



BITSOM

BITS SCHOOL
OF MANAGEMENT



AUDITED

FINAL PLACEMENT REPORT

MBA CLASS OF 2023-2025

DEAN'S MESSAGE

I am pleased to share the final placement report for the Class of 2025.

The third cohort navigated a challenging economic landscape with resilience and purpose, and I am very proud of them. The efforts of the Industry Partnership & Career Services (IPCS) team have been commendable in creating opportunities for every student participating in the Final Placement process. They have been relentless in their efforts at building recruiters' confidence in the BITSoM learning experience and in the capabilities of our students. With a larger cohort this time, the number of students placed has increased from 122 to 146, a growth of nearly 20%.

We have recorded an average salary of INR 21 lakhs per annum for this cohort. Marquee recruiters from various industries and domains, including McKinsey, Accenture, EY, PWC, HUL, Britannia, JP Morgan, and Nomura made offers to our students. Additionally, we saw 15 first time recruiters this year, such as ADP, ZS Associates, Shriram Finance, Orient Technologies, added to the portfolio - indicating the School's growing brand equity and its ability to attract a diverse mix of employers. This also aligns with our strategic approach towards broad-basing the recruiter portfolio to mitigate risks from sector-specific slowdowns.

This performance is a testament to the unique BITSoM learning experience driven by a future-ready curriculum, an exceptional global faculty, and an industry-integrated pedagogy. The business world has never before been challenged with the potential for both disruption and abundance like AI is doing today. We have launched our own AI Centre - BRAIN Lab to focus on high-quality, impactful research in AI, course material and content, case studies, and collaborative projects with industry. The MBA curriculum has been overhauled to ensure that BITSoM graduates will be among the best at navigating the exciting and perhaps epochal age of AI. Our curriculum itself is a live project - continuously adapting and evolving to stay at the forefront of technology and management, an advantage afforded by our visiting faculty model.

While the structured placement process has concluded, the school continues to make efforts to find opportunities for the six students who are yet to be placed. BITSoM aspires to be among the very best B-schools in the country, and we are relentlessly working towards this goal with a strategic vision and determination.



**DR SARAVANAN
KESAVAN**

Dean and Professor of Operations,
BITSoM





ABOUT BITSoM

BITS School of Management (BITSoM) is a new-age global business school under the aegis of BITS Pilani. Located in the Mumbai Metropolitan Region, BITSoM is inspired by the spirit of excellence and entrepreneurial culture that BITS Pilani has nurtured over five decades. Building on this legacy, BITSoM offers a two-year full-time residential MBA programme that prepares students to be lifelong learners and thrive in an ever-changing business landscape.

Over 60 hand picked faculty at BITSoM come from some of the best business schools across the world, such as Kellogg, LBS, Chicago Booth, Technologico De Monterrey, and SMU Singapore, to teach a cutting – edge curriculum. Fulltime faculty augmented by an extensive network of visiting faculty means that BITSoM can rapidly source faculty at the frontiers of management education from across the world who bring in the latest, most relevant knowledge, especially important considering the pace of change driven by AI. This approach continuously updates and refreshes the MBA curriculum.



THE BITSOM LEARNING EXPERIENCE

The Flagship MBA Programme is built on five pillars and designed to create leaders who will be ready to create an impact in the age of AI



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

Agile and future-ready curriculum with a focus on AI for business

Deep industry integration and engagement anchored by a professional team

Building leadership capability with individual attention

Graduates join the league of BITS Alumni who proudly uphold the legacy of excellence and entrepreneurship



INDUSTRY PARTNERSHIP & CAREER SERVICES TEAM



MANDAR DESAI

VP & Head
Industry Partnership &
Career Services



PRACHI PAWAR

Senior Manager
Industry Partnership &
Career Services



SWAPNIL SAWANT

Senior Manager
Industry Partnership &
Career Services



ARUSHI SINGH

Manager
Industry Partnership &
Career Services



NIKITHA MALLYA

Manager
Industry Partnership &
Career Services



TUSHAR MOHITE

Manager
Industry Partnership &
Career Services



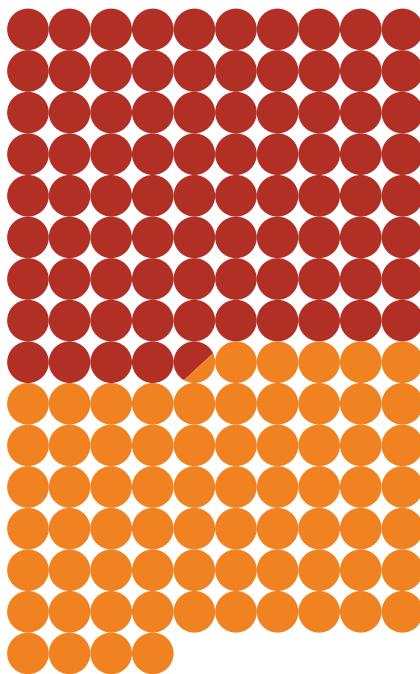
RAJESHREE GAWDA

Associate
Industry Partnership &
Career Services

MBA CLASS OF 2025

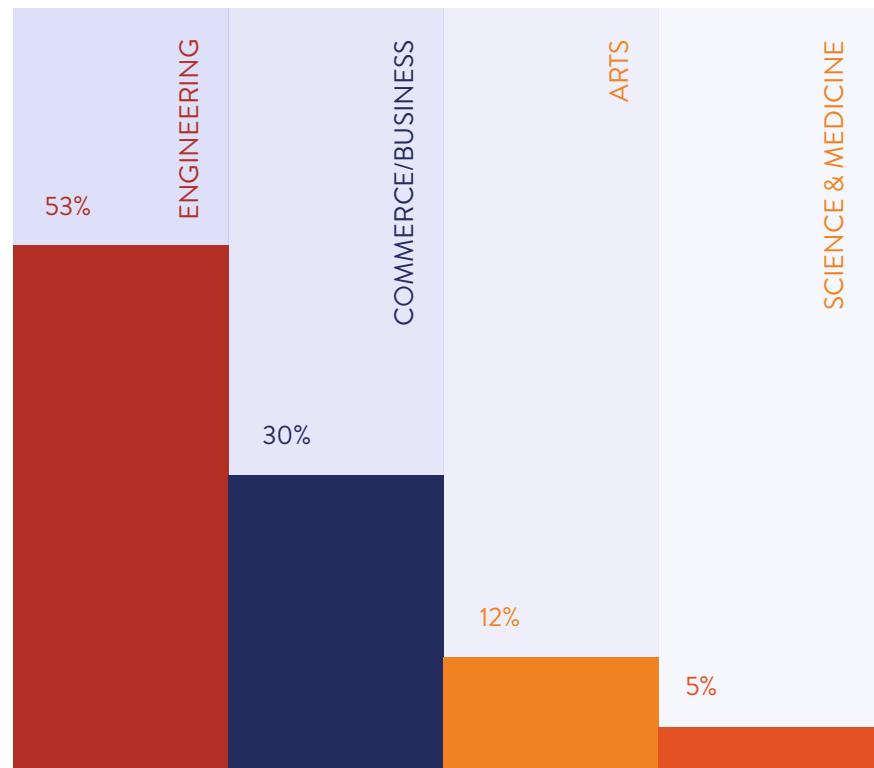
CLASS PROFILE

BATCH
STRENGTH 153

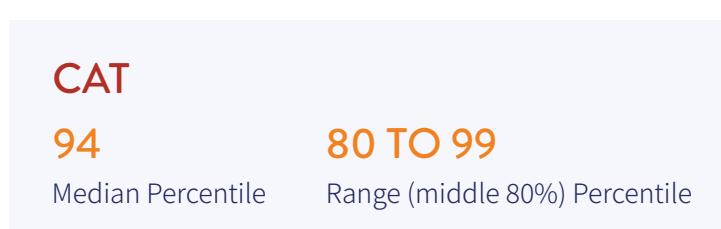


MALE 55%
FEMALE 45%

ACADEMIC
BACKGROUND



STANDARDISED
TEST PERFORMANCE



12TH
MEDIAN SCORE
88%

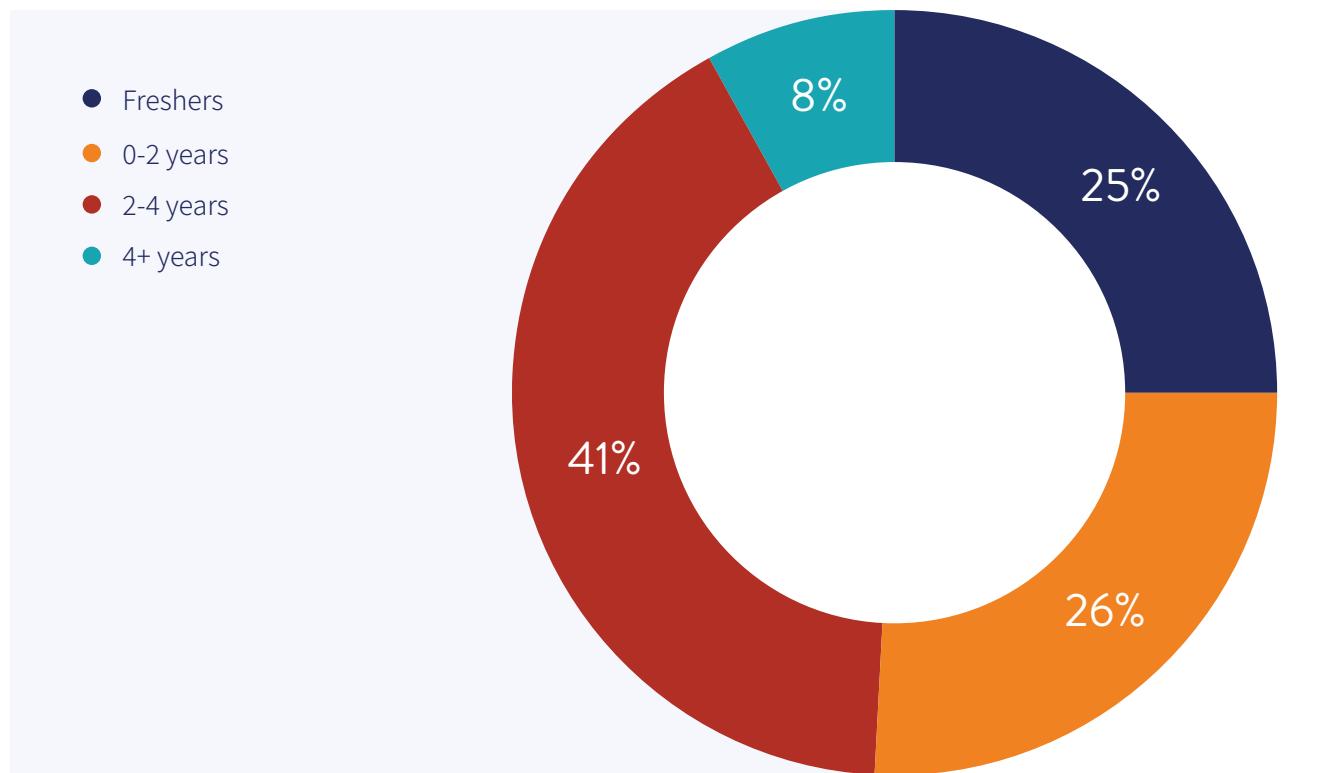


UNDERGRADUATE
MEDIAN SCORE
83%



MBA CLASS OF 2025 CLASS PROFILE

WORK EX DISTRIBUTION

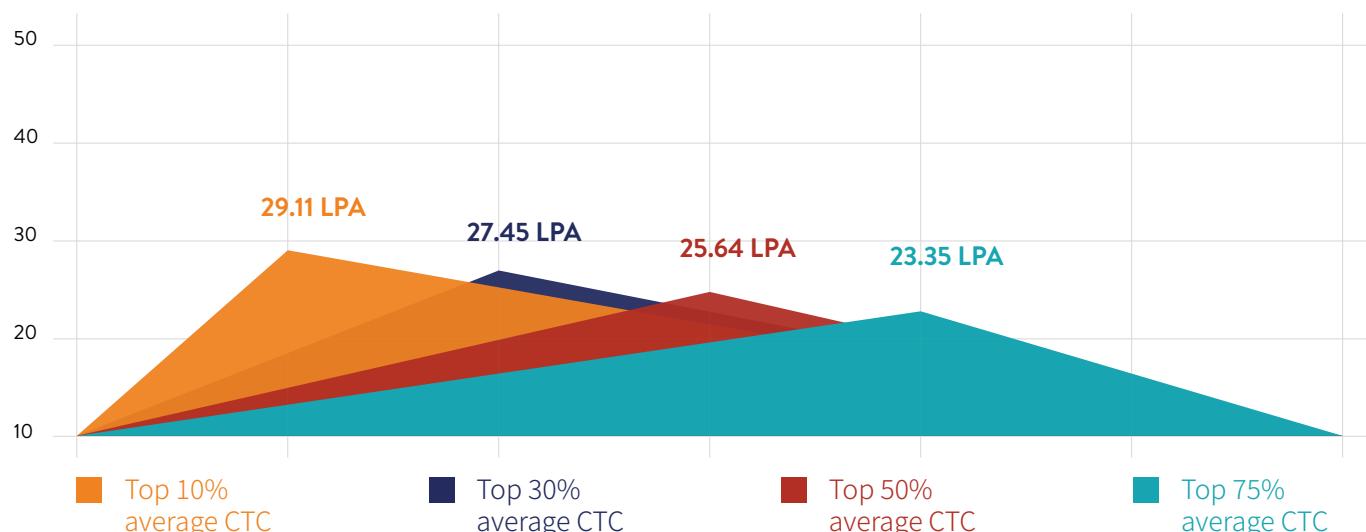
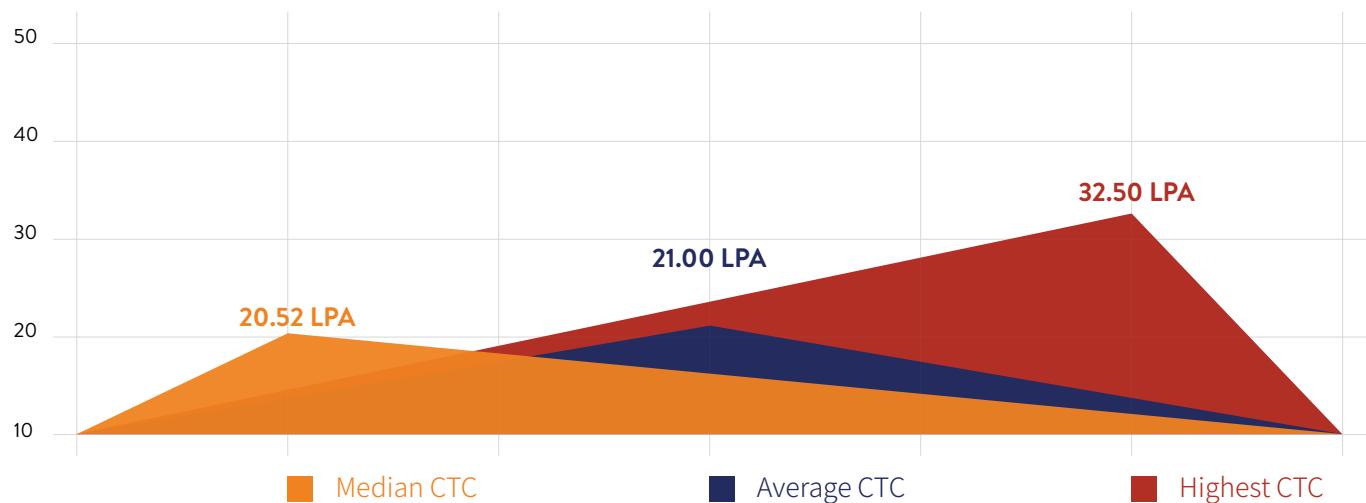


TOP UG COLLEGES



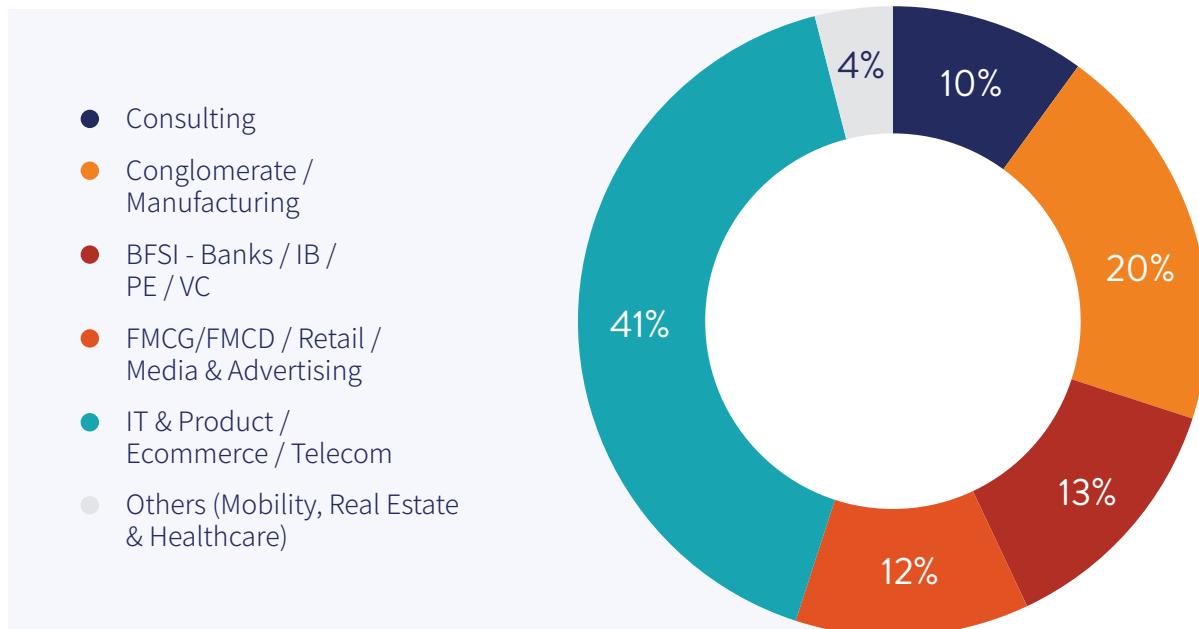
AUDITED PLACEMENT DATA

- » All placement related information and statistics this page onwards, including the list of participating organisations, are as on 18 September 2025 and audited by Brickwork Analytics Private Limited.
- » The CTC (Cost to Company) is the Maximum Earning Potential for the first year of employment, consisting of Fixed + Variable + Joining bonus payable in 1st year. Any part of the Joining bonus that is paid after the 1st year has not been considered in the CTC calculation.
- » Stock Options (ESOPs) being vested in the first year only have been considered. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered in the CTC calculation.
- » Relocation allowance has not been considered in the CTC.
- » All compensation figures are in INR.

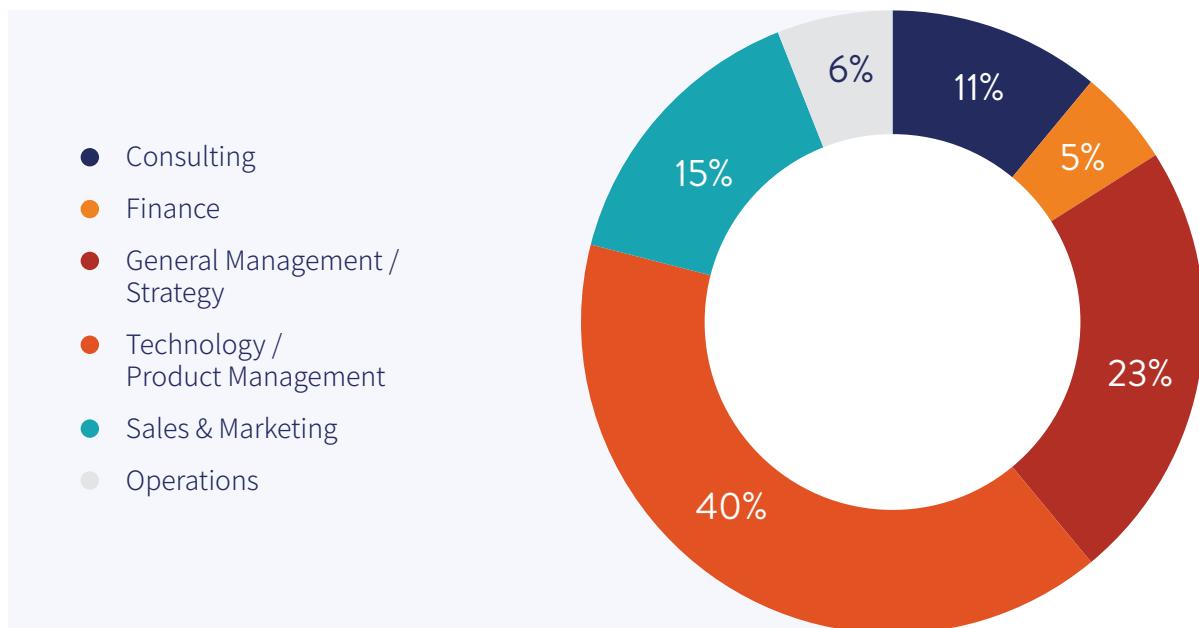


UNAUDITED PLACEMENT DATA

INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



RECRUITING ORGANISATIONS

Consulting

McKinsey & Company

KPMG

EY

Tiger Analytics

pwc

practus
Results. Delivered.

ACCORDION

IT & Product /
Ecommerce / Telecom

evoluteiq
Absolute Automation

Flipkart

zapcom.

accenture

freyr™

Spendflo

FORSYS

BIRLA PIVOT

ORIENT TECHNOLOGIES

ADP

LTIMindtree

SY

SAM CORPORATE
Fachhandels-Spezialist für Produkte

Netcore

FMCG/FMCD / Retail /
Media & Advertising

Hindustan Unilever Limited

Pidilite

more

JUBILANT FoodWorks

BRITANNIA

Signify

IIHT

Pernod Ricard

INDRIYA
ADITYA BIRLA SHELTER

Hawkins

Conglomerate/
Manufacturing

ADITYA BIRLA GROUP

UltraTech CEMENT

BFSI - Banks / IB /
PE / VC

J.P.Morgan

IDFC FIRST Bank

ICICI Bank

Africare Global

NOMURA

zen statement

ADITYA BIRLA CAPITAL

SHRIRAM Finance

Others (Mobility,
Real Estate and
Healthcare)

CIPHER Healthcare

BIRLA ESTATES

THE SHRI RAM ACADEMY

ZS

TINKER VILLAGE
Experiential Learning • Hands-on



Ref: B2K/BITSoM/MUM/RB/01/2025-26

September 18, 2025

To
BIT School of Management (BITSoM)
Kalyan-Murbad Road,
Village Kamba, Pawshepada,
Taluka Kalyan,
District Thane - 421301

Dear Sir,

Re: Audit of the Placement data for the batch 2023-25 of Master in Business Administration Program

We have audited the data related to remuneration as presented in the appended annexures for the final placements (based on the offers received and accepted on campus) for the batch 2023-25 of Master in Business Administration Program of BIT School of Management (BITSoM). B2K Analytics Pvt. Ltd. (formerly Brickworks Analytics Pvt. Ltd.) has validated the information related to remuneration, as provided by the recruiters to BITSoM with the relevant documentation.

In this context, we confirm the following:

1. For the purpose of the verification, we have obtained all the information and explanations which to the best of our knowledge and belief were necessary.
2. The validation of information presented in the appended Placement Summary is based on communication received by BITSoM from the recruiting companies. B2K Analytics (B2K) has not independently sourced any information or documentation directly from the recruiters.
3. We have verified the information with respect to remuneration presented in the annexures with communication received by BITSoM from the recruiters.
 - a) The CTC as presented in the placement report is the Maximum Earning Potential (MEP) for the first year of employment
 - b) Stock Options (ESOPs/ RSUs) have been offered to some students with details on the amount to be vested in the first year. Hence, only the corresponding amount has been considered for the calculation of the CTC / MEP.
 - c) Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefits to be paid after the first year have not been considered for the calculation of CTC / MEP.

B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076

P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com



- d) We have considered the amount of gratuity in the calculation of CTC / MEP, as has been considered by the recruiters in their offers, even though it is payable after 5 years of continuous service, as this amount was not separately available for all the candidates.
 - e) Wherever information was missing reasonable assumptions have been made.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication by students, as furnished by the Institute.
 5. The information in the appended Placement Summary has been verified on the basis of the offer letters and relevant emails from the recruiting companies which have been provided by BITSoM to B2K Analytics. B2K Analytics has not separately verified the authenticity of such supporting documents.
 6. We have verified only the remuneration from the relevant documents and not any other information presented therein.

Best Regards,

RITABAN
BASU

Digitally signed by
RITABAN BASU
Date: 2025.10.10
17:28:47 +05'30'

Ritaban Basu
CEO
B2K Analytics Pvt. Ltd.

B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076
P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com



ANNEXURE 1

Placement Snapshot for BITSoM Class of 2025:

- **46 Firms have made offers - 146 Students are out of the Placement Process**
- Average CTC - INR 21.00 Lacs
- Median CTC – INR 20.52 Lacs
- Top 10 % Avg. CTC - INR 29.11 Lacs
- Top 30 % Avg. CTC - INR 27.45 Lacs
- Top 50 % Avg. CTC - INR 25.64 Lacs
- Top 75 % Avg. CTC - INR 23.35 Lacs
- **81 students with CTC INR 20 lacs and above – 59% of the placed students**

Classification of the Graduation Pool:

Total students in the batch	153
Total Graduating Students	152
Students opting out of the placement process	8
Students seeking placements through the Institute	144
Students with placement offers	138
Students yet to be placed	6

RITABAN
BASU

Digitally signed by
RITABAN BASU
Date: 2025.10.10
17:28:47 +05'30'

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BITSoM

**BITS SCHOOL
OF MANAGEMENT**

BITS School of Management,
Kalyan-Murbad Road, Village Kamba, Pawshepada, Taluka Kalyan,
District Thane - 421301

General Inquiry: info@bitsom.edu.in
Boardline – 8050012004

www.bitsom.edu.in



BITSON

BITS SCHOOL
OF MANAGEMENT



AUDITED FINAL PLACEMENT REPORT

MBA CLASS OF 2022~2024

DEAN'S MESSAGE

I am pleased to share the final placement report for the co-founding class. Our students performed with grit and determination to secure favourable outcomes in a difficult placement year, a fact that I am extremely proud of. The Industry Partnership & Career Services (IPCS) team too made extraordinary efforts to create opportunities for every student participating in the Final Placement process. We have recorded an average salary of INR 23.41 lakhs per annum, which is similar to last year. Renowned companies from various industries and domains, such as McKinsey, BCG, AD Little, Unilever, JP Morgan Chase, PwC, and Pidilite, have recruited from the co-founding batch.

This performance is a testament to our unique curriculum, individual attention to the students through the personal development programme, the efforts of a stellar faculty pool from across the world, our high quality career services team, and the collaborative culture fostered by students.

While the structured placement process has concluded, the school continues to make efforts to find opportunities for the nine students who are yet to be placed.

BITSoM aspires to be among the very best B-schools in the country, and we are relentlessly working towards this goal with a strategic vision and determination.



DR SARAVANAN KESAVAN
Dean and Professor of Operations, BITSoM



ABOUT BITSoM

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

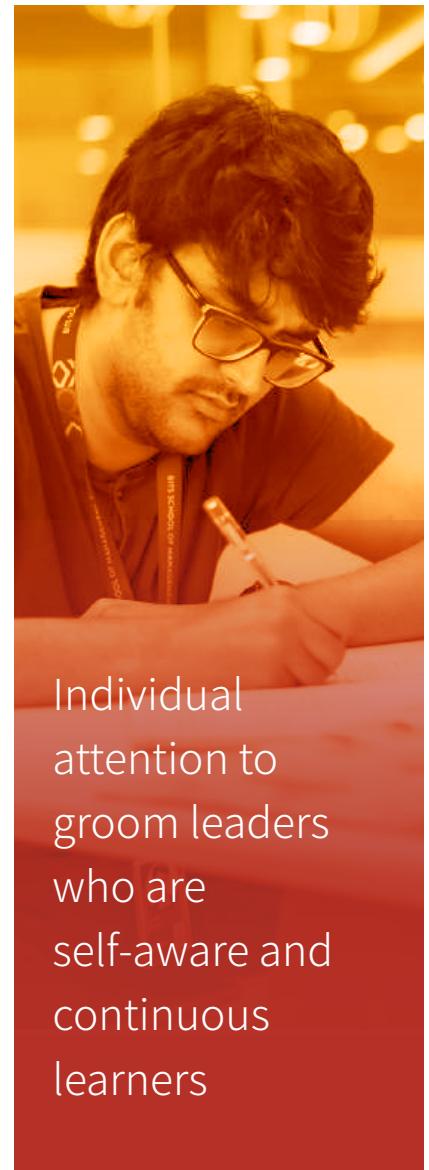
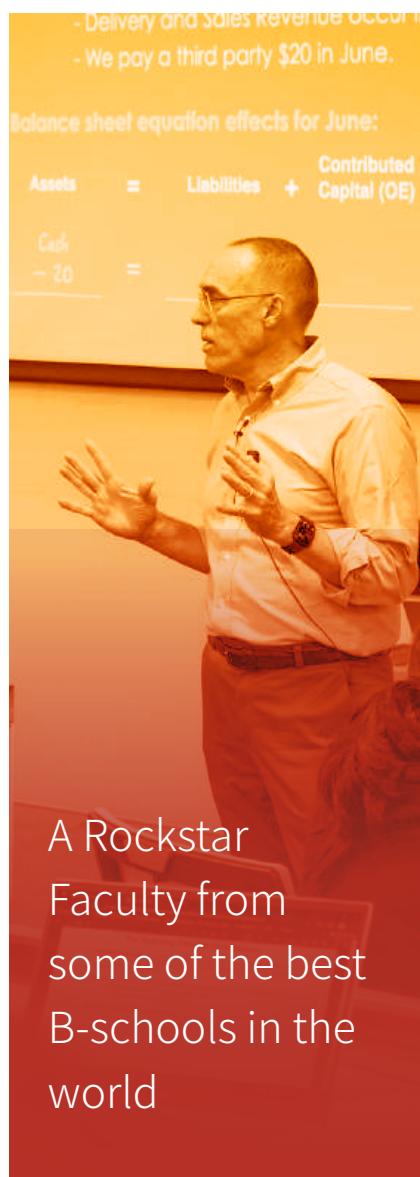
BITSoM offers a two-year full-time residential MBA programme built on the following pillars :

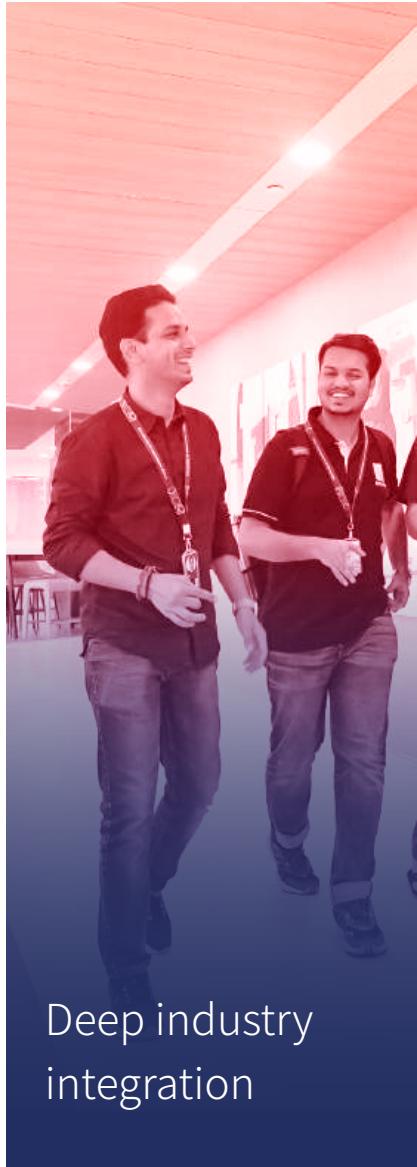
- » Global rockstar faculty handpicked from some of the best business schools worldwide, such as Wharton, NYU Stern, and SMU Singapore.
- » A future-ready curriculum informed by the needs of industry and designed with an emphasis on technology and soft skills.
- » Individual attention with a personal development plan for each student based on psychometric tests and guided by expert faculty.
- » Deep industry integration with students taking up corporate and social live projects and learning the nuances of business from industry practitioners.
- » Learning at the intersection of Industry and Society.
- » Holistic leadership development.

Two cohorts of diverse and remarkable students have graduated with the unique BITSoM Learning Experience.



PILLARS OF THE BITSoM EXPERIENCE





Deep industry
integration



Learning at the
intersection of
Industry and
Society



Holistic
leadership
development

INDUSTRY PARTNERSHIP & CAREER SERVICES TEAM



MANDAR DESAI

VP & Head
Industry Partnership &
Career Services



PRACHI PAWAR

Senior Manager
Industry Partnership &
Career Services



SWAPNIL SAWANT

Senior Manager
Industry Partnership &
Career Services



BARSHA BORA

Manager
Industry Partnership &
Career Services



TUSHAR MOHITE

Manager
Industry Partnership &
Career Services

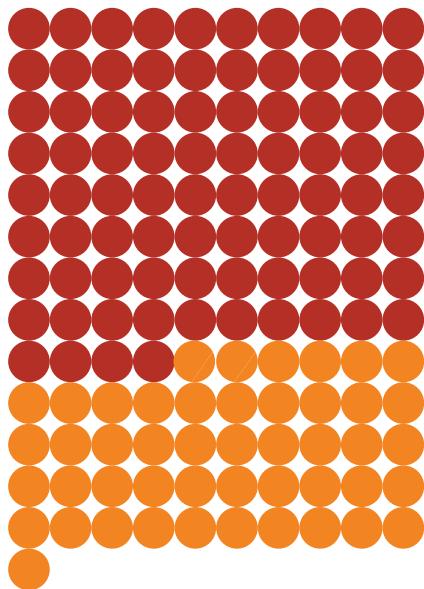


RAJESHREE GAWDA

Associate
Industry Partnership &
Career Services

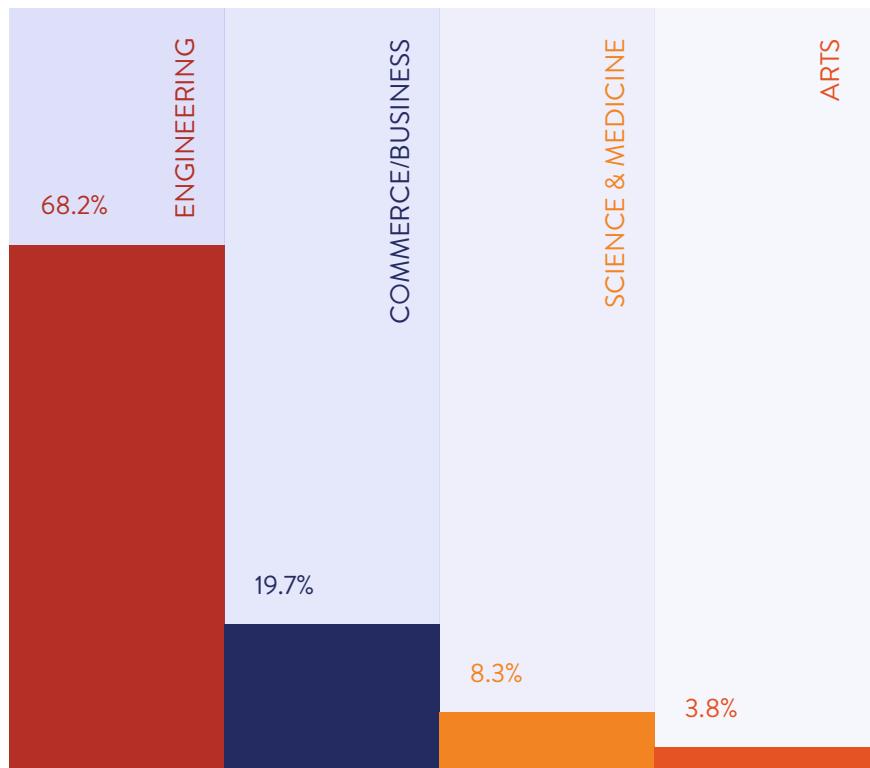
CLASS PROFILE

BATCH
STRENGTH 131



MALE 64%
FEMALE 36%

ACADEMIC
BACKGROUND



STANDARDISED
TEST PERFORMANCE

CAT
93
Median Percentile

84-99
Range (middle 80%) Percentile

AVERAGE WORK
EXPERIENCE
2 YEARS

GRE
321
Median Percentile

305 TO 329
Range (middle 80%) Percentile

AVERAGE AGE
24 YEARS

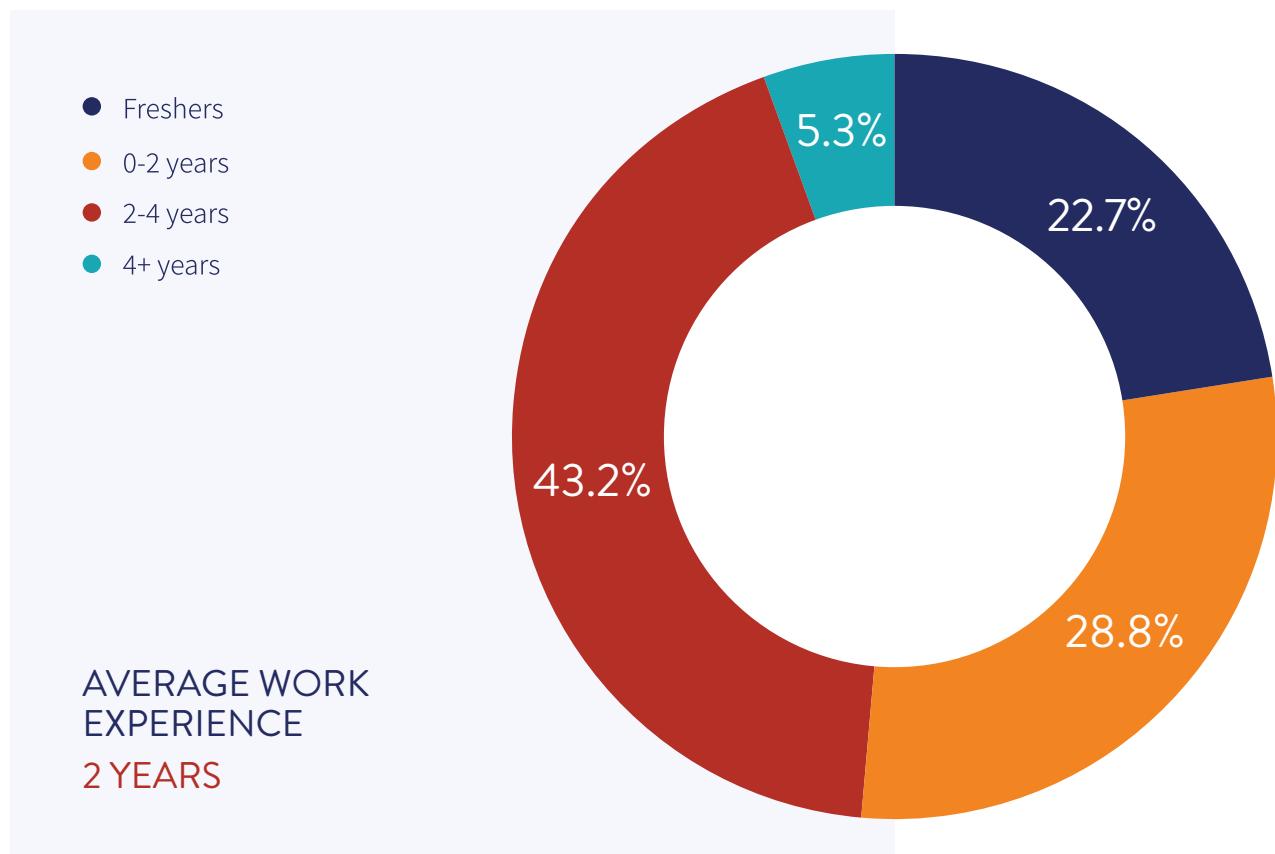
GMAT
700
Median Score

640-750
Range (middle 80%) Score



CLASS PROFILE

WORK EX DISTRIBUTION



TOP UG COLLEGES

BITS Pilani Pilani, Dubai, Goa, Hyderabad, Mumbai	IIT INDIAN INSTITUTE OF TECHNOLOGY BHARATIYA JYOTIRLOK SHIKSHAN SANSTHAN
FERGUSSON COLLEGE PUNE	ST XAVIER'S COLLEGE, KOLKATA
VIT Vellore Institute of Technology	MANIPAL INSTITUTE OF TECHNOLOGY MANIPAL A GLOBAL INSTITUTE OF HIGHER EDUCATION
NITs	ASHOKA UNIVERSITY
UCL	SRM UNIVERSITY CHENNAI, COIMBATORE
IIT MUMBAI	DELHI UNIVERSITY

TOP ORGANIZATIONS

accenture	ADITYA BIRLA HINDUSTAN
amazon	AMERICAN EXPRESS
Collins Aerospace	DECCAN CHRONICLE
Deloitte.	DE SHAW & CO
pwc	GOLDMAN SACHS
KPMG	Morgan Stanley



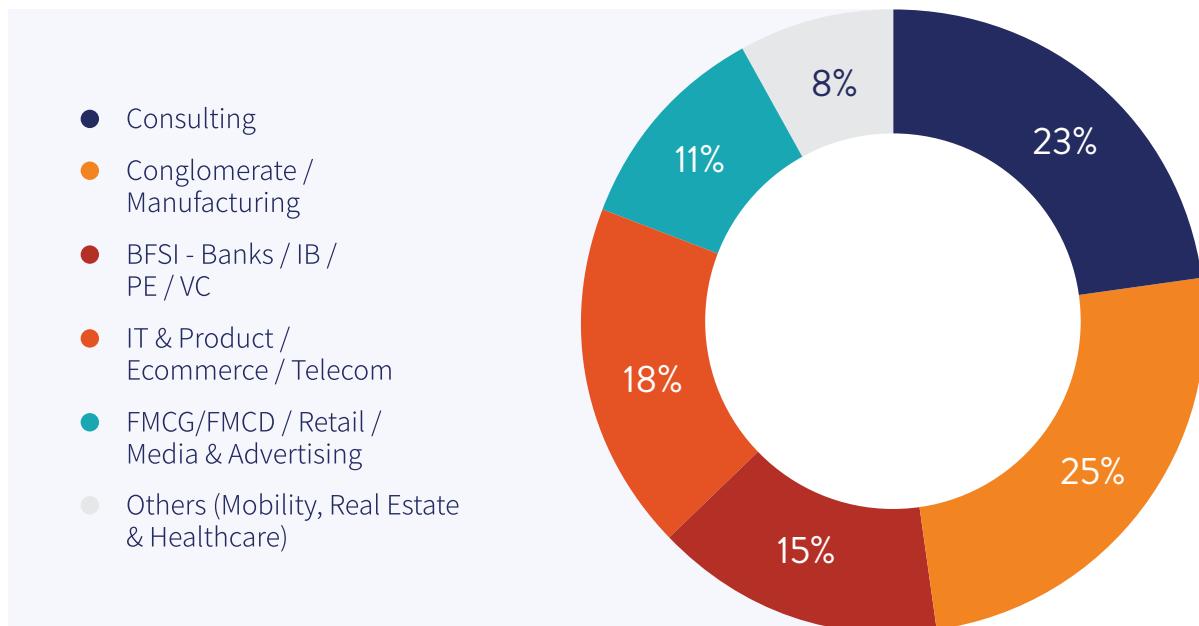
AUDITED PLACEMENT DATA

- » All placement related information and statistics this page onwards, including the list of participating organisations, are as on date [26 Jul 2024] and audited by B2K Analytics Private Limited (formerly Brickwork Analytics Private Limited).
- » The CTC (Cost to Company) is the Maximum Earning Potential for the first year of employment, consisting of Fixed + Variable + Joining bonus payable in 1st year. Any part of the Joining bonus that is paid after the 1st year has not been considered in the CTC calculation.
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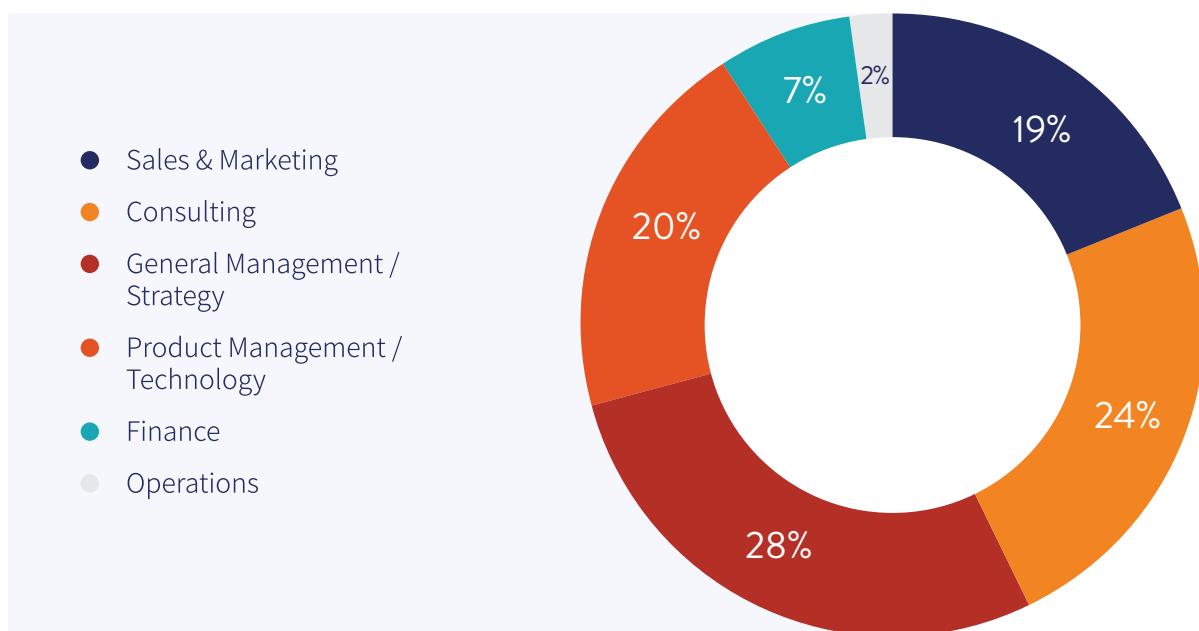


UNAUDITED PLACEMENT DATA

INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



PRE-MBA VS POST MBA CTC



B2K analytics

BYTES TO KNOWLEDGE

Ref: B2K/BITSoM/MUM/RB/0001/2024-25

26-Jul-2024

To

BITS School of Management (BITSoM)
Kalyan-Murbad Road,
Village Kamba, Pawshepada,
Taluka Kalyan,
District Thane - 421 301

Dear Sir,

Re: Audit of the Placement data for the batch 2022-24 of Master in Business Administration Program

We have audited the data related to remuneration as presented in the appended annexures for the final placement (based on the offers received and accepted on campus) for the batch of Master in Business Administration Program of BITS School of Management (BITSoM) for 2022-24. B2K Analytics Pvt. Ltd. (formerly Brickworks Analytics Pvt. Ltd.) has validated the information related to remuneration, as provided by the recruiters to BITSoM, with the relevant documentation.

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations which to the best of our knowledge and belief, were necessary.
2. The validation of information presented in the report is based on communication received by BITSoM from recruiting companies. B2K Analytics (B2K) has not independently sourced any information or documentation from the recruiters.
3. We have verified the information with respect to remuneration presented in the annexures with communication received from recruiters by BITSoM.

B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076
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- a. The CTC as presented in the annexures is the Maximum Earning Potential (MEP) for the first year of employment.
 - b. Stock Options (ESOPs) have been offered to some students with details on the amount to be vested in the first year. Hence, only the corresponding amount has been considered for the calculation of the CTC / MEP.
 - c. Long-Term benefits like ESOPs (vested after the first year), retention bonus and any other long-term benefit to be paid after the first year have not been considered for the calculation of CTC / MEP.
 - d. We have considered the amount of gratuity in the calculation of CTC / MEP, as has been considered by the recruiters in their offers, even though it is payable after 5 years of continuous service as this amount was not separately available for all the candidates.
 - e. Wherever information was missing reasonable assumptions have been made.
4. The acceptance of offers and the number of students opting out of the placement process has been established through written communication by BITSoM.
 5. We have only audited the data related to remuneration in the annexures and not any additional information presented therein.

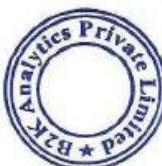
Best Regards,



Ritaban Basu

Head – Risk & Analytics

B2K Analytics Private Limited



B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

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ANNEXURE 1

Placement Snapshot for BITSoM Class of 2024:

- 41 Firms have made offers - 122 Students are out of the Placement Process
- Average CTC - INR 23.41 Lacs
- Median CTC - INR 24.00 Lacs
- Top 10 % Avg. CTC - INR 31.88 Lacs
- Top 30 % Avg. CTC - INR 28.86 Lacs
- Top 50 % Avg. CTC - INR 27.64 Lacs
- Top 75 % Avg. CTC - INR 25.38 Lacs
- 92 students with CTC INR 20 lacs and above - 77% of the placed students

Classification of the Graduation Pool:

Total students in the batch	131
Students opting out of the placement process	3
Students seeking placements through the Institute	128
Students with placement offers	119
Students yet to be placed	9
Total Graduating Students	131



RECRUITING ORGANISATIONS

Consulting



McKinsey & Company



Conglomerate and Manufacturing



BFSI-Banks /IB/PE/VC



J.P.Morgan



FMCG/FMCD/Retail/ Media & Advertising



IT & Product/ E-commerce/Telecom



Others





BITSoM

**BITS SCHOOL
OF MANAGEMENT**

BITS School of Management,
Kalyan-Murbad Road, Village Kamba, Pawshepada, Taluka Kalyan,
District Thane - 421301

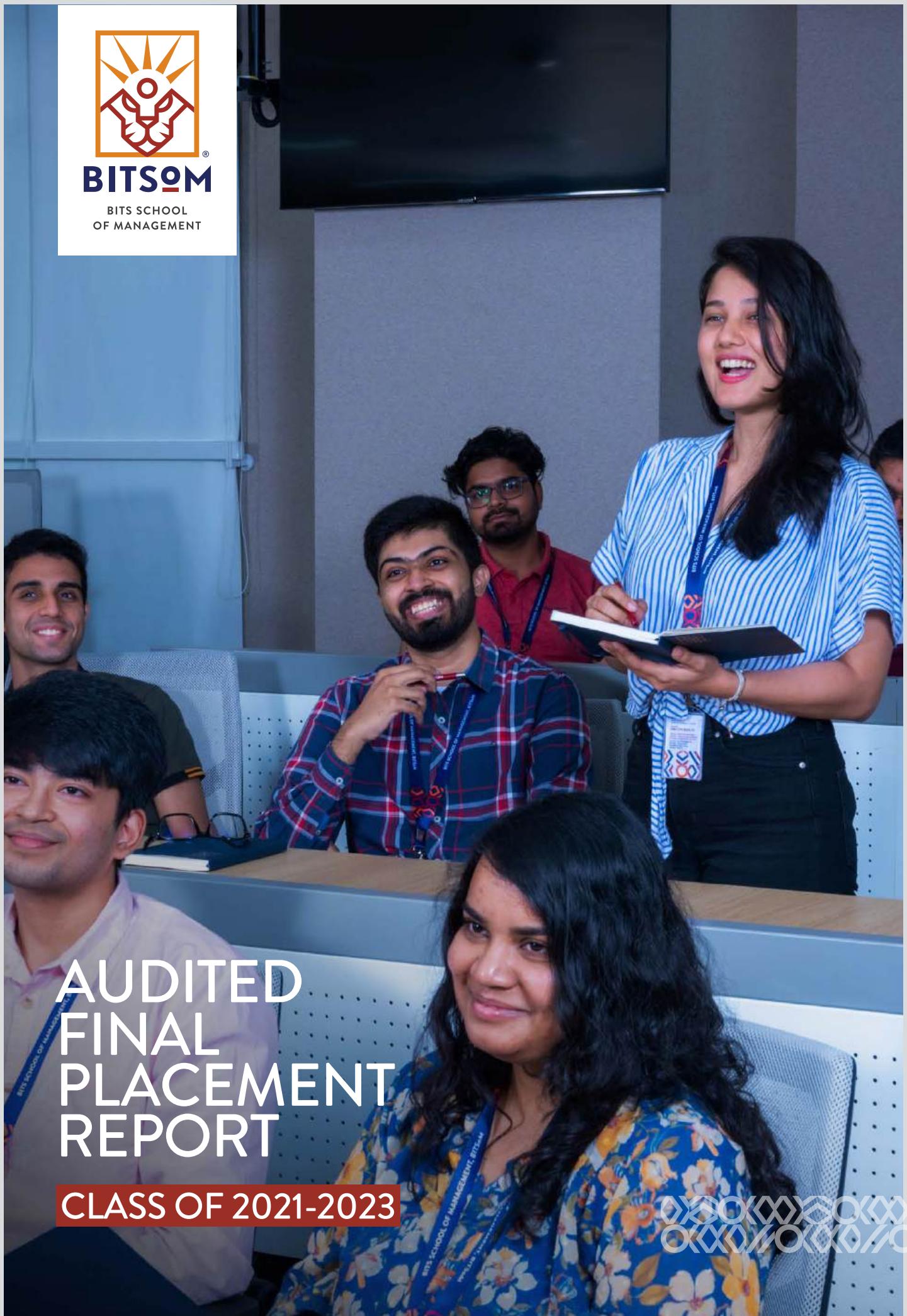
General Inquiry: info@bitsom.edu.in

www.bitsom.edu.in



AUDITED FINAL PLACEMENT REPORT

CLASS OF 2021-2023





DEAN'S MESSAGE

DR RANJAN BANERJEE

Dean and Professor, Marketing, BITSoM

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

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

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

ABOUT BITSoM

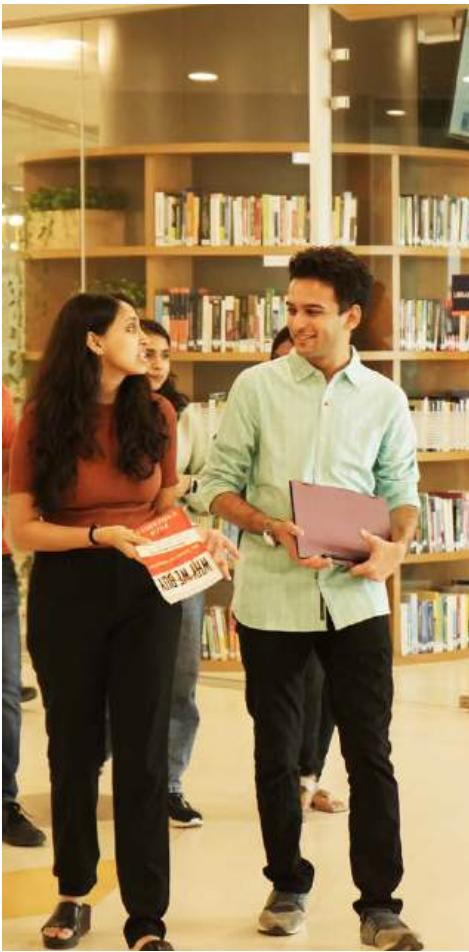
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BITSoM offers a two-year full-time residential MBA programme built on four pillars –

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

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

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



THE BITSoM EXPERIENCE



ABOUT THE INDUSTRY PARTNERSHIP AND CAREER SERVICES TEAM

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



MANDAR DESAI

Vice President and Head,
Industry Partnership and Career Services Team



BARSHA BORA

Manager,
Industry Partnership and Career Services team



PRACHI PAWAR

Senior Manager,
Industry Partnership and Career Services team



RAJESHREE GAWDA

Associate,
Industry Partnership and Career Services team

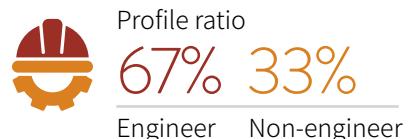
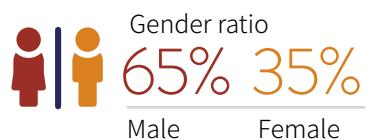


SWAPNIL SAWANT

Senior Manager,
Industry Partnership and Career Services team



CLASS PROFILE



CLASS PROFILE

STANDARDISED TEST PERFORMANCE

CAT	94	85-98
	Median Percentile	Range (middle 80%) Percentile
GRE	316	306 to 325
	Median Percentile	Range (middle 80%) Percentile
GMAT	680	610 to 740
	Median Percentile	Range (middle 80%) Percentile



COLLEGES / UNIVERSITIES ATTENDED BEFORE MBA

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

COMPANIES PREVIOUSLY WORKED IN

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

AUDITED PLACEMENT DATA



44.98 LPA

Highest CTC

23.50 LPA

Average CTC

23.00 LPA

Median CTC

35.91 LPA

Top 10% average CTC

30.05 LPA

Top 30% average CTC

28.10 LPA

Top 50% average CTC

25.50 LPA

Top 75% average CTC

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

AUDITED PLACEMENT DATA

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

INDUSTRY DISTRIBUTION

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

FUNCTION DISTRIBUTION

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

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

13-Sep-2023

To

BITS School of Management (BITSoM)
8th floor, Hiranandani Knowledge Park,
Powai, Mumbai

Dear Sir,

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

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

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

In this context, we confirm the following:

1. For the purpose of the audit, we have obtained all the information and explanations which to the best of our knowledge and belief, were necessary.
2. The validation of information presented in the report is based on communication received by BITSoM from recruiting companies. B2K Analytics (B2K) has not independently sourced any information or documentation from the recruiters.
3. We have verified the information with respect to remuneration presented in the annexures with communication received from recruiters by BITSoM.
 - a. The CTC as presented in the annexures is the Maximum Earning Potential (MEP) for the first year of employment.
 - b. Stock Options (ESOPs) have been offered to some students with details on the amount to be

B2K Analytics Private Limited

(Formerly Brickworks Analytics Pvt. Ltd.)

3rd Floor, Raj Alkaa Park, Kalena Agrahara, Bannerghatta Road, Bengaluru - 560 076
P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com

vested in the first year. Hence, only the corresponding amount has been considered for the calculation of the CTC / MEP.

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

Best Regards,



Ritaban Basu

Head – Risk & Analytics

B2K Analytics Private Limited



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(Formerly Brickworks Analytics Pvt. Ltd.)

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P: +91 80 4040 9950 | E: info@b2kanalytics.com | www.b2kanalytics.com

ANNEXURE 1

Placement Snapshot for BITSOM Class of 2023:

Batch size: 138

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

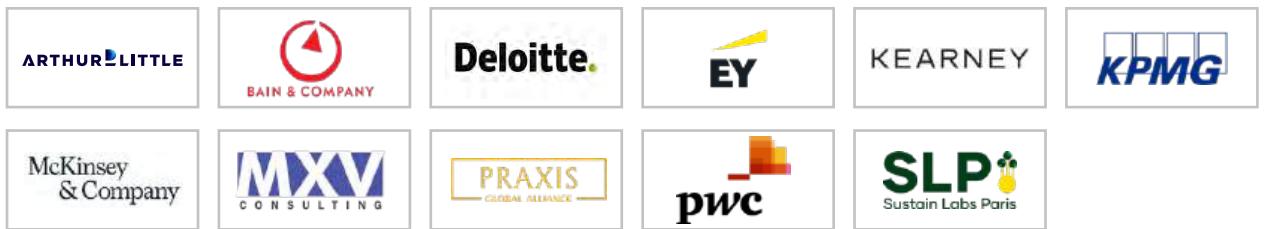
Classification of the Graduation Pool :

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



RECRUITING ORGANISATIONS

CONSULTING



CONGLOMERATE / MANUFACTURING



RECRUITING ORGANISATIONS

BFSI ~ BANKS / IB / PE / VC



FMCG/FMCD / RETAIL / MEDIA & ADVERTISING



RECRUITING ORGANISATIONS

IT & PRODUCT / ECOMMERCE / TELECOM



OTHERS





8th Floor, Hiranandani
Knowledge Park, Powai,
Mumbai - 400076

info@bitsom.edu.in
+91 8050012004
www.bitsom.edu.in



SUMMER INTERNSHIP PLACEMENT REPORT

MBA CLASS OF 2022-2024





DEAN'S MESSAGE

I am happy to share the summer placement report for the second batch of BITS School of Management, BITSoM.

We have seen a strong improvement in our outcomes, with median stipends rising by 33%. Many marquee recruiters have participated and hired, and been impressed by the quality and preparation of our students.

BITSoM aims to be among the very top b-schools in the country, and an early upward trajectory suggests that we are poised to do just that.

DR RANJAN BANERJEE

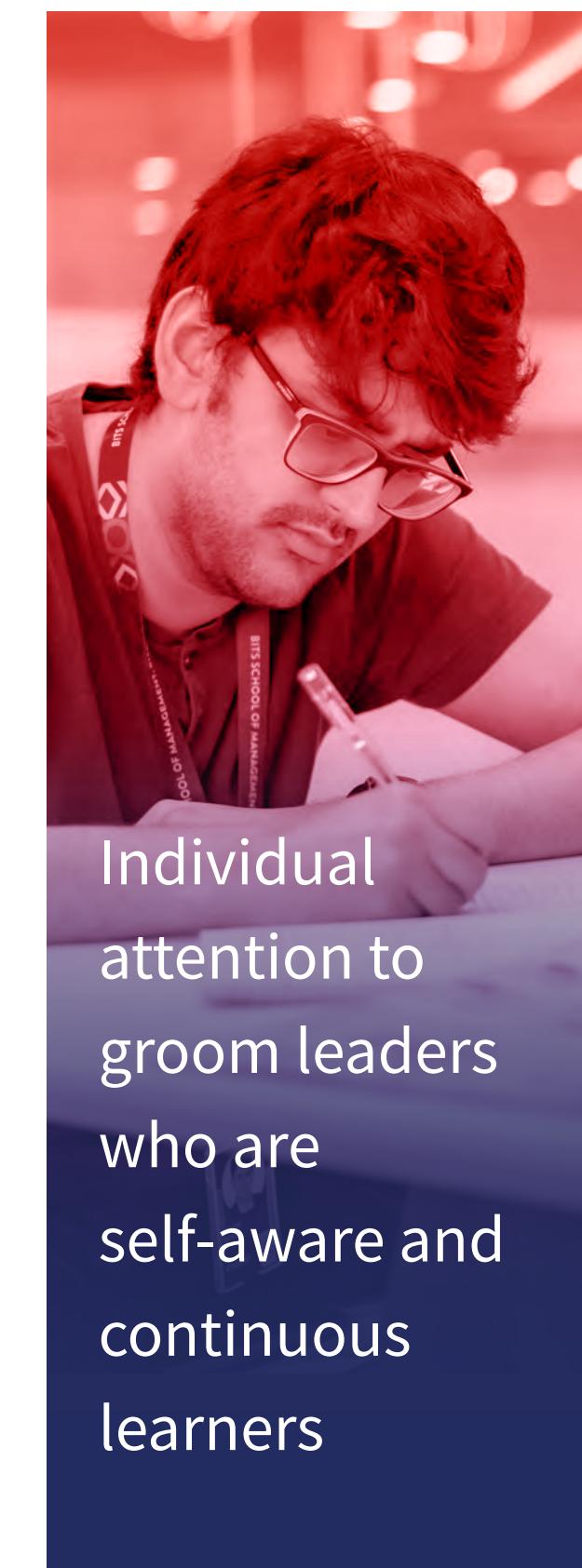
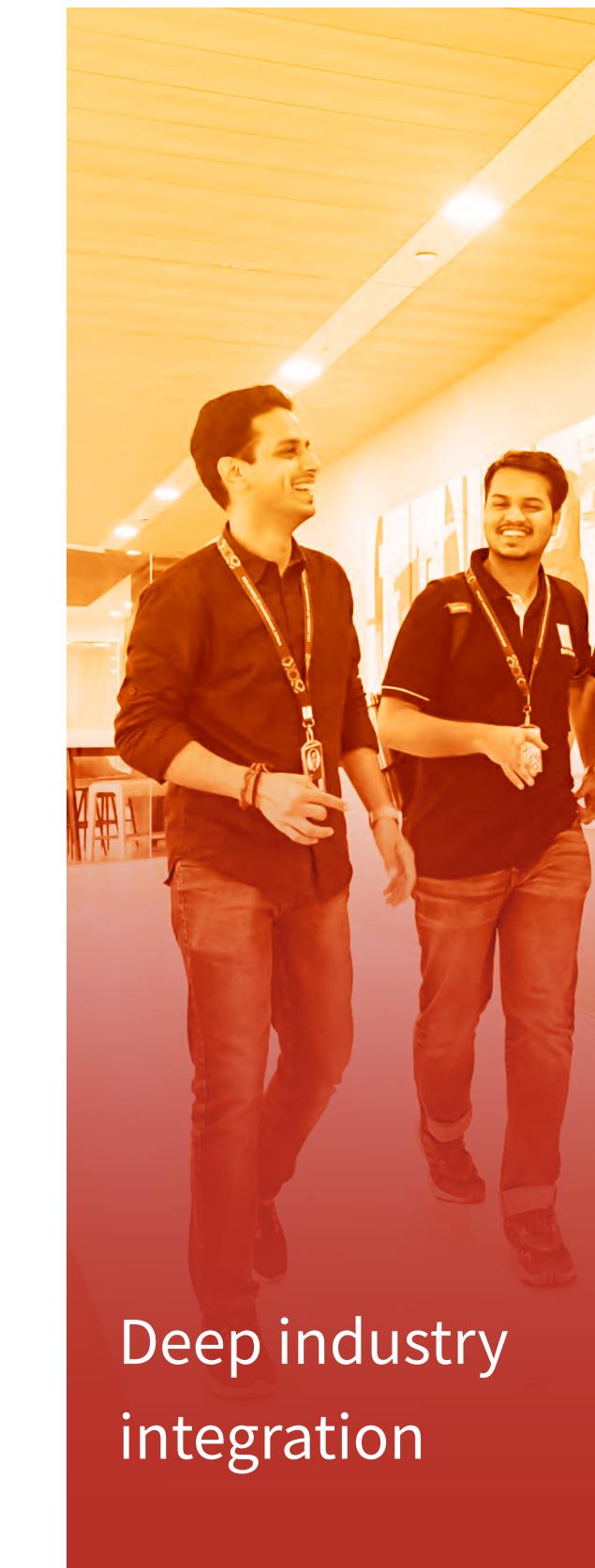
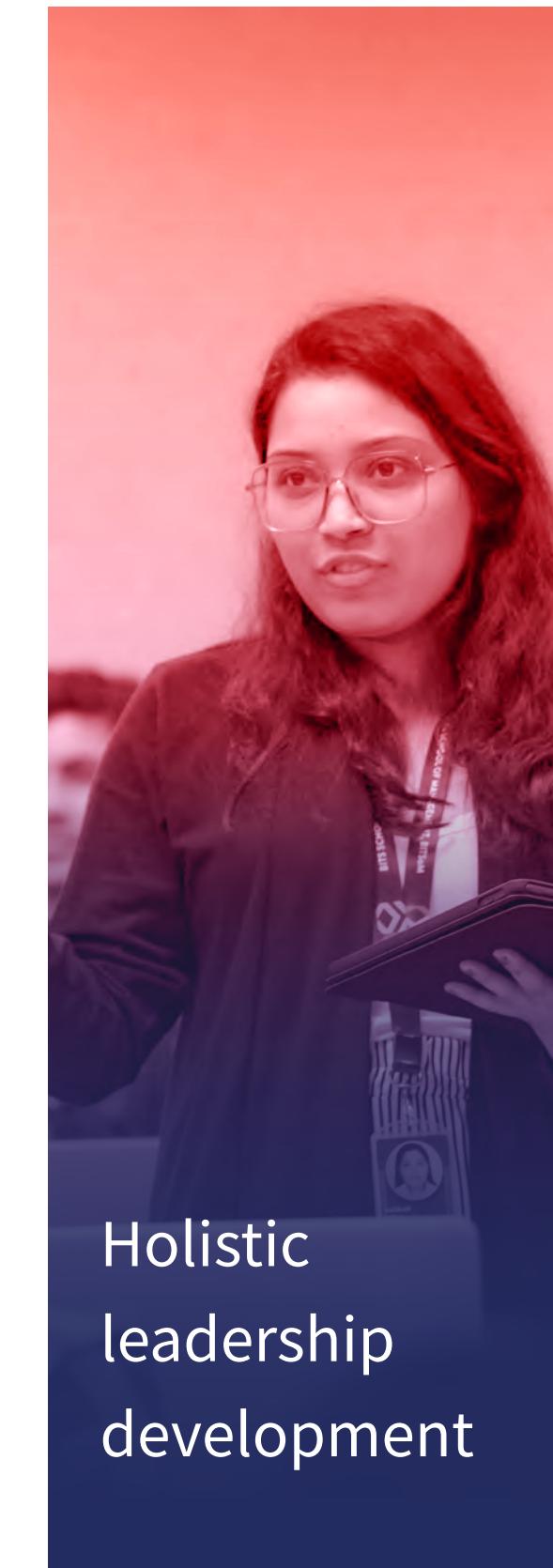
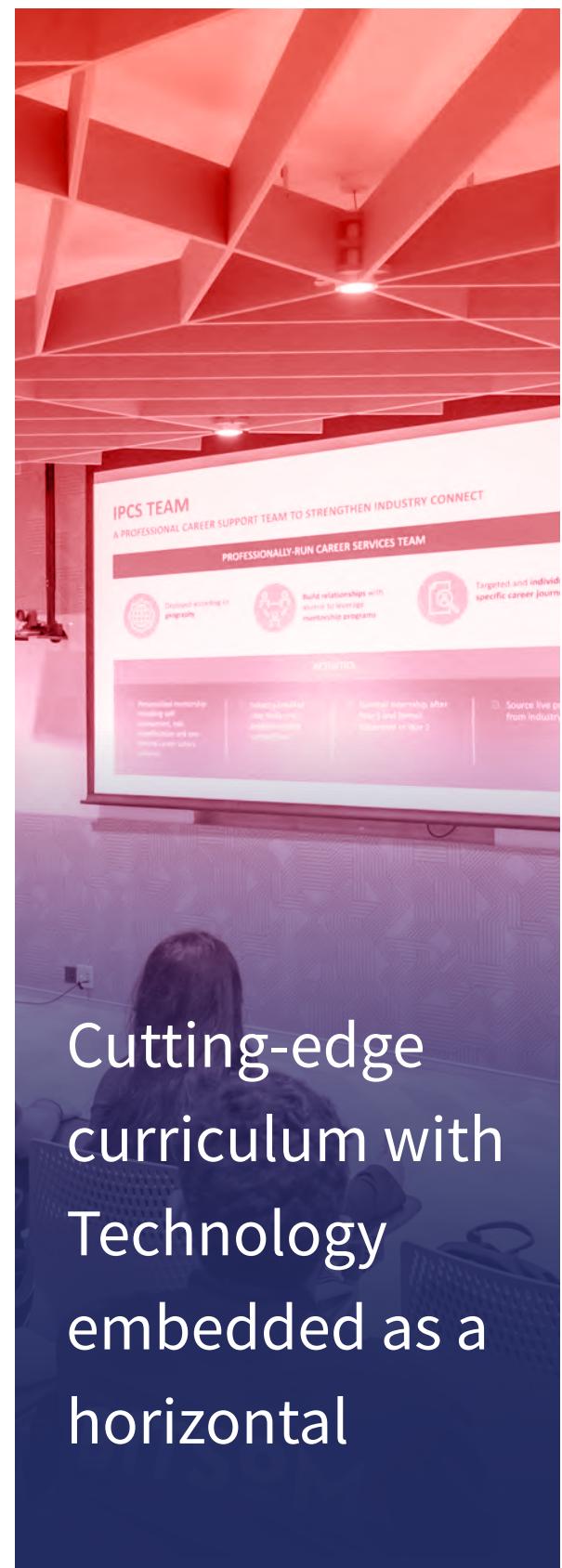
DEAN AND PROFESSOR – MARKETING, BITSoM

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

Balance sheet equation effects for June:

$$\begin{array}{rcl} \text{Assets} & = & \text{Liabilities} + \text{Contributed Capital (OE)} \\ \\ \text{Cash} & - 20 & = \end{array}$$

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

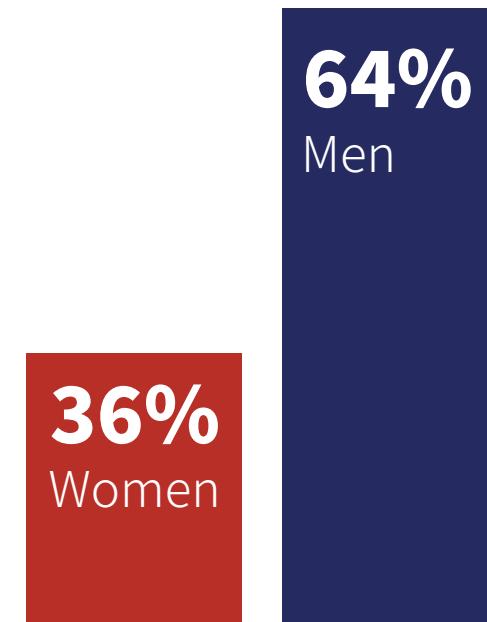


PILLARS OF THE BITSOM EXPERIENCE

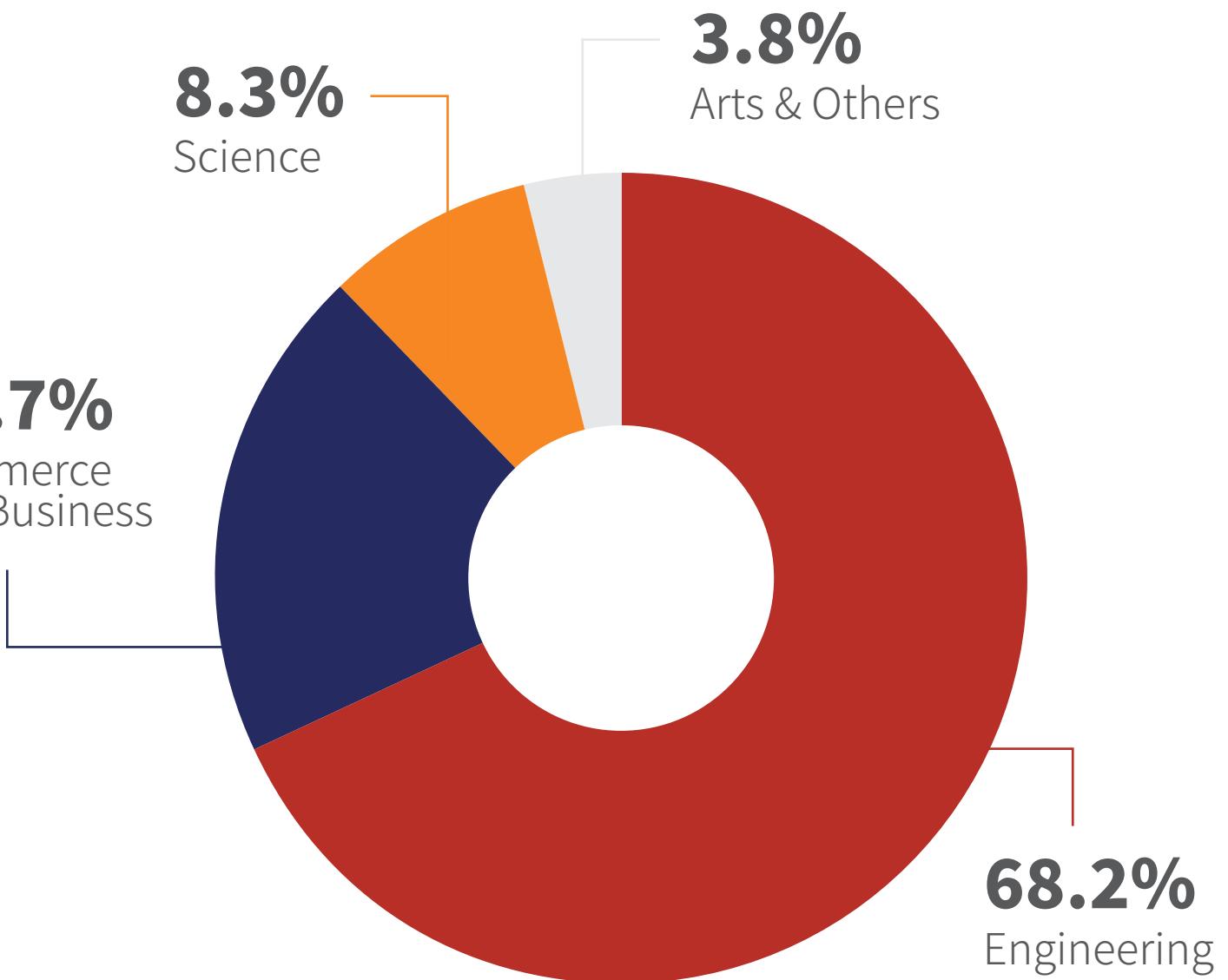
MBA 2022 - 2024 CLASS PROFILE

132

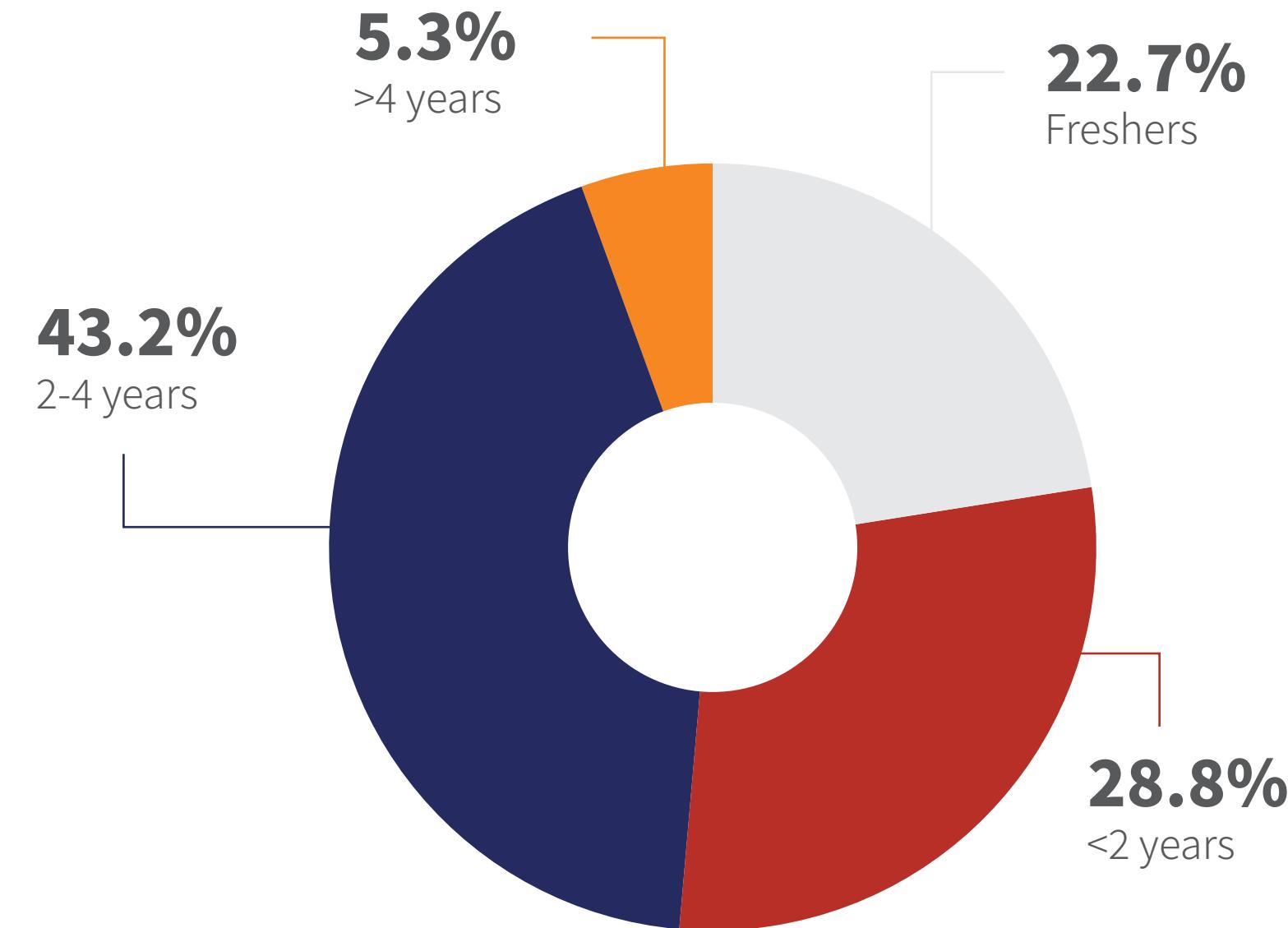
CLASS SIZE



GENDER RATIO



ACADEMIC BACKGROUND

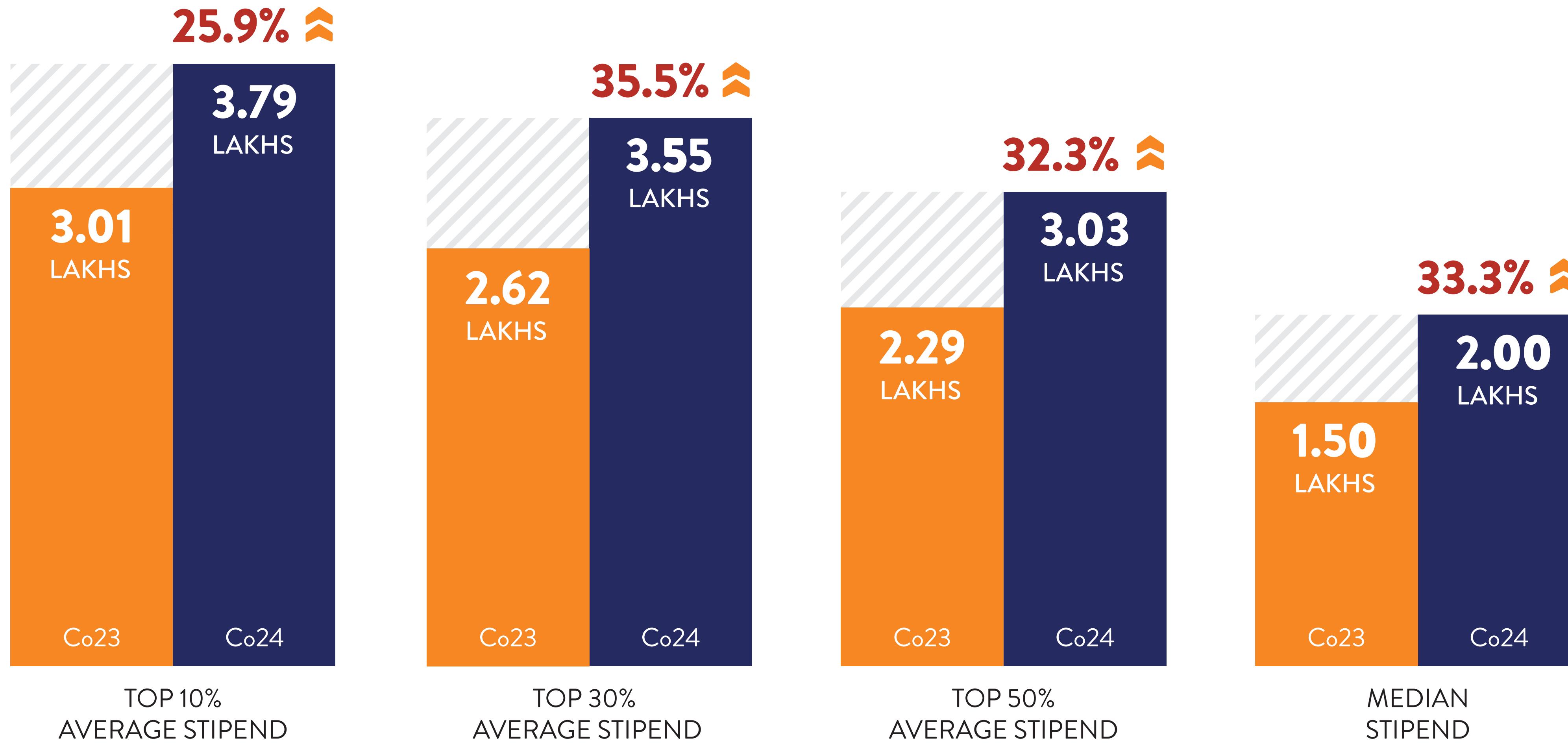


WORK-EX DISTRIBUTION

TOP UG COLLEGES

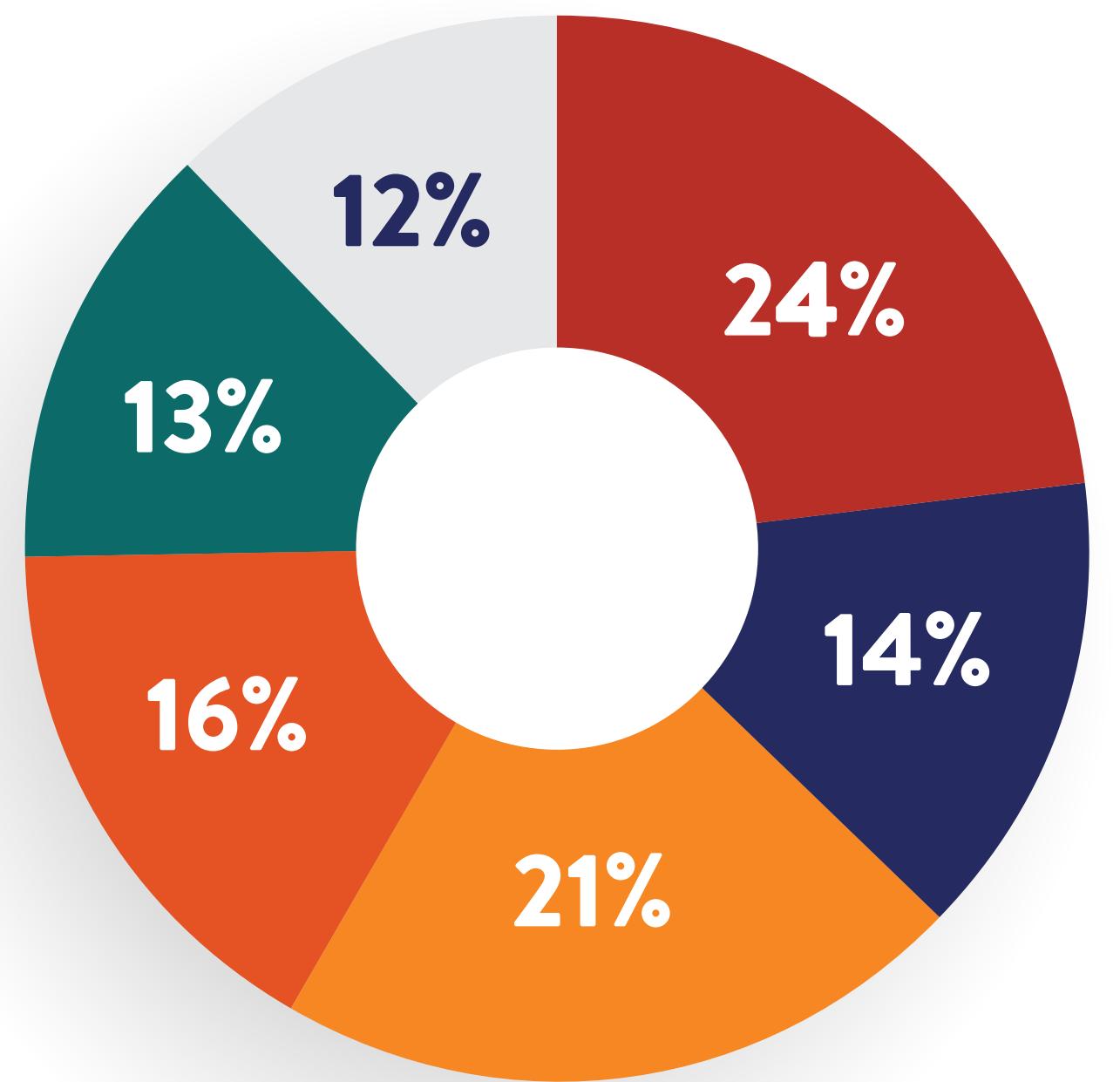
UNIVERSITY COLLEGE LONDON, UK	IIT (BHU) VARANASI	BITS PILANI	NIT SURATHKAL	NIT TRICHY
NIT CALICUT	NIT WARANGAL	VIT VELLORE	DELHI UNIVERSITY	ASHOKA UNIVERSITY
ST XAVIER'S COLLEGE KOLKATA	FERGUSSON COLLEGE PUNE	ICT MUMBAI	MANIPAL INSTITUTE OF TECHNOLOGY	SRM UNIVERSITY

PLACEMENT STATISTICS



60% of the class has received a stipend of **2 lakhs and above**.

DOMAIN-WISE COMPANIES



- Consulting
- FMCG/FMCD/Retail/Media & Advertising
- Conglomerate and Manufacturing
- BFSI-Banks/IB/PE/VC
- IT & Product/Ecommerce/Telecom
- Others(Mobility, Education, Healthcare, Real estate)

AVERAGE STIPEND

2.03
LAKHS

HIGHEST STIPEND

4.75
LAKHS

PARTICIPATING STUDENTS

126

PARTICIPATING COMPANIES

51

STUDENTS PLACED

126

PARTICIPATING ORGANISATIONS

CONSULTING

ARTHUR D LITTLE	BAIN & COMPANY	BCG	EY	GARTNER	KEARNEY	PwC
-----------------	----------------	-----	----	---------	---------	-----

FMCG / FMCD / RETAIL / MEDIA & ADVERTISING

BAJAJ CONSUMER CARE	THE HERSHEY COMPANY	HT MEDIA	HUL	JIGSERV DIGITAL	MEDIA NET	MORE RETAIL
NESTLE	PIDILITE	REDBULL	SIGNIFY	SLEEPY OWL		

CONGLOMERATE & MANUFACTURING

ABG	BOSCH	CENTURY ENKA	CENTURY PULP AND PAPER	TAFE	TIIVRA	VOLTAS BEKO
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BFSI - BANKS / IB / PE / VC

AVISTA ADVISORY	BEXLEY ADVISORS	CERVIN	EIGHT CAPITAL	ICICI BANK	ICICI PRUDENTIAL AMC LTD	LIGHT MICROFINANCE
MERISIS ADVISORS	SICOMORO ADVISORS PVT LTD	SOMERSET INDUS CAPITAL PARTNERS	STEER ADVISORS	WAY2WEALTH SECURITIES PVT LTD	YES BANK	

IT & PRODUCT / ECOMMERCE / TELECOM

BIGBASKET	CLOUDCRAFTZ	DRIFE	FANPLAY IOT	GENPACT	TIGER ANALYTICS	TTEC
VODAFONE IDEA						

OTHERS (Mobility, Education, Healthcare, Real Estate)

BIRLA ESTATES	BITSOM	LITHIUM URBAN TECHNOLOGIES	OPTUM
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WHAT DO OUR STUDENTS HAVE TO SAY?



KHUSHBOO LAKHWANI

Summer Associate
Boston Consulting Group

MBA at BITSoM has helped me grow professionally, academically, and personally. Learning about different industries made me look at consulting as the next step in my career. The placement team at BITSoM aided not only the entire placement process but also the preparation part of it. Mock interviews, case preparation sessions, and CV reviews made this entire journey seamless. I finally landed in one of the top consulting firms, BCG, for my summers. I got in through their Future Women Leadership Program, which provided an additional scholarship to support my education.



SASHANKH REDDY

Product Management Intern
Drife Technologies

After completing 5.5 years of Consulting, I came to BITSoM to pivot into Product Management. With such a high work ex, the transition was never going to be easy. But kudos to the dedicated career services team for helping streamline the entire process. The process started off with multiple resume workshops with industry experts ensuring we were sending our best application forward and then having mock interview sessions held by PMs in top companies, which made me feel a lot more comfortable and confident in my interviews, they were with us at every step throughout the summers to ensure I get the role I wanted.



AMAL ANTONY

Marketing
Hindustan Unilever Limited (HUL)

I am happy to have been offered a marketing internship role at Hindustan Unilever Ltd. It's an exciting opportunity and BITSoM played a crucial role in helping me achieve it. The knowledge and skills that I have gained through my coursework and extracurricular activities have prepared me for this opportunity, and I am eager to put them into practice.



AKANSHA SANGHAVI

Investment Research Intern
Cervin Ventures

Having worked in Investment Banking, I realized my passion to delve into the nuances of Venture Capital. Consequently, a managerial understanding was essential, which led me to my pursuit of an MBA. BITSoM offered me a plethora of avenues for gaining practical knowledge in VC and helped me target my preferred internship through multiple support programs like one-on-one interview mocks, external mentoring sessions & a very supportive Placement team. I finally landed Cervin Ventures, a fund with one of the best investment portfolios and management teams.

INDUSTRY PARTNERSHIP & CAREER SERVICES TEAM



SWAPNIL SAWANT

Sr. Manager, Industry Partnership & Career Services



UDAY VIRMANI

Assistant Dean, External Engagements



BARSHA BORA

Manager, Industry Partnership & Career Services



MANDAR DESAI

Head, Industry Partnership & Career Services



RAJESHREE GAWDA

Associate, Industry Partnership & Career Services



PRACHI PAWAR

Sr. Manager, Industry Partnership & Career Services



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BITS SCHOOL
OF MANAGEMENT

TM

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ADDRESS:
8th Floor, Hiranandani
Knowledge Park, Powai,
Mumbai - 400076

GENERAL INQUIRY:
info@bitsom.edu.in

BOARD LINE:
8050012004

WEB:
www.bitsom.edu.in



BITSOM

BITS SCHOOL
OF MANAGEMENT

SUMMER INTERNSHIPS PLACEMENT REPORT

CLASS OF 2021-23



DEAN'S MESSAGE



I am happy to share the very first placement report for the BITS School of Management, BITSoM. This report is for summer internship placements which we recently concluded. All students who participated in the process have been placed, and will join their respective organisations for the two month internships in April and May 2022.

We have made a strong start for an institute in its first year. Many top companies visited our campus, and we received positive feedback on the quality and energy of our founding class. We thank our corporate partners for their enthusiastic support. Many more recruiters whom we are in conversations with have committed to participate both in final placements and in next year's internships. We are confident of an even stronger showing next year.

**Dr Ranjan Banerjee
Dean and Professor - Marketing
BITSoM**

STELLAR GLOBAL FACULTY

Inspired learning with a faculty from among
the world's best B-schools



Ranjan Banerjee

Dean and Professor - Marketing, BITSoM
(Teaching Design Thinking)



Leena Chatterjee

Professor of Organizational Behaviour, BITSoM
(Teaching Leading Self and Teams)



Cait Lamberton

Professor of Marketing
Wharton Business School
(Teaching Marketing Research and Methods)



Devdutt Pattanaik

Mythologist, Author, Illustrator, Consultant
(Teaching Culture and Business - A Mythology Toolkit)



Dhananjay (Dan) Gode

Professor of Accounting
NYU Stern School of Business
(Teaching Business drivers for Industry)



Gerard George

Professor of Management,
McDonough School of Business
(Teaching Foundations of Entrepreneurship)



Luis Martins

Professor of Management
University of Texas Austin



Mark Finn

Clinical Professor of Accounting
Kellogg School of Management
(Teaching Financial Accounting and Decision Making)



Nirmalya Kumar

Professor of Marketing
Singapore Management University
(Teaching Advanced Marketing Strategy)



Rajagopal Raghunathan

Professor of Business
University of Texas Austin
(Teaching Consumer Behaviour)



Shamika Ravi

Former Director of Research
Brookings India
(Teaching Micro Economics)



Soumitra Dutta

Professor of Management
S C Johnson College of Business, Cornell
(Teaching Digital Business and Innovation)



Vera Tilson

Associate Professor of Operations
University of Rochester
(Teaching Operations Management)



Ziv Katalan

Adjunct Professor of Operations
Wharton Business School
(Teaching Decision models and Uncertainty)

* This is only a partial list of faculty.

PREPARED FOR LEADERSHIP

Designed by academicians and industry experts, the 1600+ hours MBA programme is designed for long term career success

DISTINCTIVE SPECIALISATIONS

TECHNOLOGY EMBEDDED IN EVERY SPECIALISATION

Entrepreneurship
and Innovation

Finance and
Investing

Ecommerce and
Digital
Leadership

Leadership and
Strategy

Marketing and
Consumer Insights

SET UP FOR LONG TERM CAREER SUCCESS

Winning at the Workplace (WAW)

- Personal Growth & Transformation
- Smart Problem Solving
- Whole Brain Thinking
- Influence and Persuasion

and 400+ hours
more of WAW
courses

Individual attention

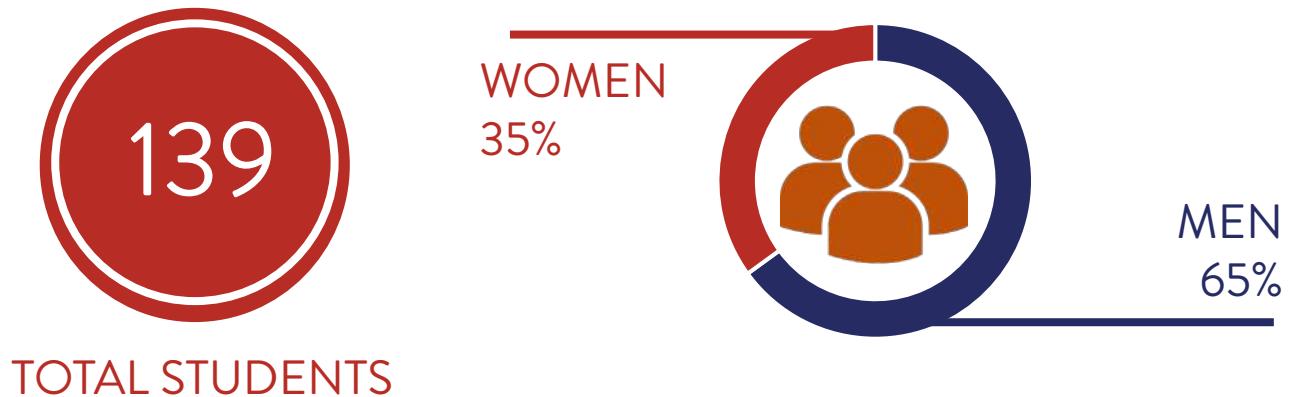
- Personal Development Plan
- Mentorship by industry stalwarts
- Placement Readiness Programme

Immersion at LBS

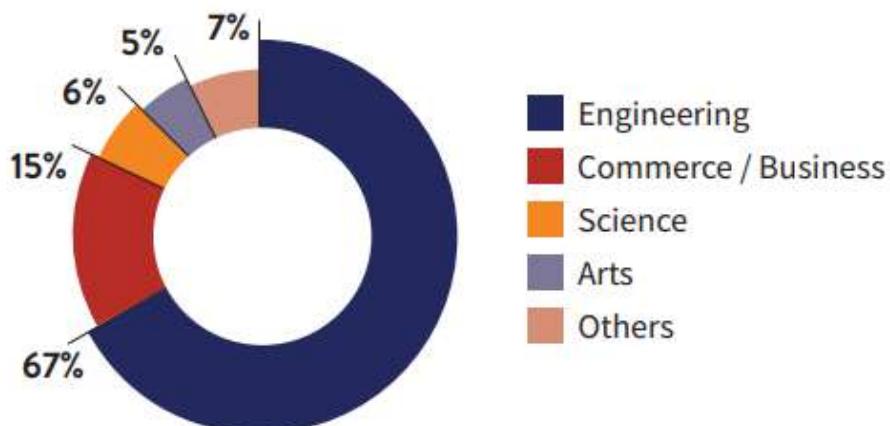
- Cross-cultural context
- Workshops with start-ups
- Network with LBS students

London
Business
School

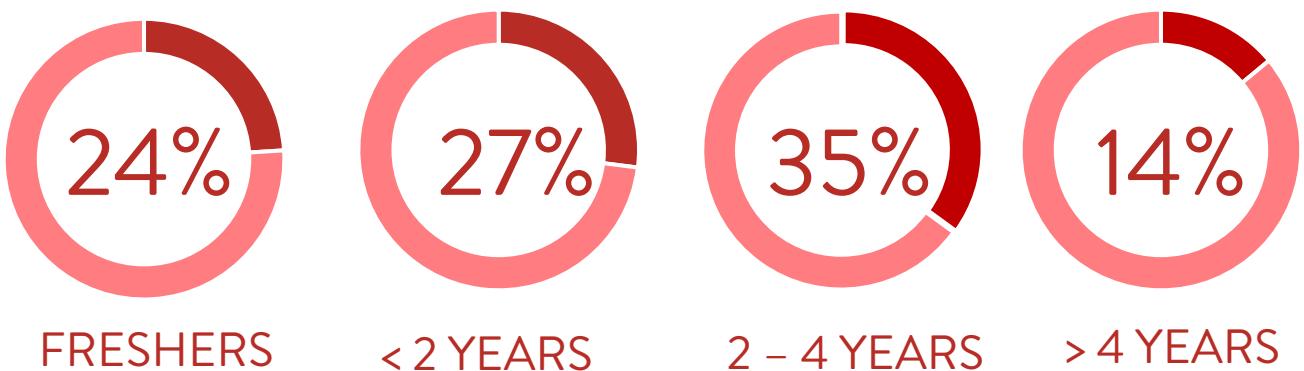
FOUNDING CLASS PROFILE



ACADEMIC BACKGROUND



WORK-EX DISTRIBUTION



SUMMER INTERNSHIP PLACEMENT HIGHLIGHTS



141

OFFERS
MADE

132

PARTICIPATING
STUDENTS

132

STUDENTS
PLACED

AVERAGE STIPEND

161,610



301,538

AVG STIPEND
TOP 10%

261,712

AVG STIPEND
TOP 30%

229,280

AVG STIPEND
TOP 50%

**NOTE: STIPENDS ARE FOR THE TWO MONTH INTERNSHIP,
AND IN INR**

50 RECRUITERS FOR SUMMER INTERNSHIPS

CONSULTING & GENERAL MANAGEMENT

ADITYA BIRLA GROUP	ARTHUR D LITTLE	BAIN & CO
DELOITTE	EY	KEARNEY
KORN FERRY (HAY GROUP)	KPMG	PWC
ZS ASSOCIATES		

BANKING, FINANCIAL SERVICES AND INSURANCE

AVISTA ADVISORY	AXIS BANK	CERVIN VENTURES
EIGHT CAPITAL	FINNOVATION	ICICI BANK
ICICI PRU AMC	LIGHT MICROFINANCE	SOMERSET INDUS
TATA CAPITAL	TRANZMUTE	WAY2WEALTH
YES BANK		

FMCG/CONSUMER PRODUCTS

BAJAJ CONSUMER CARE	CEAT	THE HERSHEY COMPANY
HINDUSTAN UNILEVER	LEGRAND	NESTLE
NIVEA	PIDILITE	TATA CONSUMER PRODUCTS
VODAFONE IDEA		

TECHNOLOGY, E-COMMERCE & MEDIA

AIRMEET	CISCO	HT MEDIA
KNIMBUS	L&T INFOTECH	MAKEMYTRIP
MOGLIX	OYO ROOMS	TTEC

OTHERS

ARKA ENERGY	BIRLA ESTATES	GENPACT
LEGATO	MORE RETAIL	PI INDUSTRIES
TAFE	TIIVRA	

CAMPUS GLIMPSES





BITSOM

BITS SCHOOL
OF MANAGEMENT

8th Floor
Hiranandani Knowledge Park
Powai, Mumbai – 400076

www.bitsom.edu.in





SUMMER INTERNSHIP PLACEMENT REPORT

MBA CLASS OF 2023-2025



DEAN'S MESSAGE

I am happy to share the Summer placement report for the Class of 2025, with 100% placement for the third cohort of BITS School of Management, BITSoM.

While economic conditions have been less than ideal this year, our Industry Partnership & Career Services team made extraordinary efforts to place every student who participated in the Summer Internship Placement process. A broad range of sought-after Industries and domains have been well represented, with several marquee names added to the portfolio this year. We have been able to achieve a healthy average stipend of INR 1.75 Lacs (for two months). The median stipend of INR 2.00 Lacs has been maintained from last year.

I am sure, like in earlier years, our students will focus on the valuable experience and learning opportunities from the internships.

With a majority of students placed through our campus process, there were 22 students who responded to market conditions and proactively found their own internships. BITSoM has a firm policy against putting pressure on students to opt out of the placement process. I am proud to say that not one of these students has been under pressure to opt out, and the policy has been strictly enforced.

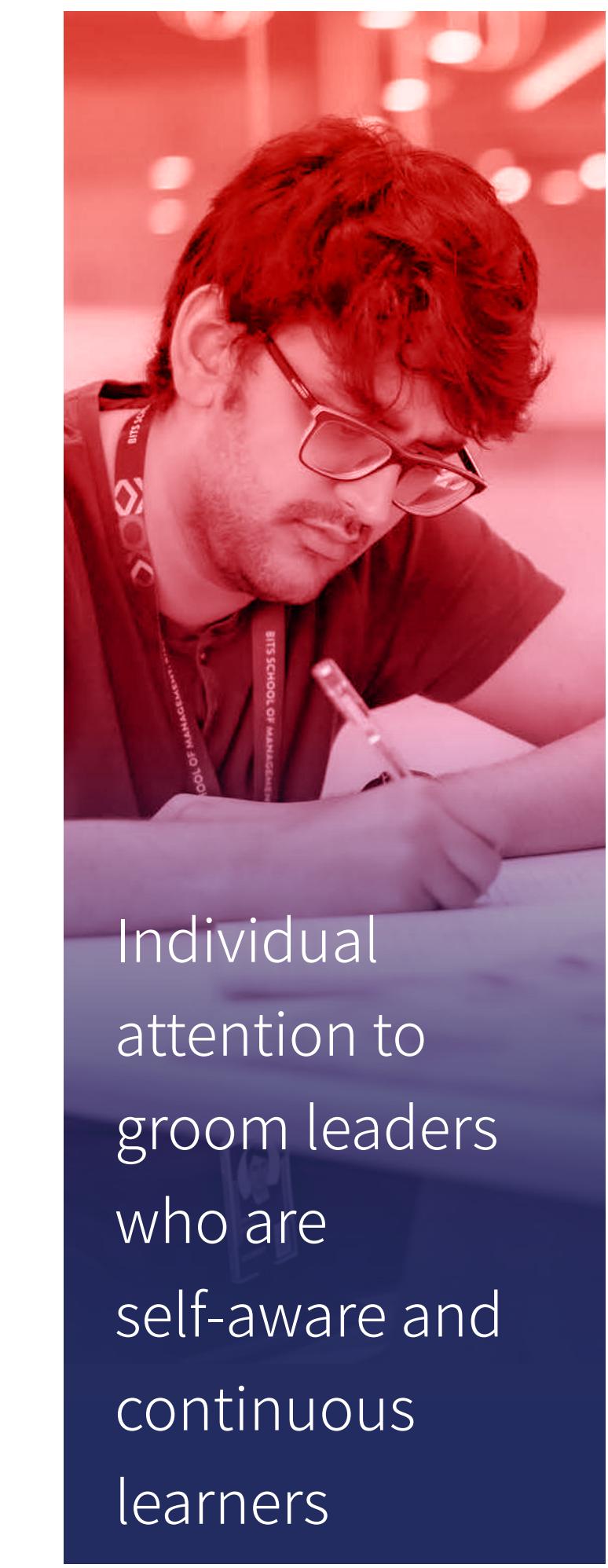
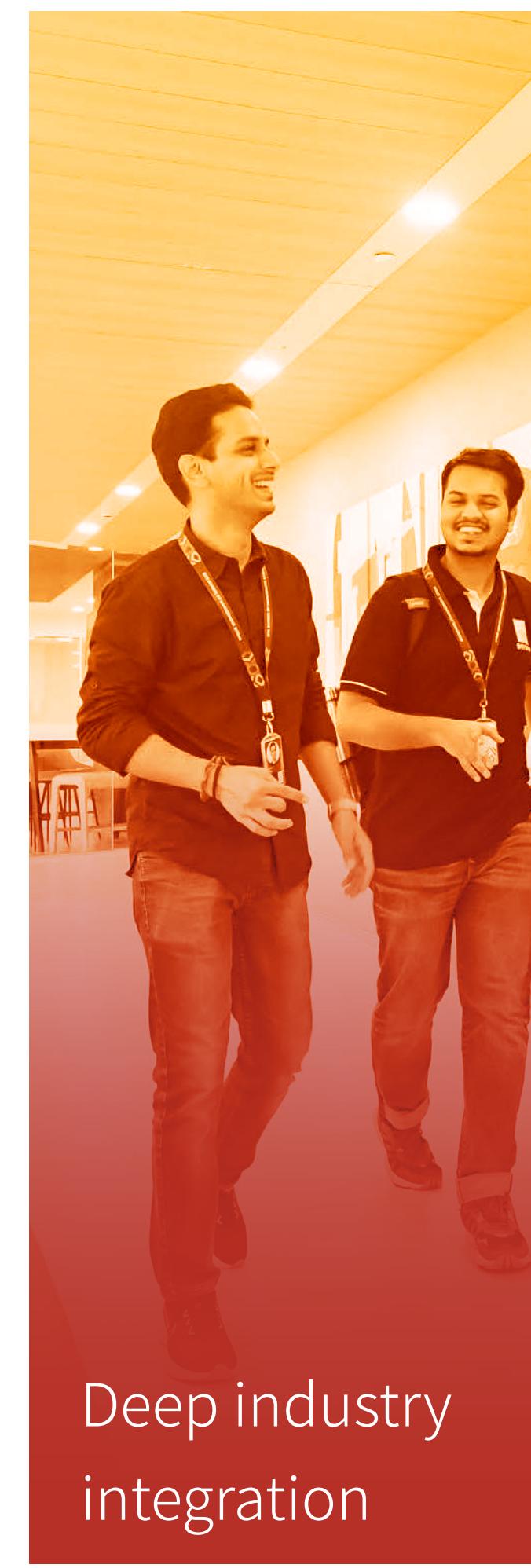
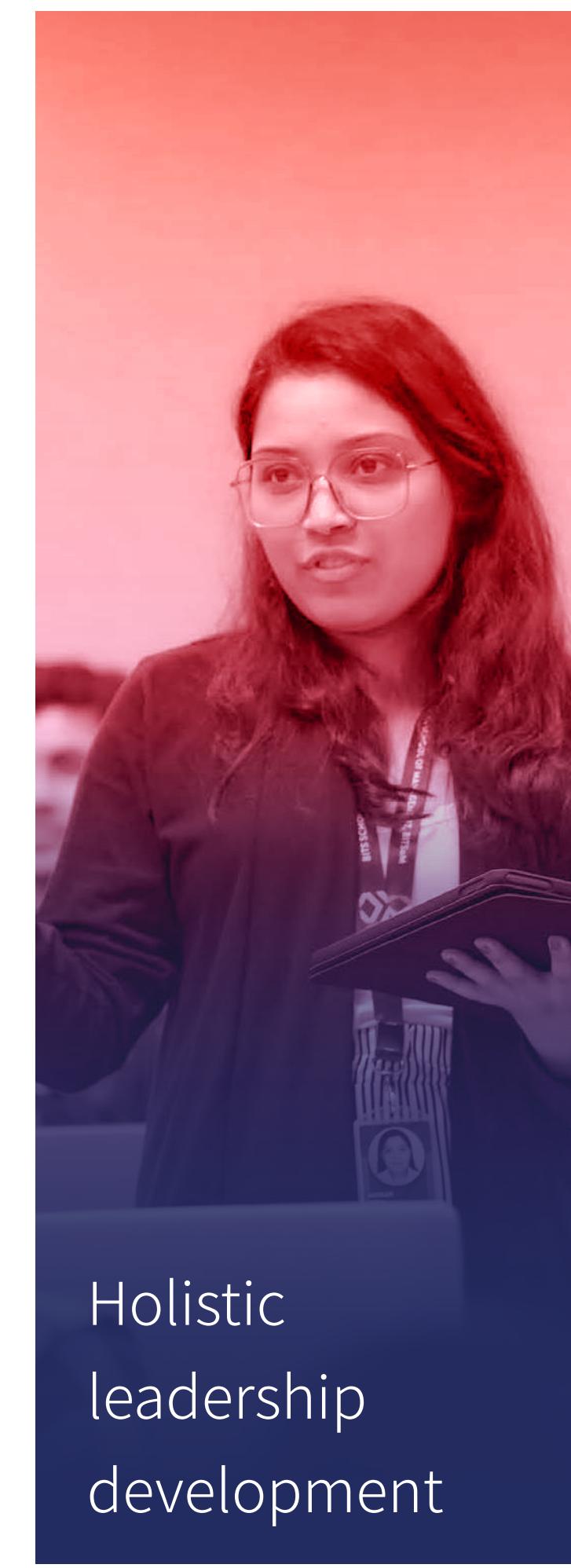
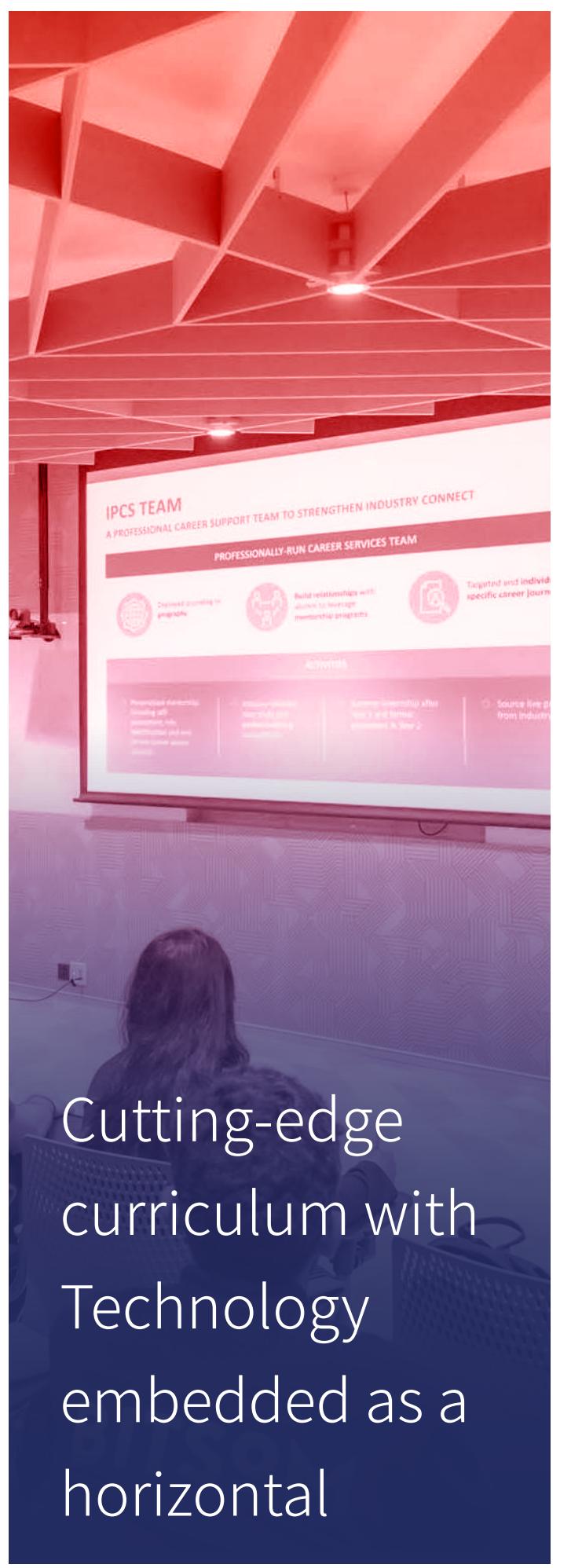
BITSoM aims to be among the very best B-schools in the country, a goal we are pursuing with a strategic vision, determination, and, importantly in this context - transparency.

With our best wishes,



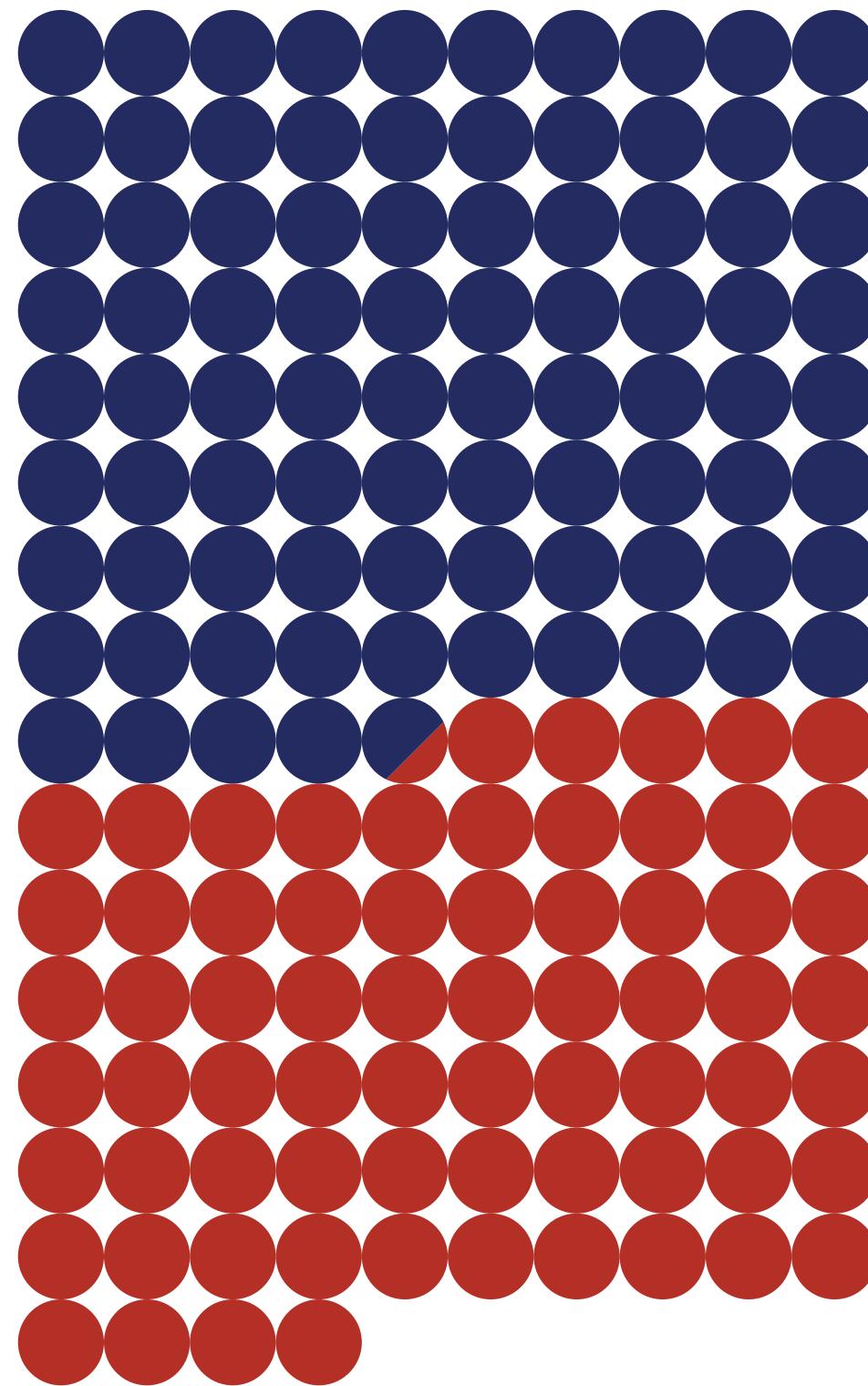
DR SARAVANAN KESAVAN
Dean and Professor of Operations
BITSoM

PILLARS OF THE BITSoM EXPERIENCE

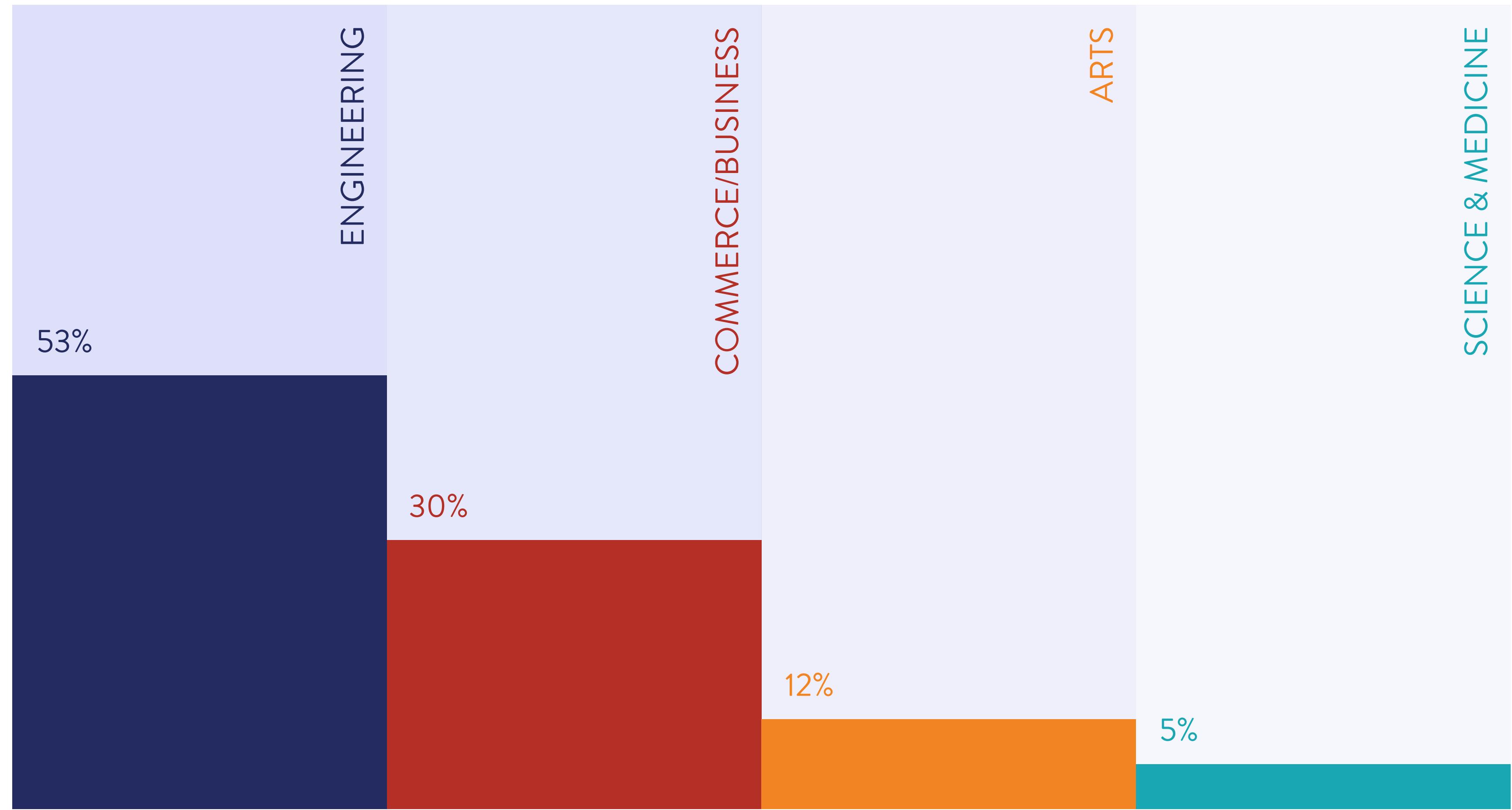


MBA CLASS OF 2025 – CLASS PROFILE

BATCH
STRENGTH 154

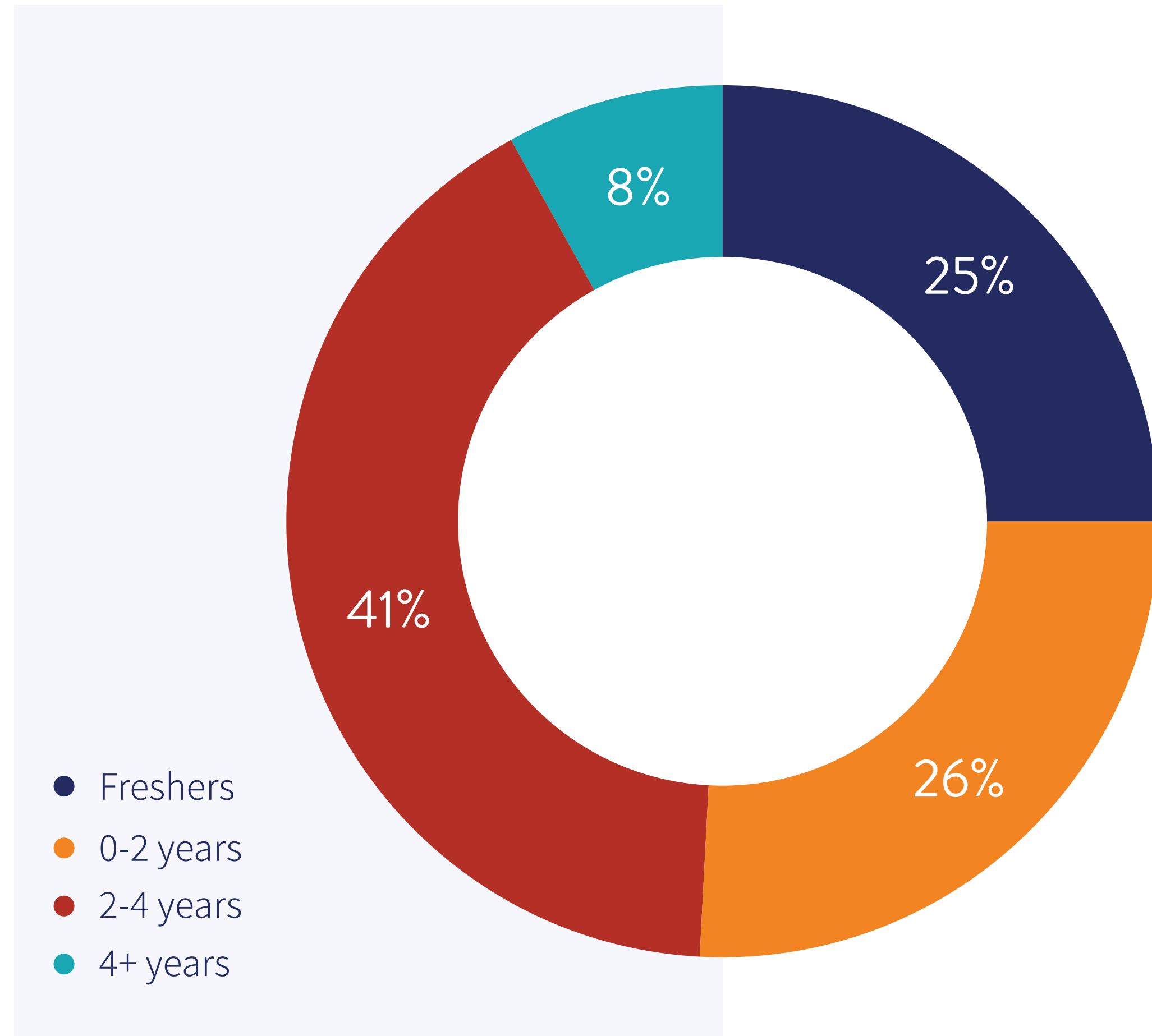


ACADEMIC
BACKGROUND



MBA CLASS OF 2025 – CLASS PROFILE

WORK EX DISTRIBUTION



TOP UG COLLEGES



NITs



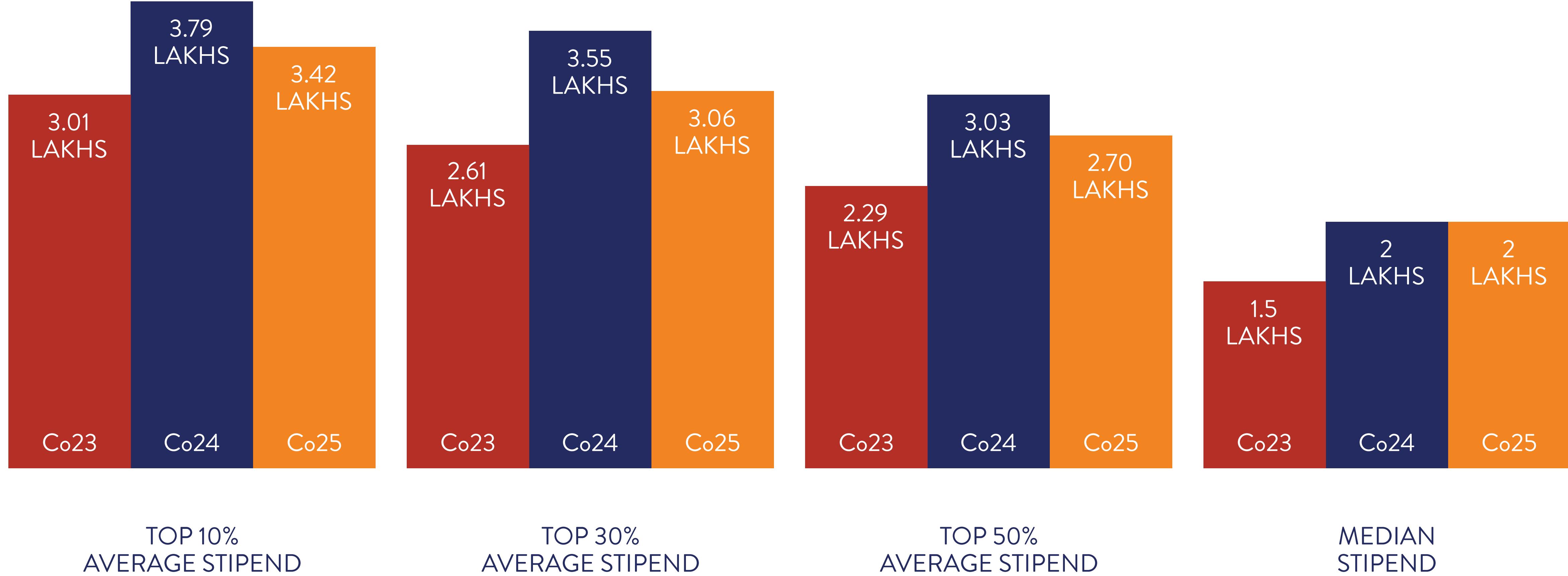
IITs



PLACEMENT STATISTICS

50%

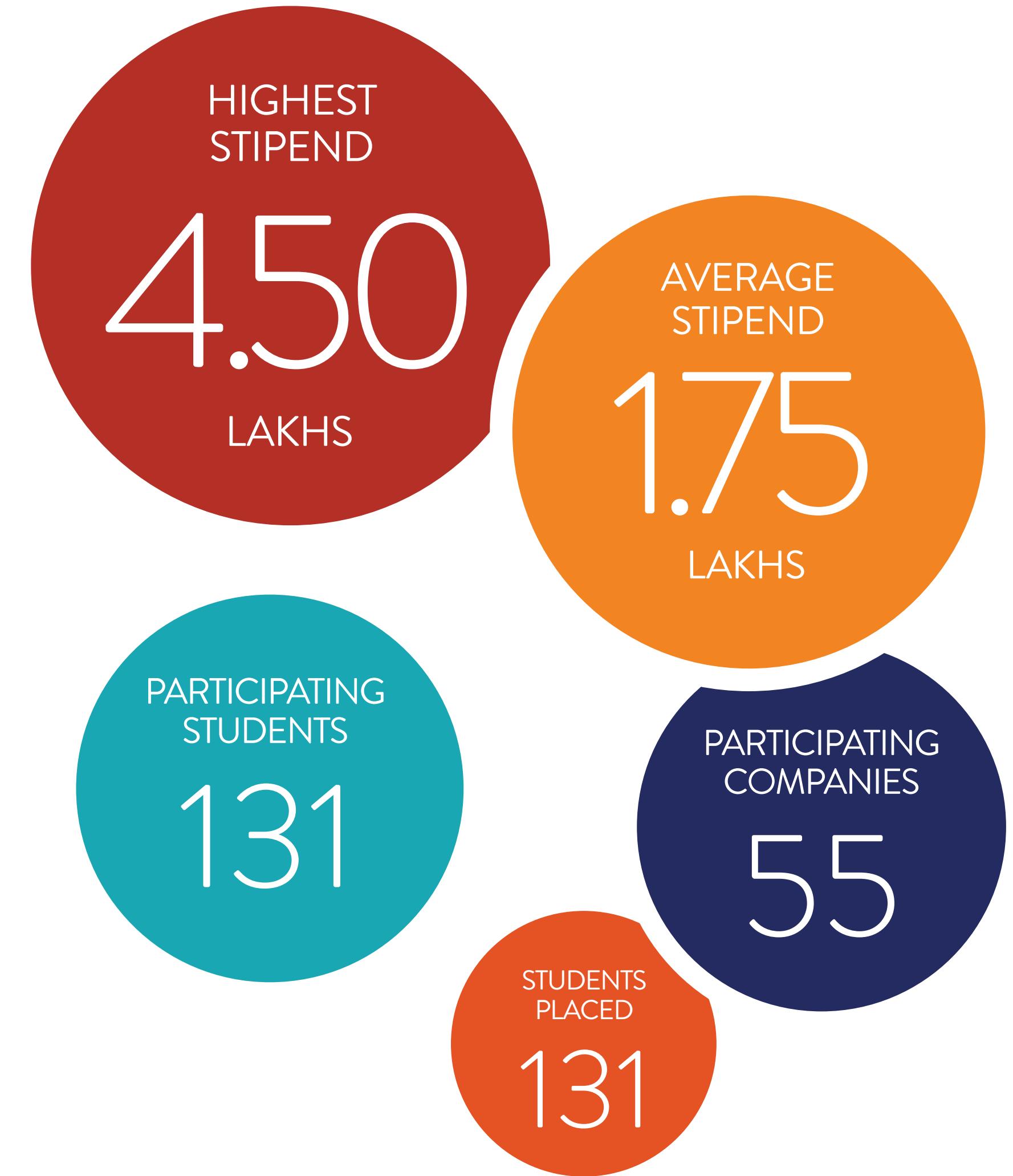
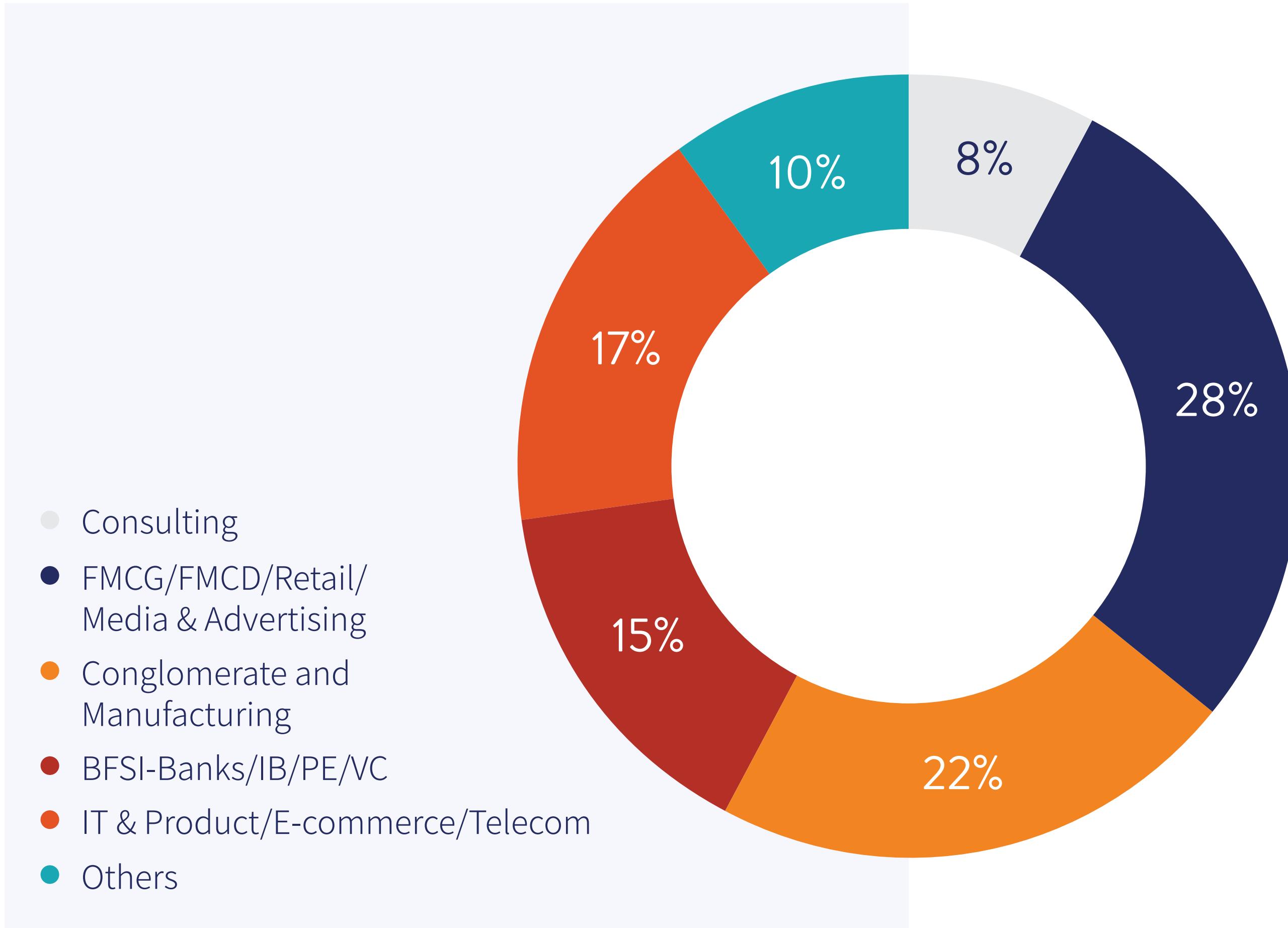
of the participating students have received a stipend of **2 lakhs and above**.



All stipend figures in INR, and aggregated for the period of the two month internships.

PLACEMENT STATISTICS

DOMAIN WISE COMPANIES



All stipend figures in INR, and aggregated for the period of the two month internships.

PARTICIPATING ORGANISATIONS

Consulting

9.9	EY	Gartner	McKinsey & Co.	PwC
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FMCG/FMCD/Retail/ Media & Advertising

Britannia Industries	Eureka Forbes	Hershey India Pvt. Ltd.	HT Media	Hindustan Unilever Ltd.	Jio Creative Labs	Jubilant Foodworks Ltd	More Retail
Nivea	Pernod Ricard	Pidilite Industries Ltd.	Signify Innovations India Ltd.	Tata Consumer	Tibbs Frankie	Vodafone Idea	

Conglomerate and Manufacturing

Aditya Birla Group	Arofine Chemicals	Century Pulp & Paper Ltd.	Dang Steel	TAFE	Tata Sons	TIIVRA
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BFSI-Banks /IB/PE/VC

Avista Advisory	Axis Mutual Fund	Cervin	HDFC Bank	ICICI Prudential AMC	IDFC First Bank	JP Morgan Chase & Co. India	Quantum AMC
Shri Ram AMC	Somerset Indus Capital Partners	Way2Wealth					

IT & Product/ E-commerce/Telecom

Abyom Spacetech	Big Basket	Carbon Craft	Evolute IQ	Fanplay IOT	Flex	Flipkart	Innova Solutions
Merilytics	Pegasystems	xCube Labs	Zapcom Solutions Pvt. Ltd.				

Others

Aminu Wellness Pvt. Ltd.	Arka Energy	Birla Estates Ltd.	The Shriram Academy	Wizlearnr
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INDUSTRY PARTNERSHIP & CAREER SERVICES TEAM



MANDAR DESAI

VP & Head
Industry Partnership &
Career Services



PRACHI PAWAR

Senior Manager
Industry Partnership &
Career Services



SWAPNIL SAWANT

Senior Manager
Industry Partnership &
Career Services



BARSHA BORA

Manager
Industry Partnership &
Career Services



TUSHAR MOHITE

Manager
Industry Partnership &
Career Services



RAJESHREE GAWDA

Associate
Industry Partnership &
Career Services





BITSoM

BITS SCHOOL
OF MANAGEMENT

BITS School of Management,
Murbad Road, Village Kamba, Taluka Kalyan, Thane 421301

IMPORTANT CONTACTS:

General Inquiry: info@bitsom.edu.in
Board Line: 8050012004

www.bitsom.edu.in

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[t /BITSoM_edu](#)

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