



**BITSOM**

BITS SCHOOL  
OF MANAGEMENT



# AUDITED FINAL PLACEMENT REPORT

CLASS OF 2021-2023





## DEAN'S MESSAGE

**DR RANJAN BANERJEE**

Dean and Professor, Marketing, BITSOM

I am delighted to share the final placement report for the founding class of BITS School of Management (BITSOM).

It is rare for a school in its first year to have companies like McKinsey, Bain, AD Little, Kearney, Unilever, JP Morgan Chase, hiring from its founding batch. This has been possible due to our unique curriculum, the personalized development led by Dr Leena Chatterjee, the efforts of a stellar faculty pool from across the world, and a high-quality career services team. Final credit must go to a motivated and collaborative founding batch, who worked together to help the school make a statement in its very first year.

While we have made a very good start, our aspirations are very high, and we will do our best to improve and learn much faster than the market.

# ABOUT BITSoM

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BITS School of Management (BITSoM) is a new-age global business school under the aegis of BITS Pilani. Located in Mumbai, India's business capital, it is inspired by the spirit of excellence and entrepreneurship that BITS Pilani has nurtured over five decades. Building on this legacy, BITSoM was founded with a mission to develop future ready leaders who will make a positive impact on India and the world.

BITSoM offers a two-year full-time residential MBA programme built on four pillars –

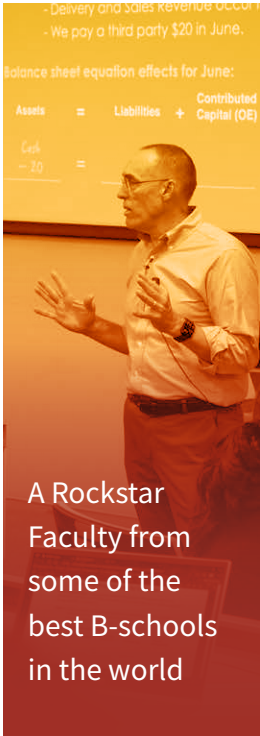
- A future-ready curriculum informed by the needs of industry and designed with an emphasis on technology and soft skills.

- Global rockstar faculty hand picked from some of the best business schools worldwide, such as Wharton, NYU Stern, and SMU Singapore.
- Individual attention with a personal development plan for each student – based on psychometric tests and guided by expert faculty.
- Deep industry integration with students taking up corporate and social live projects, and learning the nuances of business from industry practitioners.

Our Founding class of diverse and remarkable students commenced in July 2021 and have now graduated with this unique learning experience.



# THE BITS<sub>o</sub>M EXPERIENCE



- Delivery and Sales Revenue occur  
- We pay a third party \$20 in June.

Balance sheet equation effects for June:

| Assets | = | Liabilities | + | Contributed Capital (OE) |
|--------|---|-------------|---|--------------------------|
| Cash   | = |             | + |                          |
| - 20   | = |             | + |                          |

A Rockstar Faculty from some of the best B-schools in the world



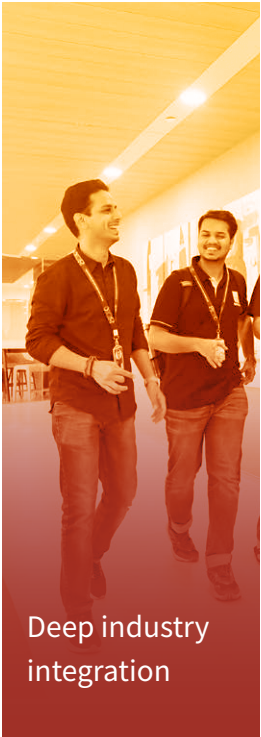
Cutting-edge curriculum with Technology embedded as a horizontal



Individual attention to groom leaders who are self-aware and continuous learners



Learning at the intersection of Industry and Society



Deep industry integration



Holistic leadership development



# ABOUT THE INDUSTRY PARTNERSHIP AND CAREER SERVICES TEAM

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A professional, dedicated Industry Partnership and Career Services team leverages our deep industry connect to bring in quality recruiters for placements. They build and maintain relationships with recruiters, plan their career journey and facilitate campus recruitment.



**MANDAR DESAI**

Vice President and Head,  
Industry Partnership and Career Services Team



**BARSHA BORA**

Manager,  
Industry Partnership and Career Services team



**PRACHI PAWAR**

Senior Manager,  
Industry Partnership and Career Services team



**RAJESHREE GAWDA**

Associate,  
Industry Partnership and Career Services team

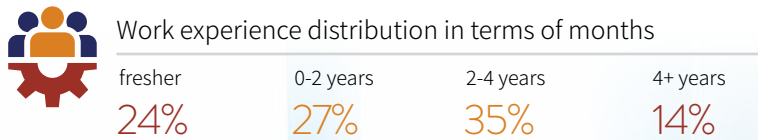
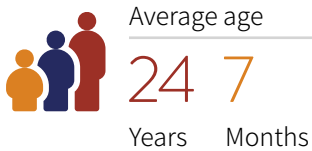
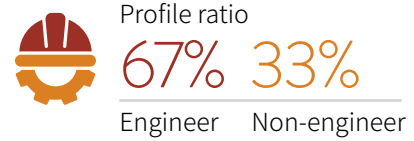
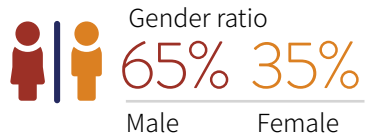


**SWAPNIL SAWANT**

Senior Manager,  
Industry Partnership and Career Services team



# CLASS PROFILE



# CLASS PROFILE

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## STANDARDISED TEST PERFORMANCE

|             |                                 |  |
|-------------|---------------------------------|--|
| <b>CAT</b>  | <b>94</b><br>Median Percentile  | <b>85-98</b><br>Range (middle 80%) Percentile      |
| <b>GRE</b>  | <b>316</b><br>Median Percentile | <b>306 to 325</b><br>Range (middle 80%) Percentile |
| <b>GMAT</b> | <b>680</b><br>Median Percentile | <b>610 to 740</b><br>Range (middle 80%) Percentile |



## COLLEGES / UNIVERSITIES ATTENDED BEFORE MBA

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- Top International - University of Warwick, UK; Pennsylvania State University, USA; Purdue University, USA; NYU Abu Dhabi
- Top Indian - IIT Madras, IIT Roorkee, IIT Gandhinagar, Delhi Technological University, NIT Trichy, NIT Surathkal, NIT Warangal, BITS Pilani, St Xavier's College, Symbiosis School of Economics, VIT Vellore, Christ University, Manipal Institute of Technology, NMIMS Mumbai, SRM University.

## COMPANIES PREVIOUSLY WORKED IN

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Accenture, Bank of America, Barclays, BCG, Deloitte, Ernst & Young, KPMG, PwC, Reliance Industries Limited, TCS, Wipro, ZS Associates

# AUDITED PLACEMENT DATA



44.98 LPA

Highest CTC

23.50 LPA

Average CTC

23.00 LPA

Median CTC

35.91 LPA

Top 10% average CTC

30.05 LPA

Top 30% average CTC

28.10 LPA

Top 50% average CTC

25.50 LPA

Top 75% average CTC

1. All placement related information and statistics this page onwards, including the list of participating organisations, are as on date [13.09.2023] and audited by Brickwork Analytics Private Limited.
2. The CTC (Cost to Company) is the Maximum Earning Potential for the first year of employment, consisting of Fixed + Variable + Joining bonus payable in 1st year. Any part of the Joining bonus that is paid after the 1st year has not been considered in the CTC calculation.
3. Stock Options (ESOPs) being vested in the first year only have been considered. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered in the CTC calculation.
4. Relocation allowance has not been considered in the CTC.
5. All compensation figures are in INR.



# AUDITED PLACEMENT DATA

|   |     |
|---|-----|
| Students with offers / full time employment | 132 |
| Students taking up internships              | 1   |
| Students opting out of placements           | 3   |
| Total out of process                        | 136 |
| Unplaced students                           | 2   |
| Total batch strength                        | 138 |

## INDUSTRY DISTRIBUTION

|  |     |
|--|-----|
| Consulting   | 27% |
| Conglomerate / Manufacturing                               | 24% |
| BFSI - Banks / IB / PE / VC                                | 15% |
| IT & Product / Ecommerce / Telecom                         | 15% |
| FMCG/FMCD / Retail / Media & Advertising                   | 14% |
| Others (New Age Firms, Mobility, Real Estate & Healthcare) | 5%  |

## FUNCTION DISTRIBUTION

|                                 |     |
|---------------------------------|-----|
| Sales & Marketing               | 27% |
| Consulting                      | 25% |
| General Management / Strategy   | 20% |
| Product Management / Technology | 16% |
| Finance                         | 12% |

Ref: B2K/BITSOM/MUM/RB/0001/2023-24

13-Sep-2023

To  
**BITS School of Management (BITSOM)**  
8th floor, Hiranandani Knowledge Park,  
Powai, Mumbai

Dear Sir,

Re: **Audit of the Placement data for the batch 2021-23 of Master in Business Administration Program**

We have audited the data related to remuneration as presented in the appended annexures for the final placement (based on the offers received and accepted on campus) for the batch of Master in Business Administration Program of BITS School of Management (BITSOM) for 2021-23.

B2K Analytics Pvt. Ltd. (formerly Brickworks Analytics Pvt. Ltd.) has validated the information related to remuneration, as provided by the recruiters to BITSOM, with the relevant documentation.

**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.
2. The validation of information presented in the report is based on communication received by BITSOM from recruiting companies. B2K Analytics (B2K) has not independently sourced any information or documentation from the recruiters.
3. We have verified the information with respect to remuneration presented in the annexures with communication received from recruiters by BITSOM.
  - a. The CTC as presented in the annexures is the Maximum Earning Potential (MEP) for the first year of employment.
  - b. Stock Options (ESOPs) have been offered to some students with details on the amount to be

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**B2K Analytics Private Limited**

(Formerly Brickworks Analytics Pvt. Ltd.)

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- vested in the first year. Hence, only the corresponding amount has been considered for the calculation of the CTC / MEP.
- c. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered for the calculation of CTC / MEP.
  - d. We have considered the amount of gratuity in the calculation of CTC / MEP, as has been considered by the recruiters in their offers, even though it is payable after 5 years of continuous service as this amount was not separately available for all the candidates.
  - e. Wherever information was missing reasonable assumptions have been made.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication by BITSOM.
5. We have only audited the data related to remuneration in the annexures and not any additional information presented therein.

Best Regards,



**Ritaban Basu**

**Head – Risk & Analytics**

**B2K Analytics Private Limited**



## ANNEXURE 1

### Placement Snapshot for BITSoM Class of 2023:

#### Batch size: 138

- **56 Firms have recruited - 136 Students are out of the Placement Process**
- **Average CTC - INR 23.50 Lacs / Average CTC for Women - INR 23.71 Lacs**
- **Median CTC - INR 23.00 Lacs**
- **Highest CTC – INR 44.98 lacs**
- **Top 10 % Avg. CTC - INR 35.91 Lacs**
- **Top 30 % Avg. CTC - INR 30.05 Lacs**
- **Top 50 % Avg. CTC - INR 28.10 Lacs**
- **Top 75 % AVG CTC - INR 25.50 Lacs**
- **95 students with CTC INR 20 lacs and above - 69% of the class**

### Classification of the Graduation Pool :

|  |            |
|--|------------|
| <b>Total students in the batch</b>               | <b>138</b> |
| Students opting out of the placement process     | 3          |
| Students seeking placement through the institute | 135        |
| Students with placement offers                   | 132        |
| Students accepting internship                    | 1          |
| Students yet to be placed by the institute       | 2          |
| <b>Total Graduating Students</b>                 | <b>138</b> |



# RECRUITING ORGANISATIONS

## CONSULTING

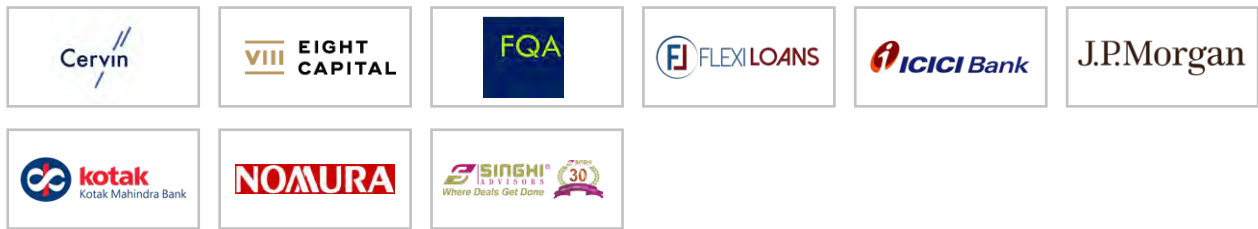


## CONGLOMERATE / MANUFACTURING

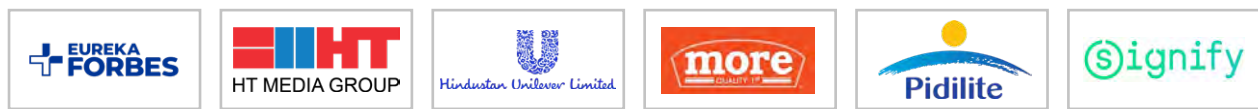


# RECRUITING ORGANISATIONS

## BFSI ~ BANKS / IB / PE / VC



## FMCG/FMCD / RETAIL / MEDIA & ADVERTISING



# RECRUITING ORGANISATIONS

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## IT & PRODUCT / ECOMMERCE / TELECOM

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## OTHERS

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**BITSOM**

BITS SCHOOL  
OF MANAGEMENT

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