

# READY FOR THE NEW WORLD



#MasterYourFutureAtSIMSR

**K. J. Somaiya** | **PLACEMENT**  
**2019-20**  
Institute of Management Studies & Research





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 DIRECTOR'S  
**MESSAGE**

**Ready- For The New World**

**"I never dreamed about success. I worked for it."**

– Estée Lauder

Technology has played a key role in driving change in the traditional – digital – beyond digital world leading into Industry 4.0.

**Swiftness, Speed, Stability and Sustainability are required to be ready for the new world.**

**Prof. (Dr.) Monica Khanna**  
Director

It is the management education sector that should provide the necessary skill sets and industry ready talent to foresee and manage this change.

As a leading business management school located in a beautiful 50 acre lush green campus in the heart of Mumbai in India, is KJ Somaiya Institute of Management Studies & Research ready to provide the necessary leadership for change management?

**YES, WE ARE READY.**



**SWIFTESS:** The Institute has been quick to realize that Industry 4.0 cannot be delivered with an old mind-set.

**SPEED:** The Institute has kept pace with the changing times and recognises that both faculty and students are to be in sync for developing industry 4.0 ready graduates.

**STABILITY:** The Institute recognizes that change has to be rooted in the age old values of Honesty, Integrity, Discipline and Humility.

**SUSTAINABILITY:** The Institute recognizes that growth and development have to be sustainable.

**SO IS SIMSR READY FOR THE NEW WORLD?**

**YES WE ARE** – SIMSR has successfully created well balanced matured

professionals ready to take on the industry and community challenges in India and abroad. Our illustrious alumni are proof of our efforts.

I'm sure that you will get the right talent that you are looking for at our Institute to enhance your organization's productivity and prestige. I also look forward to your valued contribution in reinforcing the strength of our journey.

Best wishes,

**Prof. (Dr.) Monica Khanna**

**Director**

# THE INSTITUTE

K J Somaiya Institute of Management Studies and Research (SIMSR) was established in 1981 as a part of Somaiya Vidyavihar with the objective of providing state of the art education in management and allied areas. The Institute is consistently ranked among **top 20** Management Institutes and **top 10** private sector B-schools in India.

The institute is nestled in a 50 acre campus in the central suburbs of Mumbai and offers full time, part time, Masters and Post Graduate Programmes in Business Management, Executive and Master of Computer Applications. All the programmes are approved by All India Council for Technical Education, Ministry of HRD, Govt. of India, and New Delhi and / or affiliated to University of Mumbai.

Apart from the regular programmes, the institute offers customized and subject/ industry specific certificate and executive development programmes for government bodies, companies, defence personnel and NGOs. The institute also undertakes research and consultancy for both public and private organizations.



A hand is shown placing a white puzzle piece labeled 'VISION' into a larger red puzzle piece labeled 'MISSION'. The background consists of a grid of white puzzle pieces on a light surface. A dark grey rounded shape on the left contains text. Faint dotted lines are visible in the background.

## WHAT GUIDES **SIMSR**

### **VISION**

To build a worldclass research and teaching institution that is global in the reach of its ideas and universal in its service.

### **MISSION**

To foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenships.



## KNOW THE DIVERSE PROGRAMS:

SIMSR offers a comprehensive range of sector specific MBA programs to integrate Indian businesses with global opportunities in highly competitive business environment. The pedagogy is a blend of theory with practical approach & comprises of case studies, projects, assignments, presentations, guest lectures, role plays, industry visits, interactive classroom lectures and international immersions.

The teaching process lays emphasis on ethical leadership along with group learning.

Programs:

### **1 PGDM Core: Specializations**

Marketing, Finance, Operations, Human Resources

### **2 PGDM- INTERNATIONAL BUSINESS**

PGDM International Business is a 2 years full time AICTE approved program spread across 6 trimesters.

This program successfully and thoroughly prepares the students for managing global businesses. The course equips the students with advanced knowledge of Global Economy and hence enables the students to run businesses in a more efficient way at the global level.

This course develops and prepares professional level students by developing and strengthening their strategic approach, critical thinking and sensitivity towards international business scenarios and make them ready as competitive trained professionals to handle any cross national and cross cultural issues globally.

## International Business Summit (IBS)

IBS@SIMSR is a student driven society that covers various aspects of the international business. It focuses on the International issues and the impact that they have on various countries, companies, etc. Through its various events and undertakings, it provides a wide range of opportunities to the students for gaining various insights, managerial skills development and equipping students with proper knowledge, which could prove useful and beneficial in multiple and varied quarters.

### List of Guests Invited at the event -



**Gabriel Hernán Rosa**  
Consulate General – Argentina



**Juergen Morhard - Consul General**  
of Federal Republic of Germany in  
Mumbai, India



**William Hopkinson - Deputy High Commission- Department for**  
International Trade

## 3 MMS: Specializations

With specializations in Marketing, Finance, Operations and Human Resources, The Master of Management Studies (MMS) programme offered by the University of Mumbai was launched at SIMSR in 1983. The Programme offered at SIMSR is one of the most sought after choices amongst all Top Scorers of the admission test MH-CET. Since 2013-14, UGC granted MMS an autonomous status. SIMSR acquired expertise in curriculum design and execution of MMS over the past 36 years till date. With the availability of dedicated full-time faculty for the Programme, there has been a smooth conduct of sessions and good placement record. The Programme has been crafted with various core, specialization and elective subjects, and a judicious mix of pedagogies that are comparable with the best B-schools. This is achieved under the guidance of various subject boards comprising of senior internal professors of SIMSR and renowned executives of the corporate sector belonging to relevant management functional areas. Institute facilitates students with specialization areas of Marketing, Finance, Operations, HR.





#### 4 PGDM RETAIL MANAGEMENT

Retail industry in India is undoubtedly one of the fastest growing retail industries in the world and we provide up to date knowledge to the students to make best out of the opportunities. In Retail Management course, the specialization starts from 2nd trimester. We are a certified member of the Retailers Association of India (RAI). PGDM - Retail Management conducts its flagship event **National Retail Summit (NRS)**. NRS is one of the most sought-after B-School events for the budding management students, presenting a diverse range of curriculum aligned competitions and industry insights from eminent speakers. Since its inception, NRS has carved a niche of its own in the industry and the academic world alike. It is the first Retail Summit conducted by any institute in India and we look forward to it every year and have left no stone unturned to make this event a grand success. NRS is an annual two-day event organized by the students of PGDM Retail Management. Main events of NRS are Kurukshetra – Live case study Competition; Keynote address by the eminent Personality from the industry, Retail Mela; Panel discussion; Brandomania; Retail stories and many more.

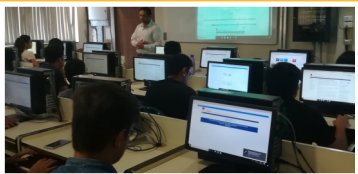
PGDM Retail Management also has students' Club called **Retail Lab**. Retail Lab organizes Guru Speak, wherein industry stalwarts come and share their experiences and the current trends in the retail industry; variegating brands held under Melange'19, a case study competition in which there were more than 250 registrations across all B schools including IIM's, IIT's, NMIMS, NITIE, etc. The top 5 teams were invited for the final campus round in SIMSR. Objective is to create visibility for the committee and invite other students to the campus; ALL IN- an intra-college event with an objective to encourage the participation of students in activities and competitions conducted by the committee; live projects; workshops like CMAP (Certified Marketing Analytics Practitioner)

and CBAP (Certified Business Analytics Practitioner), R programming, Customer Experience, etc. Retail Lab also publishes fortnightly magazine, Retail Chronicles which cover topics related to company structure, acquisitions and mergers in the retail industry and new technology in the market.



## 5 PGDM FINANCIAL SERVICES

The two-year AICTE approved full-time Post-Graduate Diploma in Financial Services (PGDM FS) is a super-specialized program in Finance, where extensive emphasis is laid on financial modeling, business finance decision making, spreadsheet applications, financial analysis for value creation and investment concepts for making the learners industry-ready with relevant skill-set. The program provides the learners intensive exposure into the advanced concepts in finance through teaching platform like Praxis for financial analysis, and contemporary courses like Bloomberg Analytics and FinTech. The application-oriented learning in the classroom is augmented through a series of workshops, concurrent projects and training sessions conducted all through the year.



## 6 PGDM – Healthcare Management

The two year AICTE approved full time Post Graduate Diploma in Healthcare Management (PGDM HCM) in collaboration with Imperial College Health Partners, UK focuses on building managerial and leadership capabilities of budding managers aspiring to take challenges of the growing healthcare sector. The program has a very good blend of managerial and domain specific subjects. The course curriculum is designed to provide enough experiential learning opportunities through various activities such as Hackathon (Creating a prototype of a new product/ service based on design thinking process), concurrent projects, industry visits, workshops, etc. It seeks to make it industry relevant by undertaking number of activities such as Industry panel discussions and Round Table conferences.



"Samavesh" Industry panel discussion – Feb 19



Visit of Dr. Pramod Prabhakaran, Imperial College, Health Partners, UK, August, 18



### 7. PGDM- Communications (Integrated Marketing Communications)

The PGDM – Communications (Integrated Marketing Communications) is a front end specialization in marketing with special emphasis on building strong brands, using various communication methods and techniques. The course builds students for career in media and creative industries such as Market Research, Digital Marketing Agencies, Advertising Agencies, Media Houses, Media Networks and Brand Management in companies.

The course is carefully tailored for those who want to get hands - on experience in traditional as well as new and emerging media. The course has judicious mix of theory and practicality as most of the courses are delivered by media and agency practitioners.

It's a 24 months, full-time program spread across 6 trimesters inclusive of classroom-based learning and theory exposure coupled with training through industry projects. Interactive classroom sessions, case studies, guest lectures, live projects, onsite visits, workshops form an integral part of the program.

Guidance from the Expert Faculty and mentoring from eminent Industry Experts are the important part of the learning foundation and career building opportunities for the course.

### The BigWigs Speak -

Is a joint initiative by the faculty and students of PGDM – Communications (Integrated Marketing Communications). It involves a series of highly interactive sessions where students can meet industry stalwarts and get to know everything they need to know about their career and industry by having one to one interaction with experts.



MarCQuest is the annual flagship event of the PGDM – Communications (Integrated Marketing Communications). A two day extravaganza, MarCQuest is a confluence of the best minds from the dynamic world of Marketing Communications. MarCQuest is a platform for young marketers to learn from and interact with the pioneers of Advertising, Digital Marketing, Branding and Public Relations. For aspiring management students and undergrads, MarCQuest is a sneak peek into these vibrant and exciting domains.



## THE EMINENT SPEAKERS AT THE EVENTS WERE AS LISTED BELOW



Keynote addressed by  
**Ms. Deepa Krishnan,**  
Executive Director, Kantar IMRB



**Mr. Rajiv Puri,**  
Dy. Gen. Manager, Brand & PR, BPCL



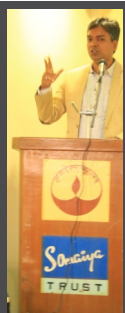
**Mr. Nishiith KL Bhandarkar,**  
President and COO,  
Eggfirst Advertising and Design



**Mr. Ambi Paramewaran,** former Executive Director- FCB Ulka, launched his new book SPONGE- Leadership Skills



Panel discussion on the topic  
"Future of TV in the light of disruptive innovations"



**Mr. Amitabh Tiwari,**  
Co-founder, LoudST

# Your tickets GLOBAL EXPOSURE



Internationalisation is an ongoing process at K.J. Somaiya Institute of Management Studies and Research, determined to strengthen and expand the International Relations with reputed universities worldwide. This is not only aiming to bring internationalisation and multiculturalism in institute but also give opportunities to students and faculty to participate and enrich experience of international competency, this holistic approach is to make our students global citizens and global business leaders.

In 2018-19, Somaiya Vidyavihar has signed 11 new MOUs with renowned universities and now all together 29 overseas partnership in 14 countries across the world (USA, Europe, Africa and Asia). SIMSR has received and sent 11 professors under faculty exchange program with partner universities. Delegation from 30 foreign universities have visited campus.

SIMSR has also invited Consul General/Consuls from Germany, Italy, Argentina, UK, and Bangladesh for guest lectures for management students. Sixteen PGDM students have cleared international test of Mandarin. Few students also got

internship in MNCs like Industrial and Commercial Bank of China.

In 2018-19, eight students went abroad under the students exchange program to USA, Germany and Austria. It is indeed a great feeling for students to adapt to the new culture and connect with other international students with a lot of ice breaking activities during the course called "Performance in a Globalized World".

The International Relations Office from time to time disseminates information to create awareness. The office also coordinates, facilitates initiatives on international cooperation.

SIMSR has introduced 5 International Immersion Programs in USA, UK, China, Germany and Japan, which is structured in such way that not only gives student cross-cultural experiential learning but also helps them to develop skills of global business leadership.

In the year 2019 - 20, SIMSR will offer more international in-bound and out-bound student exchange program and faculty exchange program.

# INTERNATIONAL AFFILIATIONS



The University of  
Edinburgh,  
UK



Aston University  
BIRMINGHAM UK



Daule Hochschule  
Baden-Wuerttemberg,  
Germany



The Business  
School, Ingolstadt,  
Germany



University of  
Navarra,  
Spain



Peter the Great St.  
Petersburg Polytechnic  
University, Russia



IMC University of  
Applied Sciences  
Krems, Austria



UNIVERSITY  
OF APPLIED SCIENCES  
UPPER AUSTRIA

University of Applied  
Sciences Upper  
Austria, Steyr



Istituto Italiano  
Design,  
Perugia



UNIVERSITAS  
INDONESIA

University of  
Indonesia



Zhejiang  
Gongshang  
University, China



Sany Polytechnic  
Engineering  
College, China



Renmin University,  
China



Beijing International  
Studies University,  
China



Yunnan University,  
China



Beijing Foreign  
Studies university,  
China



Communication  
University of  
China

# INTERNATIONAL AFFILIATIONS





 WEBER STATE UNIVERSITY Weber State University, USA	 The University of Akron, USA
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 Saint Martin's UNIVERSITY Saint Martin's University, USA	 University of San Diego, USA
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 University of Technology, Troyes, France	 Eotvos Lorand University, Hungary
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 University of Brescia, Italy	 UNIVERSITY OF LIMERICK UNIVERSITY OF Limerick, Ireland
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 Wintec, New Zealand	 Management Development Institute of Singapore
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 University of Salvador, Argentina	 Vega School of Brand Management, Capetown, South Africa
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# INTERNATIONAL CONFERENCES



Every year SIMSR welcomes internationally acclaimed academicians and industry professionals from around the world.

The 14th SIMSR Global Marketing Conference was held on the 7th & 8th February 2019 at K J Somaiya Institute of Management Studies & Research. Like every year, the conference was conducted by the Marketing Department of the institute with Dr. Kiran Sharma as Chairperson and Prof. Isaac Jacob as Co-Chairperson along with the Interface committee, the official marketing committee of K J SIMSR. The theme for the conference this year was '*Marketing to Millennials*' with over 100 research paper submissions from various universities and corporates all over.

The conference was inaugurated by Chief Guest, Mr. Parthodas Gupta, CEO-BARC, Guest of Honor, Mr. Rajiv Bhagayatkar, Product Specialist- Nielsen Group, Special Guest, Mr. Prabhakar Nori, CGM, Brand & PR- Bharat Petroleum Corporation Ltd.

and Director- K J SIMSR, Dr. Monica Khanna. While Mr. Gupta and Mr. Bhagayatkar shared their valuable insights on the world of millennials and how marketing has been impacted and influenced through them, Mr. Nori shared his thoughts on 'Energizing lives for Millennials'. This year as well, K J SIMSR was honored to have Bharat Petroleum Corporation Ltd. as their title sponsors for the first time for the conference.

The conference which was spread over two days, consisted of eleven tracks which had research papers segregated under topics like Consumer Behavior, Services Marketing, Brand Management, E-Marketing etc. 69 research papers were presented out of 103, with presenters providing an in-depth analysis of their respective topics and touching upon diverse aspects of Marketing to Millennials. There were 22 track chairs from various reputed institutions who were called upon to evaluate the research papers.



The event concluded with a Valedictorian speech by Mr. Ashutosh Bishnoi, MD & CEO, Mahindra Mutual Funds who shared his thoughts and experiences with respect to the theme. 'Cause Brand Association (CBA) - An Empirical Investigation into Millennials in India' was adjudged the best paper, authored by Dr. Deepa Rohit and Dr. Rajesh Panda. The conference was declared a grand success and also hopes to widen its scope in the coming years.

#### **SIMSR International Finance Conference: (SIFICO)**

The Finance and Law department of K J Somaiya offers specialization in finance to the students of PGDM and MMS program. The department also offers two year full time PGDM program in Financial Services.

The department under its domain "The Centre of Excellence in Capital Markets" hold annual International finance Conference called SIFICO jointly with "The Centre of Excellence in Capital Markets". So far eight conferences were successfully held and selected research papers presented by researchers in the conference are published.

For students the department holds annual panel discussion event called INVESTRIX on contemporary topics in Finance. The panelists are from industry holding senior position. The department has student forum called FINSTREET which organizes various programs, events, competitions etc. in the finance domain.



### SIMSR Global Supply Chain Management Conference:

The Operations Department of KJ SIMSR hosted the **Global Supply Chain Management Conference** at its campus on Friday, **14th December, 2018**. The theme of this conference was **Supply Chain Management for Industry 4.0**. Keynote speaker for that day, **Prof. (Dr.) Qingyu Zhang**, Director, Research Institute of Business Analytics and Supply Chain Management, Shenzhen University, China spoke about Leadership and Information exchange, and what group purchasing is all about with examples and related models. The conference included other guest speakers from L&T and Reliance. The speakers were well received by the students.

The Round Table Discussion included **Prof. Dirk Hartel, faculty from DHBW Stuttgart and a SIMSR alumnus Mr. Sriram Balasubramanian, Head – Business Process Management, BASF India**.

In the academic year 2018-19, the department was a part of Industrial visits for students to the factories of Raymond and Times of India. At the Times of India press, the officials took the batch of students around the press and explained the automation in the production of newspapers.



### International HR Conference

K. J. Somaiya Institute of Management Studies & Research (SIMSR) successfully hosted the **6th International HR Conference** on 1st and 2nd February, 2019. The theme of the conference was 'Demystifying Team Dynamics'.

A pre-conference workshop on 'Theory building and doing research that is useful for practice' was conducted by Dr. Ramon Rico, Associate Professor, The University of Western Australia. The workshop was well received by the delegates who attended it.

Dr. Ramon Rico also gave a keynote address on 'Team adaptation in complex environments: Lessons from practice, evidence from research and challenges for the road ahead'.

A panel discussion on 'Working in and with teams' comprising of prominent industry experts enriched the audience with different perspectives. The discussion ended with an interactive session between the attendees and panelists.

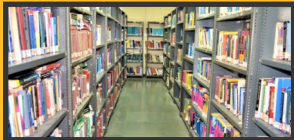
A series of 40+ research papers were presented by several delegates comprising of HR professionals, faculty and students. They gave a good deal of information and insight on not just Human Resources but other domains of management as well. The conference concluded with the launch of next year's theme – 'Leadership'.

# INSPIRING INFRASTRUCTURE @ SIMSR

## THE INSTITUTE

The institute is housed in two adjacent spacious, well-furnished and air conditioned buildings of around 2,00,000 sq. feet surrounded by lush green gardens and trees. The entire infrastructure has been created to develop a truly academic ambience.

CHANAKYA



## LIBRARY

The fully computerized library has more than 93,000 books, Harvard Case studies, 15 national and international newspapers, 150 Indian and International periodicals, CDs and video films. Housed in an area of 7,000 sq. feet, the library offers access to online data bases like EBSCO, PROQUEST, CRISIL, Euro monitor, WARC, Frost & Sullivan and financial database like CMIE PROWESS which provide online access to over 8,000 national and international journals, research papers, articles, dissertations and financial data.

## SPORTS FACILITIES

The campus offers a variety of sports facilities. Students can engage in all kinds of sports which enable recreation, rejuvenation and stress busting, all purposes being served well on campus.

These state-of-the-art facilities are well maintained and can also be put in use by students who wish to pursue sports as their career. In addition to this, professional coaching and training is also available.

**Running Track | Live Chess Court | Football Ground | Cricket Ground  
Badminton Court | Basketball Court | Volleyball Court | Tennis Court  
Squash Court | Indoor sports facilities**



## HOSTEL /ACCOMMODATION

The Institute offers on-campus separate hostel facilities namely, 'Maitreyi' and 'Sandipani' for boys and girls of all the Programmes. The hostel offers 660 beds and 20 faculty residences.

The hostel has facilities like 24x7 internet facility, Laundromat, student mess, activity room and a well-equipped gym.

The Girls' Hostel 'Maitreyi' was inaugurated by Honourable Chief Minister of Maharashtra, Shri Devendra Fadnavis.

## MEDICAL FACILITIES



Student residents requiring medical attention can consult the doctor free of charge. Students can also avail facilities available in K.J. Somaiya Medical College and Research Center situated near to the campus.



## OTHER FACILITIES

Students have the option of learning additional courses like yoga and several foreign and oriental languages including Mandarin, Spanish, Italian, German, French, Japanese, Sanskrit and Pali. Several spiritual sessions are also conducted at the campus for the benefit of the students and faculty.

It has got state of the art auditoriums (Nalanda & Takshashila) and an Amphitheatre for various activities, conferences & events.

## CAFETERIA

The canteen is in the administrative block and is of around 2,250 sq feet which is located on the ground floor of the Institute building. It is very well ventilated and has a seating arrangement of more than 100 students at a time. This is complimented by a covered open air seating arrangement with lots of greenery, that makes it a great place where students can get together to discuss their assignments and projects over cups of tea / coffee and tasty food bites.

## COMPUTING FACILITIES

The computer center is one of the best equipped IT centers geared to aid the learning process.

Software package like SPSS, SAP-ERP, Rational Rose enable in conducting data analysis for business and marketing research activities, analysis of case studies, preparation of summer training projects and concurrent projects.



# STUDENT ACTIVITIES @SIMSR

Academics at SIMSR have always been supplemented by student activities. The students get the opportunities to be part of the governance process through student council. The experiential learning happens through various extracurricular activities.



## PLACEMENT COMMITTEE

The Placement Committee at SIMSR is a student driven body with dual objective of providing appropriate opportunities to the student aspirants and also provides the recruiters a large pool of talent.

The Placement Committee under the guidance of the Career Management and Corporate Relations team, facilitates the placement process, ensuring a smooth transition for participants from campus to a corporate life.





## ALUMNI COMMITTEE

With an alumni base of over 10,000 alumni spread across the globe, it is our constant endeavor to connect & collaborate with our alumni. With many of our alumni becoming industry leaders, we take pride in them and celebrate their successes.

We encourage participation of alumni into several activities at SIMSR. From inviting alumni as panelists for admission process, as guest speakers, as jury members, as Chief Guests & Keynote speakers for Conferences and to mentor our students.

## INTERFACE

Interface is the marketing committee that strives to cultivate an environment that helps inculcate passion for the field of Marketing and promote it as a challenging career option. It gives a platform to marketing enthusiasts where they can hone their marketing skills and whet their appetite for learning in a continuous process of learning and application.

## GUEST LECTURE COMMITTEE

The Guest Lecture Committee brings eminent personalities from across the industry to campus to deliver guest lectures on relevant topics to enlighten students about the business world scenario.

## ADMISSIONS COMMITTEE

The Admissions Committee, assists the Admissions Department in developing marketing collaterals, web pruning, enquiry management, media planning, GDPI operationalization, selection process etc.

## FINSTREET

The finance committee at SIMSR has been a platform serving to initiate interest and further student participation in finance. The major focus is to create value for students at SIMSR in the fields of finance and economics.

## E-CELL

Pathfinder E-Cell aims to inculcate entrepreneurial mindset in the student community and to act as a facilitator between the budding entrepreneurs and identifying opportunities at different levels. Their mission is to bring the brightest ideas from around the nation to the forefront by organizing entrepreneurship related activities.

## PUBLIC RELATIONS

Public Relations (PR) is one of the student committee in SIMSR, who are responsible for leveraging the brand SIMSR to the world outside. They function in tandem with other committees to help brand SIMSR grow. Popular PR events round the year are SPRIHA and SAMAVESH.

## ENACTUS

Enactus is the social cell of the college, which aims for making a difference to the society at large. Enactus works on the belief that in order to achieve holistic development of a student and corporate success; contribution to society is indispensable. Apart from 5 projects operational in 4 villages and slums of Mumbai region, the committee also undertakes various social activities like Blood Donation Camps, Recycling Drives, and Joy of Giving.

## QUANTINUUM

Quantinum is the intellectual warehouse of SIMSR where all keen mathematicians explore all the genres of the mathematical world, which it has to offer. It's the Quants forum in SIMSR that emphasizes on the need and usage of numbers in our day to day lives.

## STUDENT ACTIVITY FORUM (SAF)

Student activity Forum or SAF aims at providing a platform for SIMSRites to express their creative skills. It ensures that the students present across respective courses work as a team, strives for keeping the spirit of teamwork and cooperation alive. Cultural events like All Izz Well, Impressions are held throughout the year.



## CONSULTANCY AT SIMSR (C@S)

Consultancy@ SIMSR proactively provides end-to-end consulting services to diverse clients in the most cost-effective fashion. The objective is to render personalized and tailor-made services that suit the varying requirements of small, medium and large scale profit and non-profit enterprises.

The various other student run clubs and committees demonstrate the holistic development of the students and enhance the overall diversity at SIMSR. Some of them are as follows:

- FORSE - Forum of Operations Research and Supply Chain Enthusiasts
- Humanist - HR Club of SIMSR
- CII Yi - Confederation of Indian Industry Young Indians
- IBS - International Business Society
- Gita Club
- SIMSR Talkies
- Acumen - Quizzing and Debate Club
- Retail Lab
- Women Development Cell
- Sports Committee

# LIFE @ SIMSR

The proactive student body at SIMSR conducts numerous activities under the aegis of in-house committees in association with many industrial players.

Some of the important events conducted by student clubs and forums are:

- **Spriha** – The Summer Internship Project Competition.
- **Melange** – The Annual Inter Collegiate Festival of SIMSR.
- **Nostalgia** – The Annual Home coming event for all SIMSR alumni.
- **Samavesh** – Sharing of knowledge and experiences of practitioners.
- **SIMSR FCB ULKA COMSTRAT** – Inter institute communication strategy live case study competition.
- **Human Equation** – HR event encouraging professionals to discuss issues regarding challenges in HR.
- **Stratinova** – Case study, video making and Print Ad competition.
- **Yudh** – Inter B-School Sports competition.
- **Navikaran** – The Marketing festival at SIMSR.
- **Global Conferences and Workshops** – These comprises of Research seminars, workshops, competition and industry interaction.
- **Investrix** – The Finance festival at SIMSR.
- **Enactus** – Social and Innovation driven Entrepreneurial cell.
- **Pangea** – Annual International Business Conference.
- **Commercio** – Annual Inter B-School competition.
- **NRS** – National Retail Summit.
- **Metamorph** – Annual festival of MMM/ MHRDM/ MFM/ MIM students.
- **Quantinuum** – Quantitative & Analytics club of SIMSR.
- **ICON** – Annual festival showcasing IT and other extracurricular skills of MCA students.
- **E-Week** – Annual event collaborating with National Entrepreneurship Network inculcating in students the values of Entrepreneurship.

# SIMSR

# ALUMNI RELATIONS

The rich alumni base of SIMSR built over a legacy of 37 years has innumerable members who have excelled professionally and have left an indelible mark on the corporate face globally. SIMSR alumni, owing to the holistic education and the rich professional experience shape the future in global corporations and corridors of power.

## Initiatives:

- **SIMSR Jobs:** An initiative to share lateral job opportunities with alumni
- **SIMSR Superstars – The Alumni Awards:** Recognize and honor the alumni who have brought laurels to SIMSR, business, and/or to the society
- **Alchemy:** Placement mentorship program for the students to make informed choices with the help of alumni mentors
- **Imprints:** Monthly Alumni Newsletter to share latest happenings on campus
- **SIMSR Alumni Virtual Clubs:** 6 international and 14 domestic virtual clubs



Alumni CXO Meet - Mumbai

## Events:

- **Nostalgia:** SIMSR's Annual Alumni Meet
- **Milaap:** Batch-wise Alumni Meet
- **SIMSR City Meets:** Organize Alumni Meet across 6 international and 14 domestic cities
- **CXO Meet:** Alumni Industry leaders come together to build brand SIMSR
- **Anveshan:** Informal guidance session to know about life at SIMSR



SIMSR City Meets - Dubai

# LIST OF ILLUSTRIOUS SIMSR ALUMNI

**Anuj Bhargava**  
1985 - MMS  
CEO - AB Associates

**Harsh Bhosale**  
1986 - MMS  
Chief People Officer -  
Nayara Energy

**Prasad Tokekar**  
1986 - MMS  
Sr. VP - Employee Relations  
& HR Compliance  
Reliance Jio

**Shyam Motwani**  
1986 - MMS  
Executive VP & Business Head  
Godrej & Boyce

**Vivek Nayer**  
1987 - MMS  
Chief Marketing Officer -  
Group Corporate Brand  
Mahindra & Mahindra

**Ashutosh Khanna**  
1988 - MMS  
Sr. Client Partner  
Korn/Ferry International

**James George Almeida**  
1988 - MMS  
Associate Dean  
Silberman College of  
Business

**Lata Pillai**  
1988 - MMS  
Sr. Executive VP  
Edelweiss

**Lloyd Mathias**  
1988 - MMS  
Former Director - Marketing  
Hewlett Packard

**Suraj Kaeley**  
1988 - MMS  
Group President -  
Sales & Marketing  
UTI Mutual Fund

**Jamnadas Majethia**  
1989 - MMS  
Partner & Actor  
Hats-off Productions

**Makarand Teje**  
1989 - MMS  
Executive Vice President  
HCL

**Sudha Jayashankar**  
1989 - MMS  
Executive Director - HR  
MSCI

**Hiten Ghelani**  
1990 - MMS  
CEO  
Mahindra Marine

**Ajay Kapur**  
1991 - MMS  
CEO - Aluminium & Power  
Vedanta Limited

**Aslam Karmali**  
1991 - MMS  
CEO & Sr. VP - Retail  
Eureka Forbes

**Madhusudan Kela**  
1991 - MMS  
Proprietor  
MK Ventures

**Saurabh Singh**  
1991 - MMS  
President  
ICICI Foundation

**Sanjay Shah**  
1992 - MMS  
Managing Director  
Morgan Stanley

**Saru Kaushal**  
1992 - MMS  
Country Head -  
Global Commercial Payments  
American Express

**Shankamarayanan Sethuraman**  
1992 - MMS  
Managing Director  
Accenture

**Murali Viswanathan**  
1994 - MMS  
Managing Director  
SCHOTT Glass India

**Kamlesh Dangl**  
1995 - PGPMS  
Group Head - HR  
InCred Financial Services

**Loveena Khatwani**  
1995 - PGPMS  
Chief Client Experience Officer  
Edelweiss Capital

**Nirav Dalal**  
1995 - MMS  
President & MD -  
Debt Capital Market  
Yes Bank

# LIST OF ILLUSTRIOUS SIMSR ALUMNI

**Reuben Pandian**  
1995 - MMS  
Chief Omni-Channel Officer  
Tata CliQ

**Arvind Sharmaa**  
1996 - PGPMS  
HR Director  
Black & Veatch

**Gaurang Desai**  
1996 - PGPMS  
Securities and Commodities  
Authority (SCA)  
Financial Markets  
Advisor

**Jagannath Dholakia**  
1996 - MMS  
MD - Global Corporate &  
Investment Banking  
Bank of America  
Merrill Lynch

**Kishore Subramaniam**  
1996 - PGPMS  
Executive Vice President  
Lowe Lintas & Partners

**Prakash Nair**  
1996 - PGPMS  
Sr. Vice President  
Ogilvy & Mather Advertising

**Ramnath Iyer**  
1996 - MMS  
Managing Director  
MSCI

**Ranganathan Somanathan**  
1996 - PGPMS  
CEO  
Omnicon Media Group

**Ritu Gupta**  
1996 - MMS  
Director - Marketing  
Dell India

**Vineet Sehgal**  
1996 - PGPMS  
Senior Director - HR  
PwC

**Anand Ramaswamy**  
1997 - MMS  
President & Head - Projects  
Yes Bank

**Anil K Nair**  
1997 - PGPMS  
CEO & Managing Partner  
Digital L&K  
Saatchi & Saatchi

**Jaikishin Chhaproo**  
1997 - PGPMS  
Head - Media & PR  
ITC

**Praveen Jaipuria**  
1997 - PGPMS  
CEO  
Continental Coffee

**Sheetal Daftary**  
1997 - MMS  
MD - IT Audit & Assurance  
KPMG US

**Vikram Bhatt**  
1997 - MMS  
Founder & Director  
Enrich Salons & Academy

**Vishal Dubey**  
1997 - PGPMS  
Director -  
Business Development  
Amazon

**Manuj Agarwal**  
1998 - PGPMS  
CEO  
Percept Live

**Mehul Kapadia**  
1998 - MMS  
Global Head - Marketing  
Tata Communications

**Sudesh Puthran**  
1998 - MFM  
Chief Technology Officer  
Aditya Birla Finance

**Vikram Malhotra**  
1999 - PGPMS  
Founder & CEO  
Abundantia Entertainment

**Deepak Hegde**  
2000 - MFM  
Director - CMC  
GSK

**Sanjay Podder**  
2000 - MMM  
Managing Director &  
Global R&D Lead  
Accenture R&D Labs

**Sona Mazumdar**  
2000 - PGPMS  
Chief Partnership Officer  
Kidzania

**Sudhir Shenoy**  
2000 - MMM  
Chief Executive Officer  
Dow Chemical India

STUDENT

# ACHIEVEMENTS: 2017-18



S. N.	Event	Category	Organiser	Position
1	Optimus 18.2	Article Writing	IIM Shillong	Runners Up
2	Samhita 4.0	Article Writing Competition	Goa Institute of Mgmt.	Winner
3	Uttistha National level B-Plan Competition	Business Plan Competition	IIM Kashipur	3rd
4	Bizspark'18	Business Plan Competition	SJMSOM (IIT BOMBAY)	Winners (1st)
5	Convergence'18	Case Study	SIMSREE	1st Position
6	HBR Case Competition, Manifest-Varchasva	Case Study	Indian Institute of Management (IIM), Lucknow	Winner
7	Yes Bank Transformation Series 2018	Case Study	Yes Bank	Campus Ace Winners

S. N.	Event	Category	Organiser	Position
8	Paragana'18 Op Era	Case Study Competition	NMIMS Mumbai	First runner up
9	Ingenio	Consulting & Strategy Case Study Competition	IIM Calcutta	1st Runner Up
10	Moolyankan	Equity research	Nmims Mumbai	1st position
11	NITIE Josh	Inter B-School Sports Fest	NITIE	Winner
12	Zurich Enterprise Challenge'18	International Level Consulting & Strategy Case Study Challenge	Zurich Insurance Group, Switzerland	Top 20 Global Finalist
13	In-Fin-Itty	Investment Banking (Buy-Side) - M&A	SCMHRD	Runners Up
14	Mahayodha	Leadership Competition	IIT Bombay Shailesh J Mehta School of Management (SJMSOM)	Winner (1st)
15	The Premier League - Hindustan Unilever	Leadership Summit	Hindustan Uniliver	National Finalist
16	Indian Advertisement League	Marketing Case Study	The Adverb, NMIMS Mumbai	Winners
17	Ingenio'18	National Level Consulting Case Study Challenge	IIM Calcutta	2nd Position
18	Adaptus Prime	Simulation Game	Symbiosis Institute of Operations Management, Nashik	Winner
19	SPARDHA 2018	Summer internship project presentation	FMS-IRM	Runner up
20	Start-up Garage	Business Plan Competition	MICA	3rd Prize, MICA Start-up Garage
21	Imperium	Case Study	IIM Indore	1st Prize, IIM Indore Imperium



INITIATIVES BY

# CAREER MANAGEMENT & CORPORATE RELATIONS TEAM

## PREPARATION FOR PLACEMENTS

At SIMSR, we ensure that students are in step with the demands of the dynamic environment. The effort is to prepare them for participating in the placement processes and getting these opportunities converted into job offers. This helps the Recruiting panels of companies to zoom on to candidates, who are a near perfect fit for the job profiles on offer.

While the Institute puts a lot of emphasis on assignments, curriculum, pedagogy, we also encourage our students to determine and evolve their purpose and objective in life and think logically. While imparting the above training and providing them the much needed exposure, we strive hard to not only make them job- ready, but also to face the multifarious challenges that will confront them as they move out of the portals of this institution.

Overall, we follow an integrated approach for broadening the horizons of the students and make them worthy of the assignments they will take up in industry.



## GROOMING STANDPOINTS

- Honing the Business communications skills
- Ensuring that students are in step with current topics
- Soft skill courses and training in aptitude tests, mock GDs and PIs
- Personality grooming sessions
- Video-based feedback for encouraging critical thinking
- Exposure to the working of start-ups for firing the Entrepreneurial ambitions.
- Mentoring sessions
- An overall integrated approach to enhance the capability of the aspirants
- Alumni from different corporate entities/verticals are invited to guide these students on interview preparations.



## CORPORATE ENGAGEMENT ACTIVITIES

- **Guest Lectures and Competitions** - Connecting with students and sharing industry insights and knowledge through guest lectures by various dignitaries from the organization. Companies may even engage with students through B-plan and Case Study contests and competitions on campus.
- **Live Projects** - The duration of the live/concurrent project may vary as per the complexity of the project and company requirements. From past experience, a live project would last for maximum three months in which students would be working on part time basis with the organization.
- **Summer Internships** - Full-time Summer Internships in the month of April -June for a period of two months to gain a hands-on learning experience with the organization in partial fulfillment of the requirement of the degree.
- **Final Placements** - Building a fruitful and win-win relationship through permanent employment with the organization.

# WHY RECRUIT AT SIMSR

GREAT  
PEDAGOGY

STATE  
OF ART  
INFRASTRUCTURE

OUTSTANDING  
PLACEMENTS

ALL PERVASIVE  
CAMPUS LIFE

HOLISTIC  
DEVELOPMENT

## **Legacy:**

K. J. Somaiya Institute of Management Studies and Research (SIMSR) was established in 1981.

Legacy in education sector for almost 37 years SIMSR consistently ranked among top 25 management institutes and top 10 private sector B-schools in India.

## **Crème de la crème (Rigorous selection process):**

At SIMSR we follow a very rigorous selection process which helps us select some of the best talent available in the country. The ratio of students getting selected to those seeking admission at SIMSR is in the ratio 1:20. The selection process involves case based assessment, academic achievements of the students, Statement of Purpose (SOPs), Group Discussions (GD) and Personal Interviews (PIs)

## **Sincere students with Indian Ethos**

From the feedback we received from our regular recruiters, SIMSR students are

well-versed with Indian ethos, sincere and committed in their approach to work, thereby leading to minimum level of attrition.

## **Multifaceted:**

At SIMSR, students come from different parts of the country. This diverse culture allows the students to learn from and grow with each other. The course curriculum, state of the art facilities and practical exposures offer a holistic growth of the student.

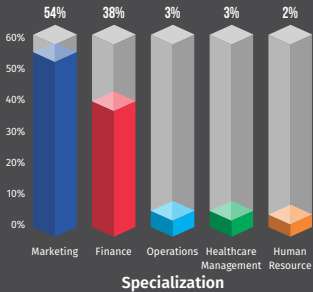
## **Intellectual Capital**

SIMSR has 80+ full-time faculty members with rich industry experience, under whose intellectual guidance, students gain in-depth knowledge and clarity of concepts, this makes them worthy of on-boarding large corporate houses and prepare them to become industry ready. The students are also taught, mentored and counselled by leading industry stalwarts and dignitaries to make the pool of talent at SIMSR tremendously attractive for recruiters.

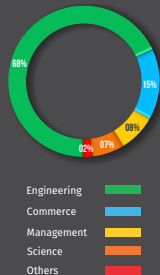
# BATCH PROFILE 2018-2019



## STUDENT SPECIALIZATION

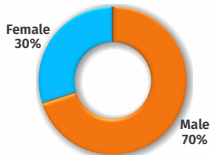


## ACADEMIC BREAKUP



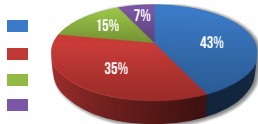


### Gender Ratio

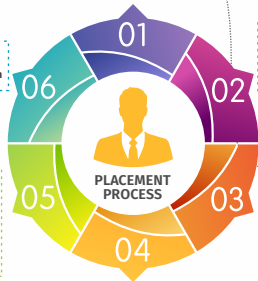


### Work Experience

Freshers  
1 to 24 Months  
25 to 36 Months  
> 36 Months



# PLACEMENT PROCESS



Invitations to  
Companies via  
[placements.simsr@somaiya.edu](mailto:placements.simsr@somaiya.edu)

Interested  
candidates signup  
for company's  
selection process

Pre-Placement Talk  
to discuss job  
description and  
selection process

Short listing  
candidates based  
on Batch Profile &  
Resumes

Final Selection &  
Offer Confirmation

Selection process  
based on:  
Aptitude Test  
Psychometric Test  
Group Discussion  
Group Interview  
Personal Interview

# SOME OF OUR PROMINENT RECRUITERS



# SOME OF OUR PROMINENT RECRUITERS





# STUDENT PLACEMENT COMMITTEE





Sector	Name	Contact Number
Banking & Insurance	Priyanka Kakru	9689360643
	Tanuj Todi	9833038191
Conglomerate	Krupa Rathod	9904516222
	Anwasha Sarker	9748902213
	Prachi Tiwari	9725516756
	Samkit Sethia	9830520208
Consulting	Ankan Saha	8600487760
	Khushbu Chotalia	7977027850
	Pawan Pratap	8050212204
	Shaonlee Bhattacharjee	9167117424
Financial Services	Kalyani Chauhan	9452140031
	Arnav Gupta	8699201424
	Devesh Mittal	8368194533
	Prishita Jain	9046993678
	Varun Shah	9821796395
FMCG	Jyoten Panditpautra	8169595020
	Karina Sharma	9818530353
	Afsha Shaikh	9930218856
	Razi Syed	9665234057
IT	Bhaskar Kulkarni	9869332361
	Anukriti Khare	9810208837
	Mayank Prakash	9874362483
	Pavan Amesar	9766477266
	Sanchal Singh	9953338287
Manufacturing	Payal Girsaoale	9423028981
	Gajula Sai Mamatha	9441107830
	Rishabh Gupta	7984727416

Click on the map  
to know your way to SIMSR



### SIMSR Address

K.J. Somaiya Institute of Management Studies  
& Research, Vidya Nagar, Vidyavihar East,  
Mumbai – 400077, Maharashtra.

# PLACEMENT OFFICE

#### Mr. Hari Sabnis

Head – Career Management &  
Corporate Relations

☎ +91 9820845187 | ☎ +91 22 6728 3004 / 3050

✉ hari.sabnis@somaiya.edu

#### Ms. Pooja Rasal

Senior Manager – Career Management &  
Corporate Relations

☎ +91 9869526143 | ☎ +91 22 6728 3089 / 3050

✉ p.rasal@somaiya.edu

#### Ms. Nikita Nimkar

Assistant Manager – Career Management &  
Corporate Relations

☎ +91 8291719569 | ☎ +91 22 6728 3230 / 3050

✉ nikita.nimkar@somaiya.edu

#### Mr. Niteen Pawar

Associate Head - Career Management &  
Corporate Relations

☎ +91 9969634293 | ☎ +91 22 6728 3005 / 3050

✉ niteenpawar@somaiya.edu

#### Mr. Rushikesh Patil

Assistant Manager – Career Management &  
Corporate Relations

☎ +91 8879010926 | ☎ +91 22 6728 3087 / 3050

✉ rushikesh@somaiya.edu