



SUMMER 24
PLACEMENT 25
REPORT

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.



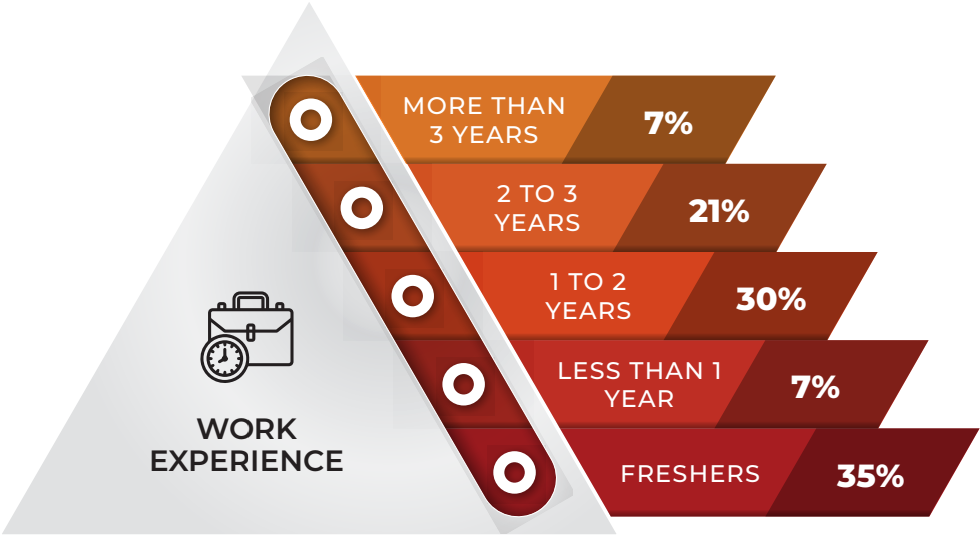
PLACEMENT **OVERVIEW**

MICA, one of India's premier business schools, has further strengthened its position as a top institute with the successful completion of its summer placement season for the 2024-26 batch. The institute achieved a record-breaking highest stipend of ₹5,76,666 for a two-month internship and maintained a 100% placement rate for the 31st batch of its flagship PGDM-C and PGDM programs. Esteemed organizations from diverse sectors reaffirmed their confidence in MICA's talent by offering coveted positions to the class of 2024-26, with the average stipend rising by 7.5% to ₹1,61,534. The participation of 74 organizations this year highlights the growing recognition of the unique strengths MICA students bring, as well as the industry's trust in the quality of education and diversity nurtured at MICA.

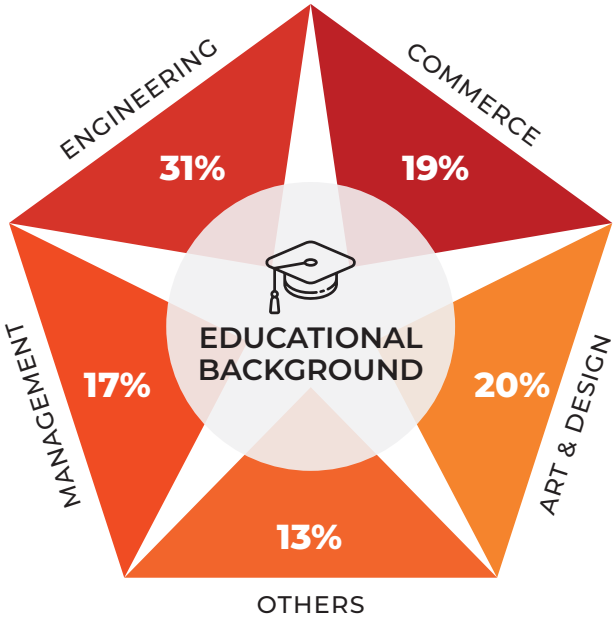
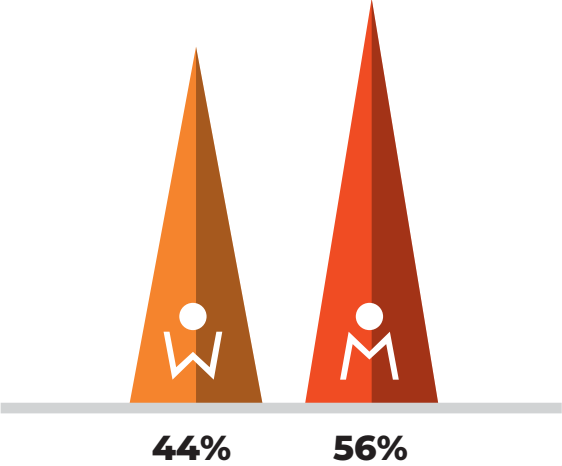
We extend our heartfelt gratitude to our valued recruiters for their unwavering support and look forward to strengthening these partnerships in the future. Special thanks to our esteemed alumni, whose continued engagement has not only deepened industry connections but also paved the way for new collaborations.

Congratulations to our students for their exceptional achievements!

BATCH PROFILE



GENDER RATIO



HIGHLIGHTS

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

100%
PLACEMENTS

₹ 5,76,666
HIGHEST STIPEND

₹ 1,61,534
AVERAGE STIPEND

200
STUDENTS
APPEARED

AVERAGE STIPEND
OF TOP 25 REACHED
₹ 4,22,266

AVERAGE STIPEND
OF TOP 50 REACHED
₹ 3,47,934

AVERAGE STIPEND
OF TOP 100 REACHED
₹ 2,48,066

SECTOR OVERVIEW

| | | | HIGHEST STIPEND | AVERAGE STIPEND |
|---|------------------------|--------------|--------------------|--------------------|
|  | FMCG | 65 OFFERS | ₹ 5,00,000 | ₹ 2,07,846 |
|  | Media, OTT & Sports | 43 OFFERS | ₹ 3,00,000 | ₹ 83,024 |
|  | BFSI & Fintech | 17 OFFERS | ₹ 2,00,000 | ₹ 1,20,000 |
|  | Consulting & Tech | 39 OFFERS | ₹ 4,00,000 | ₹ 1,99,744 |
|  | Consumer Tech | 10 OFFERS | ₹ 5,76,666 | ₹ 2,06,666 |
|  | OTHERS | 26 OFFERS | ₹ 2,50,000 | ₹ 1,07,692 |

ROLES OFFERED

MT (ULIP)

Marketing &
E-Commerce Intern

**International
Business**

Content Strategist

Ad Sales

MT - Sales &
Marketing

Marketing Intern

E-Commerce
Intern

**Ecosystem
Marketing**

Digital Marketing
& E-commerce Intern

S&C (Data & AI)

PACS Intern

**Digital Marketing
Intern**

Field Marketing

**Business
Intelligence**

S&C Intern

Flintern - Business

Social Media Intern

**Content & Account
Management**

Rural Marketing
Communications

KITES Intern

WPB-Marketing

**Planning &
Strategy**

Content Strategy

**Customer Success
Intern (Engagement
& Retention Strategy)**

Consulting Intern

**Retail Operations
and Marketing**

Client Servicing
Intern

Strategy Intern

**PR / Advertising /
Journalism**

gTech COE -
Customer Experience,
Ads Intern

Associate Consultant

Shoppers and Trade
Marketing Intern



ROLES OFFERED

Brand Capital

Category Intern

Brand Management

Sales Management

Customer Success

Branding Intern

Performance
Marketing /
Digital Marketing
Strategy Intern

Sales and Market
Research
Development

Marketing Specialist
Intern

General Marketing
& Management

Demand Strategist

Digital Marketing /
Corporate
Communications

Events Marketing

Marketing Associate

Title Marketing

General
Management

Product Intern

Copywriting

Junior Brand
Manager

Business Strategy

Digital Subscriptions

Digital Product
Intern

Product Marketing

Business Analytics

Sales and Marketing



OUR RECRUITERS

FMCG/FMCD
/eCommerce
& Quick
Commerce



L'ORÉAL



RENÉE



Amul



JUSTDOGS



Media, OTT
& Sports



FCBKINNECT



LIFE & HALF

DDBmudragroup



Consulting
& Tech

accenturestrategy

accenture



consultadd

infoedge

Consumer
Tech



IBM



amdocs

Medtronic
Engineering the extraordinary



BFSI &
Fintech



Crisil
a company of S&P Global



Others





CONTACT US

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**STUDENTS
PLACEMENT
COMMITTEE**

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