



K J Somaiya Institute of Management Studies & Research



Redefining Limits



**Placement Brochure
2015-16**

Our Founder



Padmabhushan
(Late) Shri Karamshibhai J Somaiya
(May 16, 1902 – May 9, 1999)

An entrepreneur and philanthropist, he founded the SOMAIYA VIDYAVIHAR in the year 1959, with a vision to serve the educational needs of the society.

He believed that modern education should have its roots in strong values. He was committed to the ideal : “ What you receive from society, give back multi fold ”.

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Director's Message

On behalf of K J Somaiya Institute of Management Studies & Research, it is my proud privilege and honor to invite you to take part in our PLACEMENTS PROGRAMME for the PGDM, PGDM - IB (International Business), PGDM - RM (Retail Management), PGDM – FS (Financial Services), PGDM (Comm) – Communications and the MMS Programme (University of Mumbai) for the Batch of 2014-16. I thank each of you for joining us once again for the placement season and welcome those companies who are visiting our campus for the first time.



There is no greater calling than to teach and guide young people. At our Institute, we provide the young and energetic MBA aspirants fantastic learning opportunities for honing their skills to become leaders in whichever organization and geography they choose to be. We are not only committed to academic excellence and developing intellectual competence, but also to freedom of expression and inquiry, exchange of ideas, cultural activities, intensive classroom instruction, and numerous formal and informal events of the Somaiya Vidyavihar community. All of this combines to ensure that each student receives a thorough education and learning opportunity in sync with the global realities of an evolving world.

We live in an era of risk and volatility and the concept of market leadership is very precarious with the blurring of boundaries between industries. We conduct intensive discussions in our classrooms of numerous Harvard and non Harvard business school case studies including those based on Indian businesses. It is our endeavour to make the students appreciate that apart from traditional methods of management it is important to be quick to read and react to the signals of change and be adaptive to the dynamic changing business environment. The students are taught that learning and unlearning must happen at the same pace.

We, as an institution, are proud of our heritage, global in the reach of our ideas and universal in our service. Our aim is “to be a world-class business school by creating and developing capabilities in value- based education, intellectual capital and social responsibility”.

The institute offers students opportunities to interact with and learn from corporate professionals, spiritual gurus, and alumni who are industry leaders. We are proud to have alumni who are in top management in large corporate houses in India and abroad. Leaders of the business, representatives of government and non-government organizations, artists and intellectuals regularly visit our campus on invitation to deliver talks and presentations that provide insights to the careers and personal attributes of these role-models. Last year, we had the good opportunity to host on campus illustrious luminaries like Mr Raghuram Rajan – Governor of the Reserve Bank of India and His Holiness Shri Dalai Lama among others.

We invest a lot in our students because we believe that students are our real brand ambassadors and it is them who actually establish our brand. The real judgment of an educational institute is not the ranking secured in magazines but rather it is the quality of the students and the alumni that is appreciated by the corporate world around the globe. We are ISO 9001 certified, hold South Asian Quality Certification, and are registered to get the AACSB American Quality certification (The Association to Advance Collegiate Schools of Business).

We have a number of International exchange programs with universities in Germany and Austria. We also have short term immersion programs to countries like China and Singapore where the students learn the on-ground management of the operational and marketing activities of brands such as the likes of IKEA, Volkswagen etc.

On behalf of the Institute, I once again welcome you to our campus and are happy to be your partner in success.

Best regards,

Dr Monica Khanna
Incharge Director

About SIMSR



K J Somaiya Institute of Management Studies and Research (SIMSR) was established in 1981 as a part of Somaiya Vidyavihar with the objective of providing state of the art education in management and allied areas.



The Institute is nestled in a 65 acre campus in the central suburbs of Mumbai and offers Ph.D. program in Management of the University of Mumbai & SNTD Women's University, along with several other full time and other part time Masters and Post Graduate Programmes in Business Management, and Masters in Computer Application. The Institute also offers several subject specific certificate and executive development programmes for various companies and NGOs. It has also had the privilege of developing and

delivering management programmes for senior officers of the Indian Navy.

The rigorous and case based teaching – learning process ensures that the students of the Institute are able to apply their concepts to the real world business problems. The alumni have risen through the ranks and now occupy strategic positions of decision making across different industries in India and abroad.

Somaiya Vidyavihar was established by Padmabhushan Late Shri K J Somaiya in 1959. An Entrepreneur, Philanthropist and a Visionary, he firmly believed that modern education had to have its roots in strong values. This underlying theme and legacy of Somaiya Vidyavihar is continued and strengthened by our current president Shri Samir Somaiya.

Infrastructure - “Our Arena of Learning”



Institute Building

The institute with a state of the art teaching learning facilities, sports and culture makes it a true center of academic excellence. The Institute is housed in two adjacent spacious, well- furnished and air conditioned buildings surrounded by lush greenery.

Library

The fully computerized library has more than 70,000 books, CD's and video films. Housed in an area of 7,000 sq. feet, the library offers access to online data bases like EBSCO, PROQUEST, CRISIL, Euro monitor, WARC, Frost & Sullivan and financial database like CMIE PROWESS which provide online access to over 8,000 national and international journals, research papers, articles, dissertations and financial data. The library also subscribes to a wide range of national and international newspapers, magazines and journals.



Sports Facilities

The founders and trustees of the institute have always strived to create a warm and healthy environment for the students as well as the faculty and staff. The Somaiya campus is built such that it ensures holistic development. Keeping in mind needs of the students, the campus offers a variety of sports facilities. Students can engage in a wide range of sports which enable fitness, rejuvenation and stress busting. These state of the art facilities are well maintained and can also be put in use by students who wish to pursue a career in sports. In addition to this, professional coaching and training is also available.



Infrastructure - “Our Arena of Learning”



Hostel /Accommodation

The institute offers compulsory in-campus separate hostel facilities for boys and girls of all the Post-Graduate Management Programmes. The hostel offers 660 beds and 20 faculty residences. The hostel is well equipped with all modern facilities including 24x7 Internet facilities, laundromats, student mess and gymnasium.

Medical facilities

Student residents requiring medical attention can consult the doctor free of charge, who visits the campus based on a regular schedule. Student residents can also avail facilities available in K.J. Somaiya Medical College and Research Center situated near to the campus.



Other facilities

Students have the option of learning additional courses like yoga and several foreign and oriental languages including Mandarin, Spanish, Italian, German, French, Japanese, Sanskrit and Pali. Several spiritual sessions are also conducted at the campus for the benefit of the students and faculty.

It has got state of the art red & blue auditoriums and amphitheatre for various students' activities, conferences & events.



Infrastructure - “Our Arena of Learning”



Computing facilities

The computer center is one of the best equipped IT centers geared to aid the learning process. Software package like SPSS, SAP-ERP, Rational Rose enable in conducting data analysis for business and marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects.



Canteens

The canteen, which is situated in the administrative block, is of around 2,250 sq feet and is located on the ground floor of the Institute building. It is very well ventilated and has a seating arrangement of more than 100 students at a time. This is complimented by a covered open air seating arrangement with lots of greenery, that makes it a great place where students can get together to discuss their assignments and projects over cups of tea / coffee and tasty food bites.

Student activities at SIMSR



SIMSR believes in developing perspectives, which bestows the best in a management student. Its student centric approach has brought forth many opportunities that mold the character and personality in terms of creative, organizational and managerial skills. These activities are held throughout the year and it serves as an interface to interact with industry executives. Students at SIMSR showcase the best of their abilities at various events and leverage these opportunities for developing all round personality as they move out of the portals of this institute.

Here are few of the opportunities in SIMSR

Placement Committee

The Placement Committee at SIMSR is a student-managed and student-run body with twin objectives of "finding every participant an appropriate profile and providing the employer with the best". The Placement Committee facilitates the entire placement process, ensuring a smooth transition for a participant from campus life to a corporate life. Our values drive us to ensure that companies are able to select committed and competent resources with character. We also understand that management graduates want to select companies and careers of their choice. The Placement Committee is the bridge between two of the principal stakeholders of the institute – the corporate and the participants of the programs.

Alumni Committee

The Alumni Committee strives to maintain a strong connect with the past and present SIMSRites. The committee updates the database of the alumni to ensure that the Alumni remain in contact with their Alma Mater. Events like CONFLUENCE, NOSTALGIA, ALUMNISCENCE, held round the year, provide invaluable opportunities to the Alumni to network among themselves and feel nostalgic of the great times they spend in this campus.

Interface

The marketing club in SIMSR - Interface serves as platform for nurturing the budding minds of marketeering enthusiasts. The keen interest of marketers is holistically invested in various opportunities such as Advertising, Branding, Case Study Analysis, etc. Marketing provides the connection between customer needs and industry solutions. INTERFACE strives to be that bridge that provides ample industry exposure and knowledge to students. The club's efforts are essayed in events that are held round the year, and are showcased in their magazine - Marksman.

Guest Lecture Committee

The Guest Lecture Committee invites eminent personalities from across the industrial spectrum to campus to deliver guest lecturers on interesting topics to help students get updated on the latest in the corporate world .

Student activities at SIMSR



Admissions Committee

One of the most visible and student-driven committees is the Admissions Committee. Comprising interested students, the committee assists the Admissions Director in collateral material development, web pruning, enquiry management, media planning, GDPI operationalization, selection process etc.

Fin Street:

The finance club in SIMSR - aims at providing financial awareness to sharpen financial skills among enthusiasts. It also gives the industry exposure for nurturing the young minds towards a finance driven career. Popular events are INVESTRIX, FINOCURIOUS, and FINSTREET FIESTA etc. Through 'FINly' the latest business insights pertaining to finance are published, every fortnight.

E-Cell

Pathfinder E-Cell aims to inculcate entrepreneurial mindset in the student community and to act as a facilitator between the budding entrepreneurs and various opportunities at different levels. Their mission is to bring the brightest ideas from around the nation to the forefront by organizing timely entrepreneurship related activities assuring exposure to entrepreneurs and to foster and sustain the spirit of entrepreneurship amongst the student fraternity and provide them with a platform to convert their ideas to businesses.

Public Relations:

Public Relations (PR) is one of the student committee in SIMSR, who are responsible for leveraging the brand SIMSR to the world outside. They function in tandem with other committees to help brand SIMSR grow. Popular PR events round the year are SPRIHA and SAMAVESH.

Enactus:

Enactus is the social cell of the college, which aims for making a difference to the society at large. Enactus works on the belief that in order to achieve holistic development of a student and corporate success; contribution to society is indispensable. Apart from 5 projects operational in 4 villages and slums of Mumbai region, the committee also undertakes various social activities like Blood Donation Camps, Recycling Drives, and Joy of Giving etc.

Quantinum:

Quantinum is the intellectual warehouse of SIMSR where all keen mathematicians explore various genres of the mathematical world, which it has to offer. It's the Quants forum in SIMSR that emphasizes on the need and usage of numbers in our day to day lives. It is of utmost importance in the life and career

Student activities at SIMSR



of a management graduate, since management is all about taking the right decisions, at the right time, at the right place. No doubt, the knowledge of numbers and your quantitative skills will help one in making informed choices. Quantiz (Quiz), E-Tambola are few of the events, which are held throughout the year.

Student Activity Forum (SAF)

Student activity Forum or SAF aims at providing a platform for SIMSRites to express their creative skills. It ensures that the students present across respective courses work as a team and strives for keeping the spirit of teamwork and cooperation alive. Cultural events like All Izz Well and Impressions are held throughout the year.

Consultancy

Consultancy in SIMSR provides a multi-dimensional opportunity for growth of the students. The consultancy club acts as a forum for continual interaction of the corporate world with the student community for effective conceptualization of business ideas, while working towards preparing the students for a career in consulting. In addition to providing practical experience through events, competitions, guest lecture facilitation; the club serves as the nucleus for pioneering consulting live projects, it has developed a reputation for its excellence, with activities spanning across several spheres like Management Consulting, Process/Operations Consulting, Marketing Consulting, Financial Consulting etc. Consultancy has played an active role in solving corporate challenges related to Amul, Collins, Unicef, FIFA (Foundation of Independent Financial Advisors).

The various other student run clubs and committees underline the fact that SIMSR provides holistic development of the students to become industry leaders of tomorrow.

Some of them are as follows:

- FORSE - Forum of Operations Research and Supply Chain Enthusiasts
- Humanist - HR Club of SIMSR
- CII Yi - Confederation of Indian Industry Young Indians
- IBS - International Business Society
- Gita Club
- SIMSR Talkies
- Acumen - Quizzing and Debate Club
- Retail Lab
- Women Development Cell
- Sports Committee

SIMSR Events



The proactive student body of SIMSR conducts numerous activities under the aegis of in-house committees in association with many industrial players.

A few events in SIMSR are enumerated as below –

Melange

The Flagship Management and Cultural festival

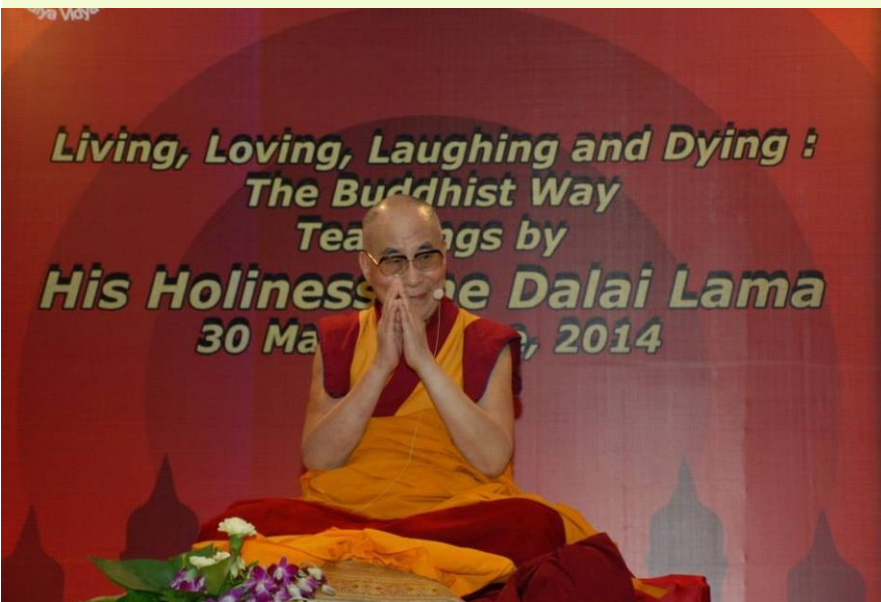
Nostalgia

The Alumni Home Coming Event

Spriha

The Annual Intercollegiate Summer Internship Presentation Competition

..... and many more



SIMSR also hosts annual conferences organized by each of its departments. This year SIMSR Global Marketing Conference marked its tenth glorious year where key note speakers exchanged their thoughts on “Marketing Analytics for Developing Effective Marketing Strategies”. The finance department of the institution hosted the Annual Finance Conference with the theme being “Contemporary Issues in Modern Finance”. SIMSR also hosted two international conferences with Dr. David Caruso, Yale University who shared his patented model on “Emotional Intelligence” and Dr. Dirk Hartel, University of Stuttgart who provided insights into “German and European Logistics in the Automotive Industry”. Among its many other firsts, SIMSR this year saw the launch of TEDx Gateway Campus Connect with interactions with leading tech innovators and entrepreneurs.



Guest Speakers



Every year SIMSR witnesses the presence of many eminent scholars. Arvind Rangaswamy, Kevin Lane Keller, Larry Faulkner, Melvin Goldman and Jagdish Sheth have been key note speakers on various events at our institute. Senior corporate professionals from leading organizations have graced a glittery of competitions and seminars held on the campus.

Some of our recent talks by distinguished speakers

Mr. R.V.Subramaniam Iyer, Vice President, Reliance Jio on Sustaining Relevance with Industry

Mr. Saurabh Grover, DGM, Marketing, Volkswagen on Product Strategy in Indian Automobile Industry

Mr. Sunil Gurbaxani, Senior Vice President on Ground Rules for Excellence in Banking

Mr. Mehrab Irani, General Manager, Investments, Tata Investment Corporation on Financial Slavery to Financial Nirvana

Mr. Sunu Mathew, Founder, MD, LEAP India, Positioning for Corporate Excellence

Ms. Paramita Sarkar, Head, Nutrition and Health, South Asia, BASF, Marketing Strategy of a Firm in Today's Dynamic World

International Exposure



SIMSR has reached out to institutions and industry stalwarts beyond national boundaries to bring in international professional, educational and cultural exposure to students through exchange programs, global conferences organized on campus, immersion programs and guest lectures.



Immersion Programmes

SIMSR successfully organized and completed the 4th International Immersion Program to China & Singapore in March 2015.

During the 10 days of the program, the team of 26 students lined up a plethora of learning experiences for students in the form of more than 25 factory visits and interactions with top management of famous companies in China (Shanghai and Hangzhou) and Singapore where there were interactions with Head of Axis Bank, Head of Bharat Forge China, visit to Shanghai Volkswagen, SAIC, Coca Cola to name a few.



The institute plans to include more international locations in the coming session of its immersion programme and keep providing the students a true global experience!

Exchange Programmes:

Our international linkages with universities abroad enable our students to develop a global perspective which is imperative for operating successfully in today's dynamic business environment. SIMSR has an understanding with the following institutions to facilitate student

exchange.

1. University of Applied Sciences Upper Austria, Steyr, Austria
2. University of Applied Sciences, Krems, Austria
3. DHBW University, Stuttgart, Germany
4. THI Business School, Ingolstadt, Germany

Guest Speakers from Abroad:

1. Prof. Melvin Goldman, Cornell University
2. Gaston Stronck, Ambassador of Luxembourg to India
3. Mr. Navin M. Parekh, Member of Order of Canada
4. Dr. Porus D Olpadwala, Professor at the College of Architecture and Planning of the University of New Mexico, USA
5. Prof. Larry Faulkner, former Dean - University of Texas, Houston USA & former Director - ExxonMobil, US

Course Details

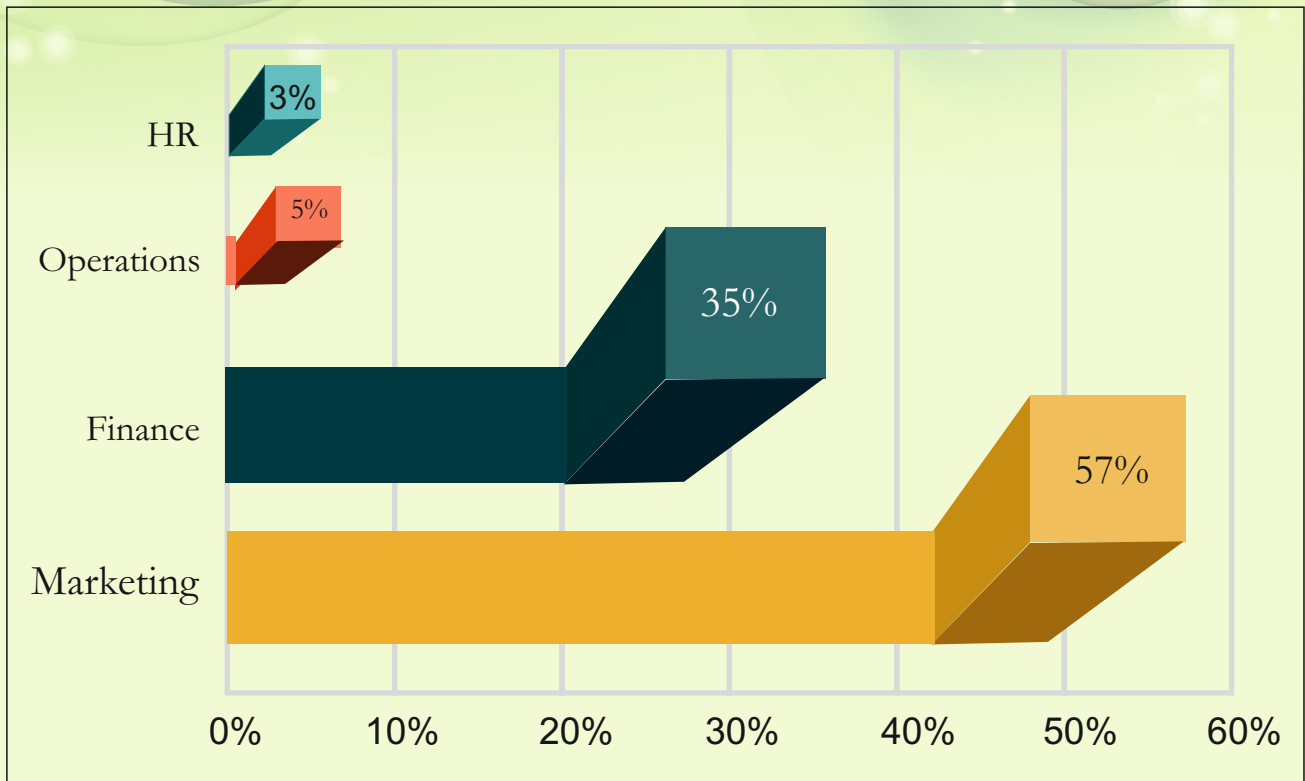


	MMS	PGDM	PGDM International Business	PGDM Financial Services	PGDM Retail Management	PGDM Marketing Communications
Intake	120	120	60	60	60	60
Specialisation Offered	Marketing HR Operations Finance	Marketing HR Operations Finance	Marketing Finance	Finance	Marketing	Marketing
Examination Process:	All programmes are spread across six trimesters over a period of two years.					
	All PGDM programmes are two-year full-time and AICTE approved. The MMS Programme is affiliated to university of Mumbai.					
Pedagogy:	A judicious blend of theory and practice, case studies, live projects on brands, workshops and guest lectures by industry specialists, concurrent projects with industry for hands-on experience. The pedagogy comprises of case studies, projects, assignments, presentations, guest lectures, role plays, field visits, field projects and interactive classroom lectures and discussions. Students are expected to spend considerable time on self-study and come prepared for the classes. The process lays emphasis on case studies, industry relevant projects and research papers.					

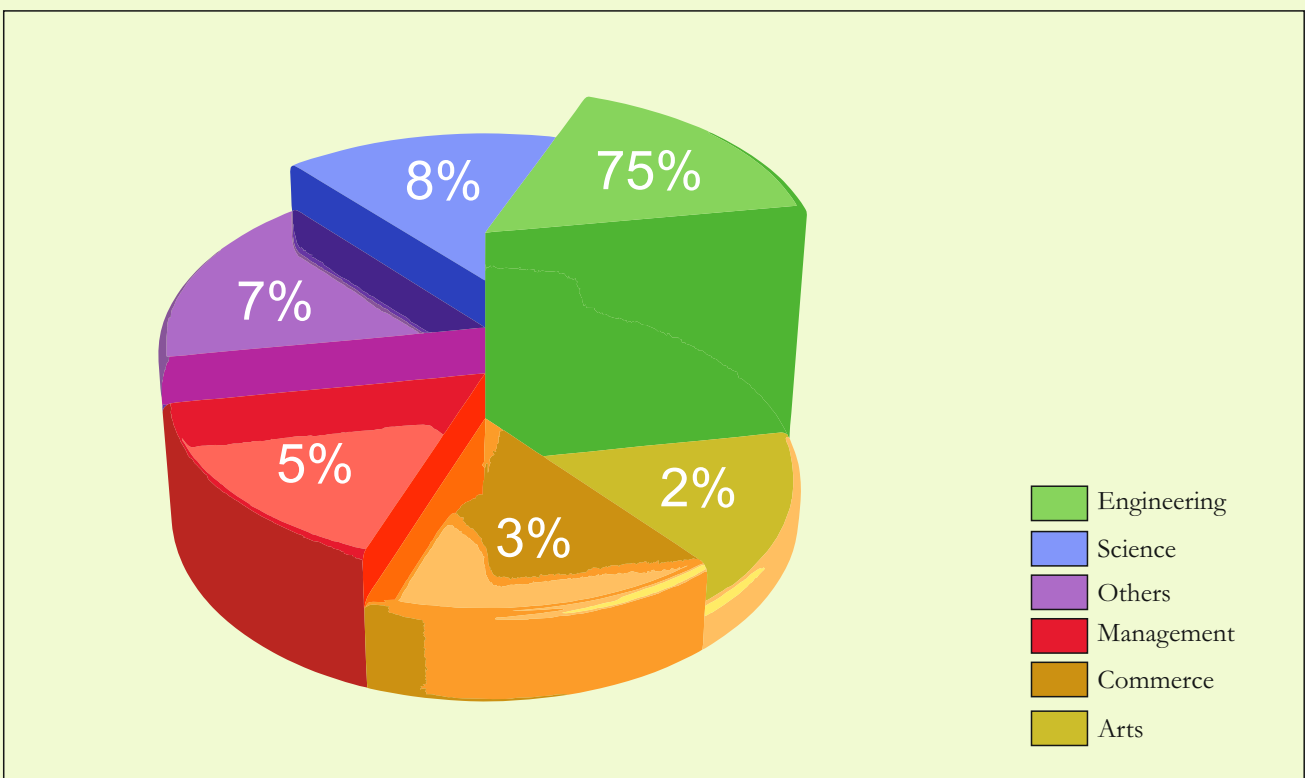
Batch Profile 2014 – 2016 for Final Placements



Student Specialization



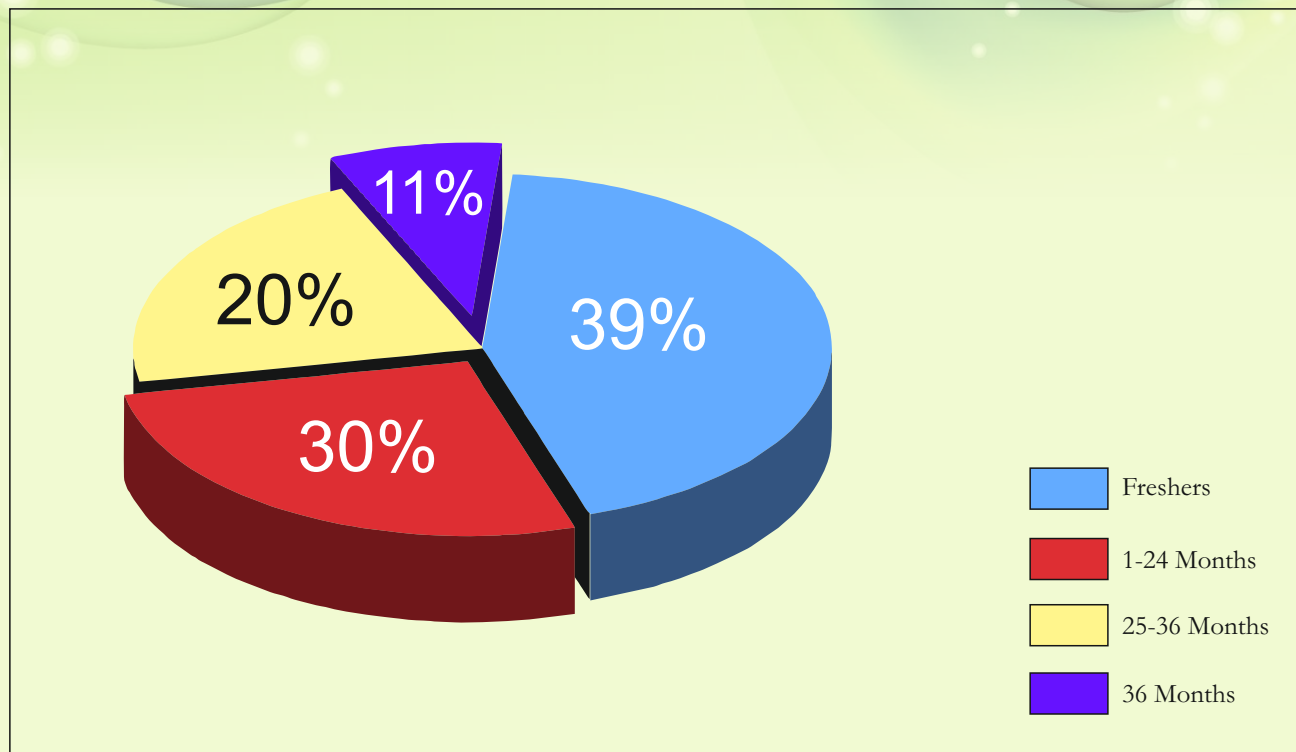
Educational Background



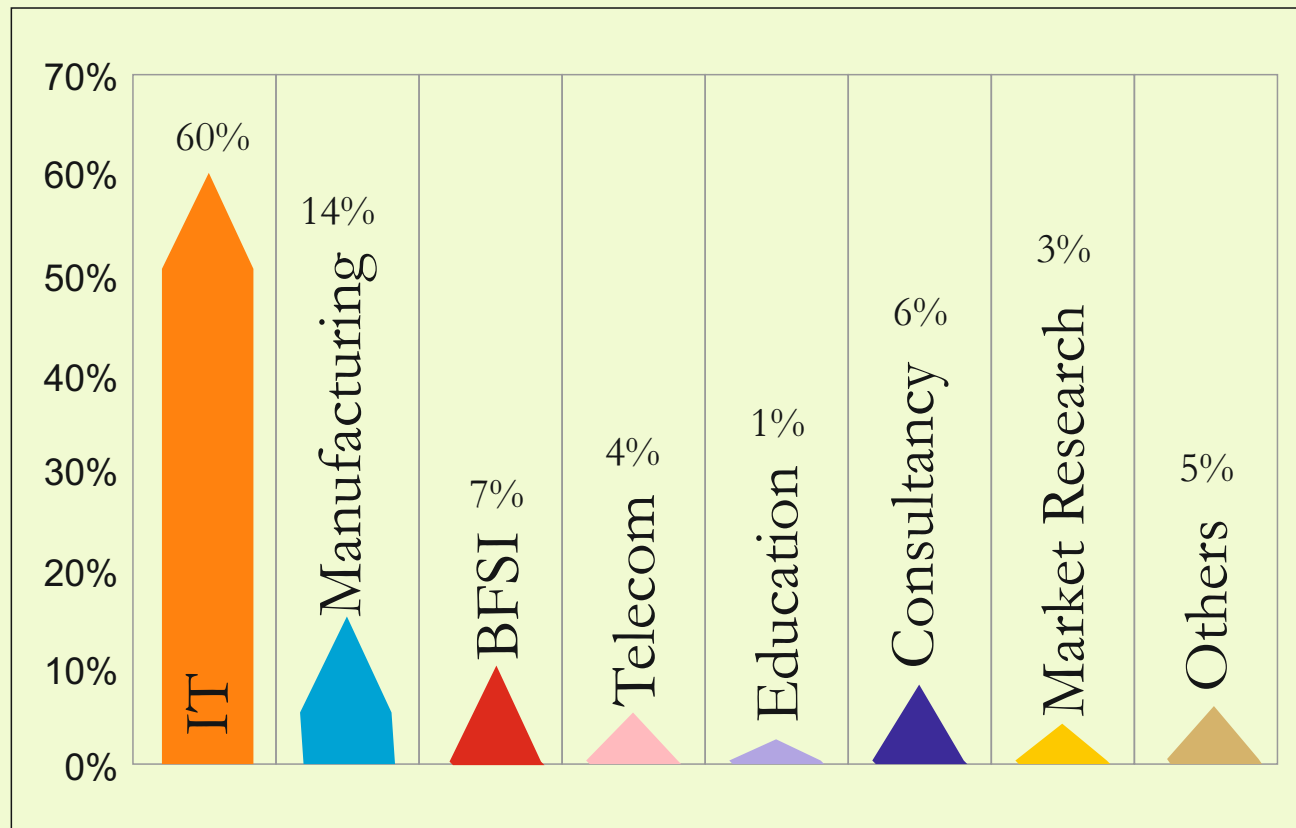
Batch Profile 2014 – 2016 for Final Placements



Work Experience Duration



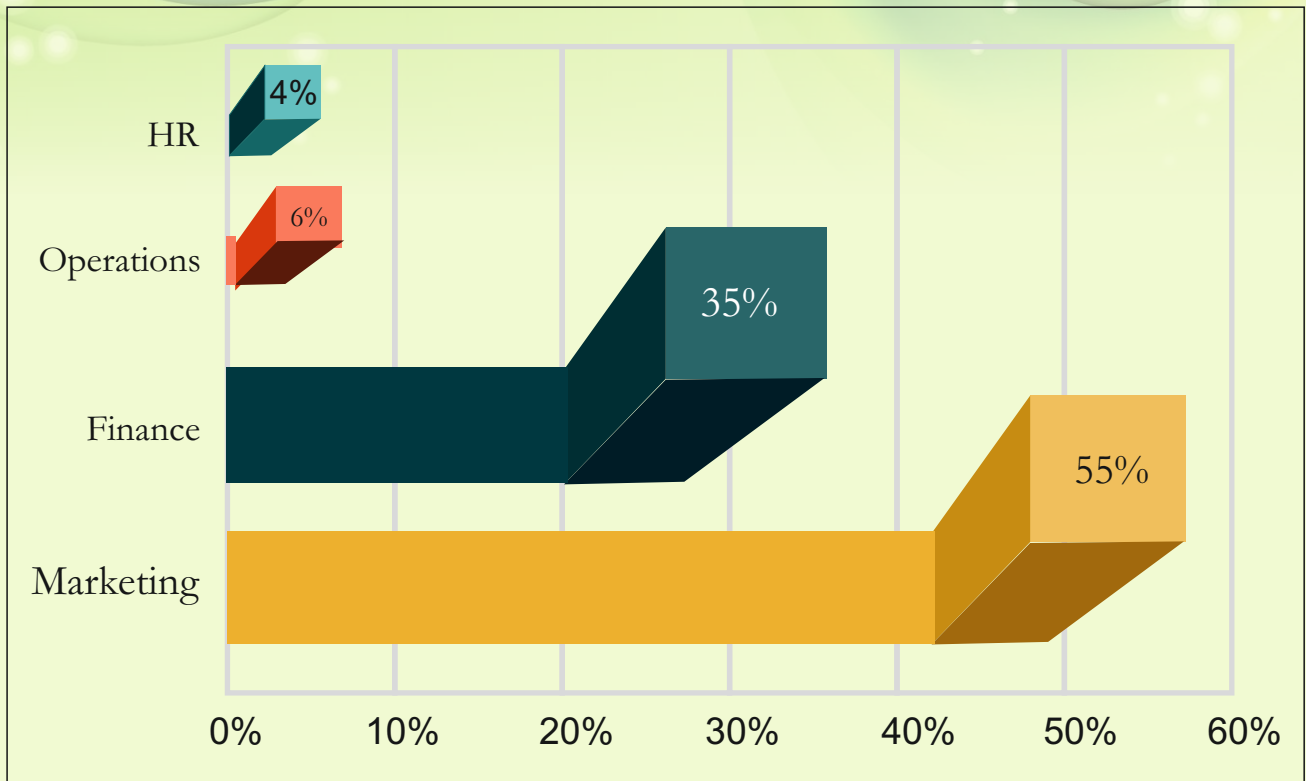
Work Experience Background



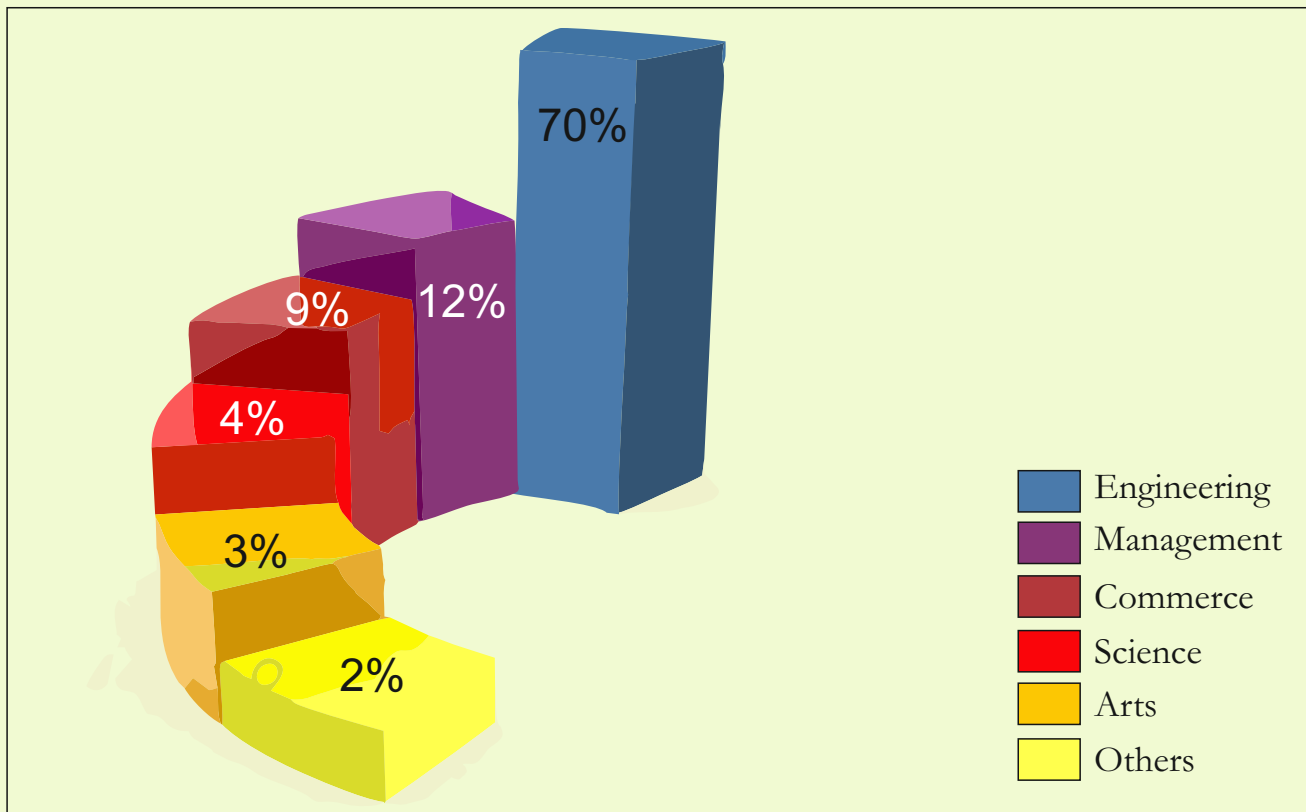
Batch Profile 2015 – 2017 for Summer Internship



Student Specialization



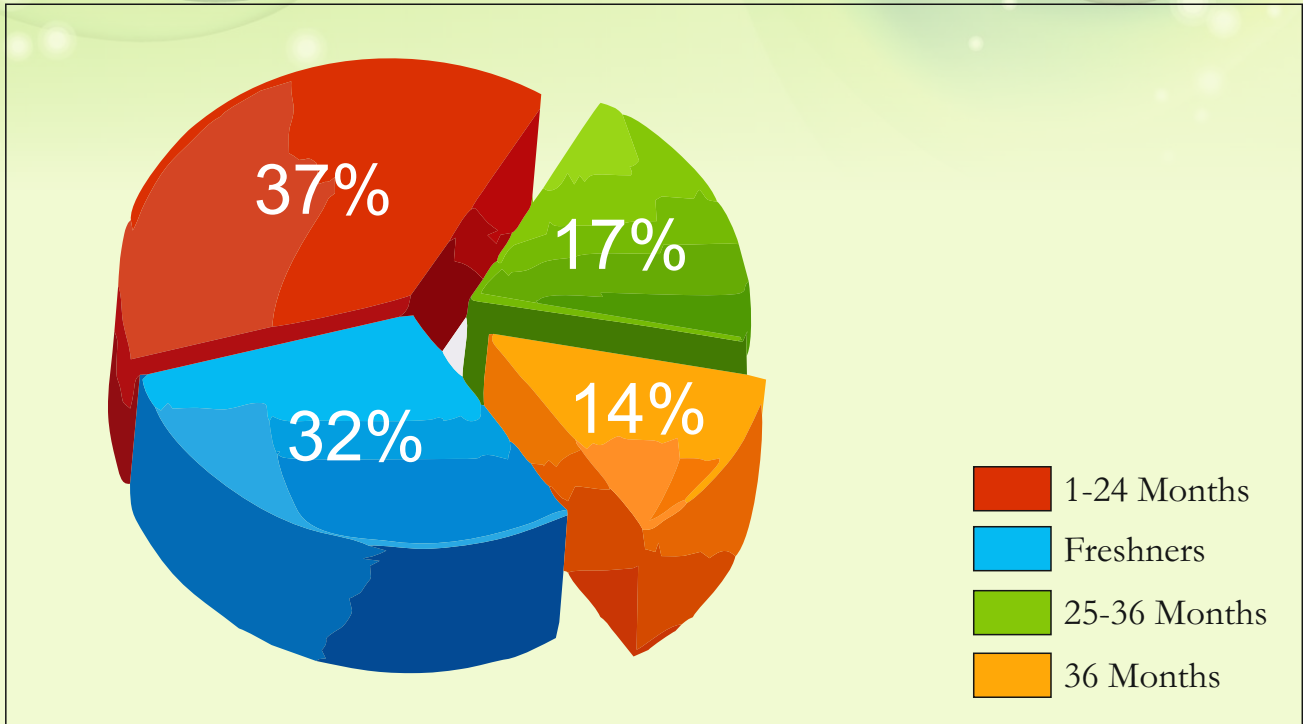
Educational Background



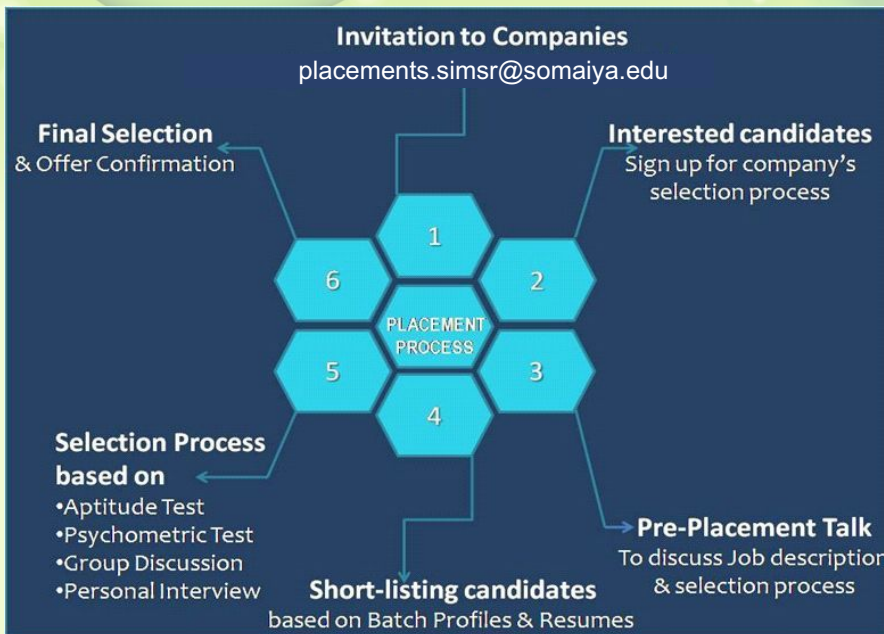
Batch Profile 2015 – 2017 for Summer Internship



Work Experience Duration



Placement Process



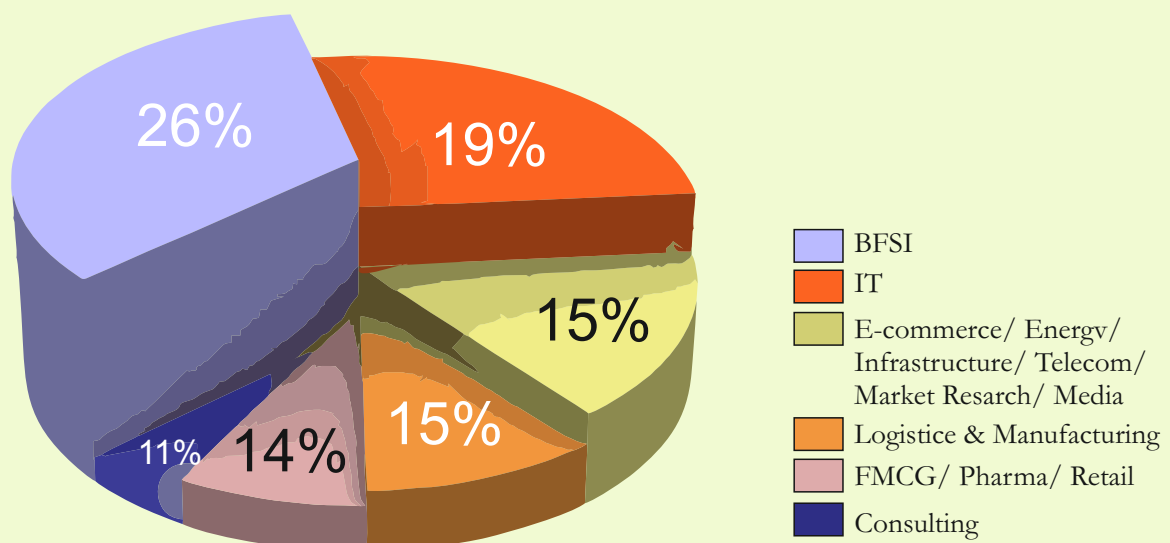
A 'Pre Placement Talk' (PPT) is expected to be delivered by the company to the students whereby job profiles, career growth path; compensation package and so on could be shared by the company. These PPT dates could be fixed as per the convenience of the company.

- After the PPT, interested students have to sign up. The company may like to administer their own selection process for such signed up candidates. The details of such

selection process like the dates for the aptitude test/ technical test/interviews will be finalized as per mutual convenience.

- SIMSR has a policy of one offer per student and students are blocked from further participation in the process. It is imperative that the company decides at the earliest about the selection of students so that the same students are not selected by more than one company during the time lag.

Companies @SIMSR Sectorwise Representation



Companies @ SIMSR



Companies @ SIMSR



Illustrious Alumni



Name	Company Name	Designation
Ajay Kapur	Ambuja Cement Ltd	MD & CEO
Akshay Saxena	HDFC	Director
Almeida George	Silberman College Of Business	Associate Dean
Anuj Bhargava	AB Associates	CEO
Avinash Mullick	Price Waterhouse Coopers	Director
Himanshu Mehrotra	Bank Of Singapore	Director
Ilyas Khan	Standard Chartered Bank	Executive Director
Jagannath Dholakia	Bank Of America	MD - Global Corporate & Investment Banking
Kishore Subramaniam	Lowe Lintas & Partners	Executive VP
Kulvinder Ahluwalia	Draft FCB Ulka Advertising	Vice President
Lata Pillai	Deutsche Bank	Director
Llyod Mathais	Hewlett Packard India	CMO
Madhusudan Kela	Reliance Capital	Chief Investment Strategist
Mahrukh Adajania	IDFC	Director
Manuj Agarwal	Percept Live	CEO
Nirav Dalal	Yes Bank	President & Managing Director - Debt Capital Market
Paritosh Kapasi	Royal Bank Of Scotland	Director
Prakash Gurumoorthy	BORN Group	Partner & MD, Asia
Prakash Nair	Ogilvy & Mather Advertising	Senior VP
Rambhushan Kanumuri	Barclays Capital	Director and Head of M&A
Sanjay Shah	Morgan Stanley	MD
Santosh Narayanan	Citi Bank	Director
Sheetal Daftary	KPMG	Director
Shivani Gupta	Capgemini	Director
Shyam Motwani	Godrej & Boyce Mfg. Co. Ltd.	Executive VP & Business Head
Somanathan Ranganathan	Starcom Mediavest Group	Chief Operating Officer- South East Asia
Sona Mazumdar	Kidzania	Director
Srinivasan Krishnamachary	JP Morgan	Executive Director
Vaibhav Modi	Bolt Media Limited	CEO
Vikram Bhatt	Enrich Salons & Academy	Founder & Director

Student Contact Details



Sector	Representative	Contact
Banking and Insurance	Barish Pathak	+91 982-097-8285
	Adriza De	+91 989-222-8309
Financial Service	Pranav Anand	+91 961-926-5033
	Shubhi Agarwal	+91 750-659-8703
	Sneha Chopra	+91 773-822-9249
	Krupanshu Hemani	+91 966-516-7679
Manufacturing	Divya Arora	+91 750-601-4482
	Khyati Dhabalia	+91 992-068-0638
	Ishan Bhasker	+91 773-822-8324
	Manan Pahwa	+91 995-819-7 799
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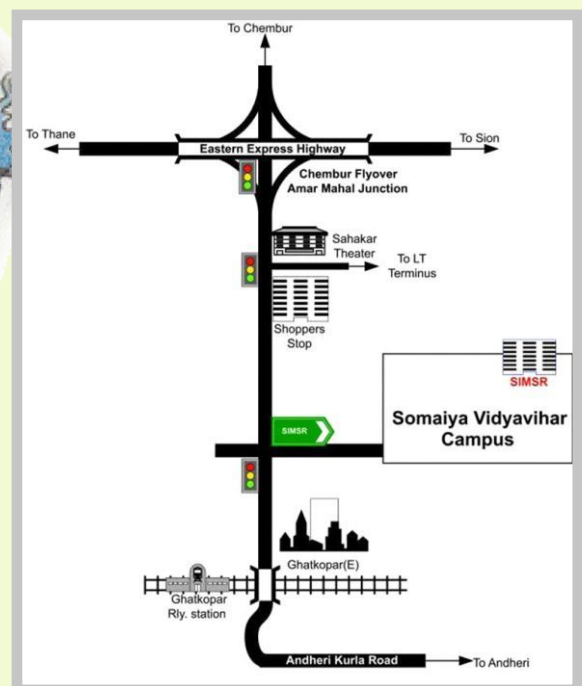
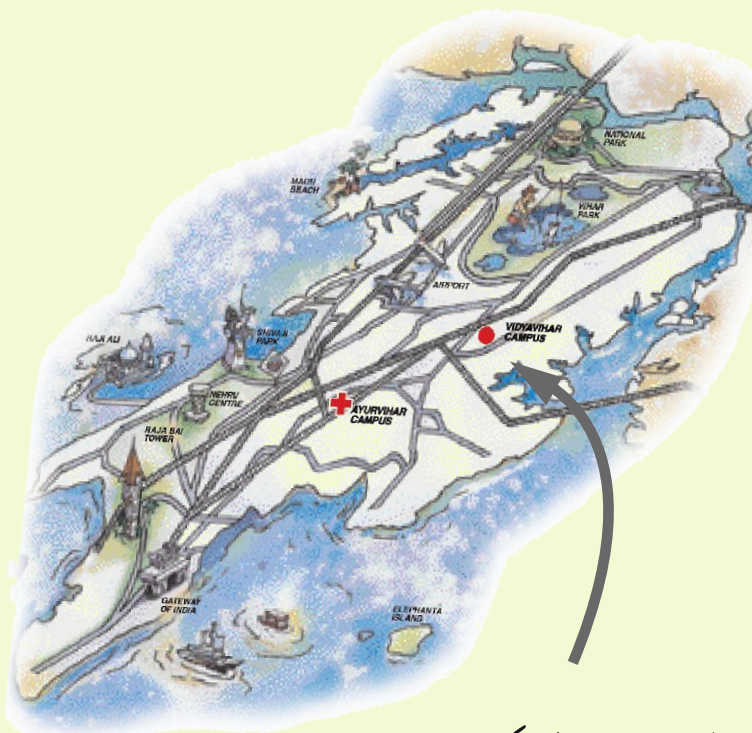
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