

## Message from the Editor's Desk



Dear Readers,

Placements are always an important factor for the success of any institution. In order to stand out in the present competitive world, Asian Business School has created a Corporate Resource Cell which facilitates a process of continuous industry interface and promotes managerial leadership among students with excellent functional skills and corporate business outlook.

Asian Business School leaves no stone unturned in shaping its young minds to strive towards excellence and the Corporate Resource Cell (CRC) has succeeded in this direction by providing the placement opportunities to our students among the acknowledged companies of the corporate world. ABS is increasingly recognized by recruiters as one of the top private B-schools in NCR region. Our placement process aims to match the requirement of the recruiters and the aspirations of the students. The thrill of reaching a destination at the end of a long journey is unparalleled to any other feeling.

Apart from the placements, the Corporate Resource Cell also provides Summer Internship Program (SIP) and opportunities for live projects to our students. Summer Internships give a two way learning platform to the students where they get an opportunity to gain hands-on industry experience in various fields and at the same time transform their theoretical knowledge in the form of practical training.

With this approach, this newsletter is dedicated to highlight students from ABS who got star placement and internship opportunities.

-Anil Verma

## Message from HOD - Corporate Resource Cell (CRC)

Since its inception, Asian Business School (ABS) has remained committed to offer best skill sets and education to its students. As a focused institute towards inculcating leadership & entrepreneurship skills, Asianites have made us proud by their excellent contribution to the industry and achieving high positions in top corporates.

The Corporate Resource Cell (CRC) believes in offering the best learning & training opportunities so that Asianites get the best industry exposure and learn upmost professionalism. Outside the classroom, students engage in several activities to develop well-rounded personae. Some of the new initiatives like LEAD – Lecture Series towards leadership and entrepreneurship development have tremendously helped students in career development.

The recruitment session 2015-16 has once again been excellent wherein final placement & training opportunities were offered from diversified 14 sectors like BFSI, FMCG, Shipping & Logistics, IT / .Com / E-Commerce, Consulting and few more. The students have been placed in leading industries and corporate centers for live projects, summer internship & final placements. Some of the prominent recruiters are Trident Group, Lexi Pens, D&B, XL Dynamics, Network18, HT Media, Decathlon, Nestle, American Express and Zycus Technologies, to name a few. With an increase in recruiters by 34%, many new opportunities have been offered to students in fields / sectors like digital marketing, logistics, automobile, consulting, telecom and wealth management. This year witnessed 140 recruiters offering multiple job opportunities. This year's placement also includes international placement opportunities.

The only objective of ABS has been creation of knowledge, influencing management practices and integrate globally. Every student at ABS is provided with a highly professional environment of learning from the very first day. The institute places special emphasis on inculcating corporate values and skills required for complex decision-making, besides developing superior expertise on functional domains and garnering business knowledge.

I congratulate all the students for being placed in top corporate and starting their professional journey. I also take this opportunity to thank all our recruiters for continuously supporting us and appreciating ABS talent.

-Ravee Sharma





## Corporate Interface – Session 2015-16

Asian Business School is proud to share the highlights of its final placement process for the academic year 2014-16. The institute witnessed participation of multitude of companies across varied domains. 130 students of PGDM 2014-16 batch successfully availed opportunities across diversified profiles and various functions in the organizational set up. Our corporate visitors were delighted to see the enthusiasm students exuded in the placement process, which was evident in their positive feedback. A total of 140 companies participated in the final placement process. Some of the prominent brands that came for final placements were Dabur India Ltd., Airtel, Berger paints, ITC limited, Nestle, Smollan Group, E&Y, Capital First Ltd., Citibank, Standard Chartered Bank, Kotak bank, LT Foods, Grofers, Redington, WNS, VIP Industries Limited to name a few. The students availed opportunities in the domain of Marketing, Finance, Human Resource and Information Technology with multiple offers across industries. Placements have been ranged across various sectors like Banking and Finance, Multinational Banks, NBFCs, Consulting, FMCG, Consumer Durables, Retail, Manufacturing, Telecom, Real Estate, Pharmaceuticals, Media and E-commerce. Acting along the lines of its vision, Asian Business School has yet again proved its mettle of being among the top B-schools in Delhi-NCR.

Apart from Final Placements for 2014-16 batch, Asian Business School has also offered Summer Internship to PGDM 2015-17 batch to have first window to corporate exposure. Summer Internship constitutes an integral part of the PGDM curriculum

and is valued for its relevance in management education. The students are placed in different organizations for a period of about 8-10 weeks on a specific assignment with their preferred areas of specialization. The major brands for Summer internship which visited to hire bright Asianites includes Amul, SMC Global Securities Ltd., Bajaj Finance Ltd., Steel Authority of India Ltd., Indian Oil Corporation, Pantaloons, Sharekhan, Vodafone Global Services, ICICI securities Ltd., Nucleus Software Exports Ltd., Future Retail India Ltd. and many more.

Asian Business School believes in giving holistic development to the student in terms of varied opportunities of corporate exposure through Industrial visits, Live Projects, Guest Lectures, Conferences and Seminars, etc. To provide on the job experiences along with a feel of joy and perpetuity through various industrial visits to students, Asian Business School organizes industrial visits in different industries and place of adventure. Industry visits are an integral facet of ABS learning model. This year PGDM students went for industrial visit to Mother Dairy, Yakult, Coca Cola, Anmol Biscuits, Luminous Industries Ltd. Students had an interactive session with the dignitaries of various organizations to satisfy the quest of young minds.

Guest lectures are an integral part of the pedagogy of ABS. Corporate head-honchos as well as doyens from the academia are invited to share their valuable insights from their rich



experience about contemporary business issues, the challenges they are faced with and how they dealt with them. These sessions serve as the ideal platform for the students to supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry and also appreciate the different dimensions of handling modern day business challenges.

Asian Business School, Noida organized a series of guest lectures in which 30 distinguished corporate speakers came and enlighten the students on various managerial and social topics. Some of the prominent stalwarts of industry who shared the dais with Asian Business School were Mr. Deepak Singh, Director-HR, KPMG, Mr. Anurag Batra-Chairman & Editor-in-chief, BW Business World, Mr. Kamal Bali-managing Director, Volvo India Ltd. and many more.

Asianite believes in grabbing each and every opportunity to make them corporate ready. To keep up the spirit the PGDM students were given 25 opportunities for various live projects across all the domains. The students did live project in Bikanerwala, Bajaj Finserv Ltd., ABC Consultants, Kelly Services, KPMG etc. The students acquire hands on experience with customers and also had the opportunity to observe customer behaviour thus helping to understand customer needs and improvement areas in customer service.



## Top 5 Placement PGDM 2014-16 Batch





**Sobhan Chakraborty**  
Sales Trainee  
CTC: 5.46 LPA  
  
Dabur India Ltd.



 **Gaurank Gupta**  
BDM - PCA  
CTC: 6.00 LPA  
Standard Chartered PLC



**Shelly Saini**  
Business Analyst  
CTC: 6.41 LPA  
Ayush Service & Consultancy



 **Sayantan Dasgupta**  
Corporate C. Manager  
CTC: 6.00 LPA  
Jaarvis Technologies Pvt. Ltd.



**Atrish Mudgal**  
Dy. Manager-Sales & BD  
CTC: 6.00 LPA  
  
Zamil Infra Pvt. Ltd.



THE BEST CORPORATE INTERFACE.. PICKED BY TOP RECRUITERS

# 200 + RECRUITERS

RECRUITMENT SESSION: 2015-16 | PGDM 2014-16 BATCH

## Our Top Recruiters



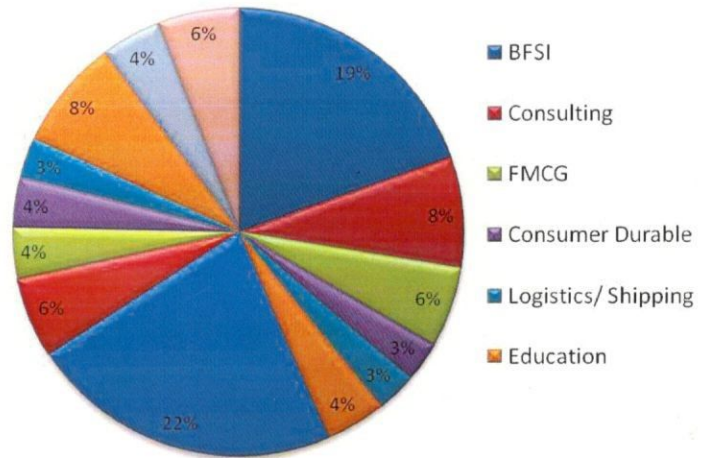
THE BEST CORPORATE INTERFACE.. PICKED BY TOP RECRUITERS

## 200 + RECRUITERS

RECRUITMENT SESSION: 2015-16 | PGDM 2014-16 BATCH

PROMINENT RECRUITERS

CTC: 9.80 LPA	CTC: 9.00 LPA	CTC: 8.00 LPA	CTC: 7.00 LPA	CTC: 6.00 LPA
CTC: 6.00 LPA	CTC: 5.60 LPA	CTC: 5.54 LPA	CTC: 5.53 LPA	CTC: 5.50 LPA
CTC: 5.49 LPA	CTC: 5.00 LPA	CTC: 5.00 LPA	CTC: 5.00 LPA	CTC: 5.00 LPA
CTC: 4.75 LPA	CTC: 4.50 LPA	CTC: 4.50 LPA	CTC: 4.25 LPA	CTC: 3.91 LPA



For Feedback and suggestions,  
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