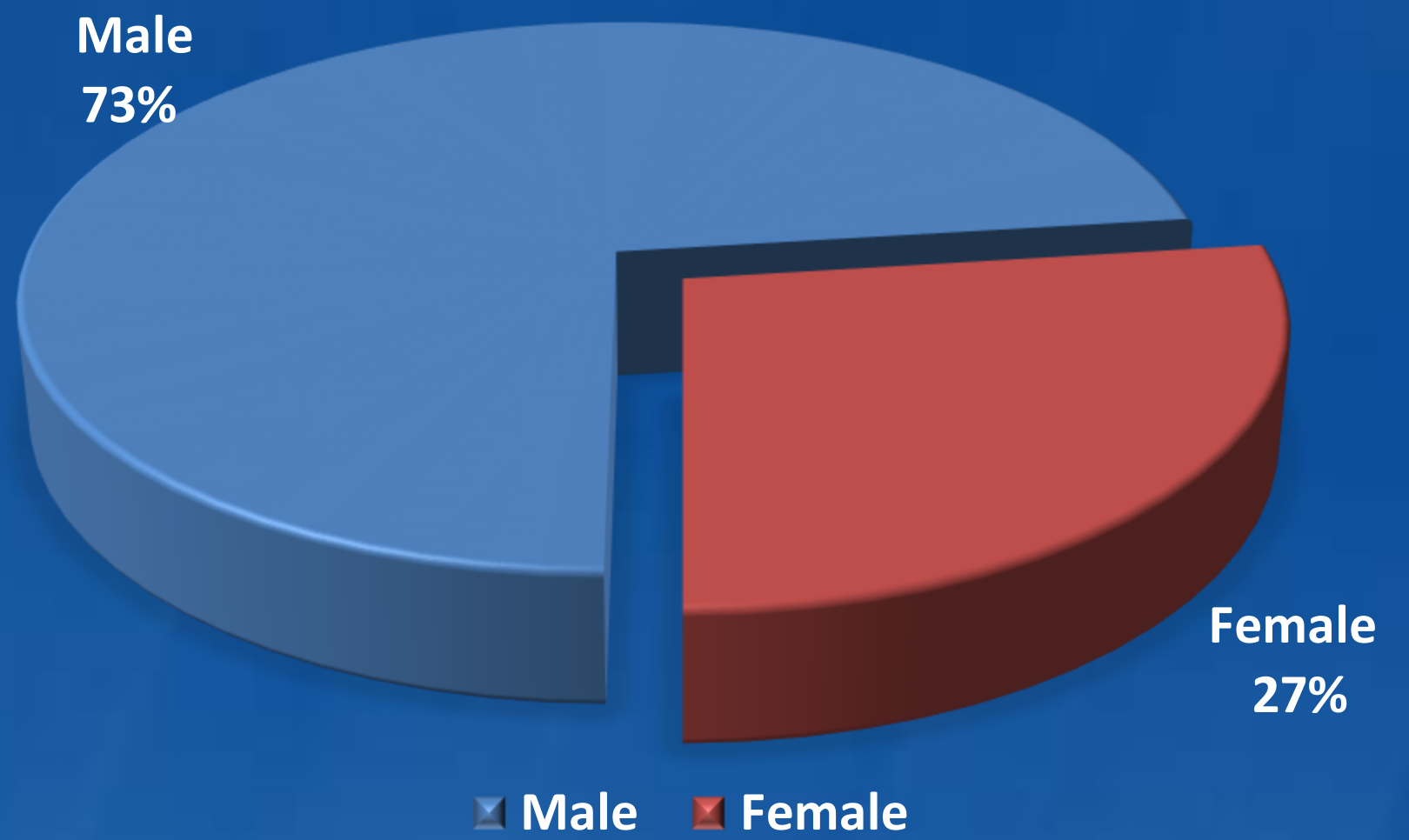
# Batch Demographics



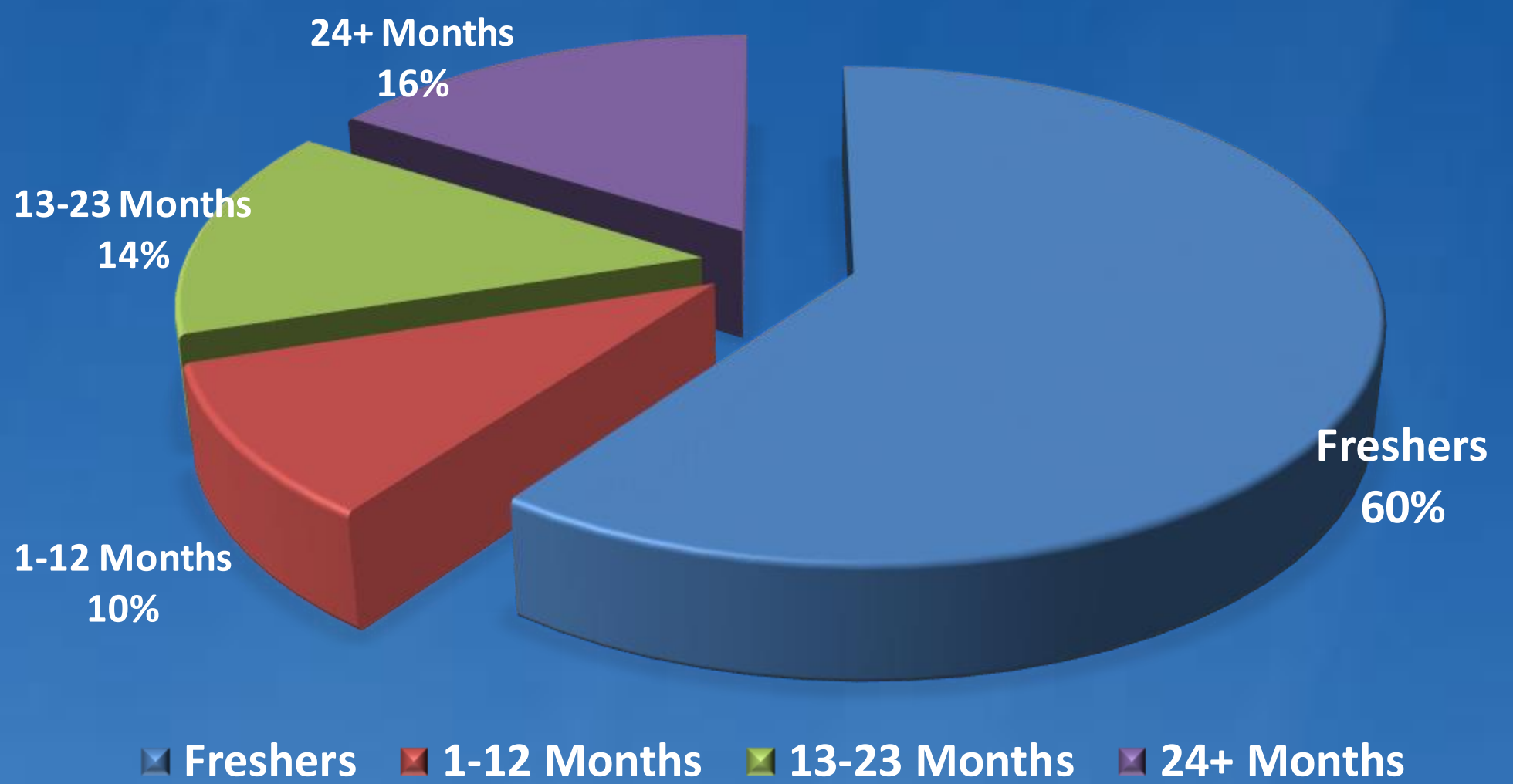
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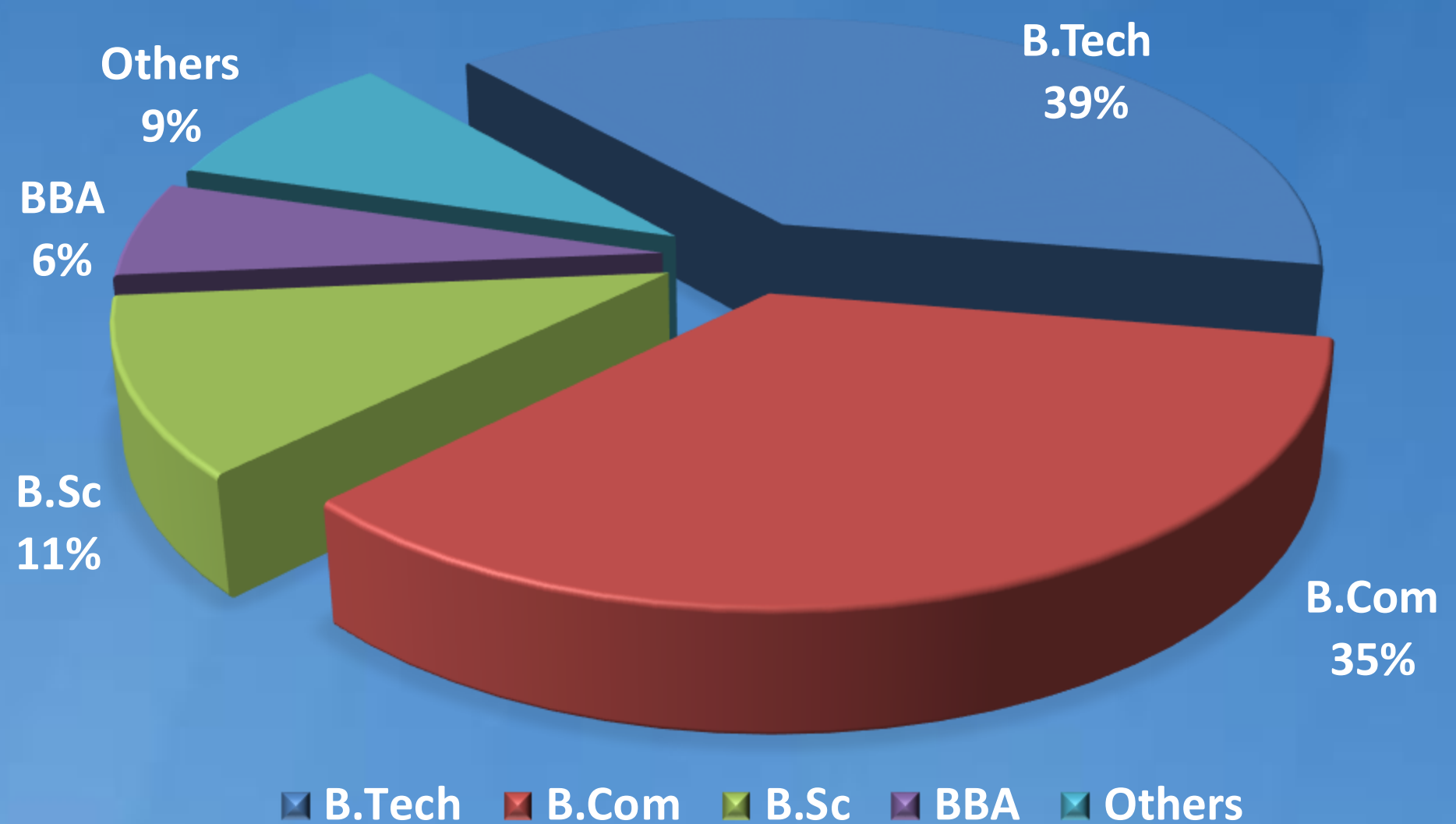
## Gender Diversity



## Work Experience



## Academic Background



# PLACEMENT HIGHLIGHTS

75 recruiters offered roles across domains of Marketing, Human Resource, Operations and Finance.



Despite the pandemic, Placement activities were successfully conducted virtually with an astounding 27% increase in number of recruiters.

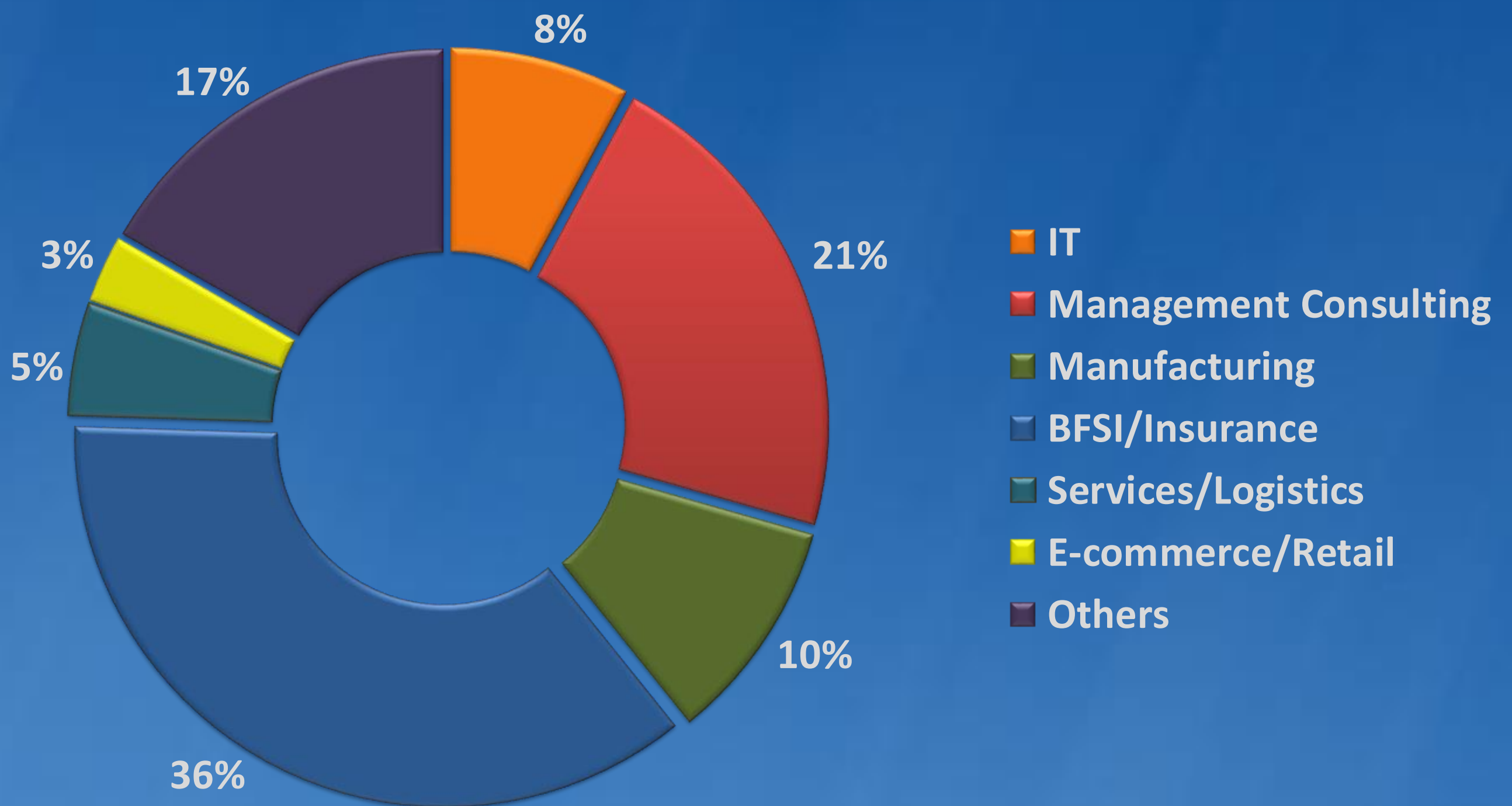
We are obliged to the constant blessings of our Director Prof. (Dr.) Atmanand, Dean and faculty members for their unwavering support and are grateful to MDI alumni.

# SECTOR WISE PLACEMENTS

Placement season 2019-21 witnessed recruiters across BFSI, Management Consulting, Manufacturing, Logistics, Services, IT, E-commerce and Retail.

Incremental participation by Management Consulting and BFSI firms is reinforcing a confidence on the talent at MDI Murshidabad.

We have seen a growth of recruitment across all sectors, with E-commerce and retail making a debut this year.



The Final Placement saw 54% of offers coming from previous recruiters and the remaining coming from new recruiters. Thus indicating continued belief of past recruiters on the talent and attracting of new recruiters.

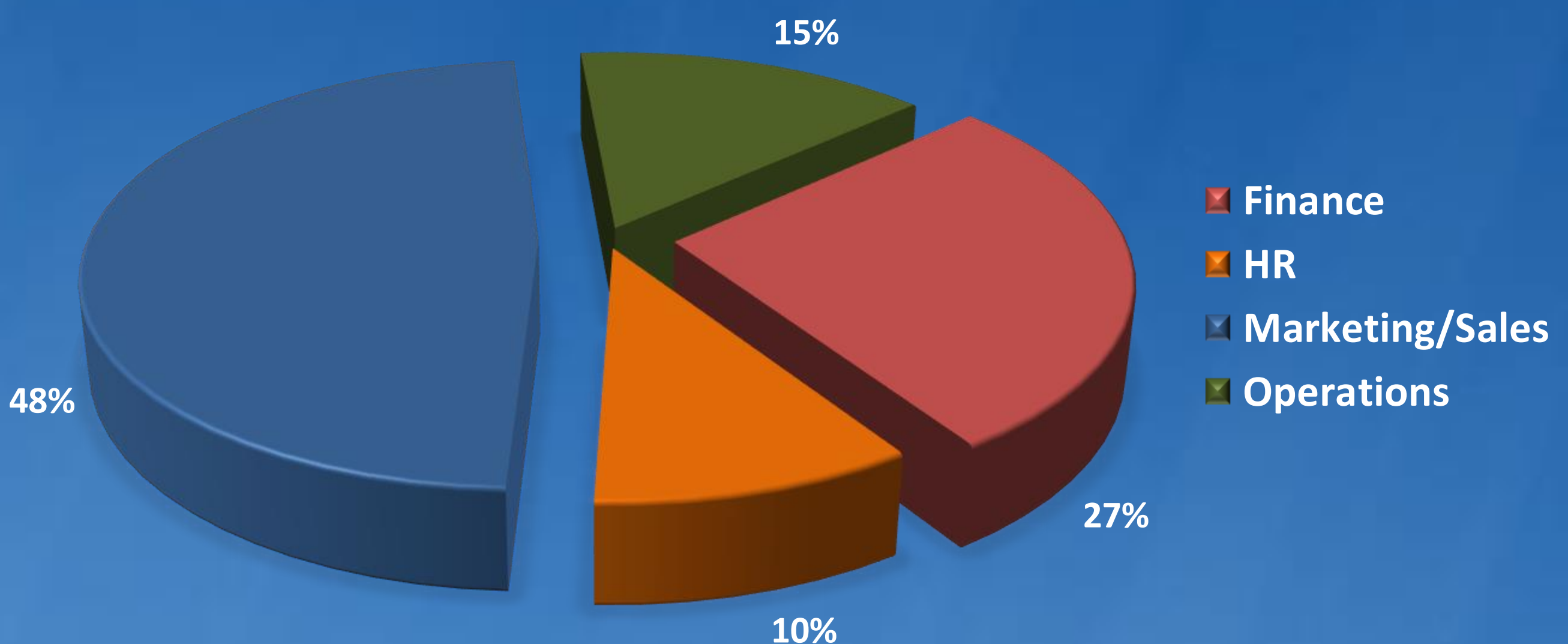
The students have embarked on their career journey that shall be mutually rewarding and forge a stronger relationship with the recruiters.

We look forward to maintaining mutually beneficial relations with our existing recruiters and new recruiters in moving forward to build up more associations in the corporate world.

# DOMAIN WISE PLACEMENTS

In the Marketing domain, the profiles offered were in the area of Product Management, Business Development, Relationship Management, Market Research, B2B Sales, Distribution Management and Enterprise Sales Management.

In the Finance domain, the profiles offered were in the area of Fund Management, Technical account Management, Key Account Management, Tax Consultancy and Wealth Management.



In the Human Resources domain, the profiles offered were in the area of HR Business Partner, HR Analytics, L&D and Talent Acquisition.

In the Operations domain, the profiles offered were in the area of Delivery Management, Project management, Technical Project Management, Scrum Master, Business Consulting, Program Management and Supplier Relationship Management.

# PROMINENT RECRUITERS PGDM Batch 2019-21



MDI MURSHIDABAD

# The Placement Committee



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Aditya Sureka



Parul Gupta



Neha Chaudhary



Protim Datta



Rijish Deb



Sagyanrth



Mahima Gupta



Arvindram R.



Monalisa Borah



Vineet Chandra



Prashant Purohit



Varun Agarwal



Himanshu Rakshe



Rounak Ghosh



Mayur Agarwal

## Contact Us:

Aditya Sureka	+91-8584961222
Arvindram R	+91-9600038290
Himanshu Rakshe	+91-8097513793
Mahima Gupta	+91-9673528411
Mayur Agarwal	+91-8697820287
Monalisa Borah	+91-8420819368
Neha Chaudhary	+91-8449008734
Parul Gupta	+91-8002060892
Prashant Purohit	+91-7082048810
Protim Datta	+91-8961073421
Rijish Deb	+91-7680074386
Rounak Ghosh	+91-9007926796
Sagyanrth Mahapatra	+91-9937207140
Varun Agarwal	+91-7686833454
Vineet Chandra	+91-9013016941



## Address:

**MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD  
SAKIM KATNAI, KULORI  
P.O. – UTTAR RAMNA, P.S. RAGHUNATHGANJ,  
DIST. – MURSHIDABAD  
West Bengal, PIN - 742235**

**MAIL ID: [corporaterelations@mdim.ac.in](mailto:corporaterelations@mdim.ac.in)  
Compiled By: Placement Coordinators**



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