



FINAL PLACEMENT
REPORT 24
25

ABOUT **MICA**

MICA, Ahmedabad, is the only institute in Asia dedicated to creating leadership in Strategic Marketing and Communication.

MICA's mission is to develop empathetic leaders and thinkers who are creative and adaptive problem-solvers for a rapidly changing world. Experiential learning, real-time case studies analysis and intensive industry engagement ensure that students get a firm foothold in the skills necessary to excel as market leaders.



PLACEMENT **OVERVIEW**

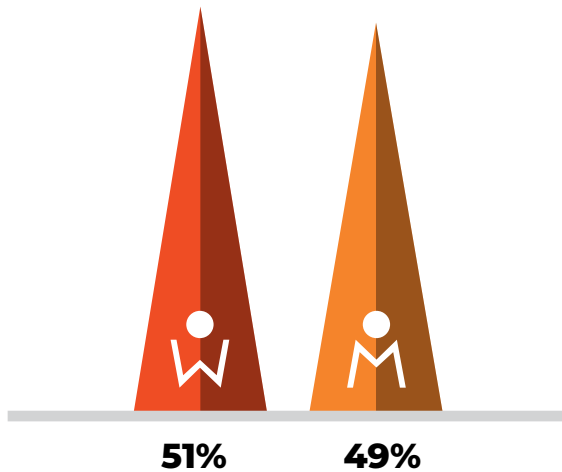
MICA has once again achieved a stellar placement record, reinforcing its legacy of academic excellence and industry relevance. With participation from over 92 companies, students were presented with a wide array of opportunities, reflecting the trust the industry places in MICA talent. This year saw a 17% rise in Pre-Placement Offers (PPOs), many of which stemmed from successful summer internships. FMCG companies emerged as the top recruiters, reaffirming the strong alignment between MICA's curriculum and industry needs.

Salary packages remained consistent with the previous year, underscoring the sustained value and credibility of a MICA education. The campus also welcomed 51 new recruiters, including both established and emerging firms, ensuring a diverse mix of profiles and roles. Noteworthy among the new roles offered were: Founder's Office/CEO's Office for Strategy, Technology Consulting Analyst, Project Management Analyst, Strategic Development Office, Treasury, and Growth Strategy roles—expanding the career spectrum for students.

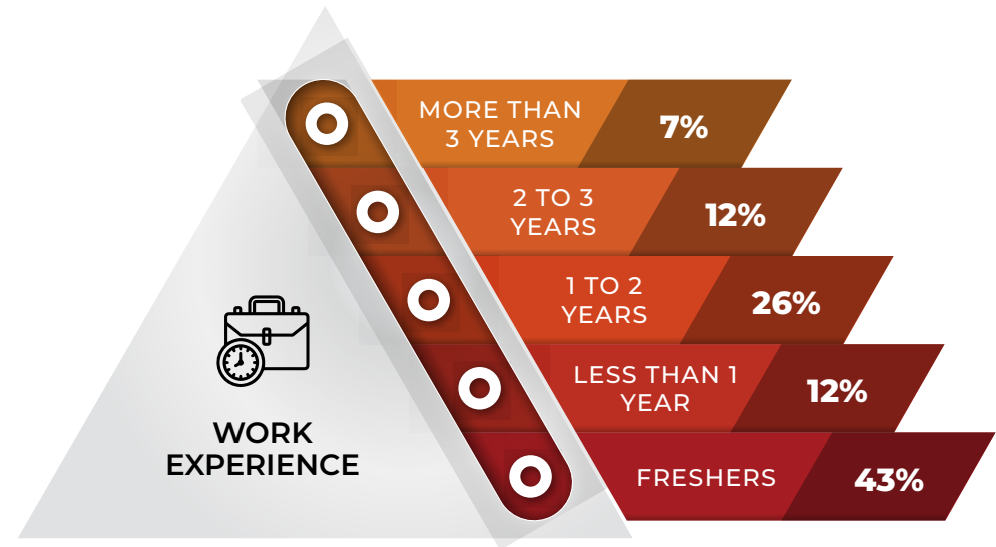
Sectors represented in the placement drive included Consulting, FMCG, FMCD, BFSI, IT & ITES, Market Research, E-commerce, Analytics, Media & Entertainment, Marketing Agencies, Real Estate, among others. These outcomes highlight MICA's continued commitment to producing industry-ready professionals and future leaders in the domains of Strategic Marketing, Communications, Analytics and Business Strategy.

BATCH PROFILE

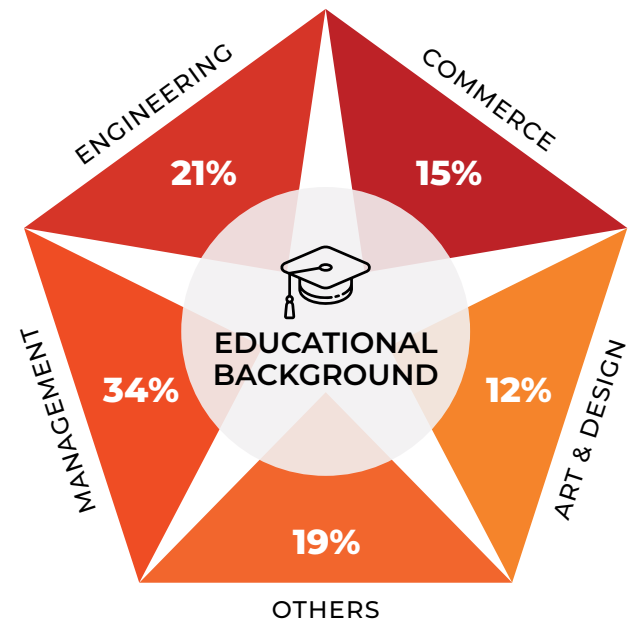
GENDER RATIO



WORK EXPERIENCE



EDUCATIONAL BACKGROUND



HIGHLIGHTS

Placements at MICA stand testament to its domain leadership in the field of Strategic Marketing and Communications.

INR 40,91,500
HIGHEST CTC

INR 19,22,807
AVERAGE CTC

INR 18,00,000
MEDIAN CTC

195
STUDENTS APPEARED

AVERAGE CTC
OF TOP 25 REACHED
INR 31,74,410

AVERAGE CTC
OF TOP 50 REACHED
INR 27,36,851

AVERAGE CTC
OF TOP 100 REACHED
INR 23,18,800

SECTOR OVERVIEW

			HIGHEST CTC	AVERAGE CTC
	FMCG, FMCD, E-Commerce & Quick Commerce	71 OFFERS	INR 35,75,000	INR 21,06,729
	Consulting & Tech	21 OFFERS	INR 29,04,000	INR 20,00,667
	Media, OTT & Sports	27 OFFERS	INR 25,00,000	INR 15,49,050
	Consumer Tech	14 OFFERS	INR 40,91,500	INR 20,24,292
	BFSI & Fintech	22 OFFERS	INR 24,00,000	INR 18,05,317
	OTHERS	40 OFFERS	INR 23,60,000	INR 17,60,274

ROLES OFFERED

Management Trainee

Corporate Communications

MT- Analyst

Senior Executive (Sales)

Project Management Analyst

Consultant

Marketing Executive

Customer Success Analyst

Executive Insights and Strategy

Marketing Trainee

Global Management Trainee

Associate Consultant

DX Digital Marketing

AM - Campaign Management

Category Marketing Manager

Business Operations Manager

Associate Product Manager

Brand and Marketing Associate

Brand Manager

Associate Brand Manager

Customer Success Manager

Business Associate

AM - Publisher Management

Assistant Manager - Marketing

E-Commerce Role

Assistant Manager - Marketing

Manager- Strategic Initiatives

Product Marketing Manager

Digital Marketing Specialist

Executive Trainee

Employee Experience Communications & Marketing Associate

Senior Manager (Marketing and Communications)

Marketing Manager - Professional Business

Brand Planning Strategist

Account Executive

Deputy Manager (Marketing)

Manager- Trade Marketing

Technology Consulting Analyst

Associate Product Manager

Marketing/ Communications

Creative & Communication Associate

Management Associate

Brand Strategist - Founder's Office

OUR RECRUITERS

FMCG/FMCD /eCommerce & Quick Commerce



L'ORÉAL



VIP



RENÉE



HEALTHART



BRILLARE® B



JUSTDOGS

Media, OTT & Sports



FCB GROUP INDIA



Consulting & Tech



DROEGE GROUP



OUR **RECRUITERS**

BFSI & Fintech



Consumer Tech



Others





CONTACT US

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