

## Media Coverage

Publication	Date	Edition	Headline	Size
Hindu Business Line	9 Feb 2022	Mangaluru	On high note: B-school hiring is back with a bang	180

# On a high note: B-school hiring is back with a bang

Students see a 20-30% surge in average pay packets

**SHOBHA ROY**

Kolkata, February 8

Hiring is back with a bang with B-schools experiencing an exceptionally good year in terms of final placements. A number of institutes have wrapped up the process in record time and witnessed a 20-30 per cent surge in the average pay packet. The number of recruiters in the placement process has also seen a rise.

According to RP Yadav, CMD, Genius Consultants, companies are stepping up their business development and ramping up production with a spurt in demand. This has translated into a 15-22 per cent rise in demand for recruitment of frontline and mid-line staff, with an average experience of 0-2 years and 2-7

years, respectively. "Unlike the second wave, when the cases were severe and there was a surge in hospitalisation, the third wave has not led to any widespread disruption. So, companies (that had put their growth plans on a temporary halt) are now stepping up to meet the demand," Yadav told *BusinessLine*.

While sectors such as IT, ITeS, healthcare, retail and pharma have been witnessing a huge demand, an improvement in sentiments in sectors such as tourism and hospitality has also been leading to a higher number of jobs on offer, said experts.

### Robust hiring trend

Xavier School of Management (XLRI) achieved 100 per cent placements for the outgoing batch of 2020-22 for its flagship programmes, with all 427 candidates securing offers through the final recruitment process in a single day. The average salary increased



IIM-Kozhikode completed final placements for 2022 in a record three days

by nearly 23 per cent at ₹30.73 lakh per annum from ₹25.08 lakh per annum in 2020. The highest domestic offer was a little over ₹60 lakh per annum from the BFSI sector. "We attribute the outstanding placements as an affirmation by the corporate world of the highly relevant management-centric education we strive to deliver to our students year after year," said Fr Paul Fernandes, Director, XLRI, in a statement. Among the regu-

lar recruiters, Boston Consulting Group, Bain and Co, PricewaterhouseCoopers, Accenture Strategy, Amazon, ITC and Paytm made the highest number of offers.

### Sets a record

IIM-Kozhikode completed final placements 2022 in a record three days, compared to final placements 2021, which took six days to complete. As many as 548 students from a batch of 548 participated in the process. The maximum number of offers came from the consulting sector.

At the laterals placement process at IIM-A, which concluded on January 30, the B-school saw a range of domestic as well as international recruiters. The highest offers (20) were rolled out by Paytm, followed by PricewaterhouseCoopers (PwC) and American Express. Some other recruiters included Amazon, Atlassian, Flipkart, General Atlantic, Google, In-

foedge, Jio, Kepler Cannon, Microsoft, Oracle, Oyo, among others.

IIM-Sambalpur saw a 20-30 per cent increase in the number of companies participating in the recruitment process this year. "Earlier, a majority of big recruiters would prefer going to bigger towns, but now with the whole process going online, they are looking at the IIM brand and recruiting in big numbers from the newer IIMs," said Prof Mahadeo Jaiswal, Director, IIM-Sambalpur.

According to Charanpreet Singh, Founder & Director, Praxis Business School Foundation, there is a healthy demand for students who have been trained in the right KSAs (knowledge, skills and abilities) for the digital world - knowledge of functional areas of business, data and tech skills, ability to communicate and collaborate in teams.