

E-com majors lap up IIM-Lucknow talent

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Unicorns such as Ola and e-commerce majors, including Amazon and Flipkart, made a beeline to hire top talent from the Indian Institute of Management (Lucknow) in its final placements. With this, the institute placed all 460 students of the 33rd batch in record time of three days.

The customary headhunting saw participation from 147 domestic and international recruiters. First-time recruiters included Artefact, ACT, Axis Capital, Bain & Co, IQVIA, KOIS Invest, Ola, Optum, Udaan, Whiteboard Capital, and Xiaomi, among others.

International profiles were offered by Artefact, IQVIA and Splash (Landmark Group). The institute also saw the highest number of offers being made during its lateral placement process.

The top segments based on roles offered to students were consulting (32 per cent), gen-



eral management (14 per cent), finance (16 per cent), sales and marketing (16 per cent), e-commerce (15 per cent) and systems/IT (10 per cent).

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According to the institute, the "strong focus" on finance had supported IIM-L in attracting diverse roles in the finance domain. The remaining offers emerged from domains such as market research, analytics, business development, social media marketing and human resources.

Meanwhile, in the consulting domain, Accenture, Alvarez & Marsal, Bain & Co, McKinsey & Co and BCG made 145 offers.

The general management domain saw participation from firms such as Aditya Birla Group, Airtel, Hinduja group, Lodha group and RPG. The banking, finance services and insurance sector saw a total of 81 offers by Axis Capital, Avendus Capital, Citibank, DBS, Edelweiss, ICICI Bank, JP Morgan Chase, KOIS Invest, Kotak Bank, Whiteboard Capital, etc.

In the FMCG/consumer goods/telecom/digital media, 70 offers were made by Airtel, Colgate-Palmolive, Dr Reddy's, GSK, Hindustan Unilever, ITC, P&G, Pepsi, Puma, Samsung and Star TV. These firms also offered roles in supply chain management, IT, corporate finance, HR and analytics.