

Our 407 students are ready.  
To bring

# MANAGEMENT IN PRACTICE

to you.





# DIRECTOR'S MESSAGE

**R. C. Natarajan, PhD | Director**

Management is a practitioner's art. It is not inborn; it is learnt and nurtured. Management training is what you do to a person's work skills, whereas management education is what you do to his/her mind. Management education at TAPMI is no different. It focuses on student's minds, their thinking process, attitudes, values, aspirations, self-awareness, risk-bearing, tolerance to diversity, ability to get on with the mission under tremendous adversity, and so forth. It is this that distinguishes TAPMI from other business schools.

TAPMI believes that education that is devoid of values and of focus on culture is mechanistic and has no relevance to society. The students of TAPMI inculcate values through their day-to-day life, not through forceful compliance but by exposure to the consequences of their actions for themselves and for society.

Structures and systems can go only a small way in this direction. Respect for cultural diversity and inculcation of values happen in the students over a period of two years at the campus, wherein they encounter the challenges of scarce resources, such as time and energy, of pressing and conflicting needs, such as project works and pre-class preparations, of fiercely competitive scenarios, such as academic performance, simulations, BrandScan and Atharva, of managing their budgets, both personal and that of the Institute, and of adjusting with those from diverse backgrounds, states, religions, castes and academics. They learn to manage themselves by practicing the art of management. This explains the actual theme of TAPMI's learning culture: Management in Practice.

# 29<sup>th</sup> ANNUAL CONVOCATION



The 29th Annual Convocation at the T. A. Pai Management Institute was held on 28th March 2015 in Manipal, Karnataka. The occasion was graced by the presence of Mr. Balasubramanian Muthuraman, former Vice-Chairman, Tata Steel, and Chairman, Tata International, who was the chief guest for the evening. An alumnus of IIT Madras and XLRI Jamshedpur, Mr. Muthuraman is a Padma Bhushan award winner.

In the convocation address, Mr. Muthuraman shared penetrating thoughts with the audience, such as his experiences about overcoming the challenges of life, his views on success, education and life, and values like courage, ethics and good judgment which cannot be taught in classrooms. Regarding good leadership, he spoke about the various issues faced by society and how today's graduates – tomorrow's leaders – can help bring about change. His powerful words left the audience inspired.

# WHY TAPMI?



Management in Practice. This phrase perfectly embodies the goal and spirit of TAPMI and of every student who graduates from this esteemed B-school as a budding manager. At TAPMI, every aspect of a student's life in the two-year period involves decision-making – with its consequent results.

In the first year of the two-year PGDM programme, students are given a firm foundation in the various functional aspects of management, like finance, marketing, operations, human resources management and information technology. In the second year, students choose their area of specialization with courses designed to meet current industry requirements. In addition, TAPMI offers two unique courses, namely Healthcare Management and Banking & Financial Services.

TAPMI employs a comprehensive array of pedagogical tools, such as lectures, case studies, role plays, project presentations and simulations. This facilitates effective learning by giving students a taste of potential situations that they are likely to face as future managers.

All this, coupled with continuous corporate engagement programmes, makes TAPMI a welcome destination for every recruiter.

**TAPMI has the perfect set of talented individuals, empowered through their journey here, to contribute to your company's success story.**

- TAPMI is the first and only AICTE-approved B-school in India to receive the AACSB accreditation
- CRISIL Business School Grading has rated TAPMI with an "A\*\*\*\*" grading in their national as well as state level Grading of Management Educational Institutions in the country
- A rich pool of over 3000 alumni occupying key leadership positions in various industries across the globe
- Evolving curriculum along with Outcome-Based Learning (OBL) as the engine of course delivery
- Diversity in learning ensured by a healthy gender ratio, representation from across India and students from varied backgrounds, bringing with them experience from a spectrum of industries
- Highly qualified faculty with rich industry experience and strong research credentials

# OVERVIEW OF COURSES



## **PGDM**

The thirtieth batch of TAPMI's two-year Post-graduate Diploma in Management graduated in 2015. This course is based on experiential learning and makes use of the case-study approach to simulate situations which the future managers might face in the real world. This programme is accredited by the National Board of Accreditation (NBA) and the world-renowned Association to Advance Collegiate Schools of Business (AACSB); and it is recognised by The Association of Indian Universities (AIU) as equivalent to an MBA degree. Specialisations offered under this course are: Marketing, Operations, Human Resource, Finance, IT and General Management.

## **PGDM-HC**

The PGDM-Healthcare programme is designed for those seeking a career in the health care sector. Students learn and apply comprehensive managerial and technical expertise required to tackle the challenges of today's complex global health care system. A variety of subjects, which are updated regularly with inputs from industry experts, comprise the curriculum. These include Health

Economics, Sales and Distribution in healthcare, Pharmaceutical and Biomedical Product Management, Healthcare Systems and Policies in India, Quality Management, Health Insurance and Financing, Technology and Information Systems in healthcare, Patient Relationship Management and Healthcare Supply Chain Management. This leads to an extensive understanding of the modern healthcare industry and effective inculcation of practical leadership abilities. This course imparts the skills and competencies required to work in various industries of the health care sector, such as Pharmaceutical, Hospitals, Public Health Insurance, Biomedical Devices and Consulting.

## **PGDM-BKFS**

Introduced in the academic year 2014-15, the PGDM-Banking and Financial Services programme aims to create experts in finance. The first year covers general finance subjects, and the second year offers specialised training in either banking or capital markets. Aided by the state-of-the-art Bloomberg Lab, this course enables students to have a managerial career in the fields of banking, insurance

and financial services with leading national and multinational banks and financial institutions.

## **Executive Education Programme (EEP)**

The Executive Programme in TAPMI enables managers to deal with contemporary situations and to improve their performance at the personal and organizational level. The programme covers all areas of executive development like leadership, governance, finance and human resources for public, private and non-profit sectors. Its content is updated continuously to inculcate ingenuity and resilience among managers.

## **PhD Programme**

The doctoral programme of TAPMI offers an opportunity to conduct scholarly research in the field of management, with a fellow aspirant or in collaboration with faculty guides. Decision Theory, Economics, Marketing, Organizational Behaviour, along with business and management areas, are popular choices for this programme.

# LIST OF ELECTIVES

Area	Term	Course
<b>FINANCE</b>	IV	Monetary Economics
	IV	Financial Modelling using VBA & Excel
	IV	Financial Statement Analysis
	IV	Options, Futures & Other Derivatives
	IV	Financial Econometrics
	IV	Securities Markets
	IV	Commercial Banking
	IV	Fixed Income
	V	Quantitative Asset Management (Pre-requisite: Financial Econometrics)
	V	Business Valuation (Pre-requisite: Financial Statement Analysis)
	V	Mergers and Acquisitions
	V	Investment Banking
	VI	Student-managed Investment Course (Pre-requisite: Business Valuation, Quantitative Asset Management, Financial Modelling using VBA and Excel and Options, Futures & Other Derivatives)
	VI	Private Equity and Venture Capital
	VI	Wealth Management
	VI	Option Strategies using Bloomberg (Pre-requisite: Futures, Options & Other Derivatives)

Area	Term	Course
<b>HR</b>	IV	Strategic Human Resource Planning
	IV	Competence Mapping, Recruitment & Selection
	IV	Performance Management
	IV	HRIS & Analytics
	IV	Employee Relations
	IV	Workshop on Emotional Intelligence
	IV	Workshop on Assessment Centre
	V	International HRM
	V	Compensation Management
	VI	Learning & Development
	VI	Talent Management & Succession Planning

Area	Term	Course
<b>MARKETING</b>	IV	Consumer Behaviour
	IV	Brand Management
	IV	Distribution Management
	IV	Retail Management
	IV	Business-to-Business Marketing
	IV	Services Marketing
	V	Digital Marketing
	V	Sales Management
	V	RISK (BrandScan)
	VI	Customer Relationship Management
	VI	Integrated Marketing Communications
	VI	Personal Selling & Sales Negotiations (Pre-requisite: Sales Management)
	VI	Rural Marketing
	VI	Marketing Strategy
	VI	Wealth Management
VI	Option Strategies using Bloomberg (Pre-requisite: Futures, Options & Other Derivatives)	

Area	Term	Course
<b>OPERATIONS</b>	IV	Advanced Inventory & Lean Management
	IV	Operations Strategy
	IV	Service Operations Management
	IV	Pricing and Revenue Optimization
	IV	Simulation Modelling
	IV	Supply Chain Management
	IV	Strategic Sourcing
	IV	Quality Management & Six Sigma Green Belt
	V	Operations Analytics
	V	Game Theory
	V	Logistics Management
	VI	Manufacturing Systems Design
	VI	Product Development & Design
VI	Modelling with Spreadsheets	

Area	Term	Course
<b>IT</b>	IV	IT Consulting
	IV	IT Risk Management
	V	Business Process Management
	V	Business Analytics
	VI	Enterprise Resource Planning

Area	Term	Course
<b>GENERAL MANAGEMENT</b>	IV	Enterprise Risk Management
	IV	Consulting Skills & Approach
	V	Business Analytics
	VI	Blue Ocean Strategy
	VI	New Venture Startup

# HOLISTIC EXPERIENCES; WHOLESOME EXPOSURE

TAPMI believes in practical and holistic education to prepare students for the real world and to enable their all-round development. A host of interesting courses, simulation sessions, workshops, events, games and extra-curricular activities challenge and stimulate students' skills and faculties to the maximum, ensuring that they become industry-ready and future-ready, even as they learn with fun.



## **BrandScan: The Marketing Research event**

TAPMI's flagship event is a unique market research fair that aims to collect valuable consumer- and market-related information for strategic use by our esteemed corporate clients. Introduced in 1993 with just one format, i.e., the event at Manipal, it has now grown to a magnificent scale that spans three locales, Kundapura (Rural Format), Manipal (Semi-Urban Format) and Bengaluru (Urban Format). With a backing of 21 years' worth of quality work delivered, BrandScan has successfully completed 240 projects for 130 satisfied clients. In 2014, it created history by successfully completing the highest number of projects (24) in a single year, with sector-wise coverage: FMCG & Retail, Infrastructure & Media, Banking & Financial Services, Tourism & Hospitality, Automobile Services and Healthcare.



## **Bloomberg Lab**

A world-class Finance Lab, in association with Bloomberg India, has been launched at TAPMI. The trading lab is equipped with 16 Bloomberg terminals and supported by data feed from BSE and NSE. It gives students hands-on experience in Investments and Portfolio Management, Forecasting, Risk Management and understanding of Global Financial Management. The state-of-the-art lab provides students the knowledge and insight into real market situations while bridging the gap between financial theory and practice.



## SMIC

TAPMI is the only institute in India to give students a combined fund of about ₹ 10 lakh to invest in equity markets, and ₹ 25,000 to each student enrolled in the course. Students make decisions to invest in BSE/NSE listed companies with a minimum market capitalization of ₹ 300 crore and to manage the portfolio. The course batch consists of 35 students, divided into seven teams of five members each. Each team has a collective corpus of ₹ 1,25,000. Teams are responsible for investing this money in a pre-approved list of securities to be liquidated by a certain date. The objective of this course is to provide students a hands-on experience in securities research and portfolio management. Students showcase their sound knowledge of the finance domain and highlight their sagacious flair in dealing with live stocks and turbulent markets. They are judged by eminent industrial experts from top-notch institutes across the country.



### Manthan and Arthasankalp

'Manthan' is a budget analysis and panel discussion organized by the finance forum of TAPMI. Critical insights into the Union Budget 2015 were given by industry stalwarts Mr. Dhaval Vakharia, Mr. Kishor Bagri and Mr. Tushar Lowalekar, who have a wealth of experience in the field of finance. 'Arthasankalp' saw a huge response. 135 students in 26 teams registered for the first round, in which the teams were asked to give a two-page write-up. The six best teams were then asked to present their analysis of the Union Budget, which was judged by the Finance faculty.



### Finomenal

Finomenal 2014 was conceptualized to bridge the gap between the corporate finance world and B-school education. The event's sole objective was to ensure the interaction of industry experts with TAPMI students for a seamless flow of ideas and insights. The theme was 'Financial Innovation: Sustainability vs. Vulnerability'. The conclave was inaugurated by Dr. Prabhakar Patil, Jt. Director of SEBI. Mr. Nayan Mehta, CFO - Bombay Stock Exchange (BSE), who was the chief guest, inaugurated the Finance Lab.

Guest lectures and panel discussions were delivered by more than 20 industry stalwarts from organizations like Bombay Stock Exchange, S&P Capital IQ, Securities and Exchange Board of India (SEBI), Dr. Reddy's Laboratories, Anand Rathi, Bloomberg India, etc. 'Samnidhy', a Student-Managed Investment Fund (SMIF) and a one-of-its-kind initiative to manage real-time money and make profits through mutual fund investments, was also launched.



### Atharva

Year after year, Atharva has always been a quest to scale greater heights. Beginning as Hill Fest (an intra-TAPMI event) in 1986, it became an inter-B-school event, Summit, in 1996, and was renamed Atharva in 2002. The theme for the 28th year was 'Ideate, Innovate and Implement'. In 2015, Atharva had 600 participants from 35 B-schools, out of which 50 participants from 12 B-schools made it to the final round held at the TAPMI campus. These included: IIM Calcutta, IIM Bangalore, IIM Kozhikode, IIM Trichy, IIM Udaipur, S. P. Jain Institute of Management and Research, Goa Institute of Management (GIM), Symbiosis Center for Management and Human Resources Development (SCMHRD), Narsee Monjee Institute of Management Studies (NMIMS), and Great Lakes Institute of Management.



### QotB

The 12th edition of TAPMI Quiz on the Beach (QOTB™) was conducted by quizmaster Mr. 'Pick Brain' Giri Balasubramaniam, of the TATA Crucible fame, in two rounds. The semi-finals were conducted at the TAPMI campus in Manipal with 18 teams from eminent college like IIT Madras, IIFT Kolkata, IIM Indore, BITS Pilani, SRM University, KJ SIMSR, PESIT and others, competing for six spots in the Grand Finale. The qualifiers were conducted in Bengaluru, Chennai, Mumbai, Ahmedabad, Kolkata, Delhi, Manipal and Dubai.



### Experiential Learning

Every year, TAPMI organises a fun-filled outbound programme for all its students where they exercise the managerial and leadership skills learnt in classrooms in physically and mentally challenging activities. The objective is to ensure that students learn to survive in unfavourable conditions. It improves the students' flexibility, open-mindedness, adaptability to adverse situations, and decision-making ability. It helps to forge new bonds and strengthen existing ones, while making students realize that all of management cannot be learnt inside a classroom.



### Defi

TAPMI's entrepreneurship event is held with the objective of igniting the spirit of entrepreneurship in students, and gives them a platform to build, execute and test their innovative business plans over three days. Defi 2014 was conducted on 24th, 25th and 26th October 2014. This unique exercise has completed seven successful years.

# CORPORATE ENGAGEMENTS AT TAPMI



## Disha

Disha 2014 was a six-day Annual HR Conclave of TAPMI with a set of guest lectures and panel discussions graced by prominent HR personalities from across the country. Corporate stalwarts like Mr. Rajat Jain, MD, Xerox India, Mr. Pritpal Kular, Vice-President - Human Resources, General Motors; Mr. Ramunni Nair, Vice-President HR & GA - Renault Nissan; Mr. Jothibas S., Deputy General Manager - HR, BIAL to name a few. Ten Onimia panel discussions, more than 30 Sophos guest lectures and 50+ guests on campus displayed the awesome scale of the Conclave to the world.



## CXO Leadership Series

CXO Leadership Session with Mr. V. Raja, President & MD, TE Connectivity, 18th July 2014.

Mr. V. Raja deliberated upon topics ranging from ethical practices at work to knowing your industry better. His assertion, that hard work is the only factor which takes one ahead of others, was well-received by the audience in the light of his 35 years' experience in diverse industries and his high commitment to work. The tonality and content of the interactive session inspired the students to get ahead, to always give their best and to never compromise on quality and service.

## EXPERT TALKS



### Guest Lecture on Cultural Sensitivity by Mr. Madhavan P. B., Director Purchasing (APAC) – Ford Motor Company, 12th July 2014.

This session focused on working with sensitivity in a multi-cultural environment. Mr. Madhavan shared anecdotes and interesting insights about this aspect of the corporate world. The critical importance of cultural awareness and the benefits of implementing cultural sensitivity approaches, were discussed in depth. The cultural changes in organizations, due to their shift from being individual-oriented to being community-oriented, were discussed with gusto: from independence to interdependence, from egalitarianism to status, from risk to restraint, and from directness to indirectness.



### Guest Lecture Session on Data Analytics by Mr. Ashok Raman, VP and Global Head - HR, SG Analytics, 10th August 2014.

Mr. Raman interacted with the students on the topic of Data Analytics, with the aim of ensuring that each student “walked out of the session with a renewed understanding and interest in the subject”. A presentation filled with interesting facts about today’s data trends – from social media websites to consumer surveys to data creation at business levels, and numbers that showed the relative growth of data creation, brought home to the students the vast expanse of the industry. The concept of ‘Big Data’ was thoroughly discussed and explored by Mr. Raman together with the students. He also elaborated on the various myths regarding Data Analytics, and highlighted the importance of understanding it irrespective of one’s function.

## S. C. O. P. E

S.C.O.P.E. (Supply Chain and Operations Exposition), TAPMI’s conclave on the operations and supply chain area of business management, made a grand start in 2013. Its second edition, with the theme ‘Sustainable Supply Chain Solutions’, kicked off in style on 11th October 2014. Ten eminent personalities from the domain of Operations across industries – Healthcare, Pharmaceuticals, Retail, Technology and Construction – imparted a diverse flavour to the conclave. They shared their experience and knowledge with the students. The event saw an overlap of academic knowledge and industry experience. Most importantly, it gave students insights into operations & supply chain management and a holistic view of its future.



### HR Analytics Workshop: Advent to Advantage

At the core of any business enterprise is its people or the human capital. It is increasingly apparent that talent will be one of the scarcest resources, with the emerging nations competing for this finite supply of human capital. Today, organizations face the challenge of attracting, developing, retaining and deploying the right talent. The key lies in measuring the human capital and aligning it with the organization’s rapidly changing needs.

Research has suggested some solutions to prevent talent pilferage, such as increased dependence on IT to enable standardization, cloud computing, availability of business applications on mobile devices, etc. The big question is: Will the ease of data availability and accessibility make Big Data an ideal choice?

The HR Analytics Workshop, conducted across three cities – Bengaluru on May 9th, Mumbai on May 16th and Hyderabad on May 30th – saw HR professionals from different organizations come together to learn the basic nuances of HR analytics tools. The event was planned as a gesture of goodwill towards our existing recruiters, and as a precursor of our relationship with potential recruiters. In other words, it was our Institutional Corporate Responsibility.

# TAPMIANS ON TOP



**Priyanka Bali's** article 'Learning & Teaching: The only way to Make Menstruation Taboo-Free' was published online by Menstrupedia.

**Abha Sharma** participated in the HCL Ideathon blogging competition and achieved third position for her blog on 'Glocal strategy of world's most loved brands'.

**Twisa Dandapat** published an article 'Consumer Buying Behaviour – Psychological Aspects' in mbaskool.com.

**Ankita Sharma's** article 'Disability-friendly Workplace – An Emerging Requisite' has been published in TOGETHR, an IIM Shillong HR Magazine, May-June 2014 issue.

**Anurag Bothra's** article 'Hindustan Motors' Ambassador –The End of an Era' was selected and published in mbaskool.com.

**Sandipan Datta's & Debdripta Sengupta's** article 'Indian Currency – Paper to Polymer' was published in mbaskool.com in June 2014.

**Girish Hemnani, Sesank Numburi, Tejas Madhav Talak , Shivam Sinha, Kanika Gupta & Vineet Jain** represented TAPMI as a team in the Google Online Marketing Challenge and won the first prize (Traverik Campus Brand Manager).

**Roshan Nepal's** article 'The Rising Need of Digital Advertising in the Retail Sector' was published as a

feature in Samvad (May 2014 issue), a monthly magazine of Welingkar Institute of Management Development and Research, Mumbai.

**Shikhar Mehrotra's** article 'Booming IT and its effect on Healthcare' was published in mbaskool.com.

**Siva Kumar Venkata Reddy's** article 'Marketing Logistics and Supply Chain' was published in Samvad, a monthly magazine of Welingkar Institute of Management Development and Research, Mumbai.

**Tonmoy Bannerjee's & Sai Pratyusha's** article 'Make My Trip: Changing the way India Travels' was published in the July issue of IIM Shillong's magazine Markathon.

**Vineet Jain's & Girish Hemnani's** article 'A Behavioural Approach to Understanding the US 2008 Crisis and Key Learnings' was published in the April issue of 'Niveshak', IIM Shillong's monthly magazine.

**Arpit Goel's** article 'Advertising – A Threat to Society' has been published in Marketing and Strategy section of mbaskool.com.

**Manish Kumar's** article 'Demystifying Ambiguity with Choosing Best Option Strategy' and 'Yield Enhancement Strategy by Writing Covered Calls' was published in insideiim.com.

**Neha Agarwal** won the first place and a cash prize of ₹ 25,000 in a 3-month long online competition on discussionleaders.com in June 2014.

**Sourabh Paul's** article 'Big Data Analytics – Driving Decisions' was published in mbaskool.com under the 'Operations and IT' section.

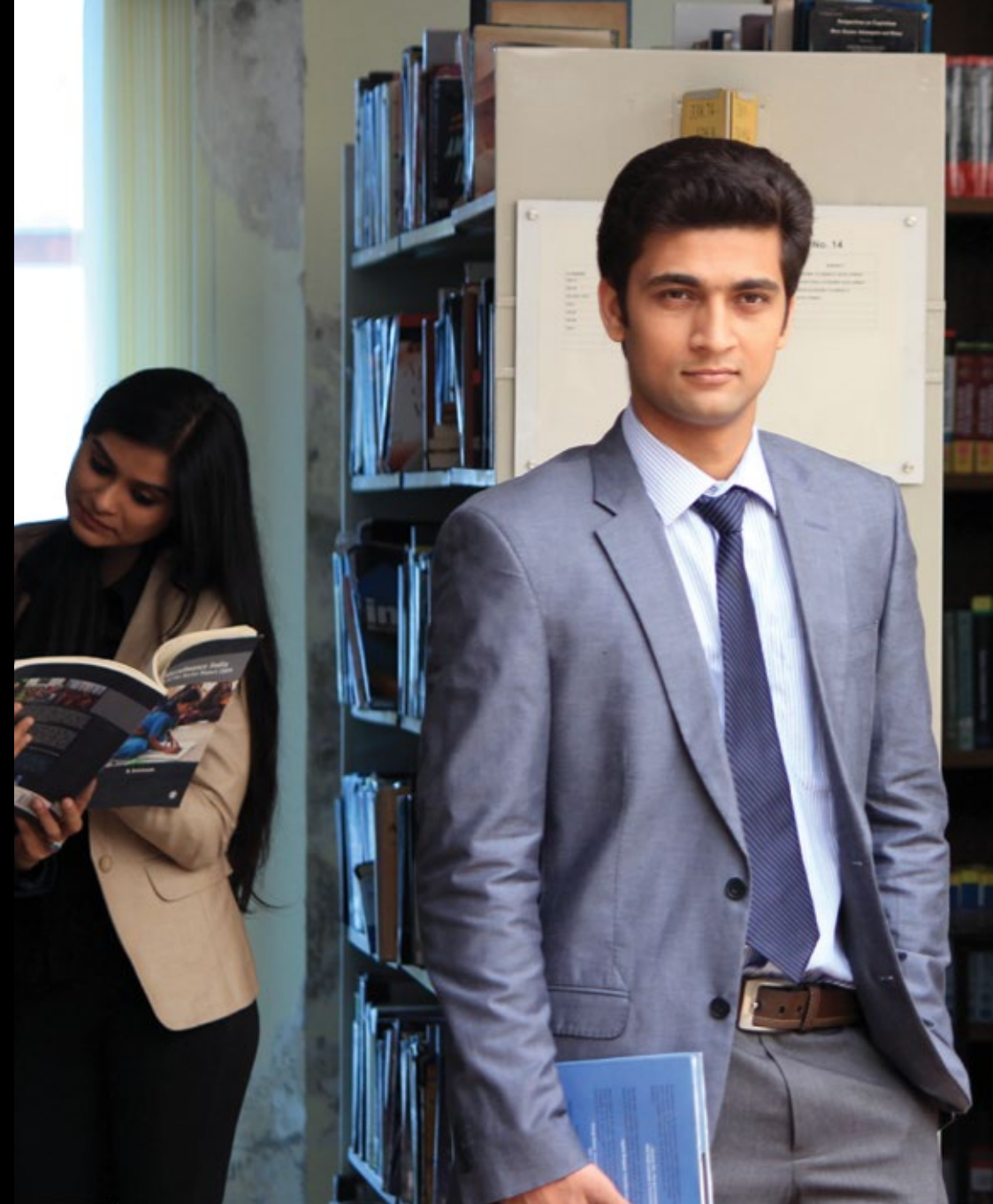
**Vivek Singhal Agarwal, Rohit Pandey, Swarashree Ravishankar & Sathiesh Asaithambi** won the first place in 'Impetus', part of IIM Bangalore's Annual International Business Summit, 'Vista', held on 27th September 2014.

**Nikita Abrol & Abhijit Kotkar** won the first place in the flagship event 'Sparsh' of IIM Bangalore's Annual Business Summit 2014, 'Vista'. They received ₹ 30,000 in cash and ₹ 81,000 worth of gift vouchers.

**Devika Ganesh Shenoy & Vaishnavi Chella** won the first prize in the Maria Philip Memorial Debate Competition held at XIME Bengaluru.

**Raja Yakkala, Prashanth Vasudevan & Harshavardhan Rajendrababu** won the second prize in operations case analysis at Milestone, part of IIM Bangalore's Annual International Business Summit, 'Vista'.

**Ambika Gupta & Purnima Vishwanathan** secured second position in the competition Myntra Paradigm at NITIE Mumbai. The competing colleges were XLRI Jamshedpur, SCMHRD, SPJAIN, TISS and SRCC Delhi for the finals.





**Ashish Jaiswal, Shailesh Bansal & Shrey Gupta** secured the second position in the B-Plan Competition held at SJMSOM, IIT Bombay, on 1st November 2014.

**Kathiresan S.** won the third place in the Best Management Student Competition [Dewang Mehta Awards] held at Mumbai on 15th November 2014.

**Abhishek Anand's** article 'Reebok's New Avatar: Will it Change its Future?' was published as a feature in insideiim.com.

**Ajay Kumar Tawani's** article 'Solvency II: The Way Forward for Insurance Sector' was published in the 169th edition of IBS Times (August 2014 issue).

**Amitava Chatterjee's** article 'E-commerce: The Game-changing Revolution' was published in mbaskool.com.

**Arpit Goel's** article 'Air Asia Pricing Strategy: The Perfect Market Penetration' was published in K. J. Somaiya magazine.

**Aseem Madan's & Preetinisha Gupta's** article 'SEBI – Modifying the Game Rules' was published by mbaskool.com.

**Bhanuja Nagore's** article 'Demand Generation Strategy – Stepping Stone for Lead Generation' was selected and published in mbaskool.com.

**Debdripta Sengupta's** article 'Corporate Debt Restructuring Mechanism' was published in The Financial Bulletin.

**Deepak Kumar's** article 'Marketing Logistics and Supply Chain' was published in 'Samvad', Welingkar Institute of Management Development and Research's monthly magazine.

**Deepti Kumar's** article 'A Quantitative Approach to Map Competencies' was published in the 8th edition of HRXpert, published by the HR association of XIMB.

**Kalyani Sheshadri's** article 'Solutioning Unconventionally – Design Thinking in Business' was published in mbaskool.com.

**Manish Kumar's** article 'Post-retirement Financial Planning in the New Tax Regime' was published in insideiim.com. Another article 'Derivative in India – A Primer' was published in the latest issue of the quarterly magazine of NMIMS, Mumbai.

**Megha Thacker** cleared the coveted Level 1 of CFA exam, the pass percentage of which was 42%.

**Navjyot Singh Bhatia, Prateek Pareek & Deepak Kumar** won the third prize in 'Vishleshan' (analytics case study competition) organized by MBE (Delhi University), South Campus, New Delhi.

**Pawan Mishra's** article on 'Intellectual Property Rights Violation and Importance of Ethics', was published in mbaskool.com.

**Rahul Rai's** article 'QE Tapering Affecting the Indian Rupee' was published in mbaskool.com.

**Rakesh Rajpal's** article on movie marketing was published in mbaskool.com.



**Saikat Sinha** won the second position in the article-writing competition conducted by MIB, Delhi School of Economics, University of Delhi.

**Sourabh Paul & Neeru Singla** won the third prize in SOS-IT competition conducted by Bitesys (Systems group of IIM Shillong). They also published an article 'Competitor Analysis: Indian Cloud Computing Service Providers' in Conquest, the Consulting Club of IIM Shillong.

**Utkarsh Bisen's** article 'Behavioural Finance' was published in The Financial Bulletin (August 2014) of IBS Hyderabad as a feature.

**Vatsal Gupta's, Suryanker Saxena's & Vishal Kumar Singh's** article 'Marketing Automation' was published in the anniversary edition of IIM Shillong's marketing magazine, Markathon.

**Neha Haridas'** article 'Entrepreneurship: Employee Engagement in Start-ups' was published in 'Samvad' (October issue) of Welingkar School.

**Mitesh Kumar's** article 'Shedding Light on Shadow Banking' was published on mbaskool.com on 28th October 2014.

**Avnish Kumar's & Abhinandan Huddar's** article 'Financing the CGTMSE Way: A Deep Insight to Growth Driver of Indian Economy' was published in 'Niveshak', the finance journal of IIM Shillong (September 2014 edition).

**Kathiresan L. & Sri Ramya Allani** won the second position in Fin-Next, a finance event in Neev 2014, the annual B-School fest at SCMHRD. They won ₹ 10,000 worth of prizes.

**Adarsh Santhanam's** article 'Health Care is Just a Click Away' was published in the 'i4C Idea and Innovation Challenge: Inclusive Innovation 2015' contest and website on 30th November 2014. He was also the global runner up in 'Create the Future Design Contest 2014'.



**Vivek Singhal's & Rohit Pandey's** article 'Journey towards Customerisation – Creating Value for Customers' was published in Markarc, a national level article-writing contest by FMS Delhi in November 2014.

**Chrystal Noronha** cleared the CFA Level 1 in December 2014.

**Shruti Panwar & Vinoth T.** won the third place in 'Promoception', a poster design competition conducted by IIM Indore on 8th December 2014.

**Abhijeet Srivastava** won the third place in Campus2Corporate Pro 2014, a national contest for B-schools and engineering institutions.

**Deepanwita Nandi's** synopsis 'Delivering Customer Experience in Digital Marketing – Impossible or an Avenue for Creativity' was published in the section 'Eye2Eye' of Markathon (November edition), the marketing magazine of IIM Shillong.

**Tejas Nimbhargi & Boris Laishram** won the first place in SMARKONSULT, organised by SIBM on 16th January 2015. The prize included cash of ₹ 5,000 plus certificates.

**Praveen Kumar Singh & Akshay Gupta** won the first place at Cognizant's Syncquest, an IT Case Study challenge at NITIE, Mumbai, on 16th October 2014. They were awarded a cash prize of ₹ 10,000.

**Shailesh Bansal's & Rijuta Bindlish's** article titled 'How Millenials are changing the Face of Marketing' was published in mbaskool.com on 11th November 2014.

**Neha Agarwal** cleared the CFA Level 1 Examination on 29th July 2014.

**Ayush Garg, Shailesh Bansal, Shrey Gupta & Ashish Jaiswal** won the second position at Navonmesh, the B-Plan competition at SJSOM and IIT Bombay, held on 1st November 2014.

**Arnab Jena, AyasKanta Mohapatra & Manasa M.** won the third place in 'Mahayojna', a strategy event conducted by IIM Indore on 30th September 2014.

**Ashwin Shetty's and Rosu Jacob's** article was published by the Marketing Cell of Master of International Business at DSE on 16th September 2014.

**Ankit Gupta's** article 'Food Service Industry in India – Key Drivers' was published in mbaskool.com on 3rd August 2014.

**Gargi Khaund's** article 'Reebok's Rebranding – A Comprehensive Analysis' was published in mbaskool.com on 12th August 2014.

**Abhijit Mitra's & Pratheek's** article on Whatsapp's acquisition by Facebook was published in the budgetary edition of InFineeti, IIFT's magazine sponsored by ISSUU.

**Adesh Kumar Tiwari's** article 'Is it the right time for SMEs to implement

ERP?' was published in insideiim.com.

**Tanvi Saxena's** article 'Healthcare Marketing: What's Unique In It?' was published on ideasmakemarket.com.

**Tharini Sridharan's** article 'Human Capital Analytics' won the first prize and was published in XpressHR, an HR newsletter of XLRI Jamshedpur.

**Ankita Sharma & Samanvita Vepa** co-authored the article 'Change Management – Enhanced Need, Reach and Style' which was published in the August 2014 edition of SCMHRD's magazine HR Mesh.

**Bhanuja Nagore's** article 'Inbound Marketing – The Connecting Dots' won the first prize and was published in IGNITE, a bi-annual magazine of FMS, Delhi.

**Sarvesh Jaiswal, Pushkar Parashar & Pratik Gangodkar** won the first place in the event Opera-BIT at LIBA

Chennai's management festival, CHRYSALIS, on 8th February 2015. They received a cash prize of ₹ 25,000.

**Kathiresan L.** secured the first place in the event Best Manager at LIBA Chennai's management festival, CHRYSALIS, on 8th February 2015. He received a cash prize of ₹ 50,000.

**Neha Chauhan's** article 'Analytics: A new dimension in Business' was published in the annual journal of the Department of Financial Studies, Delhi University, for which she won the second prize. Also, her article 'Recent Trends in Recruitment' was published in the September 2014 issue of People Tree, the biannual magazine of IIT Kharagpur.

**Harshita Hemnani, Krishnakumar S., Aadit Shah, Abhishek Rao & Mahesh Deshpande** from PGP-1 participated in the "Bobble App Business Challenge" and won the first place in review writing, third place in blog writing, second place in maximum

downloads and first place in social media presence.

**Adithya Bhardwaj & Anirudh M.** were awarded the first place in the Tata Crucible quiz contest.

**Vinayak P. and Sudarshan** were awarded the second place in the Tata Crucible quiz contest.

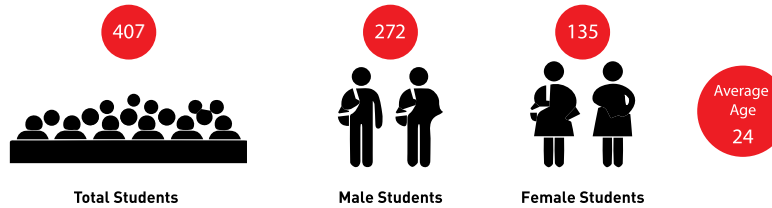
**Kumar Sachin, Dinesh Kumar B., Sandeep M. Prabhu, Soumya C. & Deepa P.** jointly wrote an article on the topic 'Leadership Change at Wipro CEO's to CEO' that was accepted for publication in IJBIT in November 2014.

**Nandini Hegde's** article 'Targeted Online Advertising – Effective or Intrusive' was awarded second place at IIM Bangalore's Literary Fest 'Sanrachana'.

# CURRENT BATCH PROFILE

PGDM Batch (2014 -16)

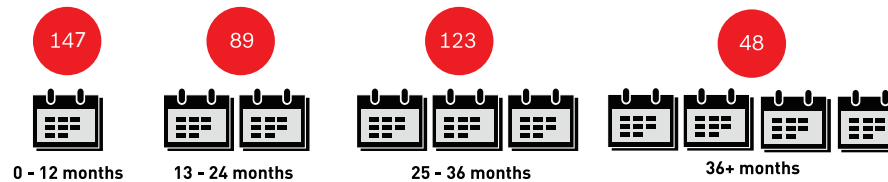
## DEMOGRAPHICS



## AREA OF INTEREST



## TOTAL WORK EXPERIENCE



# CORE FACULTY

<b>Prof. Abhilash Ramani K.</b>	BE, PGDM	<b>Prof. Kedareshwaran Subramanian</b>	BE, PGDBA	<b>Prof. Seena Biju</b>	BSc, MBA, PhD
<b>Prof. Aditya Mohan Jadhav</b>	BE, MBA, MTP, PhD	<b>Prof. George K. J.</b>	MA, MBA	<b>Prof. Sham Ranjan Shetty</b>	BE, MBA
<b>Prof. Amit Srivastava</b>		<b>Prof. Kumar Kunal Kamal</b>	MA, FPM	<b>Prof. Shirshendhu Ganguli</b>	BE, PGDTM, MMM, MTP, PhD
<b>Prof. Animesh Bahadur</b>	MHRM & IR, PhD	<b>Prof. Madhavi Latha Nandi</b>	BE, FPM	<b>Prof. Simon George</b>	MSc, MBA, PhD
<b>Prof. Aparna Bhat</b>	MA, MPhil, PGDPMIR	<b>Prof. Madhu Veeraraghavan</b>	BCom, MBA, PhD	<b>Prof. Sivakumar A.</b>	BSc (Agr), MBM, PhD
<b>Prof. Debmallya Chatterjee</b>	MTech, MSc, PhD	<b>Prof. Mahadevan S.</b>	MA (Eco), PGPRM (IRMA)	<b>Prof. Sridhar Telidevara</b>	BE, MA, PhD
<b>Prof. Durga Prasad M.</b>	MCom, MBA, MPhil, PhD	<b>Prof. Mayank Jyotsna Soni</b>	MCom, FPM (IIMA)	<b>Prof. Srikanth P.</b>	BCom, MBA, PhD
<b>Prof. Ganes M. Pandya</b>	MPhil, PhD	<b>Prof. R. C. Natarajan</b>	MA, PGDRM, PhD	<b>Prof. Sudeep Kumar</b>	BSc, MBA, FIII
<b>Prof. Gururaj H. Kidiyoor</b>	BE, PGDM, PhD	<b>Prof. Pradeepta Sethi</b>	BSc, MSc, FPM	<b>Prof. Sulagna Mukherjee</b>	MSc, MPhil, PhD
<b>Prof. Ishwar Haritas</b>	MBA	<b>Prof. Prashant Kumar</b>	Fellow (NITIE, Mumbai), MBA, BTech	<b>Prof. Sushanta Kumar Sarma</b>	PGDM, FPRM
<b>Prof. (Col) James P. S.</b>	MSc (Def), MSc (Psy), MBA, PhD	<b>Prof. Prashant Yatgiri</b>	BE, MBA, PhD	<b>Prof. Varsha Khandker</b>	MSc, FPM (IIMA)
<b>Prof. Jayanthi Thanigan</b>	BE, PGDRM, PhD	<b>Prof. Raghunath Rudran</b>	BTech, PGDRM	<b>Prof. Vasanth Kamath V. P.</b>	BE, MTech, MBA
<b>Prof. Kavitha Ranganathan</b>	PhD (Behavioural Finance), MPhil (Commerce)	<b>Prof. Rajasulochana S.</b>	MA, PhD	<b>Prof. Vidya Pratap</b>	MA, MSc, PhD
<b>Prof. Kartikeya Bolar Pramoda</b>	BE, MBA, MTP, PhD	<b>Prof. Rajiv Shah</b>	MCom, FICWA	<b>Prof. Vinod Madhavan</b>	MBA
<b>Prof. Kedar Pandurang Joshi</b>	BE, ME, FPM	<b>Prof. Ram Kumar Dhurkari</b>	BSc, MCA, FPM	<b>Prof. Vishwanathan Iyer</b>	MCom, ACA, PhD
		<b>Prof. Sankalpa Bhattacharjee</b>	MPhil, PhD	<b>Prof. Vrishali Bhat</b>	MCom, ACA, CS (Inter)

# VISITING FACULTY

<b>Prof. Sanjay Bhale</b>	Business Ethics, Strategic Management	<b>Mr. Ramakrishna Venkata Potluri</b>	Consulting Skills & Approach	<b>Prof. Mallikarjun Yadav G.</b>	Mergers & Acquisitions
<b>Dr. Bibhu Prasan Patra</b>	Business Ethics	<b>Mr. Nishith K. Mohanty</b>	Performance Appraisal and Management, Compensation Management & International HRM	<b>Prof. Srinivasan Govindarajulu</b>	IT Strategy & Management
<b>Prof. Krishnamurthy</b>	Project Management			<b>Prof. Deepak Gopalkrishnan</b>	Digital Marketing
<b>Prof. Arun Kumar Chaudhuri</b>	Quality Management and Six Sigma Green Belt	<b>Mr. Sriram Krishnamoorthy</b>	Business Analytics	<b>Prof. Dhaval Vakharia</b>	Student-Managed Investment Course - I
<b>Prof. Jaims K. J.</b>	Consumer Behaviour	<b>Mr. Ritin Mathur</b>	Business Analytics	<b>Prof. Vishwanathan Iyer</b>	Student-Managed Investment Course - I
<b>Prof. Sivaramakrishnan</b>	Competency Mapping, Recruitment and Selection, Business Leadership	<b>Mr. Pradeep Kumar Venkataramu</b>	Business Analytics	<b>Prof. Akhilesh Gupta</b>	Student-Managed Investment Course - I
<b>Mr. Ashis Sen</b>	Workshop on Emotional Intelligence	<b>Mr. Sourabh Deshmukh</b>	Business Analytics	<b>Prof. Piyush Anil Shah</b>	Operations Management - I
<b>Prof. Ramanujam P. B.</b>	Commercial Banking & Securities Markets, Investment Banking, Project Finance, Commercial Banking	<b>Mr. Goudar C. V.</b>	Business Analytics	<b>Prof. Naveen Narayan</b>	Management Accounting
<b>Prof. Avinash Paranjape</b>	Money, Banking and Monetary Policy	<b>Prof. S. Mahadevan</b>	Sales Management, Distribution Management	<b>Prof. Soumitra Raj</b>	Bank Management and Regulation
<b>Prof. Santhosh Nandi</b>	M-Commerce	<b>Dr. Bhaskara Rao</b>	Managerial Communication - I	<b>Prof. Ravindranath Shanbhogue</b>	Business Law
<b>Dr. Shashidhar Acharya</b>	Healthcare Systems and Policies in India, Quality Management in Healthcare	<b>Dr. Shalini Verma</b>	Managerial Communication - I	<b>Prof. Rohit Koshy</b>	Executing Competitive Business Strategy - STRATSIM
<b>Mr. Pramod Allamraju</b>	Consulting Skills & Approach	<b>Prof. Sridhar I.</b>	Financial Markets and Institutions	<b>Prof. Binoy Balan K.</b>	Modelling with Spreadsheets
		<b>Prof. Rajiv Misra</b>	Theory of Constraints	<b>Prof. Malavika Harita</b>	Integrated Marketing Communication
		<b>Prof. Saji K. Mathew</b>	Data Mining for Business Intelligence	<b>Prof. Narayan Rao S.</b>	Portfolio Management
		<b>Prof. Praveen Kamath</b>	Learning & Development		



**Prof. Love Tandon**

E-Business

**Mr. Vivek Kaul**

Student-Managed  
Investment Course

**Prof. Arnold J. Mascarenhas**

Managerial  
Communication - II

**Prof. Santosh Nandi**

Strategic Management

**Prof. Saji Abraham**

Business Law

**Prof. Ishwar Haritas**

Strategic Management

**Prof. Bhavanishankar S. Revankar**

Workshop on  
Entrepreneurship and  
Business Plan

**Prof. Srinivasan Sundaresan**

Corporate Strategy

## **ADJUNCT FACULTY**

**Prof. Mohan Kumar**

BSc (Engg), MSE

**Prof. Rajesh Rajah**

PGDM

**Prof. Vasudev Rao A. S.**

BE (Mech), PGDBM  
(XLRI), PhD, PGD (Met  
L & S), MISTE

**Prof. Vinit Thakur**

Ex-Global Head of  
Learning and  
Consultancy  
Development, US  
Technology Resources  
LLC

# TAPMIANS ALL AROUND

1986-88  
Mr. Anoop Nambiar G.  
**IBM**  
Director - Channel Sales

1987-89  
Mr. Mathew Xavier  
**United Spirits Limited**  
COO

1987-89  
Mr. Venkatesalu A. N.  
**Concorde Motors India Ltd.**  
Director

1988-90  
Mr. B. Manohar Kamath  
**Shoppers Stop**  
COO

1989-91  
Mr. Niranjana K.  
**Honeywell**  
Director

1989-91  
Ms. Ruby Singh  
**Madison Communications Pvt. Ltd.**  
Chief Strategy Officer

1989-91  
Mr. Sourav Nath Ghosh  
**IBM**  
Senior Consultant - Strategy & Transformation

1989-91  
Mr. Venkateshwar Kumar M.  
**Future Value Retail**  
Business Head

1990-92  
Ms. Anusha S. Rao  
**Autumn Worldwide**  
CEO

1990-92  
Mr. Goverdhan Reddy  
**3M India Ltd.**  
General Manager

1990-92  
Mr. Madhusudhan Seshadri  
**Citibank**  
Director

1990-92  
Mr. V. Prem Kumar  
**Cisco**  
HR Head

1991-93  
Mr. Vivek S. Bajaj  
**HSBC**  
Vice-President - Corporate Trust

1992-94  
Mr. Anurag Bhushan  
**PayPal**  
Senior Director - Merchant Sales Strategy & Operations, Asia-Pacific

1992-94  
Mr. Ashok V. Patil  
**Arcelor Mittal Ostrava**  
Chief Financial Officer & Vice-Chairman of the Board

1992-94  
Mr. Kareti Pavan  
**Apple India Pvt. Ltd.**  
Country ASC Manager

1992-94  
Mr. Rajeev Mahajan  
**American Express**  
Vice-President

1993-95  
Mr. Amarinder Butalia  
**Ogilvy & Mather**  
Sr. Vice-President

1993-95  
Mr. Anand S.  
**Lowe**  
Group Creative Director

1993-95  
Mr. Deepak Nath P. J.  
**SAB Miller**  
Vice-President - Marketing

1993-95  
Mr. Jal R. Master  
**Genpact LLC**  
Vice-President

1993-95  
Mr. Rajesh Pandalai  
**PernodRicard**  
General Manager

1993-95  
Mr. Harpreet Singh Sawhney  
**Barclays Wealth**  
Associate Director

1993-95  
Mr. Premesh Khungar  
**RBS**  
Director - Treasury

1993-95  
Mr. Vijayanand Nair S.  
**Coffee Day**  
President

1994-96  
Mr. Manzoor Ul Ameen  
**Titan Eye+**  
Head- Marketing & SCM

1994-96  
Mr. Pavan Chandra  
**Crossdomain Solutions Pvt. Ltd.**  
Chief Operating Officer

1994-96  
Mr. Sireesha B.  
**Google**  
Google Agency Development Lead, Omnicom

1994-96  
Mr. Arjun Ajmera  
**Wall Street Finance Limited**  
CEO

1994-96  
Mr. George Philip  
**Capgemini**  
Vice-President, Business Information Management

1994-96  
Mr. Mathew Chandy K.  
**Danone Dairy**  
Marketing Director

1995-97  
Mr. Anuj Jain  
**Bosch Software Innovations**  
Managing Director

1995-97  
Mr. Sivakumar K. B.  
**Citigroup Inc.**  
Sr. Vice-President

1995-97  
Mr. Vineet Arora  
**Royal Bank of Canada**  
Director & Chief Representative

1995-97  
Mr. Vivek Vasant Rao Takalkar  
**Star India Pvt. Ltd.**  
Sr. Vice-President - Distribution Strategy & Marketing

1995-97  
Mr. Anand Khurana  
**Airtel**  
Circle CEO

1995-97  
Mr. Chandana Agarwal  
**Ogilvy & Mather**  
Managing Partner

1995-97  
Mr. Madhavan P. B.  
**Ford Motor Company**  
Purchasing Director

1995-97  
Mr. Raghu Krishnan S.  
**Reckitt Benckiser Malaysia**  
Sales Director

1996-98  
Mr. Rajesh Sheshadri  
**Google**  
Head - Sponsorships and Programs, APAC

1996-98  
Mr. Ravi Kiran B.  
**Citigroup Inc.**  
Sr. Vice-President, Global Derivatives

1996-98  
Mr. Ruchin Chandra  
**Accenture**  
Vice-President - Operational Excellence

1996-98  
Mr. Sudheendra M. R.  
**Accenture**  
Principal - Account Manager

1996-98  
Mr. Suraj Tripathy  
**Bank of America Merrill Lynch**  
Director, FIG Corporate & Investment Banking Professional

1996-98  
Mr. Dixit Rajanish Ramesh  
**Vodafone India**  
Head - Marketing

1996-98  
Mr. Ganesh Baliga  
**Citigroup Inc.**  
Sr. Vice-President - Application Development Group Manager

1996-98  
Mr. Sateel Nair  
**Capgemini**  
Vice-President

1997-99  
Mr. Ramprasad Santhanam  
**Barclays Bank Head - Credit Cards**  
Portfolio, Barclays Emerging Markets

1997-99  
Mr. Nikhil Sharma  
**Axis Bank**  
Vice-President

1997-99  
Mr. Amit Ashok Joglekar  
**Bank of America**  
Vice-President - Fixed Income Structured Products Group

1997-99  
Mr. Dhiren Rodrigues  
**Citigroup Inc.**  
Vice-President

1997-99  
Mr. Garapaty Srikrishna  
**Bank of America**  
Vice-President - QA Manager

1997-99  
Mr. Mayukh Roy  
**Etihad Airways**  
Head of Commercial Route Management

1997-99  
Mr. Sushil Kumar H. S.  
**Axis Bank**  
Deputy Vice-President

1998-2000  
Mr. Anirvanjyoti Sen  
**Genpact LLC**  
Vice-President - HR

1998-2000  
Mr. Dilip Jain B.  
**Fidelity Investments**  
Director

1998-2000  
Mr. Gunjan Madan Kumar  
**Citigroup Inc.**  
Director, Emerging Markets Coverage Head - Global Subsidiaries Group

1998-2000  
Ms. Shilpa Bhandari  
**Dell**  
Services Account Executive Director & Head Americas, Banking & Capital Markets

1998-2000  
Mr. Sudhir R. Nair  
**Berger Paints India Ltd.**  
Deputy General Manager - Marketing

1998-2000  
Mr. Tushar Sharad Dharkar  
**Metro Shoes**  
Marketing Manager

1998-2000  
Ms. Alka Pai  
**Citicorp Services India Limited**  
Sr. Vice-President

1998-2000  
Mr. Raaj Kumar Khetan  
**Citigroup Inc.**  
Sr. Vice-President, Asia-Pacific AML Compliance

1998-2000  
Mr. Shilov P. Mani  
**DDB Mudra**  
Head West - Tracylocke

1999-2001  
Mr. Ajay A. Shenoy  
**Vodafone India**  
Head - Business Operations

1999-2001  
Mr. V. Santhosh  
**Intel**  
Country Manager

1999-2001  
Mr. Girish S. Gargeshwari  
**McAfee India**  
Head- Midmarket & SMB (India & SAARC)

1999-2001  
Mr. Kiran Kumar R.  
**The Walt Disney Company (I) Pvt. Ltd.**  
Sr. Account Manager

1999-2001  
Mr. Pratham Hegde  
**Amazon Internet Services Pvt. Ltd.**  
Kindle Marketing Analytics India Lead

1999-01  
Mr. Sharad Agarwal  
**Audi India**  
Head - Corporate, Fleet, Leasing, Financial Services & Pre-owned cars

1999-01  
Mr. Sujay S. Vasudevan  
**Visa**  
Country Risk Manager, South Asia

2000-02  
Mr. Ajoy V.  
**Amazon Internet Services Pvt. Ltd.**  
Sr. Recruiter

2000-02  
Mr. Amit Gulati  
**Genpact LLC**  
Assistant Vice-President

2000-02  
Mr. Anshul S. Chaturvedi  
**Wrangler- VF Arvind Brands Pvt. Ltd.**  
Sr. Marketing Manager

2000-02  
Ms. Gayatri B. G. Ojha  
**Vodafone India**  
Brand Communications Head - M-Pesa

2000-02  
Mr. Mohit Manocha  
**BNP Paribas**  
Regional Sales - Middle-East & Southern Africa

2001-03  
Ms. Aakanksha Arora  
**L'Oreal Paris USA**  
Assistant Vice-President - Customer Marketing

2001-03  
Mr. Amit Banerjee  
**Barclays Bank**  
Vice-President - Credit Risk, Large Corporate Credit

2001-03  
Ms. Suehlan Yu  
**Accenture**  
General Manager - HR

# PLACEMENTS AT TAPMI

## MIP (SUMMER INTERNSHIP) PROJECTS

MIP (Management in Practice), an 8-week summer internship programme, provides a unique opportunity to students to get deeper insights and understanding about organizations and their management practices under the expert guidance of industry mentors. This programme was given the 'Best Innovation in Management' award by the Association of Indian Management Schools.

Aayuja Technologies  
Aircel  
Altisource  
Anand Rathi  
Anosales  
Appsdaily  
Apsara Tea  
Ashok Leyland  
Aspire Telesolutions  
Assured Gain  
Atchayam's Foodbox  
Bajaj Allianz Life Insurance  
Barefoot Consultancy  
Bharati Softbank  
Bifrost Branding  
Big Basket  
Big Indian Wedding  
Biznethics  
BMR Associates & LPP  
Boehringer Ingelheim  
Bombil Media  
BSE  
BSL PRIMLAKS

Cappgemini  
Cloudnine Hospitals  
CRISIL  
D.E.Shaw  
Dataweave  
Davita  
Del Monte  
Delhivery  
Deloitte Consulting  
DigitalMyBiz  
Doodleblue  
Dr. Agarwal Eye Hospital  
Dream Wallets  
Echovme  
Edureka  
Evren Assets  
Explico Consultancy  
Fiat Chrysler Automobiles  
Fidelity Investments  
fin@work  
Finstream  
Flipkart  
Focus Academy for Career Development

FutureGenz  
Giftxoxo  
Globelink  
GM  
Grant Thornton  
HCL  
Health Impetus  
Hedge Equities  
Herotalkies  
Husys  
IDBI Federal  
Integra Software Solutions  
InTouch Analytics  
Isobar  
JPMorgan  
Karnataka State Police  
Kaybase  
Kedia Commodity  
Knitcraft  
Koan Digital  
KYB Conmat Pvt. Ltd.  
Landmark Group - Lifestyle  
Landor

Littler Associates  
Locville  
Manipal Technologies  
Microsoft  
Mobitrack  
Monarch Group  
Mphasis  
Muses Marketing  
My Drops in the Ocean  
My Super Brain  
mynoticeperiod.com  
New Rubric  
Nova  
Novonus  
Online Prasad  
Ozone Networks  
People Business  
PeopleTree Hospital  
Perfetti  
Planetronics  
Prequate  
PrognosisD  
Quadra Point

Ramms  
RedFM  
Reitzel  
Reliance ADA / Zapak  
S H Kelkar  
S K Khandelwal  
Saatchi & Saatchi  
Samunnati Finance  
SBI  
SBI Capital  
SBI Life  
SELCO Foundation  
Shipdesk  
Siemens  
Singylstroke  
Snyxius Technologies  
Castrol  
Connect  
Broadband- Videocon  
Eicher Motors  
Hitachi Consulting  
Komil Media  
KPMG

KPR Technologies  
PNB Investments  
Sporting Ethos  
SrJna Foundation  
Suryoday Microfinance  
Tata Capital  
The Media Ant  
Titan  
Tolexo  
Urban Restro  
Venuekart  
Vismaya Online  
Vodafone Ltd  
Wildcraft  
Wipro Consumer Care  
Wipro Technologies  
Wishtree Technologies  
Wooplr  
Zigsaw Consultancy  
Zrotra



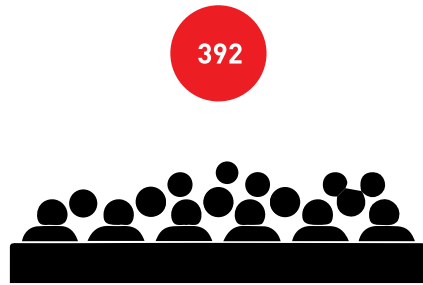


## OUR ESTEEMED RECRUITMENT PARTNERS 2014-15

- ▶ ACG Worldwide
- ▶ Analytics Quotient
- ▶ Apps Daily World
- ▶ Aptean
- ▶ Arvind Limited
- ▶ Axis Bank
- ▶ Axis Risk Consulting
- ▶ Bajaj Allianz
- ▶ Bharat Matrimony
- ▶ Capgemini
- ▶ Care Ratings
- ▶ Cigniti
- ▶ Coffee Day
- ▶ Cognizant Business Consulting
- ▶ Cognizant Technologies
- ▶ Crisil
- ▶ Dell
- ▶ Deloitte
- ▶ Ernst & Young
- ▶ Fidelity
- ▶ Freshdesk
- ▶ GCMMF - Amul
- ▶ GlaxoSmithKline
- ▶ Godrej & Boyce
- ▶ Grant Thornton
- ▶ Great Eastern Shipping
- ▶ HCL
- ▶ HDFC Bank
- ▶ HDFC Life
- ▶ Honeywell
- ▶ HSBC
- ▶ HSBC - Analytics
- ▶ IBM
- ▶ ICICI Bank
- ▶ ICICI Prudential
- ▶ Idea
- ▶ IFB
- ▶ IKYA
- ▶ IMACS
- ▶ iNautix
- ▶ India Properties
- ▶ Infosys
- ▶ JPMorgan Chase
- ▶ Khazana Jewellery
- ▶ Kirloskar
- ▶ Kotak Bank
- ▶ L&T Finance
- ▶ Latentview Analytics
- ▶ Magma
- ▶ Manipal Technologies
- ▶ Medall
- ▶ MEMG
- ▶ Microsoft
- ▶ Mindtree
- ▶ Mphasis
- ▶ Mu Sigma
- ▶ Next Education
- ▶ NIIT Technologies
- ▶ NMC Healthcare
- ▶ Odessa Technologies
- ▶ Pantaloons
- ▶ Perfetti
- ▶ Qikwell
- ▶ SAP
- ▶ SBI Capital
- ▶ Sequel Logistics
- ▶ Snapdeal
- ▶ Span Infotech
- ▶ Sutherland
- ▶ Syntel
- ▶ Tata Capital
- ▶ Tata Power
- ▶ TCS
- ▶ TE Connectivity
- ▶ Titan
- ▶ Urban Restro
- ▶ Virtusa
- ▶ Volvo Eicher
- ▶ Wipro Consumer Care
- ▶ Wealth Advisors
- ▶ Wildcraft
- ▶ Wipro
- ▶ WNS
- ▶ Zoho
- ▶ Capital Via

# PLACEMENT STATISTICS

## PGDM



**Total Students**



**Male Students**



**Female Students**

Specialization	No. of Students	% of Students	Placed	% Placed
Marketing	250	63.78	250	100
Finance	88	22.45	88	100
HR	35	8.93	34	97.14
Operations	18	4.59	18	100
Systems	1	0.26	1	100

Package	Average	High	Low
Average	8.83	16.5	5.5
International	15	15	15
National	8.68	16.5	5.5
Systems	1	0.26	100

Sector - Student Specialization					
	Marketing	Finance	HR	Operations	Systems
Analytics	4	2	0	0	
Banks / Financial Institutions	26	30	5	2	1
Banks / Financial Institutions / Insurance	0	1	1	0	
BPO / KPO	0	0	2	0	
Consulting	31	21	3	4	
E-commerce	19	0	2	1	
Education / Teaching & Training	4	0	0	0	
FMCG / Retail / Consumer Durables	12	0	1	1	
High Technology Electronics / Manufacturing / Service	29	0	2	3	
IT / ITES	108	30	17	4	
Logistics	1	0	0	1	
M-commerce	1	0	0	0	
Pharma / Biotech / Healthcare / Hospitals	10	2	0	2	
Shipping	0	2	0	0	
Telecom	5	0	1	0	

# PLACEMENT PROCESS

## Summer Placements

**August 2015**

Commencement of pre-placement talks

**September 2015**

Summer Placement

**April 2016**

Students undergo internship for eight weeks

## Final Placements

**October 2015**

Commencement of pre-placement talks

**October 2015**

Final Placements

**April 2016**

Students available to report to work

## GETTING TO MANIPAL, KARNATAKA

TAPMI is located in the beautiful university town of Manipal, near the coastal town of Udupi in Karnataka. Manipal is easily accessible by road, rail and air. Udupi (5 kms) and Mangalore (65 kms) are the two main cities that serve as entry points to Manipal. The nearest airport is at Mangalore, which is a one-and-half hour drive from Manipal. Apart from domestic flights, Mangalore also has direct international flights from Dubai, Abu Dhabi, Doha-Qatar, Bahrain and Kuwait.



# PLACEMENT TEAM



## **Mr. George K. J.**

Chair – Placements

Direct: +91 820 2701 468

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