



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

Academic year

2024-25

FINAL PLACEMENT

Edition

Indian Institute of Management Sirmaur
Himachal Pradesh



FOREWORD

The pursuit of an MBA continues to be a beacon of hope for thousands of aspirants seeking accelerated career growth in an increasingly volatile job market. Despite concerns around hiring slowdowns and economic uncertainty, the demand for formal business education has only grown stronger. The latest figures from CAT 2024 reflect this trend—with nearly **3.29 lakh registrations** and approximately **2.93 lakh test-takers** (an 89% turnout)—underscoring the enduring relevance of management education as a pathway to resilience and transformation

At IIM Sirmaur, we view placements not as a transactional outcome but as a **comprehensive journey**—one that begins with student aspirations and ends in meaningful career outcomes. In last year’s foreword, we committed to putting **students at the center** of the placement ecosystem. This year, we have doubled down on that commitment with **concrete reforms**:

- We introduced **ERP-based process** automation to ensure fairness and traceability.
- We aligned our outreach to cater to the varying needs of any new batch.

Each batch brings with it a unique context. **The placement strategy cannot be copy-pasted** across years. For instance, a batch comprising 80% freshers, like the one we worked with this year, demands a **different playbook**—targeting companies that are open to hiring for potential, not just experience. These students often lack industry exposure, and the placement office must act as both **counselor and catalyst**, helping them identify suitable roles while equipping them to secure them.

Recognizing this, we proactively diversified our recruiter pool, emphasizing entry-level management roles, high-touch internship conversions, and startups with structured learning environments. Our approach was as much about **creating opportunities** as it was about **curating them responsibly**.

In parallel, we continue to interrogate long-standing assumptions about what makes a “successful” placement. As emphasized last year, **metrics like average CTC offer only a narrow view of placement** performance. They can mislead, especially in a diverse batch with wide variation in prior experience, domain interest, and life goals. A fresher entering the job market and a working professional with four years of experience are fundamentally **on different trajectories**, and must not be judged by the same yardstick.

True placement excellence lies in matching each student with a role that aligns with their potential and interest—and ensuring that the **promise made at offer time holds true post-joining**. We continue to track joining delays, offer renegotiations, and probation outcomes to provide a **realistic picture** of what “placed” actually means. To that end, this year too, we are experimenting with **staggered reporting formats** and are committed to releasing a **final verified report** post-probation, in line with our vision of ethical and transparent placement reporting.

We are grateful to our recruiters who continue to believe in our students and support our philosophy of honest engagement. We thank our faculty and staff for playing a pivotal role in preparing students for life beyond the classroom. Above all, we thank our students—whose trust fuels this engine of transformation. Their success stories, told in the pages that follow, are a testament to what becomes possible when **integrity, innovation, and inclusion** drive a placement process.

This report is more than a summary of numbers—it is a statement of intent. I invite you to read it as a reflection of who we are and what we stand for.

Sincerely yours,
Dr. Karthikeyan Balakumar
Placement Chairperson- IIM Sirmaur

INTRODUCTION

The placement season this year unfolded against the backdrop of extraordinary global turbulence. An increasingly interconnected world means that disruptions in one part of the globe reverberate quickly through economies and labor markets elsewhere. From heightened tensions in the Indian subcontinent and the ongoing volatility in the Middle East to the aftershocks of U.S. tariffs and a recent downgrade in its credit rating, the international landscape has been anything but stable. In Asia, Japan's surprise interest rate hike signaled a shift after decades of near-zero borrowing costs, unsettling global capital flows. These developments collectively influenced corporate sentiment and hiring decisions worldwide.

In such a climate, business schools—and especially their placement processes—are no longer insulated from macroeconomic headwinds. Recruiters have grown more cautious, preferring to delay hires or concentrate on candidates who bring niche, demonstrable skillsets. For students, this has translated into **intensified competition**, longer hiring cycles, and growing pressure to adapt to evolving expectations.

This year's placement outcomes at IIM Sirmaur reflect this complexity. While average Cost to Company (CTC) figures across the country show a flattening trend—with many IIMs reporting a **dip of up to 15% over the 2023 cycle**—the narrative is not all grim.

At IIM Sirmaur, we've always looked beyond headline numbers. **Our commitment is to opportunity creation**—not just for the top decile but for every single student. In a year marked by global uncertainty, this commitment became even more crucial.

This report presents an in-depth analysis of the season's outcomes: the shifts in industry preferences, the rising value of prior work experience, the distinct trajectories of freshers versus experienced candidates, and the sectors poised for future growth. We hope it offers not just data but also clarity—for students, recruiters, policy thinkers, and all others who engage with the evolving landscape of management education in India.

Batch Profile

The MBA cohort of 2023–2025 at IIM Sirmaur comprised 295 students, reflecting a vibrant mix of academic disciplines and career aspirations. This year's batch showcased notable academic diversity, with a strong representation from Science and Engineering (38%) and Commerce (31%) backgrounds. Students from Management disciplines also formed a significant portion at 22%. The cohort was further enriched by individuals from Arts (7%), Medicine (1%), and other diverse academic streams.

WORK EXPERIENCE:

This blend brought together analytical rigor, business fundamentals, and humanistic perspectives into classroom discussions and group projects.

The batch was predominantly composed of freshers, with 64 out of the 295 students (approximately 21.7%) reporting prior work experience. The average experience among this group was approximately 17.1 months. A notable number of students, 19, had two years (24 months) or more of experience. This reflects a dynamic mix within the cohort, encompassing both young, aspirational individuals entering management education early and those leveraging foundational professional experience to accelerate their careers.

Compared to the 2022–2024 batch, which had a higher average experience of 23 months and a more even distribution across experience brackets, the current cohort is significantly fresher. This shift necessitated a customized placement strategy, focusing on **roles with structured onboarding, early learning curves, and career acceleration potential**.

Together, the academic breadth and youthful energy of this cohort created a **dynamic peer learning environment**, fostering collaboration across disciplines and encouraging innovative problem-solving approaches.

Stream	Number of students	%
Science and Engineering	112	38%
Commerce	92	31%
Management	65	22%
Arts	21	7%
Others	3	1%
Medicine	2	1%
Total	294	100%

INSIGHTS FROM THE DATA

The final placement season for the academic year 2024–25 saw participation from a diverse set of companies across sectors such as BFSI, Consulting, IT/ITES, EdTech, FMCG, and Manufacturing. Notably, the institute hosted more than 250 unique recruiters, including established names such as:

ICICI Bank, Axis Bank, Accenture, Cognizant, HDFC Life, Digit Insurance, IDBI Bank, PhonePe, United Breweries Limited, PwC, Ernst & Young, Tata Asset Management, and DE Shaw & Co

A wide spectrum of roles was offered to students, ranging from core management positions to specialized analytical and technical roles. Some of the most prominent roles included:

- **Leadership Development Roles** in Sales, Marketing, Finance, Operations, IT, and Manufacturing.
- **Entry-Level Managerial Positions** across business and functional domains.
- **Analytical and Consulting Roles** at global professional services and technology firms.
- **Client Relationship and Market Expansion Roles** in B2B and B2C segments.
- **Credit and Risk Evaluation Positions** in banking and financial services.
- **Financial Advisory and Wealth Management Roles**
- **Territory and Cluster Leadership Roles** in retail, FMCG, and service sectors.
- **Pre-Placement Offer Conversions** based on internship performance.
- **Public Sector Development Roles** through government and CSR partnerships.
- **Technology Consulting and Systems Integration Positions**
- **Specialized Domain Roles** in areas such as actuarial modeling, pre-sales strategy, risk management, and investment research.

Most notably, more than 70% of the recruiters who hired from us in the previous season, came back to pick up students for a wider pool of roles. The consistent interest shown by repeat recruiters and the arrival of new-age startups and global financial firms underscore IIM Sirmaur's growing reputation and relevance in the business education ecosystem.

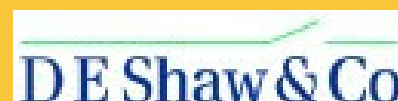
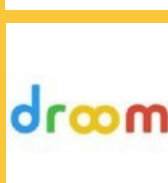
This success was made possible through a robust placement process grounded in the principles of equal opportunity, accountability, and transparency. The year witnessed a record number of companies conducting on-campus recruitment drives, reflecting growing confidence in our talent pool. We also observed a notable rise in niche and specialized roles, alongside the strengthening of long-term partnerships with key recruitment stakeholders, all of which contributed to a more dynamic and diverse placement season.

The table below present the average CTC numbers at IIM Sirmaur this year.

Gender	Average CTC (INR LPA)
Female	₹12.40
Male	₹13.70
Combined	₹13.30



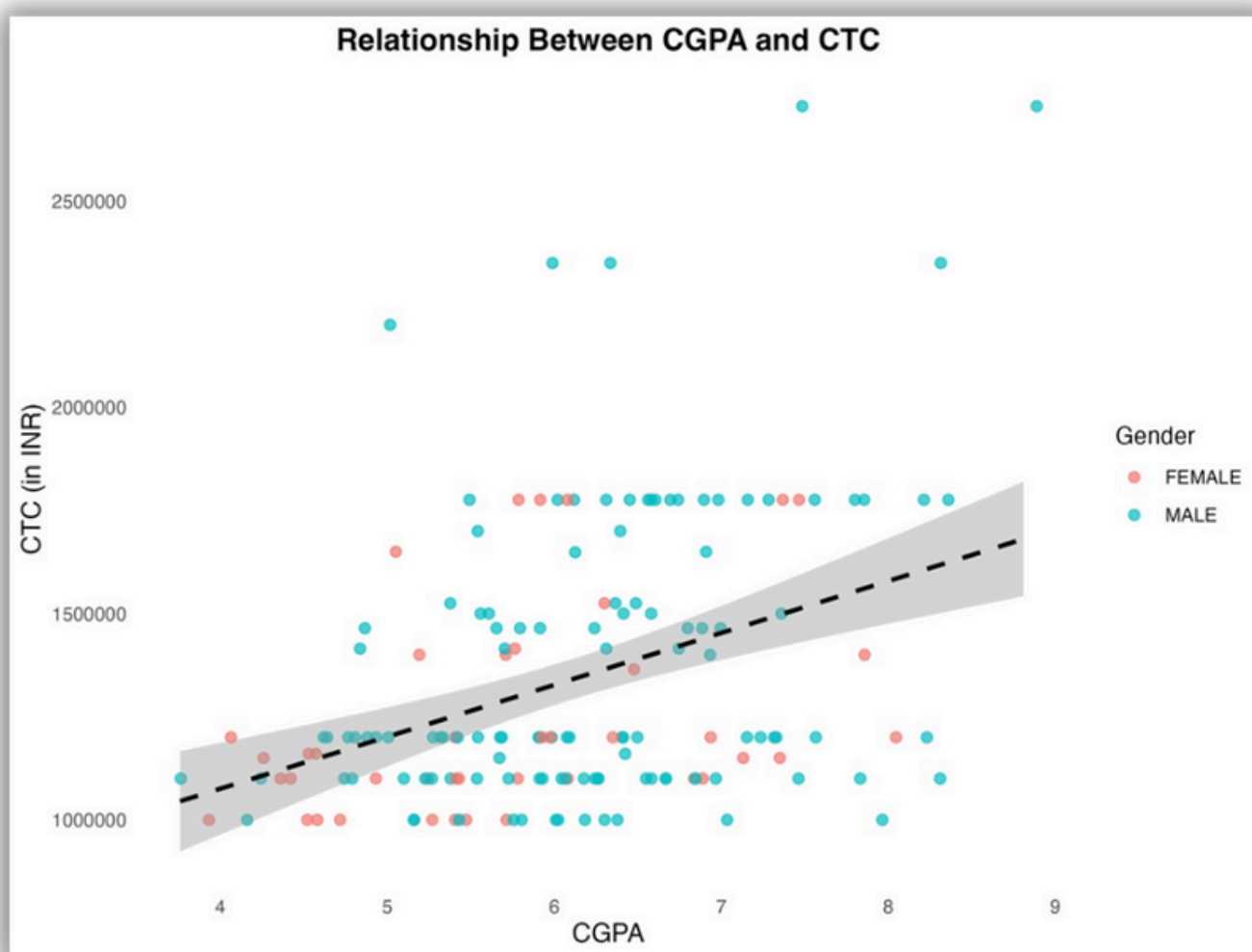
RECRUITERS



The average Cost to Company (CTC) for female students across all programs stood at ₹12.4 lakhs, while male students recorded an average of ₹13.7 lakhs. The overall average CTC for the batch was ₹13.3 lakhs. These figures reflect a strong placement season and underscore our ongoing efforts toward creating equitable opportunities across the cohort.

As witnessed last year, this year too, high-performing students have secured some of the most lucrative offers. The scatter plot depicting the relationship between CGPA and CTC shows a positive correlation, indicating that students with stronger academic performance generally tend to attract higher compensation packages. However, it is equally noteworthy that exceptions exist across the spectrum—students with mid-range CGPAs have also received high-paying offers, reflecting the multi-dimensional nature of hiring decisions that go beyond grades, incorporating factors such as prior work experience, interview performance, and domain-specific skills.

The distribution also underscores a gender-diverse representation across all CGPA levels and salary bands, further validating the institute's commitment to inclusive and merit-based placement practices.

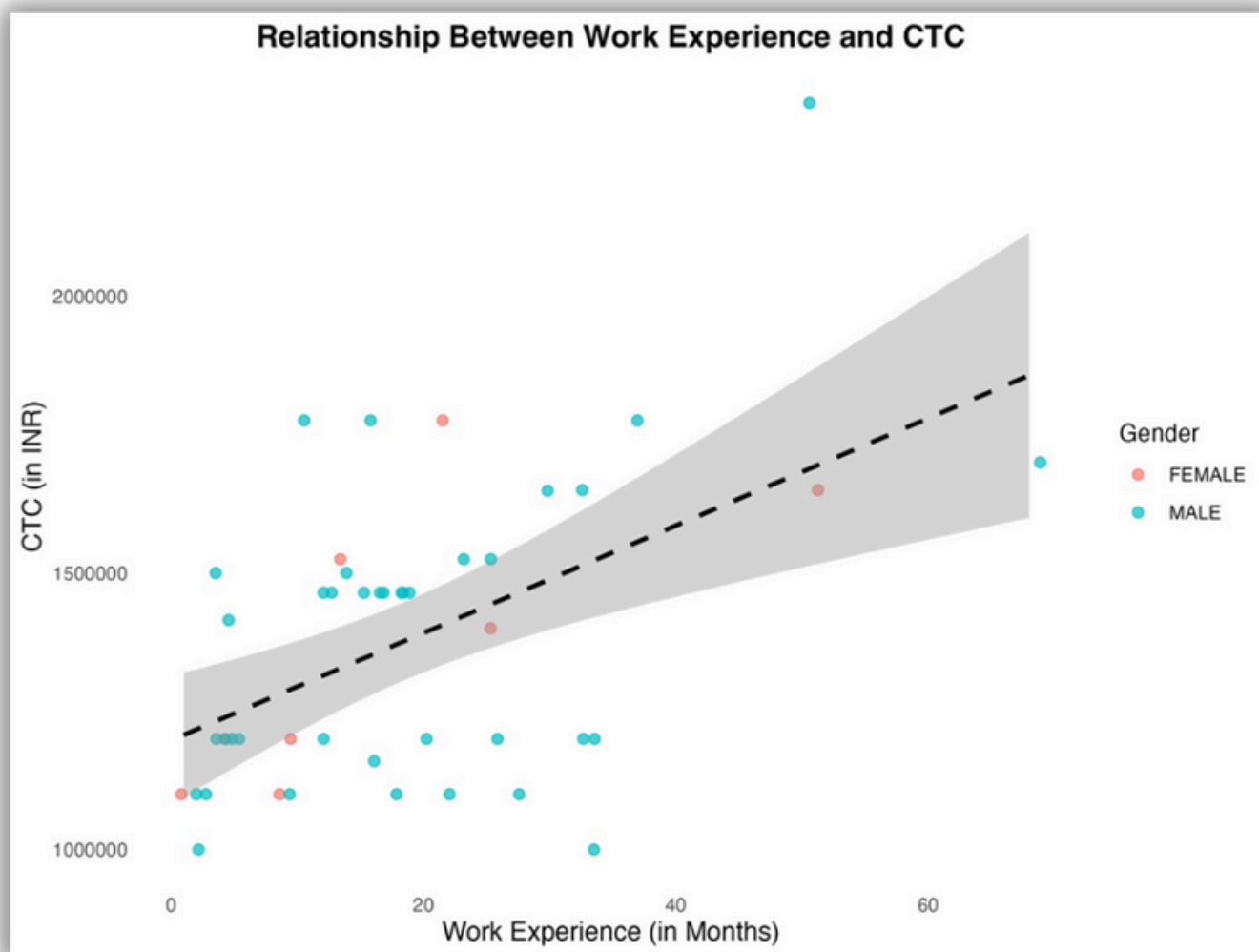


Students with prior work experience demonstrated strong placement outcomes, leveraging their industry exposure and managerial readiness to secure roles at leading organizations. Reputed firms such as **Accenture, Cognizant, PwC, Ernst & Young, Infosys, PhonePe, ICICI Bank, Digit Insurance and Axis Bank** extended offers to experienced candidates across diverse functions.

These placements reflect the market's confidence in their ability to contribute from day one and underscore the value of professional maturity in high-stakes roles. Many of these candidates were absorbed into **consulting, fintech, analytics, and strategic business roles**, reaffirming the institute's capability to enhance career trajectories for professionals seeking meaningful advancement.

Those placed through the institute's placement system witnessed a **median annual CTC growth of 91% (CAGR)** over their pre-MBA compensation—underscoring the **transformative value and career acceleration enabled by IIM Sirmaur's MBA program**. These outcomes highlight the program's effectiveness in unlocking high-growth roles and delivering exceptional ROI for professionals seeking upward mobility.

The chart below presents an overview of the relationship between work experience and CTC at IIM Sirmaur this placement season.



Needless to say, **outliers and exceptions are an integral part of any placement season**—and this year was no different. Approximately **10% of the graduating batch (28 students)** secured off-campus offers with reputed organizations such as **Hyundai, Vayana, Vassar Labs, Vardhman Textiles, Citara, and American Express**. These roles were **independently pursued and secured by students**, and their authenticity was **duly verified by the institute**.

Interestingly, these successful candidates represented a **wide academic range**, with CGPAs spanning from **4.0 to 7.7**, highlighting that **exceptional outcomes are not solely determined by academic performance**. Instead, they reflect the growing influence of factors such as **entrepreneurial initiative, networking capability, and domain-specific skillsets** in the hiring process.

At the time of writing of this report, the college continues to run placement process for students who continue to look for an opportunity in line with their career interests & will continue to extend placement support till needed as post MBA first job is a big career milestone & FOMO should not be driving any major life & career decisions.

Also, it is important to emphasize that **no student was pressured to forgo the on-campus placement process** in favor of an off-campus opportunity. This underscores the institute's unwavering commitment to **fairness, transparency, and student choice**, reinforcing the credibility and inclusiveness of our placement ecosystem.