The War for Talent

Big-ticket hiring returned to leading business schools for the newly-minted managers of the Class of 2014. E-commerce players gave a tough fight to the traditional bigwigs to recruit the best.

SREENIVAS A VASU

For the 6,000-plus M.B.As graduating from India’s top 5 B-schools in 2014, the demand for management professionals has never been greater. However, for the first time in a decade, many of these B-schools have found themselves competing against each other for the top choices of India’s corporate recruiters. While recruiters are looking beyond IIMs and IIMAS to find new talent, the huge number of vacancies in the corporate sector has made it easier for M.B.As to land exciting jobs.

In the past, there were enough M.B.As graduating from India’s top B-schools to meet the needs of the corporate sector. But this year, there are more job openings than there are M.B.As graduating from the top B-schools. According to a report by the National Foundation of Management Studies, only 50,000 M.B.As were available for 100,000 positions in 2014.

ET reached out to the country’s top 21 B-schools and compiled hiring data from nearly 100 companies to put together the fourth edition of India’s top Recruiters List. These included IIM Ahmedabad, IIM Bangalore, IIM Calcutta, IIM Indore, IIM Kozhikode, IIM Shillong, XLRI, Xavier Institute of Management, Bhubaneswar, MDI (Management Development Institute), SPJIMR (SP Jain Institute of Management & Research), NMIMS (Narsee Monjee Institute of Management Studies), IIFT (Indian Institute of Foreign Trade), FMS (Facility Management Studies), IMT (Indian Management Institute), IIM Udaipur, IIM Raipur, IIM Kashipur, IIM Ranchi, IIM Tiruchirappalli, FMS-BHU (Faculty of Management Studies, Banaras Hindu University) and JBI (Jamnalal Bajaj Institute of Management Studies).

Diverse Role Play

The demand for consulting and finance roles saw a significant rise across companies. Analytics and digital marketing were among the emerging profiles. Several companies, including IIM-Kozhikode and IIM-Delhi, reported a significant increase in the number of offers.

Taking Baby Steps

Startups must tout their potential before any big crunch can be organized. For example, a recent study by the National Foundation of Management Studies showed that only 10% of startups in India had more than 100 employees.

Over the past four years, our campus recruitment strategy and engagements have evolved and been focused on creating meaningful partnerships, enabling students towards a fruitful career in the corporate world.

JAMY SINDHI

CFO, Goldman Sachs India Private Limited

"Local and global leadership from Goldman Sachs has continued to engage in campus outreach programmes to help students understand the firm's business and culture."

PRAVDA JHA

CFA, Goldman Sachs, India Private Limited

"Giving our ambitious plans, it is only important that we make significant investments in the talent space..."