



Goa Institute of Management

Placement Report

PGDM- Post Graduate Diploma in Management

Academic Year 2024-2025

Ref: B2K/GIM/MUM/RB/003/2026-27

April 27, 2026

The Chairperson
Placement Office (PGDM)
Goa Institute of Management,
Poriem, Sattori,
Goa - 403505

Dear Sir,

Re: **Audit of Placement Report for 2023-25 batch of Post Graduate Diploma in Management (PGDM)**

We have audited the data related to remuneration, function & location as presented in the Placement Report prepared by Goa Institute of Management for the final placement (based on the offers received and accepted on campus) of the 2023-25 batch of Post Graduate Diploma in Management (PGDM) of Goa Institute of Management (GIM).

The preparation of the Placement Report is the responsibility of GIM. Our responsibility is to validate the information related to remuneration, function & location as provided in the report with the relevant documentation and comment on the conformance of those with the Indian Placement Reporting Standards (IPRS) Revision 2.2.

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. In our opinion, the Placement Report complies with the Indian Placement Reporting Standards Revision 2.2.
2. The validation of information presented in the report is based on communication received by GIM from recruiting companies. B2K Analytics (formerly Brickworks Analytics) has not independently sourced any information or documentation directly from the recruiters.
3. We have verified the information with respect to remuneration, function & location as presented in the report with the communication received by GIM from the recruiters.
 - a. The information has been categorised as best as possible under different salary heads as given in the IPRS Revision 2.2; where a break-up was not available, the salary has been considered only as 'Maximum Earning Potential'.
 - b. The data points mentioned under different salary heads are representative of aggregate salary components offered to the candidates.

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



- c. Long-Term benefits (to be paid after twelve months) like ESOPs, retention bonus and any other long-term benefit to be paid after the first year have not been considered for the calculation of MEP.
 - d. Stock Options (ESOPs) have been mentioned for some students with details on the amount to be vested in the first year. Hence, the corresponding fixed amount has been considered for the calculation of the 'Maximum Earning Potential' (MEP). In absence of information on the vesting schedule, 25% of the ESOP value has been assumed to be vested in the first year of employment.
 - e. We have considered the amount of gratuity in the calculation of MEP even though it is payable after 5 years of continuous service as this amount was not separately available for all the candidates.
 - f. Offer letters of 11 students provided by the Institute were not signed by the recruiter. A written undertaking to this effect has been obtained from the Placement Chair.
 - g. Performance linked compensation for one student could not be verified from the supporting documents. A written undertaking has been obtained from the Placement Chair of the Institute confirming the accuracy of such compensation.
 - h. Opt-out forms/email for five students could not be verified. However, the placement chair has confirmed that these four students have opted out and a written undertaking to this effect has been obtained.
 - i. 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 from those students.
 - a. Out of 301 students eligible for placements, 42 students opted out of placement process.
 5. While auditing the data it was observed that not all the students have been offered one-time cash payments like joining bonus, retention bonus etc. Therefore, the average of one-time cash payments, represents the average of one-time cash payments actually received by the students and not the average of all the students.

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6. We have only audited the data related to remuneration, function & location in the placement report and not the report's overview section or any additional information presented in the report.

Best Regards,



Ritaban Basu

CEO

B2K Analytics Private Limited

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Overview

About GIM (Goa Institute of Management) and PGDM Program:

The Goa Institute of Management is among the country's premier B-schools, with a rich legacy spanning 32 years. Nestled in the scenic surroundings of the Western Ghats, the campus offers a serene and picturesque setting, creating an ideal environment for learning and intellectual growth. Its state-of-the-art infrastructure and modern facilities ensure that students remain aligned with industry standards, while enabling faculty to impart knowledge in a supportive and nurturing environment. GIM is approved by AICTE and focuses on diversity, pedagogy and curriculum and holds AACSB accreditation and AMBA/BGA re-accreditation. GIM, with its legacy of excellence, prepares students to be responsive and responsible leaders who can make a meaningful difference in society. Supported by highly qualified and experienced faculty, including industry practitioners, and a strong alumni network, GIM consistently maintains an excellent placement record.

GIM's PGDM blends theory and practice to educate future leaders. The program covers various management domains, with a mix of core and elective courses, a social project (SLRI-Service Learning & Rural Immersion), Summer Internship Project and opportunities for student exchange and independent study. The program covers key functional areas such as marketing, finance, operations, human resources, and strategy, providing a holistic understanding of business management. The program also offers a chance to gain practical experience through global partner institutions. PGDM Core program prepares students for diverse roles across sectors such as consulting, FMCG, BFSI, technology, and manufacturing. The program also focuses on developing leadership, communication, and problem-solving skills, enabling students to become responsible and impactful professionals.

Recruiters participated in 2024-25:

The recruiters participated in the final placement process for the academic year 2024-25 (listed alphabetically) are: AbInBev, Accenture, ACT Fibernet, Aditya Birla Capital, Aequs, Airtel Payments Bank, Arcesium, Asian Paints, Axis Bank, BASF, Bharat Forge, Biorad, BlueStone, Capgemini, Cardekho, CISCO, Coffee Day Global, Cognizant, CommScope, CRISIL, Dabur, Delhivery, Dell Technologies, Deloitte, Dezerv

Investments, Digit Insurance, DP World, DSP, Eaton, eClerx, Emcure Pharma, EY, Federal Bank, GEP Worldwide, Godrej & Boyce, Godrej Properties, HCL Technologies, HDFC Life, Hero MotoCorp, Hexaware, HTL, ICICI, IFB, Incture, Infosys, ITC, Jaro Education, Johnson & Johnson, JPMC, K12 Technologies, Lakmé Lever, Lam Research, Listen Lights, Lowes India, Mahindra & Mahindra, Nykaa, PhonePe, Piramal Pharma, Prodapt, Publicis Groupe, PwC, Quest Global, SaasWorx.ai, Sagility, SBI General Insurance, Screenroot Technologies Limited (Prototyze), Signify, Social Hardware, TATA Capital, Thermax, Tiger Analytics, Tracxn, TresVista, TVS Credit, VECV, Vedanta, Vivriti Capital, Wells Fargo, Whatfix, Writer Corporation and Yubi.

1. Classification of Students

1.1 Classification of the entire graduate pool

Categories	Number
1. Sought placement through the institute	259
2. Did not seek placement through the institute	
2a. Company-sponsored or already employed	
2b. Continuing education	1
2c. Postponing job search	
2d. Entrepreneurship (Starting a new business)	
2e. Returning to / joining family business	4
2f. Sought placement outside the campus placement process	
2g. Did not seek placements for other reasons	37
Total who did not seek employment through the institute	42
Total graduates	301

Table 1.1: Classification of the entire graduate pool



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

2. Sector-wise classification

Sectors	No. of Offers Accepted
Advertising	2
Automotive	8
BFSI	98
Consulting	18
E-Commerce	3
Ed Tech	5
Engineering/Technology	9
FMCD	4
FMCG	16
Healthcare	7
Information Services	1
Information Technology	50
Logistics	5
Manufacturing	18
Mining	1
Pharmaceutical	5
Real Estate	1
Retail	3
Telecommunication	5
Grand Total	259

Table 2.1: Classification of offers based on sector – Combined



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

Sectors	No. of Offers Accepted
Advertising	2
Automotive	8
BFSI	98
Consulting	18
E-Commerce	3
Ed Tech	5
Engineering/Technology	9
FMCD	4
FMCG	16
Healthcare	7
Information Services	1
Information Technology	50
Logistics	3
Manufacturing	18
Mining	1
Pharmaceutical	5
Real Estate	1
Retail	3
Telecommunication	5
Grand Total	257

Table 2.2: Classification of offers based on sector – Domestic

Sector	No. of Offers Accepted
Logistics	2
Grand Total	2

Table 2.3: Classification of offers based on sector – International




For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho




For B2K Analytics, Mumbai

3. Function-wise classification

Functions	No. of offers accepted
Analyst	6
Banking Operations	5
Business Development	2
Consulting	47
Finance	39
General Management	12
HR	21
Operations	6
Product/Category Management	6
Research	1
Sales/Marketing	101
Strategy	4
Supply Chain Management	7
Systems/IT	2
Grand Total	259

Table 3.1: Classification of offers based on function – Combined



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

Functions	No. of Offers accepted
Analyst	6
Banking Operations	5
Business Development	2
Consulting	47
Finance	37
General Management	12
HR	21
Operations	6
Product/Category Management	6
Research	1
Sales/Marketing	101
Strategy	4
Supply Chain Management	7
Systems/IT	2
Grand Total	257

Table 3.2: Classification of offers based on function – Domestic

Functions	No. of Offers accepted
Finance	2
Grand Total	2

Table 3.3: Classification of offers based on function - International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

4. Location-wise classification

Locations	No. of Offers Accepted
India	257
UAE	2
Grand Total	259

Table 4.1: Classification of offers based on location - Combined



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

Locations	No. of Offers accepted
Ahmedabad	3
Bengaluru	76
Bhopal	2
Bhubaneswar	1
Bilaspur	1
Chennai	17
Chitradurga	1
Coimbatore	3
Gurugram	9
Hubli	1
Hyderabad	11
Jaipur	4
Kolhapur	1
Kolkata	4
Lucknow	2
Mangaluru	1
Mumbai	71
New Delhi	8
Noida	4
Panjim-Goa	5
Patna	1
Pune	24
Surat	1
Thiruvalla	1
Thiruvananthapuram	1
Verna-Goa	3
Vijayawada	1
Grand Total	257

Table 4.2: Classification of offers based on location – Domestic

Locations	No. of Offers accepted
Dubai	2
Grand Total	2

Table 4.3: Classification of offers based on location – International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5. Salary details

5.1 Salary Statistics at PPP*

Salary in USD at PPP	Min	Max	Median	Mean	Data
INR salary (Total guaranteed cash component)	32,321	1,30,555	61,704	62,811	257
Non-INR salary (Total guaranteed cash component)	77,253	77,253	77,253	77,253	2
Overall salaries (Total guaranteed cash component)	32,321	1,30,555	61,804	62,922	259
INR salary (MEP)	41,626	1,42,687	73,457	71,733	257
Non-INR salary (MEP)	77,253	77,253	77,253	77,253	2
Overall salaries (MEP)	41,626	1,42,687	73,457	71,776	259

Table 5.1: Salary statistics at PPP adjusted exchange rates

* As per PPP conversion factors specified on the World Bank Group website. Reference: https://data.worldbank.org/indicator/PA.NUS.PPP?end=2024&name_desc=false&start=2024&view=bar



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.2 Salary Heads

5.2.1: Salary Heads – Combined (INR)

Salary head		Min	Max	Median	Mean	Data
A	Fixed yearly component	6,60,000	42,72,552	12,00,000	12,24,010	259
B	One time Cash Payments	25,000	6,00,000	1,50,000	1,67,877	126
C	Total guaranteed cash payments	6,60,000	42,72,552	12,62,044	13,05,680	259
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	8,50,000	42,72,552	15,00,000	14,86,468	259

Table 5.2.1: Classification of Combined Salary Statistics in INR



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.2.2: Salary Heads – Domestic (INR)

Salary head		Min	Max	Median	Mean	Data
A	Fixed yearly component	6,60,000	20,65,928	12,00,000	12,00,286	257
B	One time Cash Payments	25,000	6,00,000	1,50,000	1,67,877	126
C	Total guaranteed cash payments	6,60,000	26,65,928	12,60,000	12,82,592	257
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	8,50,000	29,13,675	15,00,000	14,64,786	257

Table 5.2.2: Classification of salary components - Domestic



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.2.3: Salary Heads – International (USD)

Salary head*		Min	Max	Median	Mean	Data
A	Fixed yearly component	49,014	49,014	49,014	49,014	2
B	One time Cash Payments	-	-	-	-	-
C	Total guaranteed cash payments	49,014	49,014	49,014	49,014	2
D	Maximum Earning Potential (including non-cash, long term and performance linked components)	49,014	49,014	49,014	49,014	2

Table 5.2.3: Classification of salary components – International

*For international salaries, all conversions to USD are calculated using the average closing exchange rates for 2025. Data is sourced from the Exchange Rates official website. (<https://www.exchange-rates.org/exchange-rate-history/aed-usd-2025>)



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.3 Sector-wise classification of salary

5.3.1 Sector-wise classification of fixed yearly component

Sector	Min	Max	Median	Mean	Data
Advertising	12,00,000	12,00,000	12,00,000	12,00,000	2
Automotive	8,25,000	12,60,000	12,60,000	12,05,625	8
BFSI	8,35,000	17,24,160	12,54,912	12,59,782	98
Consulting	8,86,385	15,50,000	11,41,173	11,26,852	18
E-Commerce	10,00,000	11,60,000	11,60,000	11,06,667	3
Ed Tech	6,60,000	15,00,000	15,00,000	13,32,000	5
Engineering/ Technology	9,69,900	14,00,000	10,00,000	11,31,650	9
FMCD	11,37,600	15,21,739	11,37,600	12,33,635	4
FMCG	9,50,000	12,44,447	11,62,044	11,68,268	16
Healthcare	12,00,000	12,00,000	12,00,000	12,00,000	7
Information Services	10,50,000	10,50,000	10,50,000	10,50,000	1
Information Technology	8,10,000	16,17,100	10,04,001	10,48,279	50
Logistics	12,00,000	12,00,000	12,00,000	12,00,000	3
Manufacturing	9,00,000	15,20,000	12,30,004	12,67,395	18
Mining	12,00,000	12,00,000	12,00,000	12,00,000	1
Pharmaceutical	8,00,000	20,65,928	14,00,000	15,46,371	5
Real Estate	11,96,000	11,96,000	11,96,000	11,96,000	1
Retail	9,90,000	14,00,000	14,00,000	12,63,333	3
Telecommunication	13,00,000	14,00,000	13,00,000	13,40,000	5

Table 5.3.1-1: Sector-wise classification of fixed yearly component – Domestic

Sector	Min	Max	Median	Mean	Data
Logistics	49,014	49,014	49,014	49,014	2

Table 5.3.1-2: Sector-wise classification of fixed yearly component – International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.3.2: Sector-wise classification of one-time cash payments

Sectors	Min	Max	Median	Mean	Data
Automotive	2,00,000	3,00,000	3,00,000	2,75,000	4
BFSI	35,000	3,25,000	2,00,000	2,00,100	50
Consulting	30,000	2,50,000	1,50,000	1,49,531	16
E-Commerce	1,00,000	1,00,000	1,00,000	1,00,000	1
Engineering/ Technology	60,000	2,00,000	65,000	97,500	4
FMCD	2,00,000	2,00,000	2,00,000	2,00,000	1
FMCG	37,500	2,00,000	1,00,000	1,04,167	15
Information Services	1,50,000	1,50,000	1,50,000	1,50,000	1
Information Technology	25,000	2,00,004	1,20,000	1,10,000	23
Logistics	1,00,000	1,00,000	1,00,000	1,00,000	3
Manufacturing	3,22,500	3,22,500	3,22,500	3,22,500	1
Mining	2,00,000	2,00,000	2,00,000	2,00,000	1
Pharmaceutical	50,000	6,00,000	2,50,000	3,50,000	5
Real Estate	1,50,000	1,50,000	1,50,000	1,50,000	1

Table 5.3.2-1: Sector-wise classification of one-time cash payments – Domestic

Sectors	Min	Max	Median	Mean	Data
Logistics	-	-	-	-	-

Table 5.3.2-2: Sector-wise classification of one-time cash payments - International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.3.3 Sector-wise classification of total guaranteed cash payments

Sectors	Min	Max	Median	Mean	Data
Advertising	12,00,000	12,00,000	12,00,000	12,00,000	2
Automotive	10,25,000	15,60,000	12,60,000	13,43,125	8
BFSI	8,35,000	19,50,000	13,42,930	13,61,874	98
Consulting	9,16,385	17,00,000	12,16,420	12,59,769	18
E-Commerce	11,00,000	11,60,000	11,60,000	11,40,000	3
Ed Tech	6,60,000	15,00,000	15,00,000	13,32,000	5
Engineering/ Technology	10,00,000	14,60,000	10,39,900	11,74,984	9
FMCD	11,37,600	17,21,739	11,37,600	12,83,635	4
FMCG	9,50,000	14,00,000	12,62,044	12,65,924	16
Healthcare	12,00,000	12,00,000	12,00,000	12,00,000	7
Information Services	12,00,000	12,00,000	12,00,000	12,00,000	1
Information Technology	8,40,000	17,47,100	10,32,509	10,98,879	50
Logistics	13,00,000	13,00,000	13,00,000	13,00,000	3
Manufacturing	9,00,000	15,20,000	12,30,004	12,85,312	18
Mining	14,00,000	14,00,000	14,00,000	14,00,000	1
Pharmaceutical	8,50,000	26,65,928	16,50,000	18,96,371	5
Real Estate	13,46,000	13,46,000	13,46,000	13,46,000	1
Retail	9,90,000	14,00,000	14,00,000	12,63,333	3
Telecommunication	13,00,000	14,00,000	13,00,000	13,40,000	5

Table 5.3.3-1: Sector-wise classification of total guaranteed cash payment – Domestic

Sector	Min	Max	Median	Mean	Data
Logistics	49,014	49,014	49,014	49,014	2

Table 5.3.3-2: Sector-wise classification of total guaranteed cash payment – International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.3.4 Sector-wise classification of maximum earning potential

Sectors	Min	Max	Median	Mean	Data
Advertising	12,00,000	12,00,000	12,00,000	12,00,000	2
Automotive	11,48,750	17,00,000	14,22,200	14,92,194	8
BFSI	10,02,000	23,50,000	15,38,882	15,75,524	98
Consulting	10,43,885	17,00,000	14,30,840	14,20,717	18
E-Commerce	12,20,000	12,99,285	12,99,285	12,72,857	3
Ed Tech	13,96,000	15,00,000	15,00,000	14,79,200	5
Engineering/ Technology	10,85,650	15,26,667	11,00,000	12,48,776	9
FMCD	11,37,600	19,50,000	11,37,600	13,40,700	4
FMCG	10,00,000	17,00,044	16,75,020	16,30,761	16
Healthcare	12,00,000	12,36,200	12,20,000	12,18,914	7
Information Services	14,44,806	14,44,806	14,44,806	14,44,806	1
Information Technology	10,00,001	22,07,950	11,25,000	12,48,000	50
Logistics	13,00,000	13,00,000	13,00,000	13,00,000	3
Manufacturing	12,00,088	20,05,407	12,30,004	14,17,292	18
Mining	20,50,000	20,50,000	20,50,000	20,50,000	1
Pharmaceutical	8,50,000	29,13,675	18,32,000	20,68,270	5
Real Estate	14,50,000	14,50,000	14,50,000	14,50,000	1
Retail	11,00,000	15,00,000	15,00,000	13,66,667	3
Telecommunication	15,00,000	20,00,000	15,00,000	17,00,000	5

Table 5.3.4-1: Sector-wise classification of maximum earning potential – Domestic

Sector	Min	Max	Median	Mean	Data
Logistics	49,014	49,014	49,014	49,014	2

Table 5.3.4-2: Sector-wise classification of maximum earning potential – International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.4 Function-wise classification of salary

5.4.1: Function-wise classification of fixed yearly component

Functions	Min	Max	Median	Mean	Data
Analyst	12,30,004	12,30,004	12,30,004	12,30,004	6
Banking Operations	12,29,596	12,29,617	12,29,596	12,29,604	5
Business Development	9,00,000	10,00,000	9,50,000	9,50,000	2
Consulting	9,00,006	16,17,100	11,33,400	11,29,541	47
Finance	9,50,000	16,25,000	11,00,000	12,00,326	37
General Management	8,10,000	16,00,000	11,00,000	11,94,667	12
HR	8,00,000	16,00,000	11,47,500	11,49,115	21
Operations	9,90,000	15,20,000	11,36,250	11,75,833	6
Product/ Category Management	12,00,000	14,00,000	12,29,617	12,81,475	6
Research	11,00,000	11,00,000	11,00,000	11,00,000	1
Sales/ Marketing	6,60,000	20,65,928	12,14,953	12,49,083	101
Strategy	9,50,000	14,00,000	10,45,700	11,10,350	4
Supply Chain Management	10,00,000	12,30,004	12,00,000	11,76,413	7
Systems/IT	12,00,000	12,00,000	12,00,000	12,00,000	2

Table 5.4.1-1: Function-wise classification of fixed yearly component – Domestic

Function	Min	Max	Median	Mean	Data
Finance	49,014	49,014	49,014	49,014	2

Table 5.4.1-2: Function-wise classification of fixed yearly component – International




For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho




For B2K Analytics, Mumbai

5.4.2: Function-wise classification of one-time cash payments

Functions	Min	Max	Median	Mean	Data
Banking Operations	1,00,000	1,00,000	1,00,000	1,00,000	5
Consulting	79,167	2,50,000	1,30,000	1,39,397	29
Finance	35,000	3,25,000	2,25,000	2,21,364	33
General Management	25,000	3,00,000	2,00,000	1,64,286	7
HR	30,000	2,00,000	1,50,000	1,35,556	9
Product/ Category Management	1,00,000	2,50,000	2,00,000	1,87,500	4
Research	1,00,000	1,00,000	1,00,000	1,00,000	1
Sales/ Marketing	37,500	6,00,000	1,00,000	1,57,721	34
Supply Chain Management	1,00,000	3,22,500	1,50,000	1,80,625	4

Table 5.4.2-1: Function-wise classification of one-time cash payments – Domestic

Function	Min	Max	Median	Mean	Data
Finance	-	-	-	-	-

Table 5.4.2-2: Function-wise classification of one-time cash payments – International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.4.3: Function-wise classification of total guaranteed cash payments

Functions	Min	Max	Median	Mean	Data
Analyst	12,30,004	12,30,004	12,30,004	12,30,004	6
Banking Operations	13,29,596	13,29,617	13,29,596	13,29,604	5
Business Development	9,00,000	10,00,000	9,50,000	9,50,000	2
Consulting	9,00,012	17,47,100	12,33,400	12,15,552	47
Finance	10,00,000	19,50,000	14,25,000	13,97,759	37
General Management	9,50,000	18,00,000	11,25,000	12,90,500	12
HR	8,50,000	18,00,000	12,00,000	12,07,211	21
Operations	9,90,000	15,20,000	11,36,250	11,75,833	6
Product/ Category Management	12,29,617	16,50,000	13,39,809	14,06,475	6
Research	12,00,000	12,00,000	12,00,000	12,00,000	1
Sales/ Marketing	6,60,000	26,65,928	12,66,324	13,02,177	101
Strategy	9,50,000	14,00,000	10,45,700	11,10,350	4
Supply Chain Management	10,00,000	14,97,380	13,00,000	12,79,627	7
Systems/IT	12,00,000	12,00,000	12,00,000	12,00,000	2

Table 5.4.3-1: Function-wise classification of total guaranteed cash payment – Domestic

Function	Min	Max	Median	Mean	Data
Finance	49,014	49,014	49,014	49,014	2

Table 5.4.3-2: Function-wise classification of total guaranteed cash payment – International



For GIM- Goa Institute of Management
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Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.4.4: Function-wise classification of maximum earning potential

Functions	Min	Max	Median	Mean	Data
Analyst	12,30,004	12,30,004	12,30,004	12,30,004	6
Banking Operations	15,50,764	15,50,785	15,50,764	15,50,772	5
Business Development	11,00,000	13,00,000	12,00,000	12,00,000	2
Consulting	10,00,008	22,07,950	14,92,900	14,00,112	47
Finance	10,85,650	23,50,000	15,25,000	15,70,712	37
General Management	10,08,000	20,00,000	11,62,500	13,80,709	12
HR	8,50,000	20,00,000	12,75,000	13,72,320	21
Operations	11,00,000	16,00,000	12,25,000	12,66,667	6
Product/ Category Management	14,50,785	19,36,486	16,91,393	16,75,474	6
Research	14,14,000	14,14,000	14,14,000	14,14,000	1
Sales/ Marketing	10,00,000	29,13,675	15,00,000	15,16,888	101
Strategy	10,47,565	15,50,000	12,00,270	12,49,526	4
Supply Chain Management	11,00,000	20,50,000	13,00,000	14,09,198	7
Systems/IT	12,36,200	12,36,200	12,36,200	12,36,200	2

Table 5.4.4-1: Function-wise classification of maximum earning potential – Domestic

Function	Min	Max	Median	Mean	Data
Finance	49,014	49,014	49,014	49,014	2

Table 5.4.4-2: Function-wise classification of maximum earning potential – International



For GIM- Goa Institute of Management
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For B2K Analytics, Mumbai

5.5 Location-wise classification of salary

5.5.1 Location-wise classification of fixed yearly component

Locations	Min	Max	Median	Mean	Data
Ahmedabad	12,44,447	16,00,000	15,07,236	14,50,561	3
Bengaluru	8,40,000	20,65,928	11,59,783	12,09,263	76
Bhopal	11,62,044	15,07,236	13,34,640	13,34,640	2
Bhubaneswar	20,65,928	20,65,928	20,65,928	20,65,928	1
Bilaspur	11,60,000	11,60,000	11,60,000	11,60,000	1
Chennai	8,10,000	15,50,000	11,00,000	10,92,284	17
Chitradurga	12,00,000	12,00,000	12,00,000	12,00,000	1
Coimbatore	11,62,044	15,20,000	12,44,447	13,08,830	3
Gurugram	8,25,000	15,75,996	11,47,500	12,29,615	9
Hubli	10,91,400	10,91,400	10,91,400	10,91,400	1
Hyderabad	9,36,167	14,00,000	11,00,000	11,10,758	11
Jaipur	8,35,000	11,62,044	11,61,022	10,79,772	4
Kolhapur	12,00,000	12,00,000	12,00,000	12,00,000	1
Kolkata	8,35,000	15,63,996	11,47,722	11,73,610	4
Lucknow	11,62,044	11,62,044	11,62,044	11,62,044	2
Mangaluru	12,00,000	12,00,000	12,00,000	12,00,000	1
Mumbai	6,60,000	17,24,160	12,00,088	12,01,304	71
New Delhi	8,35,000	15,75,996	12,60,000	12,72,249	8
Noida	8,94,504	14,00,000	10,36,701	10,91,976	4
Panjim-Goa	10,08,000	13,34,976	12,00,000	11,50,195	5
Patna	15,07,236	15,07,236	15,07,236	15,07,236	1
Pune	8,00,000	15,09,120	12,30,004	11,80,024	24
Surat	16,00,000	16,00,000	16,00,000	16,00,000	1
Thiruvalla	13,34,976	13,34,976	13,34,976	13,34,976	1
Thiruvananthapuram	15,03,996	15,03,996	15,03,996	15,03,996	1
Verna-Goa	11,37,600	11,37,600	11,37,600	11,37,600	3
Vijayawada	12,44,447	12,44,447	12,44,447	12,44,447	1

Table 5.5.1-1: Location-wise classification of fixed yearly component – Domestic

Location	Min	Max	Median	Mean	Data
Dubai	49,014	49,014	49,014	49,014	2

Table 5.5.1-2: Location-wise classification of fixed yearly component – International




For GIM- Goa Institute of Management
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 Prof. Shawnn Coutinho




For B2K Analytics, Mumbai

5.5.2 Location-wise classification of one-time cash payments

Locations	Min	Max	Median	Mean	Data
Ahmedabad	37,500	2,00,000	1,18,750	1,18,750	2
Bengaluru	35,000	6,00,000	1,50,000	1,82,014	36
Bhopal	1,00,000	1,00,000	1,00,000	1,00,000	1
Bhubaneswar	6,00,000	6,00,000	6,00,000	6,00,000	1
Chennai	25,000	2,00,004	1,00,000	1,00,000	9
Chitradurga	2,00,000	2,00,000	2,00,000	2,00,000	1
Coimbatore	37,500	1,00,000	68,750	68,750	2
Gurugram	1,00,000	2,00,000	1,62,500	1,57,500	6
Hyderabad	1,50,000	3,25,000	3,25,000	2,59,500	10
Jaipur	1,00,000	1,00,000	1,00,000	1,00,000	2
Kolkata	1,00,000	1,00,000	1,00,000	1,00,000	2
Lucknow	1,00,000	1,00,000	1,00,000	1,00,000	2
Mumbai	30,000	2,50,000	1,50,000	1,62,905	37
New Delhi	3,00,000	3,00,000	3,00,000	3,00,000	3
Noida	50,000	1,20,000	85,000	85,000	2
Panjim-Goa	1,00,000	1,00,000	1,00,000	1,00,000	2
Pune	50,000	2,10,000	1,20,000	1,25,000	6
Surat	2,00,000	2,00,000	2,00,000	2,00,000	1
Vijayawada	37,500	37,500	37,500	37,500	1

Table 5.5.2-1: Location-wise classification of one-time cash payment – Domestic

Locatoion	Min	Max	Median	Mean	Data
Dubai	-	-	-	-	-

Table 5.5.2-2: Location-wise classification of one-time cash payment – International



For GIM- Goa Institute of Management
Placement Chair
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For B2K Analytics, Mumbai

5.5.3 Location-wise classification of total guaranteed cash payments

Locations	Min	Max	Median	Mean	Data
Ahmedabad	12,81,947	18,00,000	15,07,236	15,29,728	3
Bengaluru	8,40,000	26,65,928	12,43,400	12,95,480	76
Bhopal	12,62,044	15,07,236	13,84,640	13,84,640	2
Bhubaneswar	26,65,928	26,65,928	26,65,928	26,65,928	1
Bilaspur	11,60,000	11,60,000	11,60,000	11,60,000	1
Chennai	9,00,012	17,00,000	11,25,000	11,45,225	17
Chitradurga	14,00,000	14,00,000	14,00,000	14,00,000	1
Coimbatore	12,62,044	15,20,000	12,81,947	13,54,664	3
Gurugram	10,25,000	17,21,739	12,53,400	13,34,615	9
Hubli	10,91,400	10,91,400	10,91,400	10,91,400	1
Hyderabad	10,86,167	14,25,000	14,25,000	13,46,667	11
Jaipur	8,35,000	12,62,044	12,11,022	11,29,772	4
Kolhapur	12,00,000	12,00,000	12,00,000	12,00,000	1
Kolkata	8,35,000	15,63,996	12,47,722	12,23,610	4
Lucknow	12,62,044	12,62,044	12,62,044	12,62,044	2
Mangaluru	12,00,000	12,00,000	12,00,000	12,00,000	1
Mumbai	6,60,000	18,00,000	12,60,000	12,86,198	71
New Delhi	8,35,000	15,75,996	15,60,000	13,84,749	8
Noida	9,40,001	14,00,000	10,98,952	11,34,476	4
Panjim-Goa	10,08,000	13,34,976	13,00,000	11,90,195	5
Patna	15,07,236	15,07,236	15,07,236	15,07,236	1
Pune	8,50,000	17,19,120	12,30,004	12,11,274	24
Surat	18,00,000	18,00,000	18,00,000	18,00,000	1
Thiruvalla	13,34,976	13,34,976	13,34,976	13,34,976	1
Thiruvananthapuram	15,03,996	15,03,996	15,03,996	15,03,996	1
Verna-Goa	11,37,600	11,37,600	11,37,600	11,37,600	3
Vijayawada	12,81,947	12,81,947	12,81,947	12,81,947	1

Table 5.5.3-1: Location-wise classification of total guaranteed cash payments – Domestic

Location	Min	Max	Median	Mean	Data
Dubai	49,014	49,014	49,014	49,014	2

Table 5.5.3-2: Location-wise classification of total guaranteed cash payments – International



For GIM- Goa Institute of Management
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Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

5.5.4 Location-wise classification of maximum earning potential

Locations	Min	Max	Median	Mean	Data
Ahmedabad	16,38,947	20,05,407	20,00,000	18,81,451	3
Bengaluru	10,00,000	29,13,675	15,00,000	14,57,618	76
Bhopal	17,00,044	20,05,407	18,52,726	18,52,726	2
Bhubaneswar	29,13,675	29,13,675	29,13,675	29,13,675	1
Bilaspur	12,99,285	12,99,285	12,99,285	12,99,285	1
Chennai	10,00,008	19,93,602	11,25,000	13,33,901	17
Chitradurga	20,50,000	20,50,000	20,50,000	20,50,000	1
Coimbatore	16,00,000	17,00,044	16,38,947	16,46,330	3
Gurugram	11,48,750	20,77,750	15,12,900	15,70,044	9
Hubli	12,00,540	12,00,540	12,00,540	12,00,540	1
Hyderabad	11,76,167	20,00,000	15,25,000	15,27,485	11
Jaipur	10,02,000	17,00,044	14,99,665	14,25,343	4
Kolhapur	12,00,000	12,00,000	12,00,000	12,00,000	1
Kolkata	10,02,000	17,64,000	15,96,472	14,89,736	4
Lucknow	17,00,044	17,00,044	17,00,044	17,00,044	2
Mangaluru	13,00,000	13,00,000	13,00,000	13,00,000	1
Mumbai	10,02,000	21,50,004	15,00,000	14,76,050	71
New Delhi	10,02,000	17,76,000	17,00,000	15,54,000	8
Noida	10,00,001	20,00,000	12,66,202	13,83,101	4
Panjim-Goa	10,08,000	15,27,001	13,00,000	12,28,600	5
Patna	20,05,407	20,05,407	20,05,407	20,05,407	1
Pune	8,50,000	19,69,120	12,30,004	13,14,762	24
Surat	20,00,000	20,00,000	20,00,000	20,00,000	1
Thiruvalla	15,27,001	15,27,001	15,27,001	15,27,001	1
Thiruvananthapuram	17,04,000	17,04,000	17,04,000	17,04,000	1
Verna-Goa	11,37,600	11,37,600	11,37,600	11,37,600	3
Vijayawada	16,38,947	16,38,947	16,38,947	16,38,947	1

Table 5.5.4-1: Location-wise classification of maximum earning potential – Domestic

Location	Min	Max	Median	Mean	Data
Dubai	49,014	49,014	49,014	49,014	2

Table 5.5.4-2: Location-wise classification of maximum earning potential – International



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



For B2K Analytics, Mumbai

6. Compliance statement

“This placement report has been prepared as per the Indian Placement Reporting Standards, revision 2.2.”

In case there are any deviations from the standard, either due to lack of data or any other reason, each deviation has to be mentioned in this section along with the cause for the same.

Sl. No.	Deviation from the standards	Reason
-	-	-



For GIM- Goa Institute of Management
Placement Chair
Prof. Shawnn Coutinho



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