

"CREATE THOUGHT LEADERS  
AND  
CHANGE MASTERS"

FINAL PLACEMENT  
REPORT  
2020-2022



Prof.(Dr.) Atmanand,  
Director,  
MDI Murshidabad

## 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 in record time. 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 successful and record Final Placements of our PGDM 2020-22, as of 19th Jan 2022. 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, our hard-working senior placement committee members and our Placement Officer who contributed to the institution's most awaited success.

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# BATCH DEMOGRAPHICS

## GENDER DIVERSITY



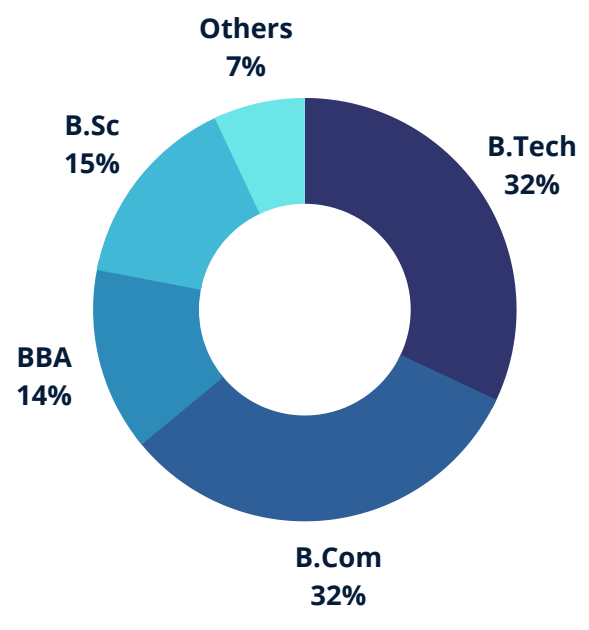
**72%** 

Of the batch comprises of  
Males.

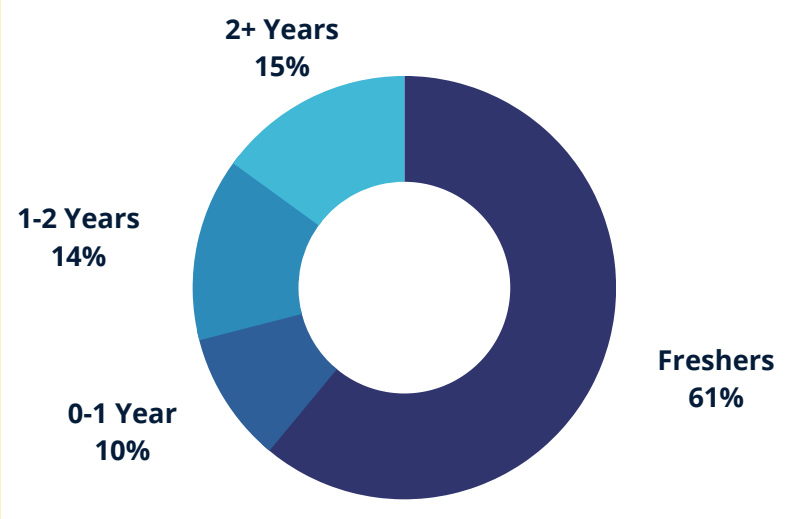
**28%** 

Of the batch comprises of  
Females.

## ACADEMIC BACKGROUND



## WORK EXPERIENCE





## PLACEMENT HIGHLIGHTS

**50** TOTAL RECRUITERS

**34** NEW RECRUITERS

**₹11.32 LPA** AVERAGE  
PACKAGE

**₹10 LPA** MEDIAN  
PACKAGE

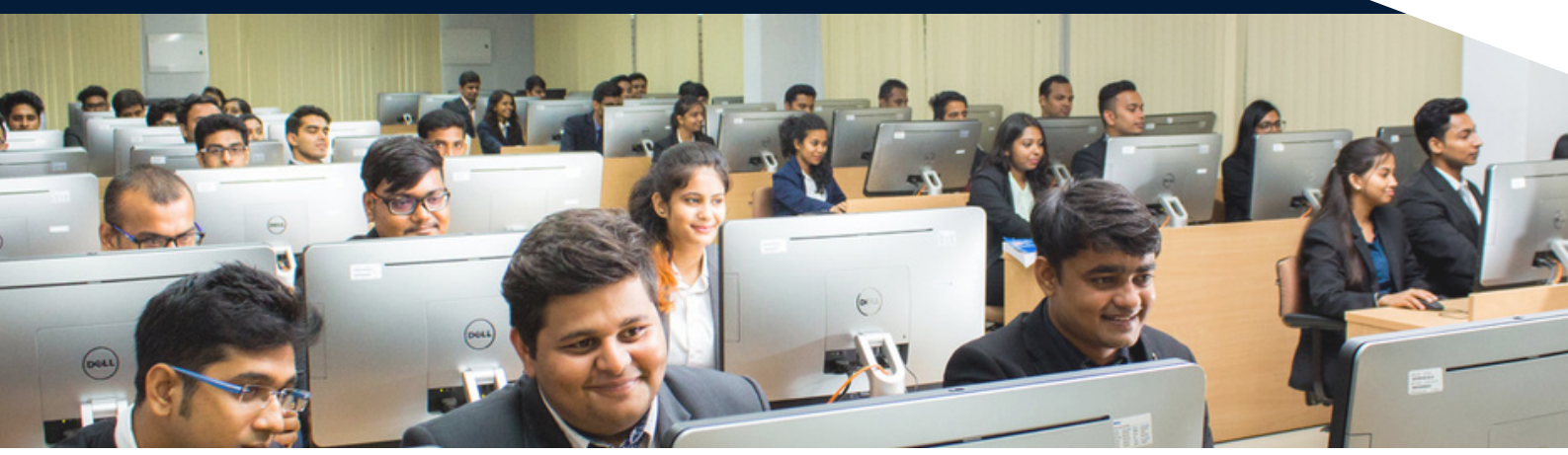
**₹22 LPA** HIGHEST PACKAGE  
OFFERED

**₹14 LPA** HIGHEST PACKAGE  
RECEIVED BY STUDENT

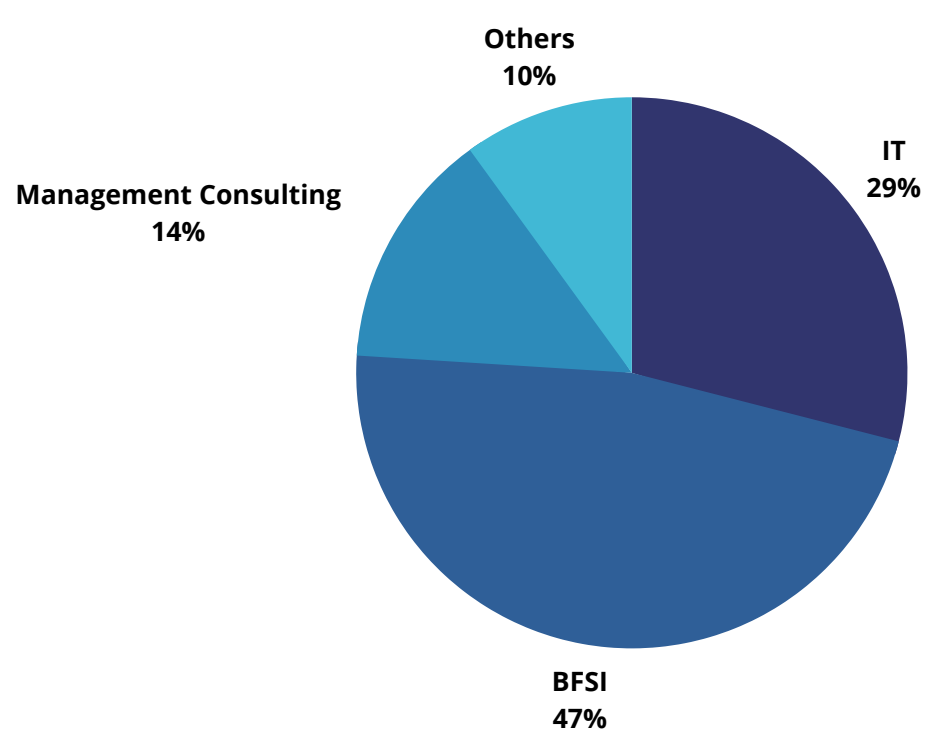
Despite the ongoing pandemic, this year's final placements saw a rise in the number of brands, diversified roles and domains. We saw a rise in the participation of first-time recruiters and had continued support from the previous year recruiters.

The Batch of PGDM 2022 put up a stellar show enabling them to bag niche roles.

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.



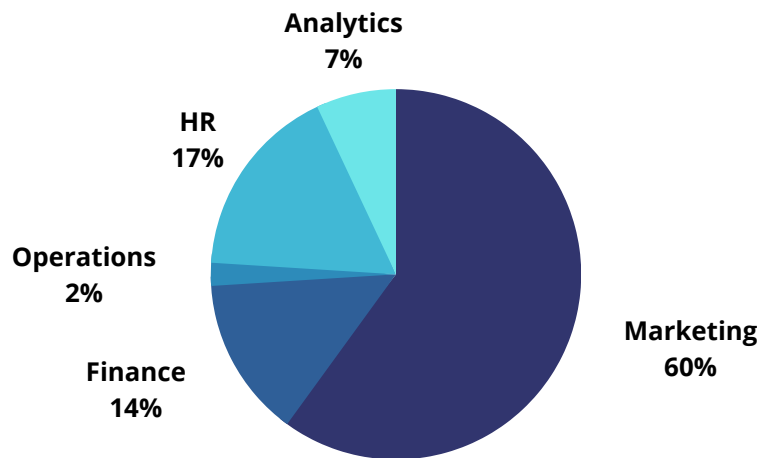
## SECTOR WISE BREAKDOWN



Placement season 2020-22 witnessed major recruiters across BFSI, Management Consulting, and IT. Incremental participation by IT and BFSI firms is reinforcing a confidence on the talent at MDI Murshidabad. The other sectors were HR consulting, Automobile, Manufacturing, Supply Chain, HRMS, FMCG, Retail, E-Commerce and Edtech. We have seen a growth of recruitment across all sectors, with HRMS making a debut this year.

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 BREAKDOWN



**In the Marketing Domain,** profiles were offered in the area of Area Retail Manager, Territory Sales Manager, Program Manager (Liability Sales), Relationship Manager (NEG), Management Trainees (Future Leaders), Manager–Marketing, Product Marketing Executive, Customer Success Specialist, Debt Capital Markets – Origination, Debt Capital Markets – Sales, Management Trainee - Account Management, Retail- Strategic Partnerships, Legal Claims and Investigation, New Business Development – KAM, Sales Manager-Retail Assets, Management Trainee – Agency, Management Trainee - Bancassurance Sales, Management Trainee - Retirement and Pension, Marketing - In Partnerships & Alliances Function, Small & Medium Enterprise Group - Solution Manager, MT - Customer Relations, Senior Business Development Manager - Institutional Alliances, Senior Business Development Manager –Mid Corporates and Broking, Manager - Product Marketing, Market Research and more.

**In the Finance Domain,** profiles were offered in the area of Analyst, Consultant, Associate Consultant, Associate – Consulting, Associate – Deals, Associate - Ethics & Compliance, Associate – Tax, Retirement Benefits – Investment Management, Retirement Benefits – Equity, Credit Manager, Transaction Banking Group - Accounts Manager, Transaction Banking Group - Manager – Trade, Team Member – Finance, MT Finance, Associate – Consulting & Valuation, Finance – MT and others.

**In the Human Resources Domain,** profiles were offered in the area of Campus Engagements, Lateral Candidate connects (US & India), Management Associates – HR, HR – MT, Talent Acquisition Specialist, HR Generalist, Executive Trainee – HR among others.

**In the Supply Chain Domain,** profiles were offered in the area of Project Manager, IT Consulting, Process Consultant, Program Management, Operations – MIS, Consultant, MT – Project Management, Associate Process Leader- SaaS, MT- Technology, and others.

**In the Analytics Domain,** profiles were offered in the area of Business Development Analyst, Business Analyst, DNA Consulting - Associate Consultant/Senior Associate Consultant, ECAS - Associate Consultant/Senior Associate Consultant, MT- Business Analyst, Management Trainee – Analytics Consultant among others.

## OUR PROMINENT RECRUITERS



\*Recruiters are mentioned in alphabetical order.

# THE PLACEMENT COMMITTEE

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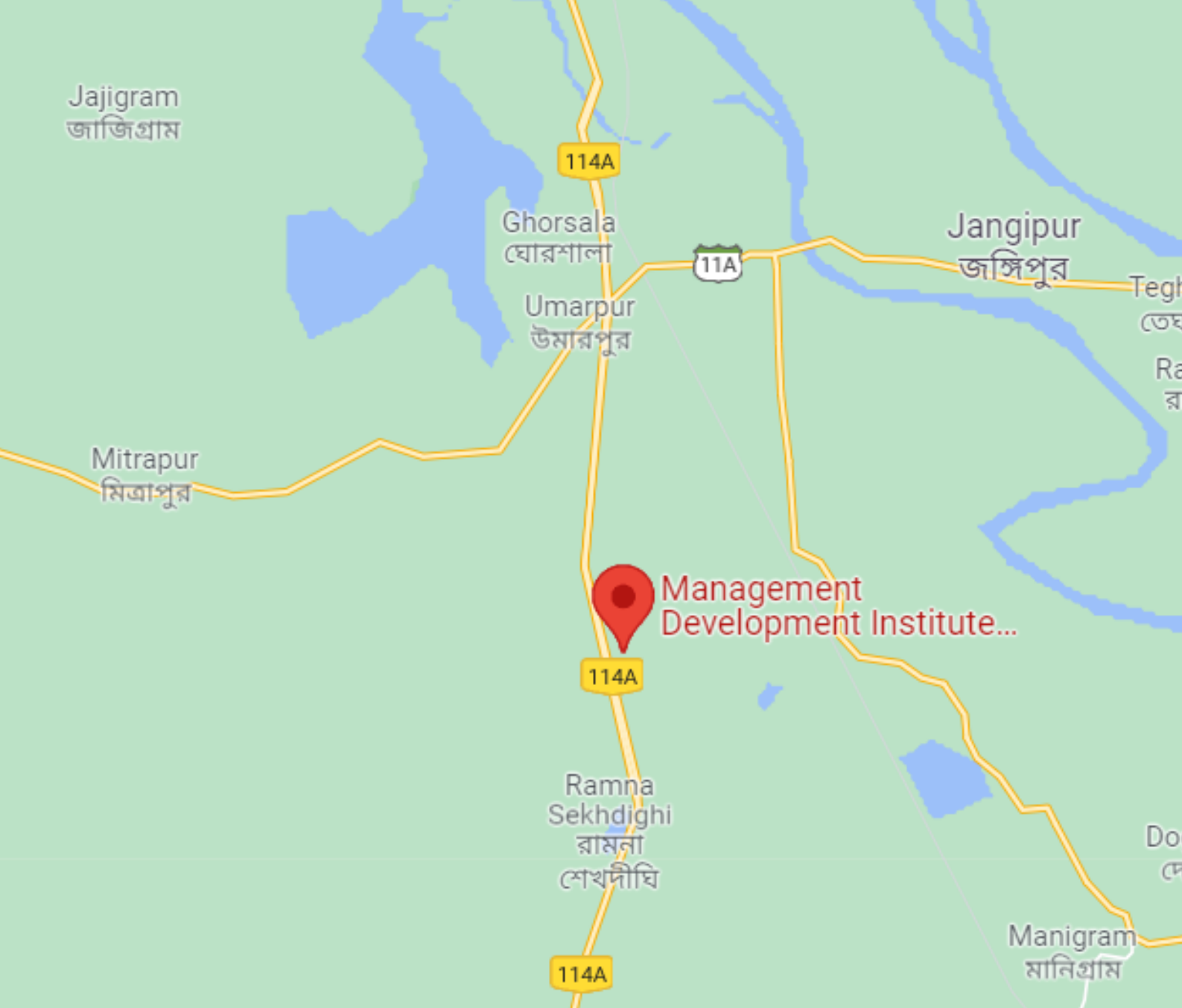
## Campus Address

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MURSHIDABAD

Management  
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