



PGDM FINAL PLACEMENTS 2013

Ref No: SN/SMER/TAPMI/2013/ 30996

December 6, 2013

The Chairman, Placement Office
T. A. Pai Management Institute
Manipal - 576 104
Karnataka, India

Re: Audit of the Placement Report of the 2011-13 Post Graduate Diploma in Management (PGDM) programme

Dear Sir,

We have audited the placement report prepared by T. A. Pai Management Institute, Manipal (TAPMI) for the final placements of the students of the 2011-13 batch of the Post Graduate Diploma in Management programme. The placement report is the responsibility of TAPMI. CRISIL's 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) version 2.1.

In this context, CRISIL confirms 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 version 2.1.
2. The validation of information presented in the report is based on communication received by TAPMI from recruiting companies. In cases where the job location was not available, the same has been verified by TAPMI from the respective students, in line with the IPRS version 2.1. CRISIL has not independently sourced any information or documentation.
3. We have verified the information with respect to remuneration and job function presented in the report with communication received from recruiters. Information regarding compensation received from individual students has not been used.
 - a. Where details were not available through offer letters or other recruiter communication, the report considers the record as "To be decided".
 - b. The information has been categorised as best as possible under different salary heads as given in the IPRS version 2.1; where a break-up was not available, the salary has been considered only as 'Maximum earning potential'.
 - c. CRISIL has not been able to verify the acceptance of offer from 3 students.
4. The number of students opting out of the placement process has been established through a personal letter addressed to the placement head by the students opting out of the placement process. The institute does maintain a formal sign out form.

Thank you,

Best regards,

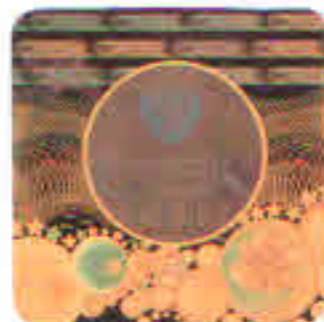


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Contents

1. Classification of the Entire Graduate Pool.....	4
2. Sector-wise classification	4
3. Function-wise classification.....	5
4. Location-wise classification	5
5. Salary details.....	6
5.1 Salary Heads – Domestic (INR)	6
5.2 Salary Heads – International (USD)	6
5.3 Salary Statistics at PPP (USD)	6
5.4 Sector-wise classification of salary	7
5.4.1 Sector-wise classification of salary - Domestic (INR)	7
5.4.2 Sector-wise classification of salary – International (USD).....	9
5.5 Function-wise classification of salary	9
5.5.1 Function-wise classification of salary – Domestic (INR).....	9
5.5.2 Function-wise classification of salary – International (USD)	11
5.6 Location-wise classification of salary	12
5.6.1 Location-wise classification of salary – Domestic (INR)	12
5.6.2 Location-wise classification of salary – International (USD)	13
6. Other details.....	14
7. Compliance statement	15

Index of Tables

Table 1: Classification of the Entire Graduate Pool.....	4
Table 2: Classification of Placements Based on Sector	4
Table 3: Classification of Placements Based on Function	5
Table 4: Classification of Placements Based on Location.....	5
Table 5: Classification of Salary Components in INR.....	6
Table 6 : Classification of Salary Components in USD.....	6
Table 7: Classification of Salary Components in USD at PPP.....	6
Table 8: Sector-wise Classification of Fixed Yearly Component in INR.....	7
Table 9: Sector-wise Classification of One-time Cash Payment in INR	7
Table 10: Sector-wise Classification of Total Guaranteed Cash Component in INR	8
Table 11: Sector-wise Classification of Maximum Earning Potential in INR	8
Table 12: Sector-wise Classification of Fixed Yearly Component in USD	9
Table 13: Sector-wise Classification of One-time Cash Payment in USD	9
Table 14: Sector-wise Classification of Total Guaranteed Cash Component in USD	9
Table 15: Sector-wise Classification of Maximum Earning Potential in USD	9
Table 16: Function-wise Classification of Fixed Yearly Component in INR	9
Table 17: Function-wise Classification of One-time Cash Payment in INR	10
Table 18: Function-wise Classification of Total Guaranteed Cash Component in INR.....	10
Table 19: Function-wise Classification of Maximum Earning Potential in INR.....	11
Table 20: Function-wise Classification of Fixed Yearly Component in USD	11
Table 21: Function-wise Classification of One-time Cash Payment in USD	11
Table 22: Function-wise Classification of Total Guaranteed Cash Component in USD.....	11
Table 23: Function-wise Classification of Maximum Earning Potential in USD	11
Table 24: Location-wise Classification of Fixed Yearly Component in INR.....	12
Table 25: Location-wise Classification of One-time Cash Payment in INR.....	12
Table 26: Location-wise Classification of Total Guaranteed Cash Component in INR	13
Table 27: Location-wise Classification of Maximum Earning Potential in INR.....	13
Table 28: Location-wise Classification of Fixed Yearly Component in USD	13
Table 29: Location-wise Classification of One-time Cash Payment in USD.....	13
Table 30: Location-wise Classification of Total Guaranteed Cash Component in USD	14
Table 31: Location-wise Classification of Maximum Earning Potential in USD.....	14
Table 32: Details regarding Pre-Placement Offers (PPO).....	14
Table 33: List of Deviations from Standards with reasons for the same	15

1. Classification of the Entire Graduate Pool

The graduating class is categorised into three major groups:

- Graduates seeking placement through the institute
- Graduates not seeking placement through the institute
- Graduates who did not get placed

Categories	Number
1. Sought placement through the institute	224
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)	
2e. Returning to/joining family business	
2f. Seeking placement outside the campus placement process	4
2g. Not seeking placements for other reasons	2
Total who did not seek employment through the institute	6
3. Number unplaced, if any	-
Total Graduates	228*

Table 1: Classification of the Entire Graduate Pool

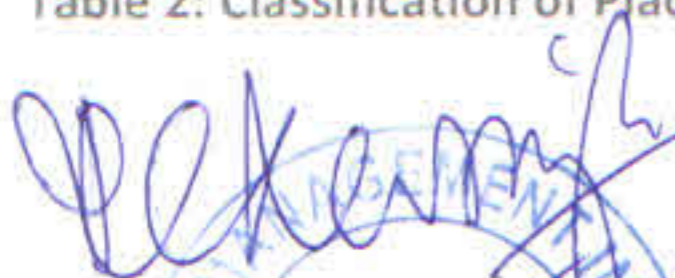
*two students had not graduated at the time of audit

2. Sector-wise classification

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

Sector	No of Offers accepted
Banking and Financial Services Industry (BFSI)	39
Business / Data Analytics	10
Consulting	27
Consumer goods	13
Information Technology (IT)	85
Manufacturing	11
Online Services	11
Pharmaceutical / Healthcare	13
Others	10
International:	
Others	5
Total	224

Table 2: Classification of Placements Based on Sector


 For TAPMI, Manipal


 For CRISIL Limited, Mumbai

3. Function-wise classification

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

Function	No of Offers accepted
Business Analyst	21
Consulting	65
Finance	5
Human Resources	6
Marketing/Sales	32
Operations/Supply Chain	6
Systems/IT	4
Others	2
To Be Decided	78
International:	
Marketing/Sales + Human Resources	5
Total	224

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	
Bengaluru	72
Chennai	26
Hyderabad	39
Mumbai	18
National Capital Region	9
Pune	17
Rest of India	15
International	
Asia	5
To Be Decided	23
Total	224

Table 4: Classification of Placements Based on Location



For TAPMI, Manipal

For CRISIL Limited, Mumbai

5. Salary details

5.1 Salary Heads – Domestic (INR)

	Salary Head (INR)	Min	Max	Median	Mean	Data
A+B	Fixed Yearly Component	355,475	1,005,900	688,445	674,940	205
C	One-time Cash Payment	15,000	200,000	75,000	76,530	76
A+B+C	Total Guaranteed Cash Component	355,475	1,080,900	723,592	703,312	205
D	Maximum Earning Potential (including non-cash, long-term and performance linked components)	600,000	1,366,600	850,004	859,878	219

Table 5: Classification of Salary Components in INR

5.2 Salary Heads – International (USD)

	Salary Head (USD)	Min	Max	Median	Mean	Data
A+B	Fixed Yearly Component	24,000	26,400	24,000	24,480	5
C	One-time Cash Payment	-	-	-	-	-
A+B+C	Total Guaranteed Cash Component	24,000	26,400	24,000	24,480	5
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	28,800	29,295	28,800	28,899	5

Table 6 : Classification of Salary Components in USD

Conversion rate to USD as per www.bloomberg.com, mean Exchange rate as on September, 2013


5.3 Salary Statistics at PPP (USD)


Salary Head (USD)	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	15,869	48,254	32,303	31,398	205
Non-INR salary (Total guaranteed cash component)	24,000	26,400	24,000	24,480	5
Combined INR and non-INR salary (Total guaranteed cash component)	15,869	48,254	31,568	31,233	210
INR salary (Maximum Earning Potential)	26,786	61,009	37,947	38,387	219
Non-INR salary (Maximum Earning Potential)	28,800	29,295	28,800	28,899	5
Combined INR and non-INR salary (Maximum Earning Potential)	26,786	61,009	37,946	38,176	224

Table 7: Classification of Salary Components in USD at PPP

At PPP, 1 USD = Rs. 22.4

PPP data as per <http://unstats.un.org/unsd/mdg/SeriesDetail.aspx?srid=699>


For TAPMI, Manipal


For CRISIL Limited, Mumbai



5.4 Sector-wise classification of salary

Others include sectors which do not fall into the given categories such as Conglomerate and Telecom.

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)

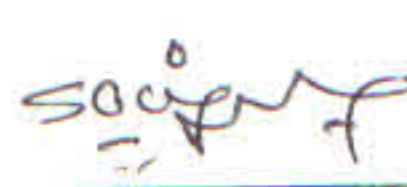
Fixed Yearly Component (INR)					
Sectors	Min	Max	Median	Mean	Data
Banking and Financial Services Industry (BFSI)	355,475	809,941	707,128	639,490	39
Business / Data Analytics	506,720	670,640	659,040	607,818	10
Consulting	524,424	929,054	678,688	710,296	23
Consumer goods	465,000	715,200	559,656	591,729	13
Information Technology (IT)	536,472	1,005,900	678,072	693,859	82
Manufacturing	784,440	886,122	784,440	798,966	7
Online Services	478,004	777,000	777,000	658,805	11
Pharmaceutical / Healthcare	559,662	928,105	761,600	756,097	10
Others	530,208	758,712	558,099	601,808	10

Table 8: Sector-wise Classification of Fixed Yearly Component in INR

One-time Cash Payment (INR)					
Sectors	Min	Max	Median	Mean	Data
Banking and Financial Services Industry (BFSI)	50,000	175,000	50,000	65,625	16
Business / Data Analytics	-	-	-	-	-
Consulting	100,000	100,000	100,000	100,000	16
Consumer goods	50,000	100,000	50,000	70,000	5
Information Technology (IT)	15,000	200,000	50,000	54,010	24
Manufacturing	-	-	-	-	-
Online Services	100,000	100,000	100,000	100,000	6
Pharmaceutical / Healthcare	90,000	90,000	90,000	90,000	7
Others	145,000	145,000	145,000	145,000	2

Table 9: Sector-wise Classification of One-time Cash Payment in INR


 For TAPMI, Manipal


 For CRISIL Limited, Mumbai

Total Guaranteed Cash Component (INR)					
Sectors	Min	Max	Median	Mean	Data
Banking and Financial Services Industry (BFSI)	355,475	863,445	765,100	666,413	39
Business / Data Analytics	506,720	670,640	659,040	607,818	10
Consulting	524,424	974,224	758,680	779,862	23
Consumer goods	465,000	776,800	559,656	618,652	13
Information Technology (IT)	536,472	1,080,900	696,632	709,667	82
Manufacturing	784,440	886,122	784,440	798,966	7
Online Services	478,004	877,000	877,000	713,351	11
Pharmaceutical / Healthcare	559,662	1,018,105	851,600	819,097	10
Others	530,208	758,712	613,380	630,808	10

Table 10: Sector-wise Classification of Total Guaranteed Cash Component in INR

Maximum Earning Potential (INR)					
Sectors	Min	Max	Median	Mean	Data
Banking and Financial Services Industry (BFSI)	600,000	965,080	900,000	851,491	39
Business / Data Analytics	650,000	900,000	800,000	775,000	10
Consulting	632,724	1,145,499	897,999	898,716	27
Consumer goods	700,000	1,000,576	899,104	855,986	13
Information Technology (IT)	700,000	1,366,600	849,996	862,674	85
Manufacturing	600,000	1,012,772	1,012,772	856,967	11
Online Services	700,004	954,700	954,700	857,110	11
Pharmaceutical / Healthcare	750,000	1,190,093	994,168	942,701	13
Others	600,000	900,000	750,304	752,465	10

Table 11: Sector-wise Classification of Maximum Earning Potential in INR



For TAPMI, Manipal




For CRISIL Limited, Mumbai

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

Fixed Yearly Component (USD)					
Sectors	Min	Max	Median	Mean	Data
Others	24,000	26,400	24,000	24,480	5

Table 12: Sector-wise Classification of Fixed Yearly Component in USD

One-time Cash Payment (USD)					
Sectors	Min	Max	Median	Mean	Data
Others	-	-	-	-	-

Table 13: Sector-wise Classification of One-time Cash Payment in USD

Total Guaranteed Cash Component (USD)					
Sectors	Min	Max	Median	Mean	Data
Others	24,000	26,400	24,000	24,480	5

Table 14: Sector-wise Classification of Total Guaranteed Cash Component in USD

Maximum Earning Potential (USD)					
Sectors	Min	Max	Median	Mean	Data
Others	28,800	29,295	28,800	28,899	5

Table 15: Sector-wise Classification of Maximum Earning Potential in USD


5.5 Function-wise classification of salary


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)

Fixed Yearly Component (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	506,720	1,005,900	742,428	712,912	21
Consulting	524,424	929,054	614,304	654,752	59
Finance	559,200	777,000	777,000	722,550	4
Human Resources	614,304	886,122	678,072	705,412	6
Operations/Supply Chain	355,475	777,000	659,850	594,875	6
Marketing/Sales	355,475	928,105	628,320	630,927	27
Systems/IT	707,128	761,600	707,128	725,285	3
Others	536,472	667,560	602,016	602,016	2
To Be Decided	355,475	919,188	715,100	696,810	77

Table 16: Function-wise Classification of Fixed Yearly Component in INR


 For TAPMI, Manipal


 For CRISIL Limited, Mumbai

One-time Cash Payment (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	15,000	75,000	50,000	41,111	18
Consulting	100,000	100,000	100,000	100,000	16
Finance	100,000	100,000	100,000	100,000	3
Human Resources	90,000	90,000	90,000	90,000	1
Operations/Supply Chain	90,000	145,000	95,000	106,250	4
Marketing/Sales	50,000	200,000	90,000	91,000	10
Systems/IT	200,000	200,000	200,000	200,000	1
Others	-	-	-	-	-
To Be Decided	35,000	175,000	50,000	67,446	23

Table 17: Function-wise Classification of One-time Cash Payment in INR

Total Guaranteed Cash Component (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	506,720	1,080,900	771,092	748,150	21
Consulting	524,424	974,224	640,596	681,870	59
Finance	559,200	877,000	877,000	797,550	4
Human Resources	614,304	886,122	678,072	720,412	6
Operations/Supply Chain	355,475	877,000	777,350	665,708	6
Marketing/Sales	355,475	1,018,105	666,372	664,631	27
Systems/IT	707,128	961,600	707,128	791,952	3
Others	536,472	667,560	602,016	602,016	2
To Be Decided	355,475	919,188	765,100	716,956	77

Table 18: Function-wise Classification of Total Guaranteed Cash Component in INR



For TAPMI, Manipal



For CRISIL Limited, Mumbai



Maximum Earning Potential (INR)					
Functions	Min	Max	Median	Mean	Data
Business Analyst	700,000	1,225,000	865,000	866,364	21
Consulting	632,724	1,145,499	800,124	834,175	65
Finance	600,000	954,700	954,700	882,820	5
Human Resources	725,016	994,168	800,000	832,367	6
Operations/Supply Chain	800,000	994,168	965,080	945,533	6
Marketing/Sales	600,000	1,366,600	869,552	849,200	32
Systems/IT	840,000	1,146,600	857,500	925,400	4
Others	725,004	750,600	737,802	737,802	2
To Be Decided	600,000	1,125,000	905,053	877,757	78

Table 19: Function-wise Classification of Maximum Earning Potential in INR

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

Fixed Yearly Component (USD)					
Functions	Min	Max	Median	Mean	Data
Marketing/Sales + Human Resources	24,000	26,400	24,000	24,480	5

Table 20: Function-wise Classification of Fixed Yearly Component in USD

One-time Cash Payment (USD)					
Functions	Min	Max	Median	Mean	Data
Marketing/Sales + Human Resources	-	-	-	-	-

Table 21: Function-wise Classification of One-time Cash Payment in USD

Total Guaranteed Cash Component (USD)					
Functions	Min	Max	Median	Mean	Data
Marketing/Sales + Human Resources	24,000	26,400	24,000	24,480	5

Table 22: Function-wise Classification of Total Guaranteed Cash Component in USD

Maximum Earning Potential (USD)					
Functions	Min	Max	Median	Mean	Data
Marketing/Sales + Human Resources	28,800	29,295	28,800	28,899	5

Table 23: Function-wise Classification of Maximum Earning Potential in USD



For TAPMI, Manipal



For CRISIL Limited, Mumbai



5.6 Location-wise classification of salary

'Rest of India' includes Ahmedabad, Bhopal, Hubli, Kochi, Kolkata, Kozhikode, Lucknow, Manipal, Secunderabad, Vijaywada and Visakhapatnam.

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)

Fixed Yearly Component (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	506,720	1,005,900	752,940	730,373	69
Chennai	478,004	817,140	614,304	626,237	26
Hyderabad	537,636	928,105	640,596	663,796	35
Mumbai	465,000	809,941	715,200	695,864	17
National Capital Region	355,475	854,730	599,292	631,497	9
Pune	355,475	756,092	646,632	653,658	17
Rest of India	355,475	715,100	497,604	523,018	14
To Be Decided	447,729	761,600	715,100	694,685	18

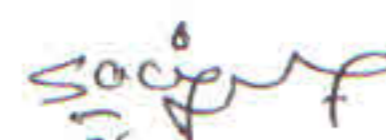
Table 24: Location-wise Classification of Fixed Yearly Component in INR

One-time Cash Payment (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	50,000	200,000	100,000	111,111	18
Chennai	35,000	50,000	45,625	44,531	8
Hyderabad	50,000	100,000	100,000	90,952	21
Mumbai	50,000	50,000	50,000	50,000	4
National Capital Region	-	-	-	-	-
Pune	15,000	50,000	15,000	26,667	9
Rest of India	50,000	145,000	50,000	88,000	5
To Be Decided	50,000	90,000	50,000	60,909	11

Table 25: Location-wise Classification of One-time Cash Payment in INR



For TAPMI, Manipal



For CRISIL Limited, Mumbai



Total Guaranteed Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	506,720	1,080,900	766,057	759,359	69
Chennai	478,004	817,140	614,304	639,939	26
Hyderabad	537,636	1,018,105	686,824	718,367	35
Mumbai	465,000	809,941	751,800	707,629	17
National Capital Region	355,475	854,730	599,292	631,497	9
Pune	355,475	792,428	696,632	667,776	17
Rest of India	355,475	765,100	497,604	554,446	14
To Be Decided	447,729	851,600	765,100	731,907	18

Table 26: Location-wise Classification of Total Guaranteed Cash Component in INR

Maximum Earning Potential (INR)					
Location	Min	Max	Median	Mean	Data
Bengaluru	600,000	1,366,600	950,543	923,248	72
Chennai	700,000	999,992	750,288	775,471	26
Hyderabad	600,000	1,190,093	815,499	845,845	39
Mumbai	637,018	976,452	845,000	838,808	18
National Capital Region	632,724	1,048,211	817,000	816,579	9
Pune	718,600	965,080	840,000	832,347	17
Rest of India	600,000	965,080	899,104	841,237	15
To Be Decided	600,000	994,168	900,000	846,649	23

Table 27: Location-wise Classification of Maximum Earning Potential in INR

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

Fixed Yearly Component (USD)					
Location	Min	Max	Median	Mean	Data
Asia	24,000	26,400	24,000	24,480	5

Table 28: Location-wise Classification of Fixed Yearly Component in USD

One-time Cash Payment (USD)					
Location	Min	Max	Median	Mean	Data
Asia	-	-	-	-	-

Table 29: Location-wise Classification of One-time Cash Payment in USD



For TAPMI, Manipal



For CRISIL Limited, Mumbai



Total Guaranteed Cash Component (USD)					
Location	Min	Max	Median	Mean	Data
Asia	24,000	26,400	24,000	24,480	5

Table 30: Location-wise Classification of Total Guaranteed Cash Component in USD

Maximum Earning Potential (USD)					
Location	Min	Max	Median	Mean	Data
Asia	28,800	29,295	28,800	28,899	5

Table 31: Location-wise Classification of Maximum Earning Potential in USD

6. Other details

Sl. No.	Parameters	Number
1	Total Pre-placement offers awarded	7
	1a. Through internships	7
	1b. Others	
2	Total Pre-placement offers accepted	5
	2a. Through internships	5
	2b. Others	

Table 32: Details regarding Pre-Placement Offers (PPO)



For TAPMI, Manipal



For CRISIL Limited, Mumbai

7. Compliance statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Version 2.1.

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 and additional fixed component combined into 'Fixed yearly component'	Terminology changed as per revised IPRS 2.1
2	Under Sector-wise classification for international placements, data for manufacturing sector has been clubbed with Others	To maintain client confidentiality
3	Under Function-wise classification for international placements, data for Marketing/Sales and Human Resources function has been clubbed together	To maintain client confidentiality

Table 33: List of Deviations from Standards with reasons for the same



T.A. PAI MANAGEMENT INSTITUTE

For TAPMI, Manipal



For CRISIL Limited, Mumbai