

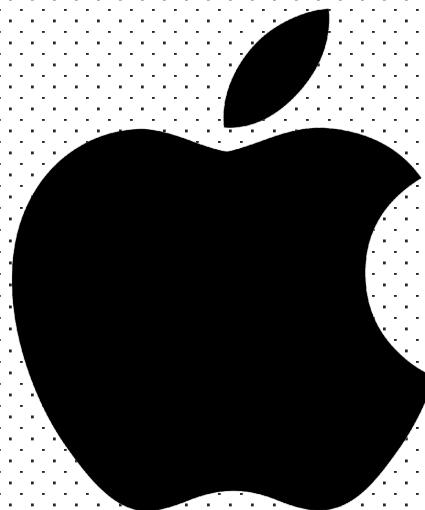


CAP 100M(D2211)

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APPLE



Submitted By:- Bontha Chakri

Submitted To:-Rishi Chopra

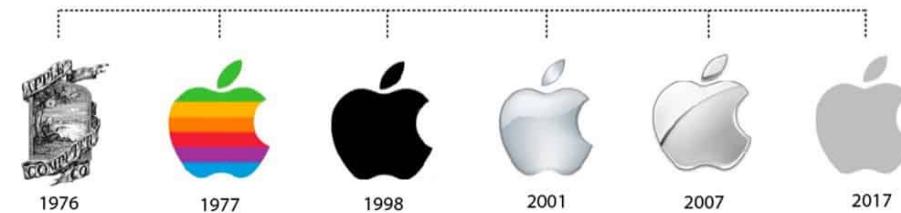


Brief About Company

- Apple is the largest technology company by revenue (totaling US\$365.8 billion in 2021) and, as of June 2022, is the world's biggest company by market capitalization, the fourth-largest personal computer vendor by unit sales and second-largest mobile phone manufacturer.

Year of Existence with History

- Apple Computers, Inc. was founded on April 1, 1976, by college dropouts Steve Jobs and Steve Wozniak, who brought to the new company a vision of changing the way people viewed computers.
- In 1976, Apple co-founders Steve Wozniak and Steve Jobs sold their first pre-assembled computer, called the Apple-1.



Country of Origin & Countries for Business

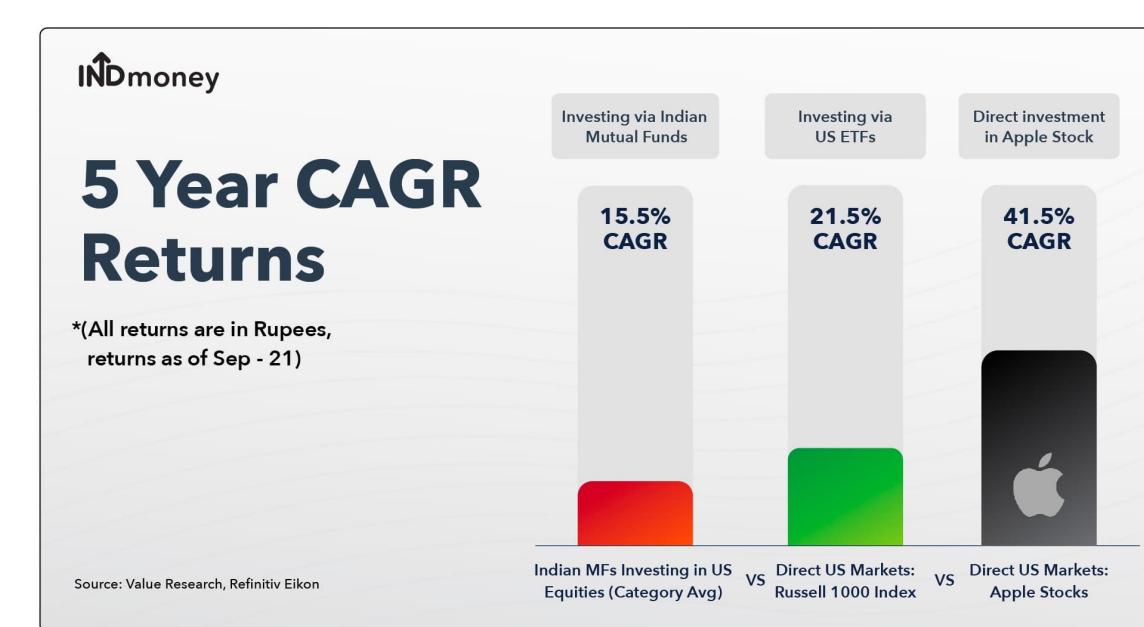
- Los Altos, California, United States

 United States
 Japan
 United Kingdom
 Canada
 Italy
 Australia
 Mainland China

 Switzerland
 Germany
 France
 Spain
 Hong Kong
 Netherlands
 Sweden
 Brazil

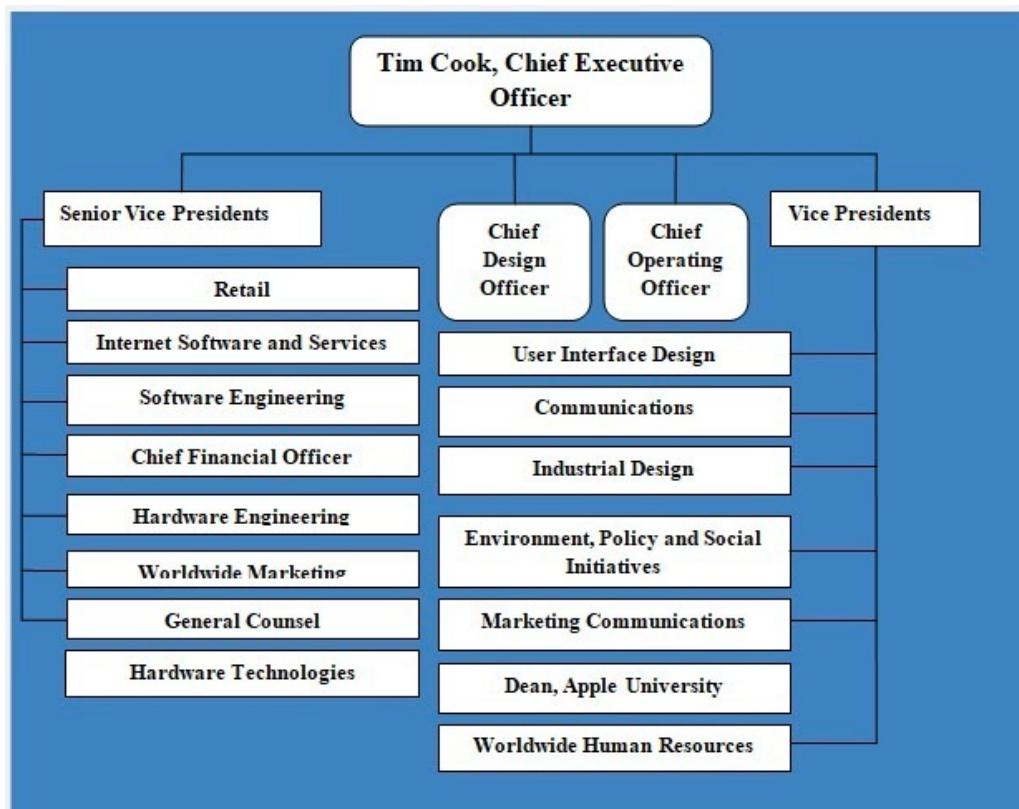
 Turkey
 Belgium
 United Arab Emirates
 Macau
 Mexico
 Singapore
 Taiwan
 South Korea
 Austria
 Thailand

Revenue as per the NSE/NYSE(Last 5 years)



Leadership Hierarchy of the Company

- Apple uses a company structure that is commonly known as “functional organization”. This means that the company has been organized around areas of expertise, rather than individual products. The products themselves are then worked on by individuals from across the different areas of expertise.



Rankings of the company (Forbes Fortune 500)



Technologies used in this company

Facial Recognition for Homekit

Native sleep tracking for the Apple
watch

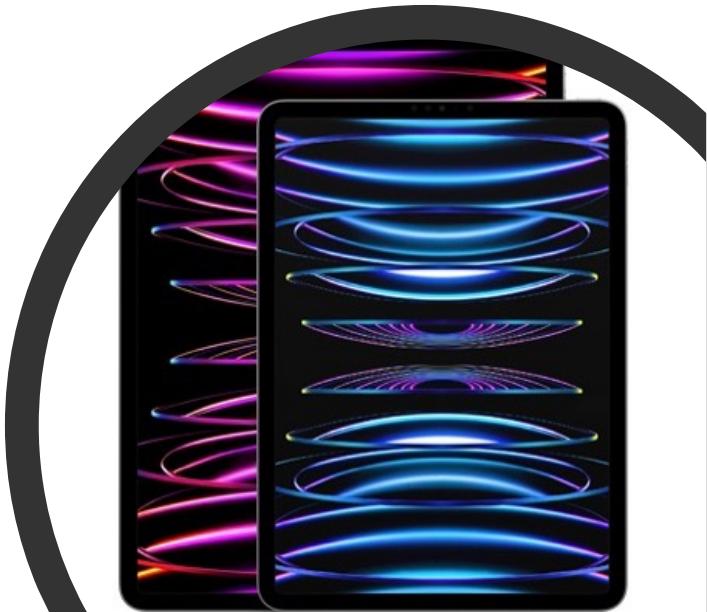
Handwashing

Translate App

Sound Recognition in iOS 14

Handwriting Recognition for iPad

Major products of the company with clients



Major services by the company with clients



Apple Music. Millions of songs. ready to stream or. download, ad-free.



Apple TV+ Critically acclaimed Apple Original series and films.



Apple Arcade. Over 200 incredibly. fun games. No ads. No in-app purchases.



iCloud+ All the storage you need. Plus powerful features to protect your privacy.

Role you are interest with company

- Software engineering
- App development iOS

Package offered by company for role

- Average Apple Sde1 salary in India is ₹ 40.2 Lakhs for null years of experience. Sde1 salary at Apple India ranges between ₹ 18.0 Lakhs to ₹ 65.0 Lakhs

Visits company you to Lpu campus

- no

Pros and cons of the company you have considered for you.

- Pros:
- individual customer experience placed above more immediate customer exploitation.
- attitude to privacy and security, no back doors for the government, not sharing user data with advertisers
- high standard of reliability; products really do “just work”
- commitment to existing customers: products and features properly supported, with software updates for at least 5 years and robust hardware that lasts as long
- closely integrated whole experience: hardware, software, services
- so far has always proved a trustworthy partner for the user
- is highly profitable, so you can trust them to carry on making products that work with Apple products and services you already use

- Cons:
- expensive products
- not always first with new features
- not always the ultimate technical specification available
- a bit controlling on what software and hardware developers may or may not do
- some software and services are not as good as they should be, but tight control doesn't always leave third parties the space to compete. For example Apple Music, Siri.



List of the
references
web links,
articles etc

- https://books.google.co.in/books?hl=en&lr=&id=Ok33V8LTP88C&oi=fnd&pg=PP1&dq=apple+history&ots=1d6qNbl1Sk&sig=Rae6WGe72rMmHZ1TPL4QUunufjOU&redir_esc=y#v=onepage&q=apple%20history&f=false
- https://books.google.co.in/books?hl=en&lr=&id=X3qRsoicp48C&oi=fnd&pg=PR15&dq=apple+history&ots=7YioQio-Pp&sig=XC4aJ4wEtXZTFelP05RSrtEAofs&redir_esc=y#v=onepage&q=apple%20history&f=false

Wipro



Submitted By:- Bontha Chakri

Submitted To:-Rishi Chopra

Brief About Company

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a **leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs.**

WIPRO stands for **Western India Products**. It is a private limited multinational IT consulting and system integration Service Company headquartered in Bangalore India.

Year of Existence with History

The company was incorporated on 29 December 1945 in Amalner, India, by Mohamed Premji as Western India Vegetable Products Limited, later abbreviated to Wipro. It was initially set up as a manufacturer of vegetable and refined oils under the trade names of Kisan, Sunflower, and Camel.

edible oil producer

Wipro Ltd was incorporated in the year 1945 at Karnataka by Azim H Premji who is promoter and chairman of the company. The company started as an **edible oil producer** and then transformed itself into leading player in Fast Moving Consumer Goods and IT services & Products business.

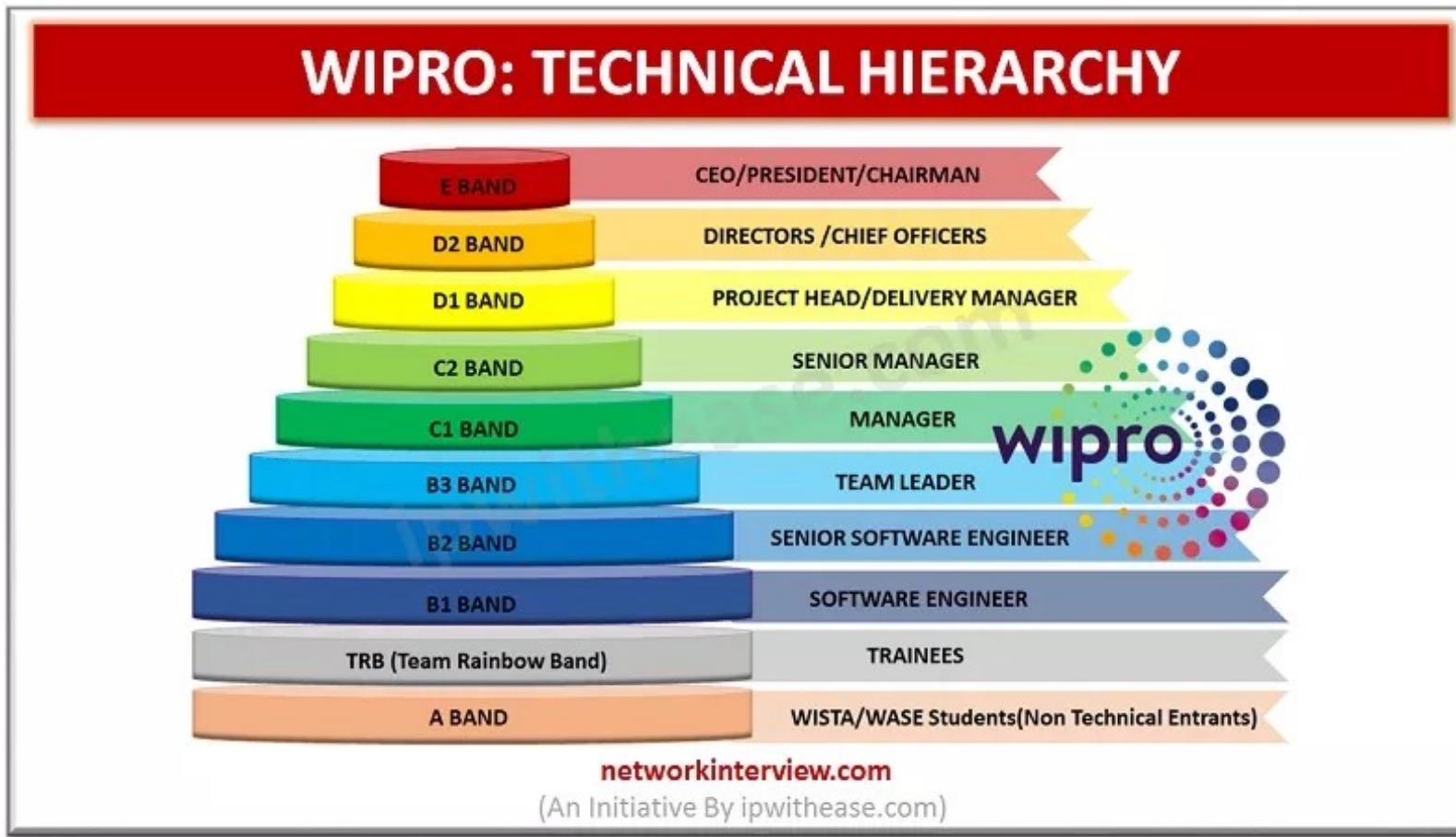
Country of Origin & Countries for Business

- The company was incorporated on 29 December 1945 in **Amalner, India**, by Mohamed Premji as Western India Vegetable Products Limited, later abbreviated to Wipro.
- India
- Canada
- Mexico
- USA
- Brazil
- Nigeria...etc(total 66 countries)

Revenue as per
the
NSE/NYSE(Last
5 years)



Leadership Hierarchy of the Company





Employee Base(Country wise)

- A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 250,000 dedicated employees serving clients across **66 countries**.

Rankings of the company (Forbes Fortune 500)

Rank 8'th on fortune worlds most admired country.

- Wipro's capabilities range across cloud computing, cyber security, digital transformation, artificial intelligence, robotics, data analytics, and other technology consulting services to customers in 67 countries.

Technologies used in this company



Analytics



Mobility



Collaboration



Cloud



IoT



Augmented Reality

Major products of the company with clients

- Its businesses include personal wash products, skincare products, male grooming products, toiletries, wellness products, household products, electrical wire devices, domestic and commercial Lighting and modular office furniture



Major services by the company with clients

Education Engineering
Construction & Operations
Healthcare Industrial &
Process Manufacturing
Insurance Life Sciences &
Pharma.

Media & Info Services
Medical Devices Natural
Resources Network & Edge
Providers Oil & Gas Platforms
& Software Products
Professional Services.

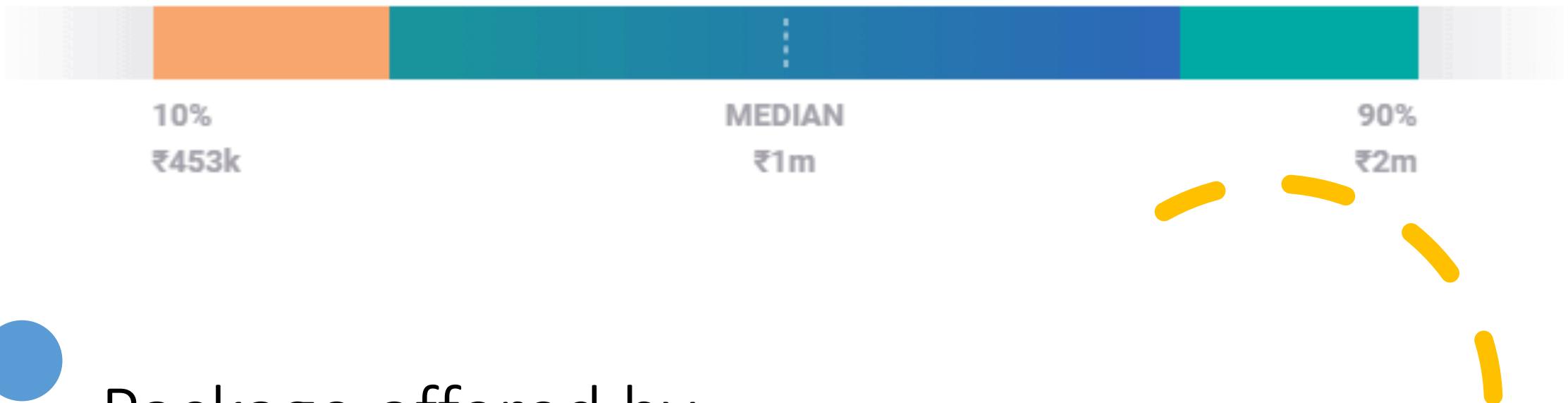
A large orange circle is positioned on the left side of the slide, covering approximately one-third of the vertical space.

Role you are
interest with
company

- Software Development Engineer



The average salary for a Software Development Engineer (SDE) in India is ₹1,191,752.



Package offered by
company for role



Visits company you to Lpu campus

- “YES”. WHILE MOST SCHOOLS HAVE WILLINGLY CHOSEN THE PATH OF ADVANCEMENT, WHEN IT COMES TO HIGHER EDUCATION, THE NUMBER OF UNIVERSITIES EMBRACING THE INTEGRATION OF TECHNOLOGY IN THEIR LEARNING METHODS REDUCES SUBSTANTIALLY. ON ONE HAND, TOP PUBLIC UNIVERSITIES ARE YET TO UPGRADE THEIR INFRASTRUCTURE, WHILE ON THE OTHER, THERE ARE FEW PRIVATE UNIVERSITIES THAT OFFER A COMPLETE PACKAGE OF QUALITY TEACHING, INTUITIVE LEARNING, AND INDUSTRY TRAINING TO MINDFULLY BUILD A LOT OF STUDENTS THAT COMPANIES LIKE Wipro AND TCS LIKE TO HIRE FROM.

Pros and cons of the company you have considered for you.

Pros:

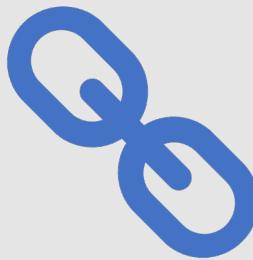
You will have an option to select your domain (SAP,JAVA,Dot Net...etc).

Will get good theoretical and practical training in that domain for nearly 3 months.

will be given enough attempts to clear it :)

- 
- Cons:
 - Once you complete your training even as a topper of the batch. In some cases you might stay on bench for years.
 - You will get a project opportunity based on your fortune or any influence.
 - If you are bench for long time then you will get a call from higher officials to search a project within a given period or quit. I still can't get how the hell a fresher can get a project with out any assistance.
 - **Now once you get a project, don't expect that you will be coding from day 1 or at least day 365. you will mostly have support roles**
 - you can see a rare case of developers. Once after entering into project if you don't like it and wanna quit project. Then you will experience Politics of IT industry.
 - you'll have a hell of assessments every year which you might have never heard in any of the IT Companies.

List of the
references web
links, articles
etc



- www.ambitionbox.com
- Google.com
- Quora.com
- https://pdxscholar.library.pdx.edu/etm_studentprojects/1816/

Brief About Company:

Cognizant is an american multinational information technology service and councelling company.

➤ It was eastablished in 1994 in Chennai, India

➤ It was found as an in-house technology unit of Dun and Bradstreet.

➤ Cognizant had a period of fast growth during 2000 and became a fortune 500 company on 2011.

Google

Google

Brief about Company

- Alphabet(Google) is a multinational, publicly-traded organization built around the company's hugely popular search engine. Google's other enterprises include Internet analytics, cloud computing, advertising technologies, and Web app, browser and operating system development.
- Its founder's name is Larry Page and Sergey Brin.
- Alphabet(Google) is a Product based as well as Service Based Company.
- Alphabet(Google) has more than 70 offices in 40 countries. This in itself s a great achievement

Year of Existence with history

In August 1998, Sun co-founder Andy Bechtolsheim wrote Larry and Sergey a check for \$100,000, and Google Inc. was officially born.

Its founder's name is Larry Page and Sergey Brin. Alphabet(Google) has more than 70 offices in 40 countries. Alphabet(Google) has bought 827 companies in the last 12 years.

Country Of origin and Country for Business

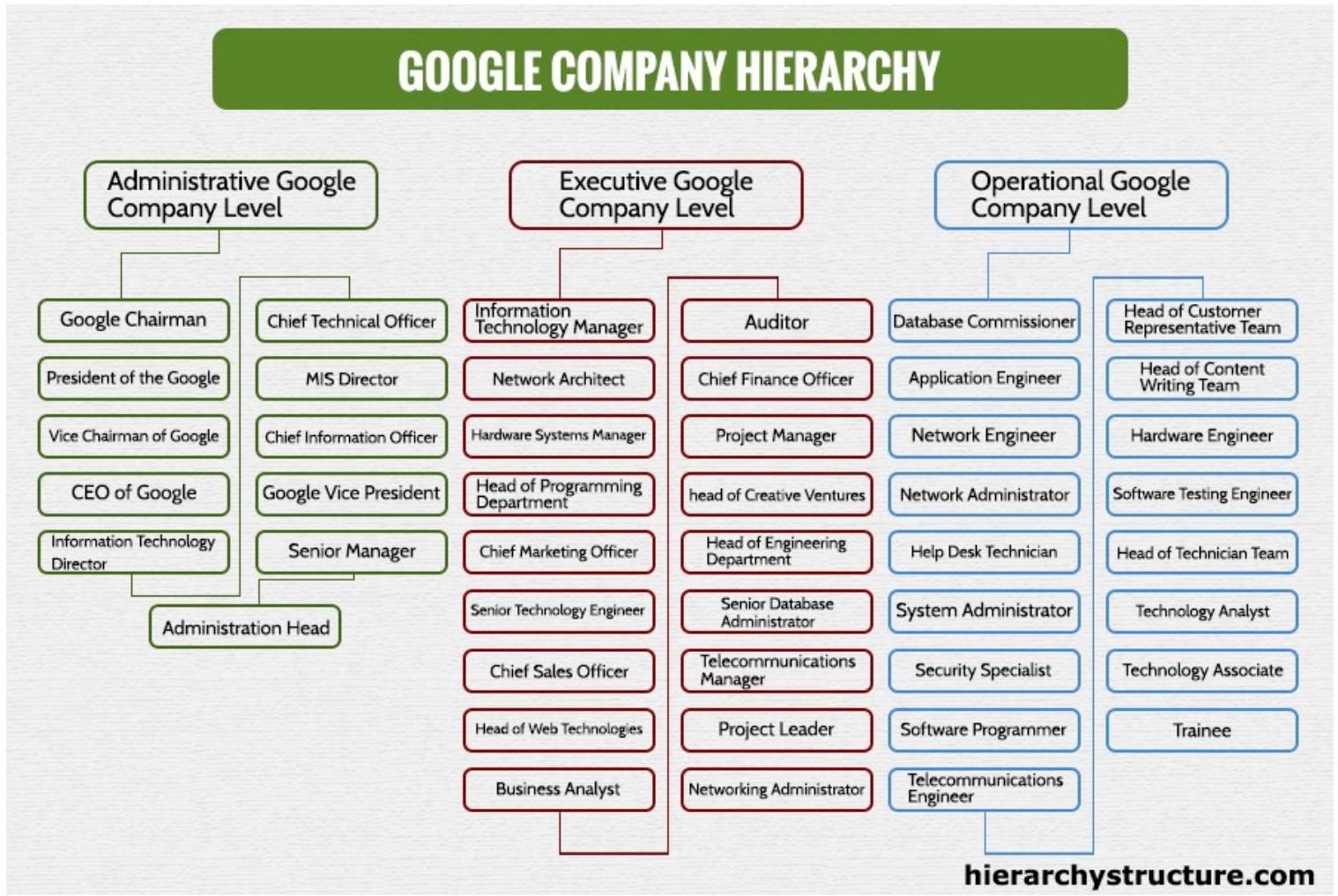
- Country of Origin:
- Google was founded on September 4, 1998, by Larry Page and Sergey Brin while they were PhD students at Stanford University in California.
- Country for Business:
- Present over more than 200 hundred countries.
- Google has bought 827 companies in the last 12 years.
- These includes US, New Zealand, India, Italy and many More.

Revenue as per the NSE/NYS(Last 5 Years)

Alphabet revenue for the quarter ending June 30, 2022 was \$69.685B, a 12.61% increase year-over-year.

- Alphabet annual revenue for 2021 was \$257.637B, a 41.15% increase from 2020.
 - Alphabet annual revenue for 2020 was \$182.527B, a 12.77% increase from 2019.
 - Alphabet annual revenue for 2019 was \$161.857B, a 18.3% increase from 2018.
-

Leadership Hierarchy of the Company



Ranking of the company (Forbes Fortune 500)

- Rank 8'th on fortune worlds most admired country.
- Google keyword ranking is the position that your website is listed in Google when a user searches that phrase or keyword
- the top factors for ranking on Google are: High-quality content. Mobile-first. Page Experience

Technologies Used by Google

- Google uses 216 technology products and services including HTML 5 , Google Analytics, and jQuery.
- Along with these Technologies Google uses Python programming language, which is one of the official server-side languages at the company, in addition to C++, Java, and Go.

Major Products of the Company with clients

- Google has over 271 products, including its search engine.
The best Google products:
- ⓘ Google Pixel 6 series.
- ⓘ Google Pixel 6a.
- ⓘ Google Nest Hub Max.
- ⓘ Google Nest Learning Thermostat.

Major Services of the company with clients

- Google Ads.

- Android.

- Chrome.

- Google Cloud.

- Google for Education.

- Gmail.

- Google Maps.

- Google Photos.

Role(S) you
are interested
with company

- Software Developer

- QA analyst

Packages offered by company for role(s)

Annual Income of

- Google Software Engineer salary in India ranges between ₹ 11.9 Lakhs to ₹ 100.0 Lakhs with an average annual salary of ₹ 40.6 Lakhs
- QA Engineer salary in Google ranges between ₹ 13.3 Lakhs to ₹ 17.0 Lakhs per year.

Pros & Cons of the company you have considered for you

Pros

- Working with most skilled people helps in growing faster.
- Good package and perks.
- Gain creativity.
- Great Carrier Growth

Cons

- Bad social life.

References

- <https://dl.acm.org/doi/abs/10.5555/2096061>
- https://books.google.co.in/books?hl=en&lr=&id=DB1GDwAAQBAJ&oi=fnd&pg=PT191&dq=google+history&ots=QslF3q7JPP&sig=gGcDDtuk-UqU-H-3iv6fpbdwW-Y&redir_esc=y#v=onepage&q=google%20history&f=false

Cognizant



History and Existence of company:

Cognizant was established in Chennai, India.

- It began with 50 employees in Chennai.
- In 1998 the parent company split into two company IMS Health and Meilsen Media Research.
- In 2003 IMS Health sold entire 56% stake in cognizant.
- In 2014 company signed a multimillion dollar deal agreement with escort group.

Origin and Bussiness countries of comapny

Cognizant was eastablished in Chennai,India in 1994.

- Cognizant headquarted in New Jersey,US.
- Once again cognizant is certified as a top employer in Australia, Brazil, China, france, Germany and some more countries.
- Cognizant is working in about 120 countries all over the world.

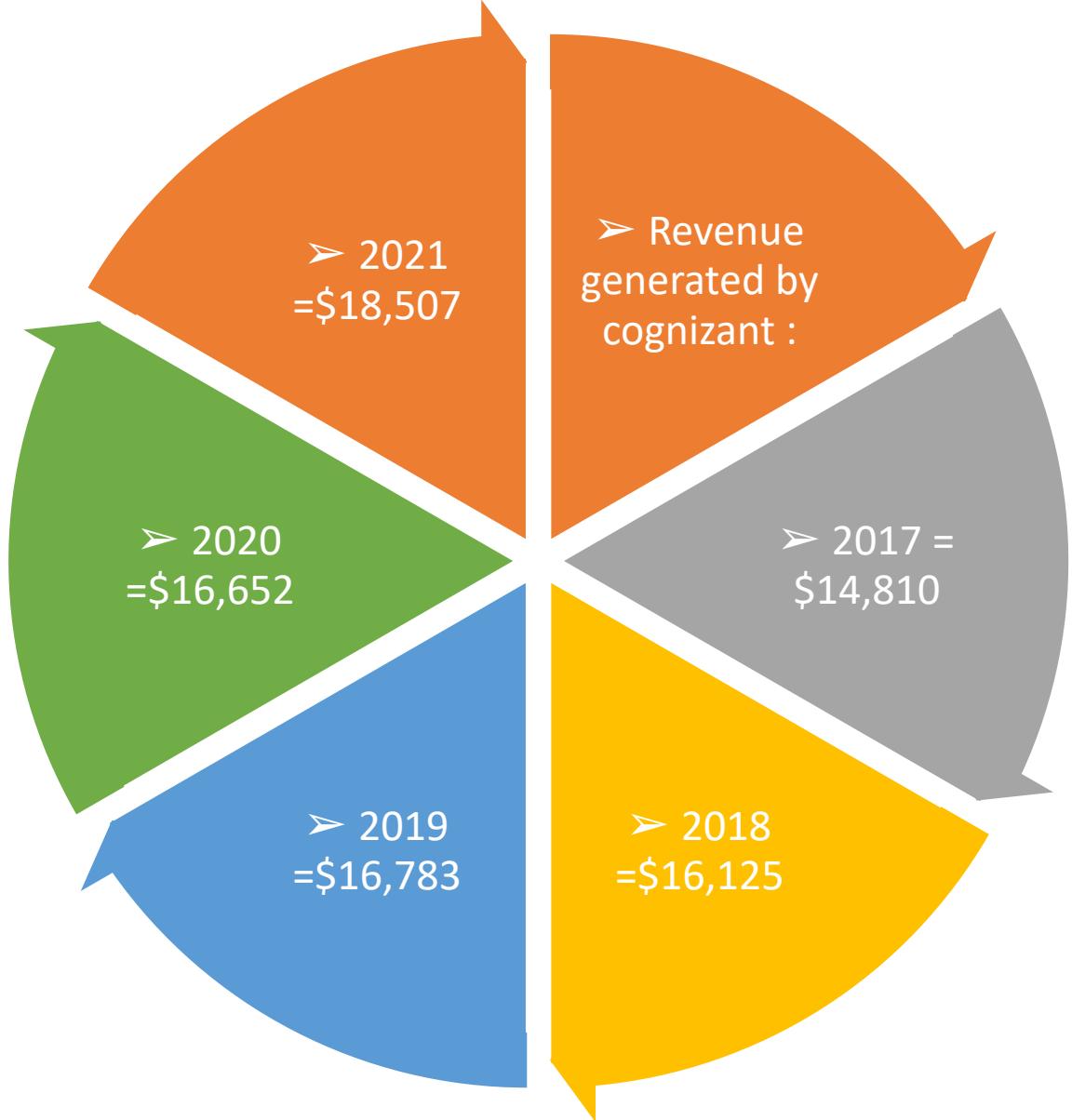
Cognizant employee base (yearwise):

➤ There are 341,000 employees are working all over the world for cognizant.

➤ 200,000 employees are working in india for cognizant.

➤ There are 46,400 are working in North America.

Revenue of cognizant(Last 5 years):



Ranking of cognizant in fortune 500(Last 5 years):

- Cognizant ranking in fortune 500
- 2017 = 205
- 2018 = 195
- 2019 = 193
- 2020 = 194
- 2021 = 185

Technology used in Cognizant:

➤ Java

➤ C or C++

➤ Javascript

➤ React

➤ Angular

➤ Mysql etc.

Service provided by Cognizant:

➤ Cognizant provide IT consulting and business process outsourcing for Industries:

➤ Manufacturing

➤ Healthcare

➤ Media

➤ Entertainment

Leadership hierarchy in Cognizant:

- Director
- Project Manager
- Associate and Senior Associate
- Programmer Analyst
- Programmer Analyst Trainee

Interesting job roles in cognizant:

- Programmer analyst Trainee
- Programmer analyst
- Associate
- Senior Associate

Average Package in cognizant according to the job role

- Programmer analyst trainee = 2LPA
- Programmer analyst = 4.5 LPA
- Associate = 6.7 LPA
- Senior Associate = 13.6LPA
- Project manager = 10LPA

Advantage and Disadvantage:

Advantage:

- Environment friendly
- People are very approachable
- Good salary for freshers
- You will get lot to learn
- Flexible timing

Disadvantage:

- Less increment in salary
- Less opportunity to get a technical job
- Less opportunity to work in large project
- Management is poor depends on project allocated

Cognizant visits LPU

- Cognizant visit LPU every year for the placement purpose.
- There are so many companies visit LPU for placement like
- TCS , wipro ,cognizant ,Infosys etc



Operational verticals of cognizant with client:

Cognizant though has clients across many verticals, some verticals generate more revenue & business than others. They are

➤ Banking, Financial Services & Insurance.

➤ Life sciences & Healthcare

➤ Retail & Consumer Goods

➤ Communication, Media & Entertainment

➤ Manufacturing & Hi-tech

List of the references weblinks, articles etc:

- <https://en.wikipedia.org/wiki/Cognizant>
- https://www.cognizant.com/us/en/whitepapers/documents/Cognizant_Issue10_Interior_complete-forsmall.pdf
- <https://cognizantcommunication.com>