

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



The Top Guns

Around 160 offers were made by the top 5 recruiters at the top three IIMs – Ahmedabad, Bangalore and Calcutta – this year, compared to 125 last year, a 28% increase. Boston Consulting Group, Amazon and McKinsey & Co featured among the top 5 in both the years. Like last year, a majority of the offers from the top 5 recruiters in these 3 IIMs were in the consulting domain.



Smooth Transition

More companies this year stepped up hiring through the pre-placement offer (PPO) route. HCL Technologies, for instance, offered PPOs to more than two-thirds of its interns while Goldman Sachs extended 38 PPOs to 47 of its interns.



Diverse Role Play

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



SREERADHA D BASU
MUMBAI

For the 6,000-plus MBAs graduating from India's top 21 B-schools, the 2014 placement season brought some much-needed relief after a muted couple of years of fewer offers and disappointing placements. Better times were back on campus as traditional big-ticket recruiters rubbed shoulders with new-age e-commerce players and at least 100 companies notched up over a 100 hires each. Cognizant, which topped the India's top 21 recruiters list last year, snagged the number one position once again. The company, which hires one MBA for every 20-25 tech professionals, said it has hired over 500 MBA students from the 2014 graduating batch across B-schools in India, North America, Europe and Asia. Over the last three years, it has hired more than 200 MBAs every year.

"We continue to see strong requirements for MBAs from premier B-schools as their contribution across lines of business has become significant," says James Lennox, chief people officer, Cognizant. "We believe that analytical and problem-solving skills are inherent in MBAs." Cognizant Business Consulting, the consulting business, is the biggest recruiter of management graduates. It also hires MBA talent for several groups within its emerging business accelerator businesses, for its business process services practice as well as for corporate finance. To make its recruitment process more robust, Cognizant used multiple screening tools and processes, including video interviews.

This year, ICICI Bank and Deloitte, two newcomers on the list of the previous edition, made it to the number one and three positions, respectively.

ET reached out to the country's top 21 B-schools and compiled hiring data from nearly a 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 School of Management), XIM Bhubaneswar (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 (Faculty of Management Studies), IMI (International Management Institute), IIM Udaipur, IIM Raipur, IIM Kashipur, IIM Ranchi, IIM Tiruchirappalli, FMS-BHU (Faculty of Management Studies, Banaras Hindu University) and JBIMS (Jamnalal Bajaj Institute of Management Studies).

Across the top recruiters list, all companies doled out more offers than last year. Investment banking major Goldman Sachs ramped up MBA hiring by 17% across divisions including investment banking, global investment research, investment management, finance, securities and human capital management. Women accounted for 28% of the full-time offers. "We work closely with business school partners to identify high-potential female talent as part of our efforts to increase workplace diversity," said Bunty Bohra, CEO, Goldman Sachs Services in India.

Naveen Narayanan, global head, talent acquisition of HCL Technologies, which reentered the top 10 list after a one-year gap says the company visited some 40-odd campuses to hire across three categories. While it hires global engagement managers from the top-of-the-league B-schools including IIM-A, IIM-B, IIM-C, and XLRI, senior management trainees are recruited from other leading schools including IIFT, IIM-K and IIM-Trichy. It also hires management trainees to support projects in various delivery, sales enabling, and support roles.

Other recruiters like Reliance Industries, which made its debut on the list this time at No. 8, said that this year it had its largest contingent of management trainees join from pre-

TOP RECRUITERS 2014

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2. ICICI Bank
3. Deloitte
4. Goldman Sachs
5. Amazon

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trying and nurturing potential leaders from campuses. Over the past four years our campus strategy and engagements have evolved and have focused towards empowering, educating and enabling students towards a fruitful career in Amazon," he added.



"Campus engagement is a year-round activity. We continuously work on nurturing long-term relationships with premier institutions as well as review and establish partnerships with new campuses."
JAMES LENNOX,
Chief People Officer, Cognizant



"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."
BUNTY BOHRA,
CEO, Goldman Sachs Services in India



"Given our ambitious plans, it is only imperative that we make significant investments in the talent space."
PRABIR JHA,
CHRO, Reliance Industries



Taking Baby Steps

Startups made their presence felt across campuses. Housing.com (2), Edutor (2), IcanIndia (2) and Vritti Solutions (1) recruited at IIM Calcutta, while IIM Kozhikode saw offers from Next Education (2), Brillio (2), Olefia Biopharma (2) and Encare Medical Devices (1). Ecco Electronics (3) hired at IIM Kashipur; Sproxil Brand Protection Solution (2), Juvalia (2), PolicyX.com (1) and Nucleus Software (2) hired at IIFT and YTS Solutions, Prognosys, Mera Job India and Mogae Media hired at FMS.



Overseas Call

Top recruiters like Cognizant hired MBAs from foreign campuses. Cognizant hired several dozen MBAs from top-tier B-schools in Europe, the Middle East and APAC and almost 50 from the US.