



विद्याविनियोगाद्विकासः

IITIMC

AHMEDABAD

PGP-ABM FINAL PLACEMENTS 2011

Ref No: HD/EDU/IIMA/2011/13096

September 6, 2011

Chairperson, The Placement Office
The Indian Institute of Management
Vastrapur,
Ahmedabad – 380 015
Gujarat

Dear Sir,

Re: Audit of the Placement Report of the 2009-11 Post Graduate Programme in Agribusiness Management

We have audited the Placement Report prepared by you for the final placements of students of the 2009-11 batch of the Post Graduate Programme in Agribusiness Management (PGP-ABM) of the Indian Institute of Management, Ahmedabad (IIM-A). The Placement Report is the responsibility of IIM-A. Our responsibility is to validate the information provided in the report with the relevant documentation, and comment on the Placement Report's conformance with the Indian Placement Reporting Standards (IPRS).

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations, which to the best of our knowledge and belief were necessary. In our opinion, the Placement Report complies with the Indian Placement Reporting Standards.
2. The validation of information presented in the report is based on communication received by IIM-A from recruiting companies. CRISIL has not independently sourced any information or documentation.
3. We have verified the number of offers accepted on campus from communication received from students and/or from the records maintained by IIM-A.
4. We have verified all remaining information presented in the report with communication received from recruiters – through compensation details given in offer letters or at the time of making the offer on campus, and through separate communication by HR teams of recruiters on their compensation packages. Information regarding compensation received from individual students has not been used.
5. We have audited the attached Placement Report, except for the disclosure regarding 'Other Details' provided in Section 6 relating to pre-placement offers received by students. In this context, we have checked the information with the records maintained by IIM-A, but IIM-A does not have sufficient documentation to support these records, since the pre-placement offers were made prior to the IPRS coming into existence.

Thank you.

Best regards,



Hetal Dalal
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Overview of PGP-ABM Final Placements

The Post Graduate Programme in Agribusiness Management (PGP-ABM) of IIM Ahmedabad is a sector specific programme with an objective of providing world class managerial talent to the Food and Agribusiness sector. The final placements for the PGP-ABM batch of 2011 saw a variety of roles on offer across sub-sectors such as Food Processing, Agricultural Inputs, Rural Banking and Insurance, Commodity Trading, Food and Agribusiness Advisory, Farm Management and Information Services for Agriculture. Two students opted out of the placement process to pursue their own entrepreneurial ventures.

This year, there were a slew of new recruiters on campus. Among these, Excel Crop Care and ShapoorjiPallonji Group made four offers each in different functional areas like Strategy, Market Intelligence, General Management and Farm Management. Companies like Sharp Group and Krishidhan Seeds Ltd. offered Strategic and Supply Chain roles making three offers each. Among other new recruiters were Heinz, Axis Bank, HDFC Ergo, Bengal Tools, Agrocom, InGovern Research Services and Amalgamated Plantations. The batch also received a good response from traditional recruiters such as Marico, Godrej Agrovet and TATA Rallis along with NCDEX.

The functional roles offered ranged from Strategy, Marketing, Sales and Distribution, Supply Chain Management, Procurement, Operations, Consulting, Research and Advisory. Certain roles involve a high level of responsibility, viz. Country Manager, General Manager Operations, Executive Assistant to CEO, Strategic role reporting to Executive Director of a group and Venture Analyst for a Venture Capital fund focused on Agri-Startups.

According to Sagar Desai, Secretary of student placement committee for PGP-ABM, "The Agribusiness sector is growing rapidly and there is substantial need for sector specific managerial talent. This is evident from the quality of roles that were on offer and level of responsibility associated with these roles."

The Final Placement Report drafted as per the Indian Placement Reporting Standards is annexed. The annexed report has been audited by CRISIL.

1. Classification of the entire graduate pool

The graduating class is categorized into three major groups:

- Graduates seeking placement through the institute
- Graduates not seeking placement through the institute
- Graduates who have provided no information

Categories	Number
1. Sought placement through the institute	34
2. Did not seek placement through the institute	-
2a. Company-sponsored or already employed	-
2b. Continuing education	-
2c. Postponing job search	-
2d. Entrepreneurship (Starting a new business)	2
2e. Returning to / joining family business	-
2f. Seeking placement outside the campus placement process	-
2g. Not seeking placements for other reasons	-
Total who did not seek employment through the institute	2
Total Graduates	36

Table 1: Classification of the entire graduate pool

2. Sector-wise classification

The table below shows sector-wise break-up of the accepted offers.

Sector	No of Offers accepted
Agri Inputs	13
Plantations and Food Production	7
Consulting	2
Banking, Financial Services and Insurance (BFSI)	7
Food Processing	5
Total	34

Table 2: Classification of placements based on sector



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3. Function-wise classification

The table below shows function-wise break-up of the accepted offers.

Function	No of Offers accepted
Business Development	12
Marketing	5
General Management	3
Supply Chain Management	6
Sales	4
Consulting	3
Operations	1
Total	34

Table 3: Classification of placements based on function

4. Location-wise classification

The table below shows location-wise break-up of the accepted offers.

Location	No of Offers accepted
Domestic	32
Bengaluru	2
Chennai	1
Kolkata	2
Mumbai	14
New Delhi	3
Pan India	8
Pune	2
International	2
Ethiopia	2
Total	34

Table 4: Classification of placements based on location



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5. Salary details

Note: Not all students receive one time cash payments. The mean and the median figures for One-time cash payments in the following sections are calculated only from those offers which contain such payments and are given in order to indicate the industry benchmark

5.1 Salary Heads - Domestic (INR)

	Salary head (INR)	Min	Max	Median	Mean	Data
A	Basic salary + Additional Guaranteed Cash Components	5,88,406	14,17,416	8,52,600	8,51,694	25
B	One time Cash Payments	61,414	1,00,000	1,00,000	89,402	6
C	Total guaranteed cash payments	5,88,406	14,17,416	8,52,600	8,73,151	25
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	7,45,360	16,20,504	10,73,076	10,88,123	25

Table 5: Classification of salary components in INR

5.2 Salary Heads - International (USD)

	Salary head (USD)	Min	Max	Median	Mean	Data
A	Basic salary + Additional Guaranteed Cash Components	25,987	25,987	25,987	25,987	2
B	One time Cash Payments	0	0	0	0	0
C	Total guaranteed cash payments	25,987	25,987	25,987	25,987	2
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	27,967	27,967	27,967	27,967	2

Table 6 : Classification of salary components in USD

5.3 Salary Statistics at PPP¹

	Salary in USD at PPP	Min	Max	Median	Mean	Data
	INR salary (Total guaranteed cash component)	30,646	73,824	44,406	45,477	25
	Non-INR salary (Total guaranteed cash component)	31,076	31,076	31,076	31,076	2
	Combined INR and non-INR salary (Total guaranteed cash component)	30,646	73,824	44,250	44,410	27
	INR salary (Maximum Earning Potential)	38,821	84,401	55,889	56,673	25
	Non-INR salary (Maximum Earning Potential)	33,056	33,056	33,056	33,056	2
	Combined INR and non-INR salary (Maximum Earning Potential)	33,056	84,401	55,889	54,924	27

Table 7: Classification of salary components in USD at PPP

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¹ The PPP conversion factor used for INR to USD was 19.20 and that used for Ethiopian Birr to USD was 5.16 (as specified on the United Nations Statistics website).

5.4 Sector-wise classification of salary

We have broadly classified the placements into these sectors: Agri Inputs, Banking, Financial Services and Insurance (BFSI), Consulting, Food Processing, Plantations and Food Production.

Note: The mean and the median figures for One-time cash payments in the following sections are calculated only from those offers which contain such payments and are given in order to indicate the industry benchmark.

5.4.1 Sector-wise classification of salary - Domestic (INR)

Base Salary + Additional Guaranteed Cash Components (INR)					
Sectors	Min	Max	Median	Mean	Data
Agri Inputs	7,10,572	14,17,416	9,26,568	9,46,783	8
Banking, Financial Services and Insurance (BFSI)	5,88,406	9,60,000	7,36,968	7,70,930	7
Food Processing	8,49,600	9,51,587	8,49,600	8,76,195	5
Plantations and Food Production	6,74,808	8,85,800	8,52,600	7,88,123	5

Table 8: Sector-wise classification of base salary + Additional Guaranteed Cash Components in INR

One-time cash payments (INR)					
Sectors	Min	Max	Median	Mean	Data
Agri Inputs	1,00,000	1,00,000	1,00,000	1,00,000	1
Banking, Financial Services and Insurance (BFSI)	61,414	1,00,000	80,707	80,707	2
Food Processing	75,000	75,000	75,000	75,000	1
Plantations and Food Production	1,00,000	1,00,000	1,00,000	1,00,000	2

Table 9: Sector-wise classification of One-time Cash Payments in INR

Total Guaranteed Cash Component (INR)					
Sectors	Min	Max	Median	Mean	Data
Agri Inputs	7,10,572	14,17,416	9,26,568	9,59,283	8
Banking, Financial Services and Insurance (BFSI)	5,88,406	10,60,000	7,71,137	7,93,989	7
Food Processing	8,49,600	9,55,588	8,49,600	8,91,195	5
Plantations and Food Production	7,74,808	8,85,800	8,52,600	8,28,123	5

Table 10: Sector-wise classification of Total Guaranteed Cash Payments in INR

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5.4.2 Sector-wise classification of salary - International (USD)

Base Salary + Additional Guaranteed Cash Components (USD)					
Sectors	Min	Max	Median	Mean	Data
Plantations and Food Production	25,987	25,987	25,987	25,987	2

Table 11: Sector-wise classification of base salary + Additional Guaranteed Cash Components in USD

One-time cash payments (USD)					
Sectors	Min	Max	Median	Mean	Data
Plantations and Food Production	0	0	0	0	2

Table 12: Sector-wise classification of One-time Cash Payments inUSD

Total Guaranteed Cash Component (USD)					
Sectors	Min	Max	Median	Mean	Data
Plantations and Food Production	25,987	25,987	25,987	25,987	2

Table 13: Sector-wise classification of Total Guaranteed Cash Payments inUSD

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5.5 Function-wise classification of salary

We have broadly classified the placements into these functions: Business Development, Consulting, General Management, Marketing, Operations, Sales, Supply Chain Management.

Note: The mean and the median figures for One-time cash payments in the following sections are calculated only from those offers which contain such payments and are given in order to indicate the industry benchmark.

5.5.1 Function-wise classification of salary – Domestic (INR)

Base Salary + Additional Guaranteed Cash Components (INR)					
Function	Min	Max	Median	Mean	Data
Business Development	6,74,808	9,40,000	7,75,569	7,94,236	8
Consulting and Operations	8,52,600	9,60,000	9,06,300	9,06,300	2
General Management	7,10,572	8,85,800	8,52,600	8,16,324	3
Marketing	9,26,568	14,17,416	9,26,568	10,90,184	3
Sales	5,88,406	9,60,000	7,00,000	7,37,102	4
Supply Chain Management	8,49,600	9,51,587	8,80,588	8,91,589	5

Table 14: Function-wise classification of base salary + Additional Guaranteed Cash Components in INR

One-time cash payments (INR)					
Function	Min	Max	Median	Mean	Data
Business Development	61,414	1,00,000	1,00,000	87,138	3
Consulting and Operations	1,00,000	1,00,000	1,00,000	1,00,000	1
General Management					0
Marketing					0
Sales	1,00,000	1,00,000	1,00,000	1,00,000	1
Supply Chain Management	75,000	75,000	75,000	75,000	1

Table 15: Function-wise classification of One-time Cash Payments in INR

Total Guaranteed Cash Component (INR)					
Function	Min	Max	Median	Mean	Data
Business Development	771,137	9,40,000	7,89,191	8,26,913	8
Consulting and Operations	8,52,600	10,60,000	9,56,300	9,56,300	2
General Management	7,10,572	8,85,800	8,52,600	8,16,324	3
Marketing	9,26,568	14,17,416	9,26,568	10,90,184	3
Sales	5,88,406	10,60,000	7,00,000	7,62,102	4
Supply Chain Management	8,49,600	9,55,588	9,26,568	9,06,589	5

Table 16: Function-wise classification of Total Guaranteed Cash Payments in INR

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5.5.2 Function-wise classification of salary - International (USD)

Base Salary + Additional Guaranteed Cash Components (USD)					
Function	Min	Max	Median	Mean	Data
Business Development	25,987	25,987	25,987	25,987	2

Table 17: Function-wise classification of base salary + Additional Guaranteed Cash Components in USD

One-time cash payments (USD)					
Function	Min	Max	Median	Mean	Data
Business Development	0	0	0	0	0

Table 18: Function-wise classification of One-time Cash Payments inUSD

Total Guaranteed Cash Component (USD)					
Function	Min	Max	Median	Mean	Data
Business Development	25,987	25,987	25,987	25,987	2

Table 19: Function-wise classification of Total Guaranteed Cash Payments inUSD

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5.6 Location-wise classification of salary

The placement locations have been classified under the following cities/places: Kolkata, New Delhi, Mumbai, Pune, Ethiopia, and Pan India.

Note: The mean and the median figures for One-time cash payments in the following sections are calculated only from those offers which contain such payments and are given in order to indicate the industry benchmark.

5.6.1 Location-wise classification of salary - Domestic (INR)

Base Salary + Additional Guaranteed Cash Components (INR)					
Location	Min	Max	Median	Mean	Data
Kolkata	7,10,572	8,85,800	7,98,186	7,98,186	2
Mumbai	6,74,808	14,17,416	9,03,578	8,93,588	14
New Delhi	8,49,600	8,49,600	8,49,600	8,49,600	3
Pan India	5,88,406	9,60,000	7,18,484	7,72,827	6

Table 20: Location-wise classification of base salary + Additional Guaranteed Cash Components in INR

One-time cash payments (INR)					
Location	Min	Max	Median	Mean	Data
Kolkata					0
Mumbai	75,000	1,00,000	1,00,000	93,750	4
New Delhi					0
Pan India	61,414	1,00,000	80,707	80,707	2

Table 21: Location-wise classification of One-time Cash Payments in INR

Total Guaranteed Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Kolkata	7,10,572	8,85,800	7,98,186	7,98,186	2
Mumbai	7,71,137	14,17,416	9,26,568	9,20,374	14
New Delhi	8,49,600	8,49,600	8,49,600	8,49,600	3
Pan India	5,88,406	10,60,000	7,49,191	7,99,729	6

Table 22: Location-wise classification of Total Guaranteed Cash Payments in INR

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5.6.2 Location-wise classification of salary - International (USD)

Base Salary + Additional Guaranteed Cash Components (USD)					
Location	Min	Max	Median	Mean	Data
Ethiopia	25,987	25,987	25,987	25,987	2

Table 23: Location-wise classification of base salary + Additional Guaranteed Cash Components inUSD

One-time cash payments (USD)					
Location	Min	Max	Median	Mean	Data
Ethiopia	0	0	0	0	0

Table 24: Location-wise classification of One-time Cash Payments inUSD

Total Guaranteed Cash Component (USD)					
Location	Min	Max	Median	Mean	Data
Ethiopia	25,987	25,987	25,987	25,987	2

Table 25: Location-wise classification of Total Guaranteed Cash Payments in USD

6. Other Details

Sl. No.	Parameter	Number
1	Total Pre-Placement offers awarded	2
	1a. Through internships	2
	1b. Others	0
2	Total Pre-Placement offers accepted	1
	2a. Through internships	1
	2b. Others	0

Table 26: No. of PPOs

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7. Compliance statement

This placement report has been prepared as per the Indian Placement Reporting Standards, version 2.0.

The instances where the report deviates from the standards and the reasons for them are mentioned below:

Sl. No.	Deviation from the standards	Reason
1	Basic & Additional Guaranteed Cash Components Combined	Data at this granularity was not available for several firms.
2	Consulting Sector removed from the Sector-wise Domestic Salary Data (INR)	The data for the two participants who got placed in the sector is not available.
3	Consulting & Operations Data merged in Function-wise classification of Salary Data	To protect Confidentiality of the individual salary data.
4	Chennai merged into Pan India in Location-wise classification of Salary Data	To protect Confidentiality of the individual salary data.
5	Bengaluru & Pune removed from the Location-wise Domestic Salary Data Computation	The data of the five participants who got placed in the locations is not available.
6	PPI data not included in other details	Data regarding PPI was not collected

Table 27 : List of Deviations from Standards with reasons for the same

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