

THE SCHOOL *of*



PLACEMENT  
SEASON  
2024-2025



## **VISION**

**MICA shall be the Premier  
Management School for  
Marketing, Communication, and  
Creativity in a design-driven and  
digitally-enabled world.**

## **MISSION**

**To develop empathetic leaders  
and thinkers who are creative  
and adaptive problem-solvers for  
a rapidly changing world.**

# About **MICA**

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**Established in 1991, MICA is the only residential institute in the country and the Asia-Pacific region dedicated to creating leadership in Strategic Marketing and Communication.**

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MICA, an autonomous, non-profit institution, offers a wide range of academic programmes, including four unique residential programmes: Post Graduate Diploma in Management–Communications (PGDM-C), Post Graduate Diploma in Management (PGDM), Post Graduate Certificate Programme in Crafting Creative Communication (CCC) and Fellow Programme in Management–Communications (FPM-C).

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

MICA has a robust industry interface through various activities such as Management Development Programmes, consultancy projects, and collaborative research. Its wide array of avenues, such as MICAMINDS (Research and Consultancy Cell), MICANVAS (Annual Marketing Management Festival), and the MLS (Marketing and Leadership Series), closely engage the students with the industry, augmenting their learning and building their competencies.

Today, MICANs serve in leadership positions in some of the best-known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital, and other related businesses.



**Jaya Deshmukh**

Director & CEO, MICA

## From the Desk of the **Director & CEO**

The year 2023-2024 was a landmark year for MICA in terms of placements with our students seeing a 70% increase in pre-placement offers. We extended our 100% placement record and continue to attract new recruiters from Consulting, BFSI, and Technology while strengthening our relationships with FMCG, FMCD, Media and Digital Platforms. We believe this ongoing acceptance of our students into the workforce is a result of the experiential learning that we impart within MICA.

What sets MICAns apart:

- ▲ Industry-leading, advanced training in marketing theory and frameworks.
- ▲ The ability to operate digital tools and platforms from the get-go in order to execute impactful marketing initiatives.
- ▲ Dexterity in handling data, data analytics and the derivation of executable insights.
- ▲ Powerful and creative storytelling capabilities that deliver engagement, influence and trust.

We believe these skills will be vital for organisations wanting to build on their digital transformation successes in order to lead in the emerging and ambiguous world of AI, Robotics, Quantum computing and Synthetic biology. (Mustafa Suleyman "The Coming Wave" Microsoft AI CEO) To win in this new world, organisations will need out of the box market making strategies and meaning making communications, and that's where MICAn's live - at the cross section of marketing, platforms, data and creative storytelling.

# From the Desk of the **Dean**

MICA prepares students for industry demands through its PGDM and CCC programs, emphasizing strategic marketing and communications, with recent focus on data and business analytics. Despite challenging B-School placement trends, MICA consistently achieves 100% placements. In the latest season, students secured roles in Analytics, BFSI, Consulting, and FMCG sectors, with new roles like Founder/CEO Office for Strategy and GEO Success Specialist.

MICA's success stems from its strong industry and alumni network, ensuring the curriculum stays relevant. Specialized programs like MI Impact Immersion, Rural Immersion, and Entrepreneurship Immersions provide real-life industry exposure. MICA continuously updates its courses, excelling in Strategic Marketing and introducing innovative subjects like Digital Marketing and Media Entertainment and Sports Management (MESM). The MESM area now includes courses on sports business. Embracing Artificial Intelligence and AR/VR, MICA equips students with future-ready skills. This proactive approach, combined with summer internships, leads to numerous pre-placement offers for students.



**Dr. Githa Heggde**

Dean, MICA



# Accreditation, Ranking and International Alliances



School of Communication,  
Nanyang Technological University  
(NTU), Singapore



ESCEM School of  
Business & Management,  
France



Institute of Applied Media Studies,  
Zurich



Department of  
Communication & Journalism,  
University of New Mexico



University of  
Southern Denmark



Bonn-Rhein-Sieg University of Applied  
Sciences, Sankt Augustine, Germany



Queensland University of  
Technology, Australia



University of Tampere,  
Finland



School of Communications Arts,  
Bangkok University, Thailand



Overall 32  
(Private Institute: 7)



# Why **MICA**?

Students aspiring for MICA go through a rigorous selection process of MICAT that evaluates them on a host of parameters (intelligence, leadership, ethics, care for the environment/society, subject expertise, learner attitude), leading to an inclusive and energetic cohort of learners. Over the two years at MICA, they go through a thoughtfully curated set of diverse courses providing them with valuable skills and state of the art understanding of chosen domains that make them invaluable assets and future leaders for corporations / firms that hire them.

## ► **STAGE - 2**

Aspirants have to attempt and qualify for MICAT, MICA's admission test, which evaluates the aspirant's creative, analytical, and verbal skills apart from their general awareness

## ► **STAGE - 1**

Aspirants have to attempt and qualify at least one out of CAT, XAT, and GMAT

## Admission Process

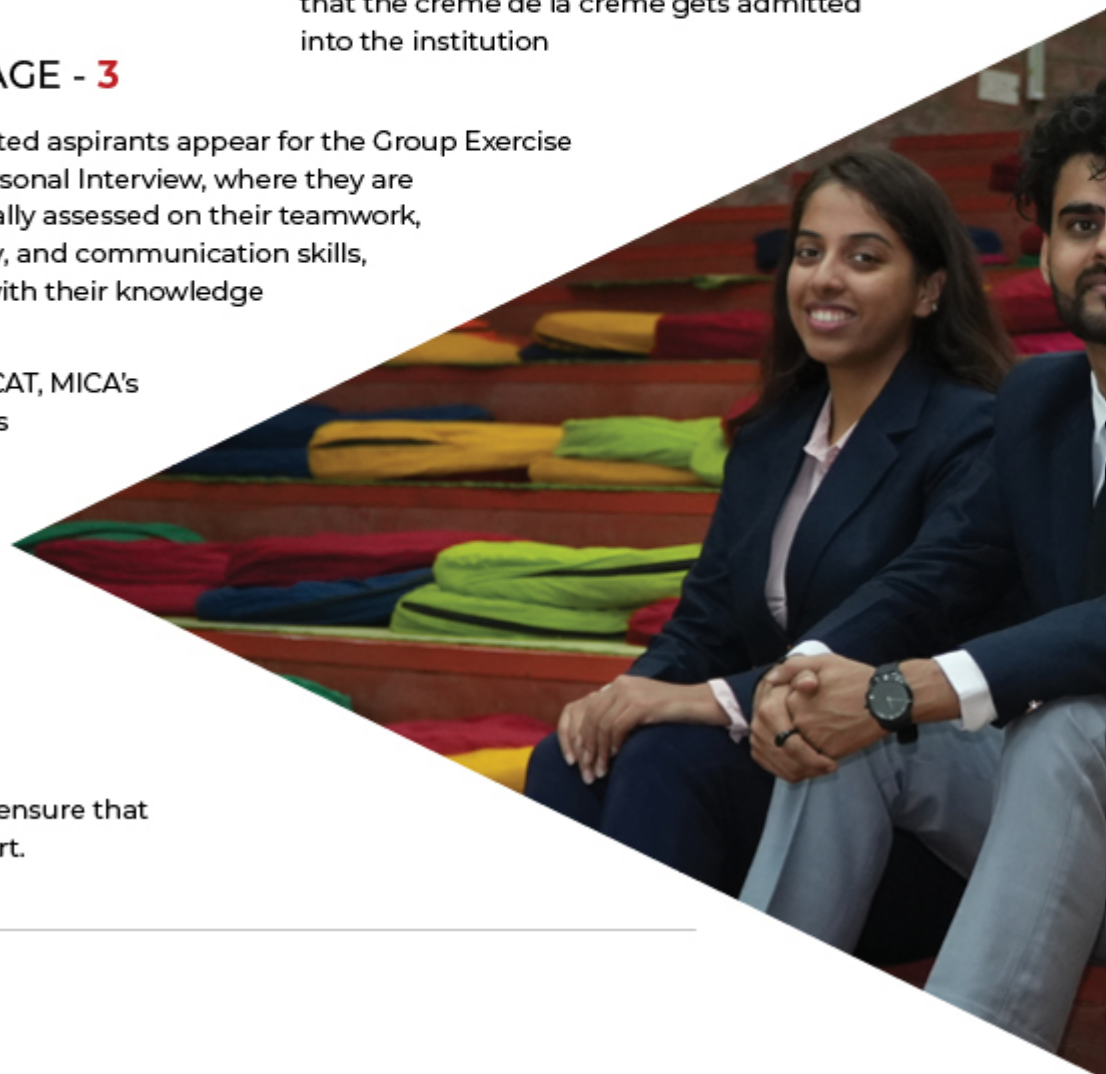
Every aspirant of MICA is assessed on multiple fronts in different stages to ensure that the most skilled and culturally fit students are a part of this tight-knit cohort.

## ► **STAGE - 4**

Final results are announced, and it is ensured that the crème de la crème gets admitted into the institution

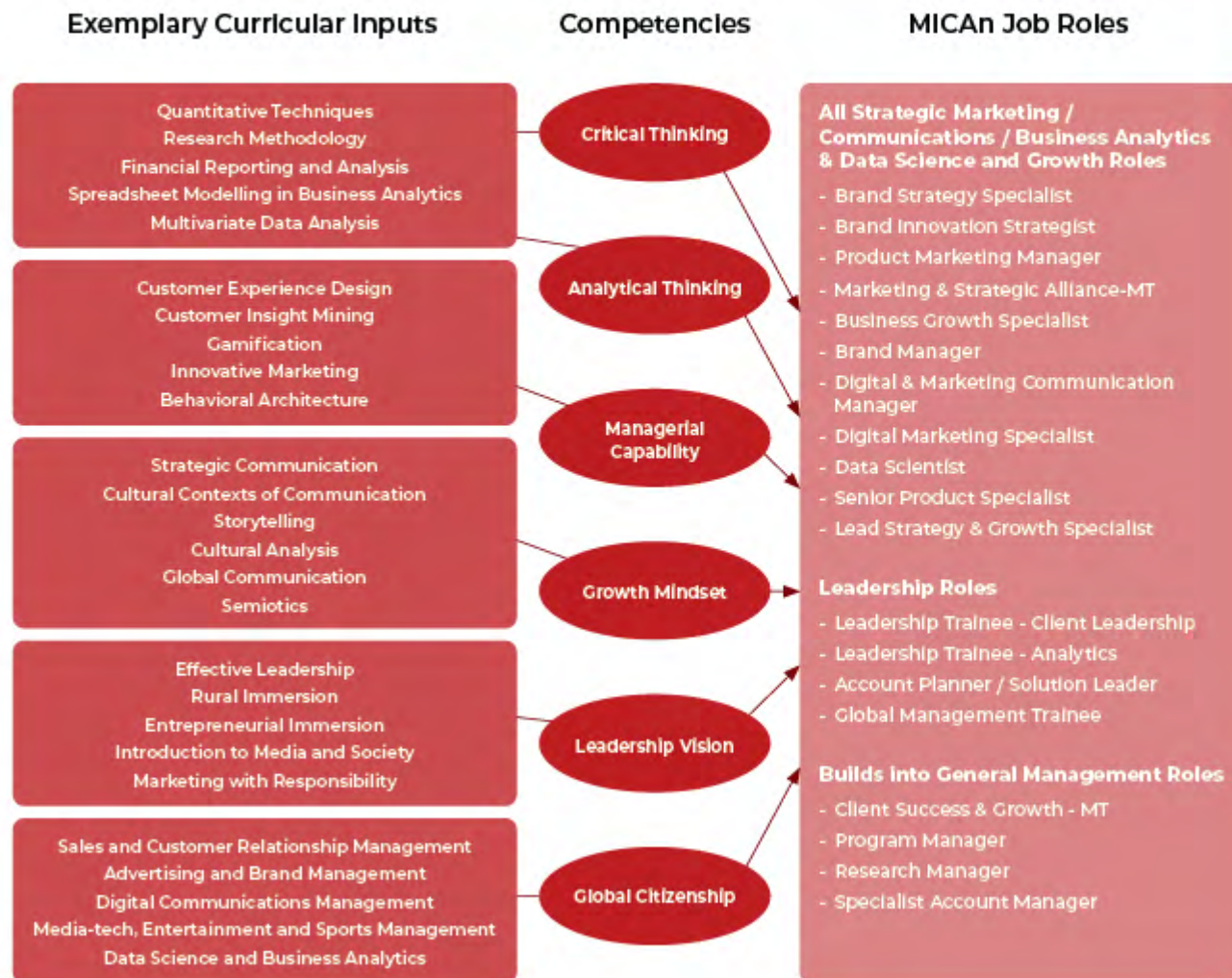
## ► **STAGE - 3**

Shortlisted aspirants appear for the Group Exercise and Personal Interview, where they are holistically assessed on their teamwork, strategy, and communication skills, along with their knowledge





# Why **MICAn**



# PGP Programmes

## TERM-1

Cost Management  
Cultural Contexts of Communication  
Data Visualization  
Digital Transformation Frameworks  
Effective Leadership: Self, Interpersonal Relationships & Groups  
Entrepreneurship Mindset & Ecosystem  
Financial Reporting & Analysis  
Introduction to Media and Society  
Introduction to MI-IMPACT Immersion Project  
Marketing Management  
Microeconomics  
Quantitative Technique-I  
Research Methodology  
Strategic Communication: Critical Thinking and Writing

## TERM-2

Brand Management  
Consumer Behaviour  
Consumer Behaviour in a Digitally-Enabled World  
Corporate Finance-I  
Digital Entrepreneurship  
Digital Marketing Strategies  
Introduction to Programming For Analytics  
Macroeconomics  
Managing Organisation Ecosystem  
Media Entertainment Data and Business Ecosystems  
MIP Mentoring & Execution  
Operations Management  
Quantitative Techniques -II  
Semiotics  
Strategic Communication 2

## TERM-3

Analytics Fundamentals and Algorithmic Thinking  
Corporate Finance-II  
Customer Experience Design  
Decoding Customer Engagement  
Disrupting business through Analytics and AI  
Doing Business in Emerging Market Economies  
Imagining India  
Integrated Media Planning  
Marketing Communication  
MIP Execution: MIP Report  
Multivariate Data Analysis  
Product and Services Marketing  
Project Work  
Sales and Distribution Management  
Spreadsheet Modelling in Business Analytics  
Supply Chain Management

## TERM-4

**Core Courses**  
Digital Markstrat  
Strategic Management

## TERM-5

**Core Courses**  
Multi-Sectoral Analysis in the Indian Context  
Rural Immersion Project

## TERM-6

**Core Courses**  
Storytelling  
**Advanced Courses**  
Behavioural Economics  
Gamification  
Global Geopolitics and Business  
Marketing with Responsibility

# Our Specialisations

**Advertising  
and Brand  
Management**

**Data Science  
and Business  
Analytics**

**Digital  
Communications  
Management**

**Media  
Entertainment  
and Sports  
Management**

**Sales and  
Customer  
Management  
(Minor)**

**Consumer  
Cultures  
(Minor)**

**Business  
Management  
(Minor)**

MICA's pedagogy focuses on holistic learning through a unique curriculum, effective teaching methodologies, and exposure to the industry. An emphasis on marketing as an end-to-end discipline across two years, along with a regularly updated curriculum, ensures the inclusion of current business practices into learning and gives students a detailed understanding of consumer and market dynamics.

## Advertising and Brand Management

- ▶ Account Planning
- ▶ B2B Marketing
- ▶ Behavioural Architecture
- ▶ Consumer Insight Mining
- ▶ Decoding Consumers, Categories, and Brands
- ▶ FMCG Branding
- ▶ Luxury Branding
- ▶ Retail and Shopper Marketing
- ▶ Sales and Customer Relationship Management
- ▶ Sports Marketing

## Data Science and Business Analytics

- ▶ Advanced Methods for Business Analytics
- ▶ Analytics Ahead
- ▶ Analytics Technologies
- ▶ Applied Areas for Marketing Research
- ▶ Applied Areas of Business Analytics
- ▶ Deep Learning

## Digital Communication Management

- ▶ Digital Citizenship
- ▶ Digital Futures
- ▶ Digital Marketing Analytics
- ▶ Digital Marketing Technologies
- ▶ Digital Project Management
- ▶ E-Commerce
- ▶ Information Systems for Digital Transformation
- ▶ Retention Marketing
- ▶ Search and Display Advertising
- ▶ Social Media and Content Marketing

## Media Entertainment and Sports Management

- ▶ Business of Content, Consumer & Platform (BCCP)
- ▶ Content Production Management
- ▶ Fandom and Community Building Management
- ▶ M&E Content & Business Transformation
- ▶ Media Agenda Setting
- ▶ Media Laws and Ethics
- ▶ Media Platforms Analytics
- ▶ Media Processes & KPIs
- ▶ Strategic Audience Research & Media Planning
- ▶ Workshops - BARC, Meltwater, comScore, Appannie

## **MI Impact Immersion Course:**

The MI Impact Immersion Course, launched in 2019 as part of MICA's Immersion Program, aims to develop managerial skills in first-year post-graduate management students. Partnering with various organizations, student teams work on real-world projects guided by a Faculty Mentor from MICA and a Client Mentor from the organizations. The course focuses on experiential learning through two field immersions during term breaks, allowing students to tackle live managerial challenges. Each team must demonstrate measurable project impact and obtain a certificate from their client mentor, ultimately benefiting the client organization and society. Sectors involved include Healthcare, IT, Finance, Manufacturing, Retail, Real Estate, Education, Public Sector, Media, Agriculture, Hospitality, Environmental Services, NGOs, and Cosmetics.

## **Rural Immersion**

Rural immersion offers students a ten-day experience working in groups with a rural organization, conducting ethnographic studies and assigned projects. The aim is to engage MICA students in a rural community to understand issues affecting the rural population. Students gain insights into village life, culture, information systems, community issues, rural branding, marketing of rural products, and development programs. The data collection phase includes holistic research using ethnographic methods and secondary data analysis. Preparatory workshops are provided to cover ethnographic research methods, rural economics, rural consumers, and developmental communication. Throughout the study, students receive guidance from a faculty mentor, who assists from the pre-departure stage to the final report submission.

## **Entrepreneurship Immersion**

MICA offers students opting for entrepreneurship the opportunity to defer placements for up to three years, allowing them to focus on building their ventures. During this period, they may receive support through the Start-Ups Incubator office space on MICA premises, provided on a case-by-case basis. Additionally, a subsistence allowance of up to Rs. 25,000 per month may be granted for up to three years, depending on individual needs. This initiative is designed to empower aspiring entrepreneurs by providing them with the necessary resources and financial support as they establish their businesses after graduating from MICA.

# Prominent MICAns

**Abhinav Upadhyay**  
CMO, CollegeDekho

**Abhishek Rane**  
Vice President, Simpl

**Aditya Kanthy**  
CEO&MD,  
DDB Mudra Group

**Ajit Gurnani**  
Chief Business Development  
Officer, Publicis Media

**Akanksha Jain**  
Accenture Song Managing Director

**Akshat sahu**  
Director Marketing India,  
Crunchyroll

**Alok Sanwal**  
CEO, DainikJagran - INEXT

**Amogh Dusad**  
Head - Content,  
Mini TV, Amazon

**Amol Gurwara**  
General Manager and Director,  
Amazon Japan

**Amrita Randhawa**  
CEO: Singapore and SE Asia,  
Publicis Groupe

**Anand Das**  
Co-founder, CRO COO: Affle

**Anuj Kumar**  
Co-founder & CEO, Affle

**Arjoon Bose**  
Global CMO Chief Digital Officer: Bel

**Arvind Krishnamoorthy**  
iCloud + International Business  
Leadership: Apple

**Arvind Krishnan**  
Founder & CEO, Manja

**Atreyi Ray**  
Managing Vice President - Product  
Development & Management  
(Executive Programs and Research  
Board), Gartner

**Avinava Banerjee**  
Head eCommerce PepsiCo GBS:  
PepsiCo

**Chiradeep Gupta**  
Vice President: Personal Care Head  
of Media and Global Integrated  
Media Strategy Lead, Unilever

**Devdatta Potnis**  
CEO Animeta

**Gaurav Mehta**  
Sr. Director, Lilly India

**Gautam Chatwal**  
Executive Director, Sales  
Star Sports: Disney Star

**Kabir Kumar**  
Sr Brand Director, EA

**Karan Chadha**  
Director, Bain & Co.

**Karanpreet Bindra**  
CMO, Yubi

**Karn Vishwanathan Upadhyay**  
Director - Marketing, Design &  
Comms, Delhivery

**Kavita Chaturvedi**  
COO - Snacks Business, ITC

**Kedar Lele**  
Managing Director - Castrol India,  
Vice President - South Asia

**Kishan Kumar**  
Exec. Director - Channel Business  
Asianet, Disney Star

**Kshitij Jain**  
Vice President,  
Head of Marketing: TimesPro

**Kunal Jeswani**  
Group CEO,  
Singapore & Malaysia, Ogilvy

**Madhumita Chakraborty**  
Global Brand Lead: HP

**Monica Bapna**  
Co-founder COO,  
Declarative Data Inc.

**Mukesh Ghuraiya**  
CMO, Modi Naturals

**Navaneeth L V**  
CEO, THG Publishing Pvt. Ltd.  
(The Hindu)

**Navim Khemka**  
CEO, Essencemedia.com

**Pankaj Bhalla**  
SVP & GM - Grooming,  
Procter & Gamble

**Parthasarathy Vallabhajosyula**  
Co-founder, Analytics Quotient

**Praveen Sharma**  
COO - Commerce Services,  
Paytm

**Ratnakar Mani**  
Vice President, Interactive  
Avenues

**Rishi Jain**  
AVP Marketing,  
Piramal Realty

**Rishi Saxena**  
Global Product Lead, WFA

**Ronak Thakkar**  
Sr. Director - Communication  
Planning, Mindshare

**Ruchika Singh**  
Director, Head of Data Science  
& Insights: Spotify

**Sagnik Mukherjee**  
Head of Branded Integrations  
in Content, Sony Pictures  
Networks India

**Saket Jha Saurabh**  
Director - Content &  
Partnerships, Snap Inc.

**Sanjay Sharma**  
MD & Chief Strategy Office,  
BBH India

**Shradha Sharma**  
Founder, Asymmetry

**Sudip Mitra**  
Senior Vice President -  
Consumer Insights and Brand  
Development, Aditya Birla  
Group

**Sushant Dash**  
CEO, Tata Starbucks Ltd.

**Tara Prabhakar**  
Senior Director, Strategic  
Growth Initiatives, Kantar

**Tithi Ghosh**  
President, Ogilvy South

**Varun Dua**  
CEO, Acko General Insurance

**Varun Oberoi**  
VP Head of Marketing and  
Corporate Communications,  
Indo Nissin Foods

**Vidhya Sankarnarayan**  
Founder, Hyprlocl Design  
Thinking

**Vinay Subramanyam**  
Senior Director, Marketing,  
Kellanova

**Vivek Chaturvedi**  
CMO, Timex Group India Ltd.

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## **MCSA**

**(Mica Council for Student Affairs)**

Acts as a liaison between the students, student activities, and administration for the smooth and effective functioning of the institute. A three-member body that is elected democratically and has been in existence since the inception of MICA.

## **MICAMINDS**

Facilitates engagement between the industry and the students through exciting live projects. It provides students with projects in various marketing areas that mutually benefit students and clients regarding their skills and deliverables.

## **MLS**

**(Marketing & Leadership Series)**

Brings perspectives of thought leaders to the MICAn community to bring in 'Ideas that Inspire, from the Leaders We Aspire to Be.' It proactively works towards building industry connections by having leaders across diverse fields deliver guest lectures to the larger student body at MICA.

## **AEC**

**(Alumni Engagement Committee)**

Fosters and nurtures a strong bond between the institute and the alum community. It aims to help alums interface with each other, the administration, staff, and students of MICA through various activities throughout the year. AEC ensures that alumni recall MICA fondly in their nostalgic moments.

## TEAM INTERFACE

(MICA'S Brand Management and PR Wing)

Maintains the corporate reputation and brand of MICA in front of all internal and external stakeholders. It also brings to foray murmurs, musings, conversations, and creations of all the magic that happens within the red bricks of the campus.

## TEDxMICA

Strives to bring together intriguing ideas on one platform to motivate the community and help shape the future. It is a community of passionate individuals who strive to create a strong network of diverse professionals, which is immensely important in building the institute's brand.

## EDC

(Entrepreneurship Development Cell)

Aims to develop and nurture a spirit of entrepreneurship among students. It also equips students with the proper skill set to understand the critical aspects of entrepreneurship to establish a thriving business.

## MICANVAS

(MICA'S Annual Marketing Festival)

It provides a platform for students from across B-Schools to meet, interact and compete in challenges that help them learn from industry stalwarts and each other. With an exciting mix of events, workshops, and panel discussions, it is the perfect opportunity for the country's finest marketing minds to test their thinking and creativity.

## SCAM

(Sports Committee at MICA)

Keeps the sporting culture alive and kicking on campus by establishing a fulfilling environment for sports, where every single student can feel free to play any sport of their choice. It also teaches grit and passion for sports among students through the various inter-college as well as intra-college tournaments held throughout the year.

## CULCOMM

(The Cultural Committee at MICA)

Embraces the cultural diversity at MICA and hosts various festivals, and organizes cultural events on campus. It integrates the student community by driving participation among students on campus through various activities throughout the year.

## LITCOMM

(The Literary Club at MICA)

Strives to preserve, nurture, and promote literature, art, and culture by allowing students to learn, imbibe, and showcase their written and oral skills. It is primarily responsible for two publications- 'Black Coffee,' the literary magazine, and the annual 'Yearbook.'

## STUDIO 7

(The Music Club at MICA)

Promotes new, upcoming artists and spreads the joy of music through its activities and events. It strives to encourage discussions that instill a sense of community through events and cultural and PR activities of music and its affiliates.

## SANKALP

(The Theatre Club at MICA)

It provides the stage for students to express their inner selves, with the belief that an artist exists in each of us. Its annual production at the Natarani/HK Auditorium every year sets it apart from other dramatics societies.

## JAGRITI VAANI

(The Social Service Wing at MICA)

Connects the MICA community with social issues through corporate collaborations and cause-specific events. Its radio wing Vaani empowers the community by curating relevant edutainment content. MICA is the only B-School with its community radio station entirely student-run initiative.

## MIQUEST

(Quizzing Club at MICA)

Spreads awareness about quizzing as an intellectual sport where various students showcase their calibre on the regional and national level, inter-campus platforms in multiple genres. It also helps expose students to the joys of quizzing and become active agents in the vibrant quizzing circuit of Ahmedabad.

## HAPPY FEET

Provides a recreational and social outlet for students to learn various dance styles, improve their skills, and perform in front of an audience. It ensures that the entire student community understands, shares, and embraces different cultures through its dance events.

# Leadership Sessions

## Marketing & Leadership Series

**Anila Vinayak**  
CMI Director, HUL

**Anoop Manohar**  
CMO, Axis Bank

**Pallavi Agarwal**  
Founder & CEO, GoStops

**Saket Jha Saurabh**  
ex-Head Media Partnerships,  
Meta

**Nidhi Lall**  
Senior VP, Publicis Business

**Kali Mukherjee**  
Creative Marketing Head,  
Amazon Prime

**Gaurav Mehta**  
CMO, Noise

**Bharat Dabholkar**  
Independent Consultant  
(Ad-Guru)

**Aditya Mehendale**  
National Creative Director,  
Schbang

**Sourabh Shukla**  
Film Actor

**Soren Bhatnagar**  
Product Manager, Paytm

## Alumni Takies

**Ankit Tiwari**  
Senior Associate Director -  
Marketing - Masterbrand Portfolio  
- Kellogg Company

**Sujai Agnelo Rajapaul**  
Web 3.0 Project Lead & Associate  
Vice President, Strategic Planning  
and Research at Sony Pictures  
Networks

**Gurkiran Kaur**  
Senior Brand Manager - Reliance  
Digital Retail Ltd.

**Jasveen Kaur**  
Lead, Consumer Marketing APAC  
- WhatsApp

## MICA TEDx

**Himanshu Chakrawarti**  
CEO, Snapdeal

**Natasha Gandhi**  
Chef and Entrepreneur

**Capt. Dharmveer Singh**  
Fit India Ambassador

**Rishi Kakar**  
CMO, Kokuyo Camlin

**Harpriya Bains**  
Stand-up Comedian

**Zabi Khan**  
Animal Rights Activist

# MICAns and Awards



L'ORÉAL  
Brandstorm 2024  
National Finalists



BlinkX Brainathon - Product  
Innovation Challenge 2024  
National Winner



Flipkart Wired 7.0  
2023  
National Runners-Up



ITC Interroband  
2023  
National 2nd Runners-Up



L'ORÉAL  
Brandstorm 2023  
International Finalists



P&G  
CEO Challenge 2022  
National Winner



TATA Steel-a-thon  
2022  
National Winner



Microsoft GSMO B-School  
Engage 2022  
National Winner



TITAN ELEVATE 7.0  
2020  
National Winner



Google Case Study Challenge  
2020  
National Runners-Up



OnePlus ETPrime  
Intellect 1.0 2020  
Winner

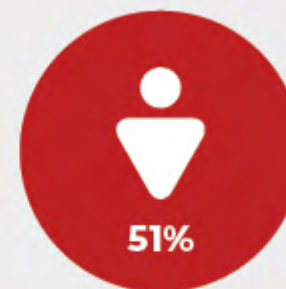
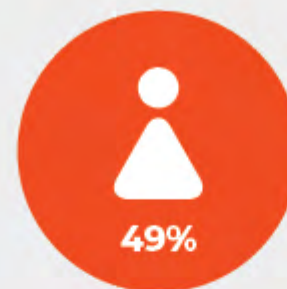


Ola Campus Connect  
Challenge 2019  
National Winner

Class of 2025

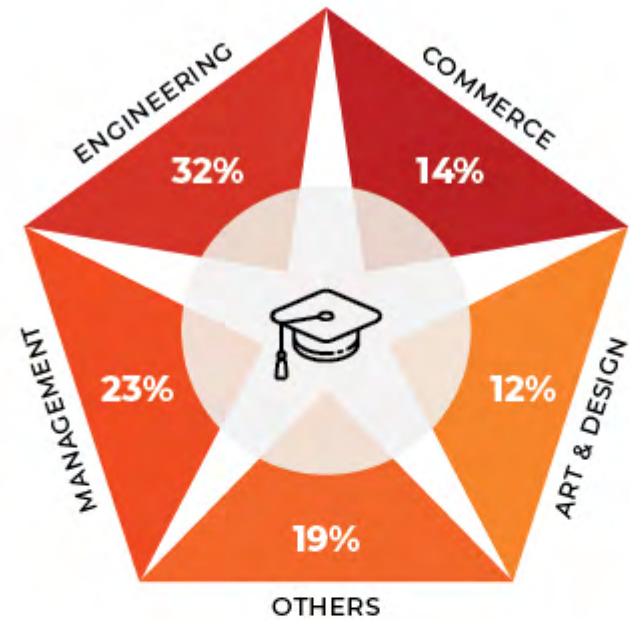
## PGP Batch Profile

GENDER RATIO

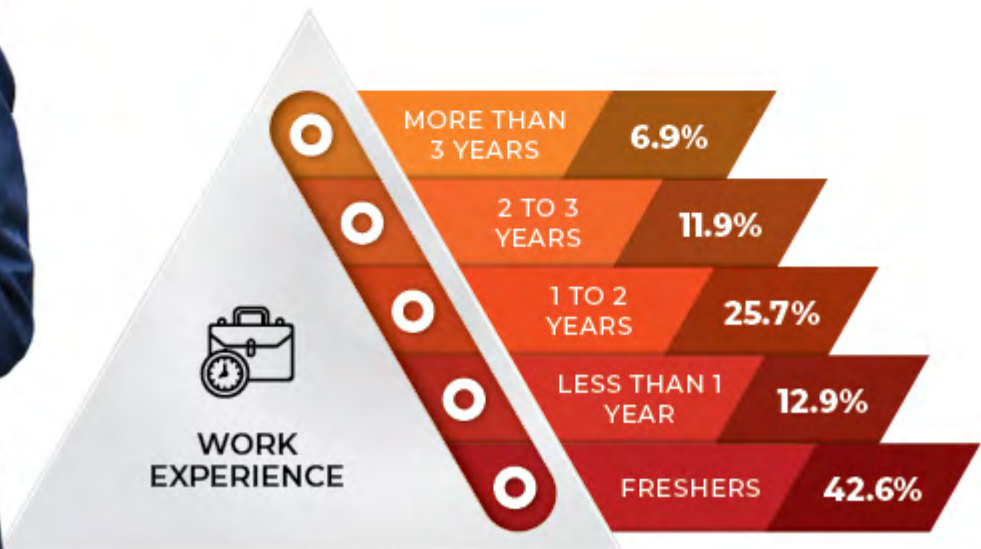




## EDUCATIONAL BACKGROUND



## WORK EXPERIENCE



# Final Placements 2023-24 Highlights

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

**100%**  
Placements

**INR 35,50,000**  
Highest CTC

**INR 19,21,535**  
Average CTC

**INR 18,00,000**  
Median CTC

**195**  
Students Appeared

AVERAGE CTC  
OF TOP 25 REACHED  
**INR 29,90,361**

AVERAGE CTC  
OF TOP 50 REACHED  
**INR 26,61,473**

AVERAGE CTC  
OF TOP 100 REACHED  
**INR 23,12,390**

# Sector Overview

|                                                                                     |                                 |              | HIGHEST<br>CTC | AVERAGE<br>CTC |
|-------------------------------------------------------------------------------------|---------------------------------|--------------|----------------|----------------|
|    | FMCG                            | 38<br>OFFERS | INR 35,50,000  | INR 22,49,647  |
|    | IT/ITeS                         | 25<br>OFFERS | INR 31,75,000  | INR 21,07,635  |
|    | FMCD                            | 35<br>OFFERS | INR 27,00,000  | INR 18,30,929  |
|   | MEDIA &<br>ADVERTISING          | 32<br>OFFERS | INR 29,00,000  | INR 16,25,405  |
|  | ANALYTICS, BFSI<br>& CONSULTING | 35<br>OFFERS | INR 29,04,000  | INR 19,92,677  |
|  | OTHERS                          | 31<br>OFFERS | INR 23,13,676  | INR 16,67,452  |

# Roles Offered

Account Planner/  
Solution Leader

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Analytics  
Professional

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APAC Field  
Marketing  
Professional

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Consultant-  
Marketing Services

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Associate  
E-Commerce  
Manager

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Brand Innovation  
Strategist

---

Brand Manager

---

Brand Sales

---

Brand Storytelling  
Specialist

---

Brand Strategy  
Specialist

---

Business  
Development  
Manager

---

Business Growth

---

Client Success &  
Growth

---

Communication  
Strategy Manager  
(Strategic  
Communication  
Planning)

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Consultant  
– Program  
Management  
Edtech

---

Data Scientist

---

Digital Marketing

---

Digital & Corporate  
Communications  
Specialist

---

Ecosystem  
Marketing Insights  
Professional

---

GEO Success  
Specialist

---

Global  
Management  
Trainee

---

Lead - Strategy &  
Growth

---

Leadership Trainee  
- Analytics

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# Roles Offered

Leadership Trainee  
- Client Leadership

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Management  
Consulting Analyst

---

Management  
Trainee

---

Manager -  
Corporate  
Communications

---

Manager - SME  
Business

---

Manager - DTC  
Marketing  
Communications

---

Manager - Digital  
Planning

---

Marketing &  
Sales Manager  
(Domestic Market)

---

Marketing &  
Strategic Alliance

---

Marketing and  
Communications  
Manager

---

Marketing  
Automation  
Professional

---

MT - CEO Office

---

Paid Media  
Specialist

---

Principal Associate  
- Campaign  
Manager

---

Product Manager

---

Product Marketing  
Manager

---

Program Manager  
- CBC

---

Program Manager  
- Corporate  
Branding

---

Project  
Management  
Analyst

---

Relationship  
Manager -  
Treasury

---

Research Manager

---

Sales & Marketing  
Manager

---

Senior Analyst

---

Senior Manager  
- Strategic  
Development  
Office

---

Senior Product  
Specialist

---

Senior Manager  
Content Creator -  
Content Writing  
Department

---

Sr. Specialist,  
Account  
Management

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# Our Recruiters

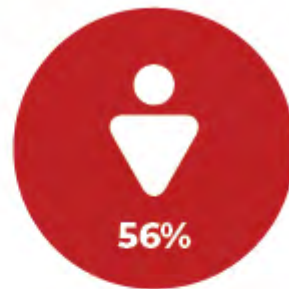
|                                    |                                            |                                |                              |                                     |                                          |                                         |                              |                                                     |
|------------------------------------|--------------------------------------------|--------------------------------|------------------------------|-------------------------------------|------------------------------------------|-----------------------------------------|------------------------------|-----------------------------------------------------|
| FMCG                               | ABInBev                                    | adani wilmar                   | Amul<br>The Taste of India   | BEARDO                              | Candor Foods                             | Coca-Cola                               | DIAGEO                       | Himalaya<br>SINCE 1930                              |
| Hindustan Unilever Limited         | ATC<br>ETC Limited                         | Johnson & Johnson              | LB                           | L'ORÉAL                             | LT Foods                                 | National Dairy Development Board        | NIVEA                        | Plum insights                                       |
| PUMA                               | RELAXO                                     | The Minimalist                 | TITAN<br>COMPANY             | zigly<br>For Happy Pets             | IT/TES                                   | BRANE                                   | fibe                         | Flipkart                                            |
| IBM                                | LOYALTY JUGGERNAUT<br>ECOSYSTEM REIMAGINED | METRIXLAB<br>a toluna company  | TARGET.                      | FMCD                                | ambrane                                  | Goody<br>GODREJ & BOYCE                 | SAMSUNG<br>ELECTRONICS       | USHA                                                |
| MEDIA & ADVERTISING                | ace turtle                                 | affinity<br>An ad tech company | Disney+                      | groupm                              | HiveMinds<br>A UNIT OF MODERN WORLD      | Leo Burnett                             | media.net                    | MODENIK                                             |
| ORMAX MEDIA                        | PVR INOX                                   | red bangle                     | Rusk MEDIA                   | Starcom                             | think9                                   | Bennett & Coleman<br>THE TIMES OF INDIA | ANALYTICS, BFSI & CONSULTING | accenture                                           |
| accenture<br>Strategy & Consulting | AngelOne                                   | AU<br>AU SMALL FINANCE BANK    | blinkx                       | firstsource                         | HDFC BANK<br>We understand your world    | ICICI Bank                              | Groww                        | KANTAR                                              |
| kotak<br>Kotak Mahindra Bank       | mastercard                                 | o3 capital                     | TransUnion CIBIL             | VISILEAN<br>Construction Simplified | OTHERS                                   | ADITYA BIRLA<br>FATHOM & BIRLA          | adani                        | ANANT NATIONAL UNIVERSITY<br>A SWASTH GYAN, SATYA & |
| ASBL                               | ASTRAL                                     | CLASSIC LEGENDS                | DEEPAK<br>RESPONSIBLE CHOICE | DELHIVERY                           | giridhari<br>Homes<br>SHIFTING PARADIGMS | I-PAC                                   | JAIPUR RUGS                  | modroof                                             |
| PCP<br>PARACOAT PRODUCTS LTD       | RED.HEALTH                                 | RR<br>KABEL                    | TATA STEEL                   | tbz<br>The Signature Book           | Topps                                    | TVS                                     | unacademy                    | vedanta<br>transforming for good                    |
|                                    |                                            |                                |                              |                                     |                                          |                                         |                              | Zealmax Innovations Pvt. Ltd.                       |

Class of 2026

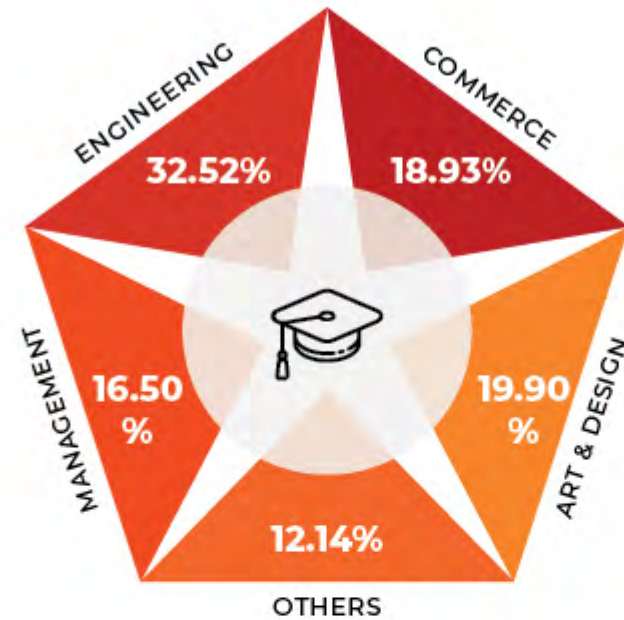
## Batch Profile



## GENDER RATIO



## EDUCATIONAL BACKGROUND



## WORK EXPERIENCE



# Summer Placements 2023-24 Highlights

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

**100%**  
PLACEMENTS

**₹ 4,55,000**  
HIGHEST STIPEND

**₹ 1,51,800**  
AVERAGE STIPEND

**₹ 1,20,000**  
MEDIAN STIPEND

**199**  
STUDENTS  
APPEARED

AVERAGE STIPEND  
OF TOP 25 REACHED  
**₹ 3,63,800**

AVERAGE STIPEND  
OF TOP 50 REACHED  
**₹ 3,01,820**

AVERAGE STIPEND  
OF TOP 100 REACHED  
**₹ 2,29,810**

# Sector Overview

|                                                                                     |                                 |              | HIGHEST<br>STIPEND | AVERAGE<br>STIPEND |
|-------------------------------------------------------------------------------------|---------------------------------|--------------|--------------------|--------------------|
|    | FMCG                            | 43<br>OFFERS | ₹ 4,55,000         | ₹ 2,20, 116        |
|    | IT/ITeS                         | 15<br>OFFERS | ₹ 2,40,000         | ₹ 1,55, 732        |
|    | FMCD                            | 24<br>OFFERS | ₹ 3,00,000         | ₹ 1,95,832         |
|   | MEDIA &<br>ADVERTISING          | 39<br>OFFERS | ₹ 3,00,000         | ₹ 1,02, 050        |
|  | ANALYTICS, BFSI<br>& CONSULTING | 31<br>OFFERS | ₹ 4,00,000         | ₹ 1,29, 032        |
|  | OTHERS                          | 47<br>OFFERS | ₹ 3,00,000         | ₹ 1,16,595         |

# Roles Offered

Strategy &  
Consulting

---

Sales & Marketing

---

Public Affairs,  
Communications  
and Sustainability

---

General  
Management

---

E-Commerce

---

Business Intern

---

B2B Sales

---

Programming  
Strategy &  
Research

---

Creative  
Communication

---

Core Business  
Functions

---

Corporate  
Communication

---

Brand Marketing

---

Marketing  
Strategy

---

Brand Solutions  
Intern

---

Account Planning

---

Content Design

---

Analytics

---

Brand  
Development

---

Digital Media  
Management

---

Influencer  
Marketing

---

Strategy Intern

---

Business  
Development

---

Digital Marketing  
& Ecommerce

---

Market Research

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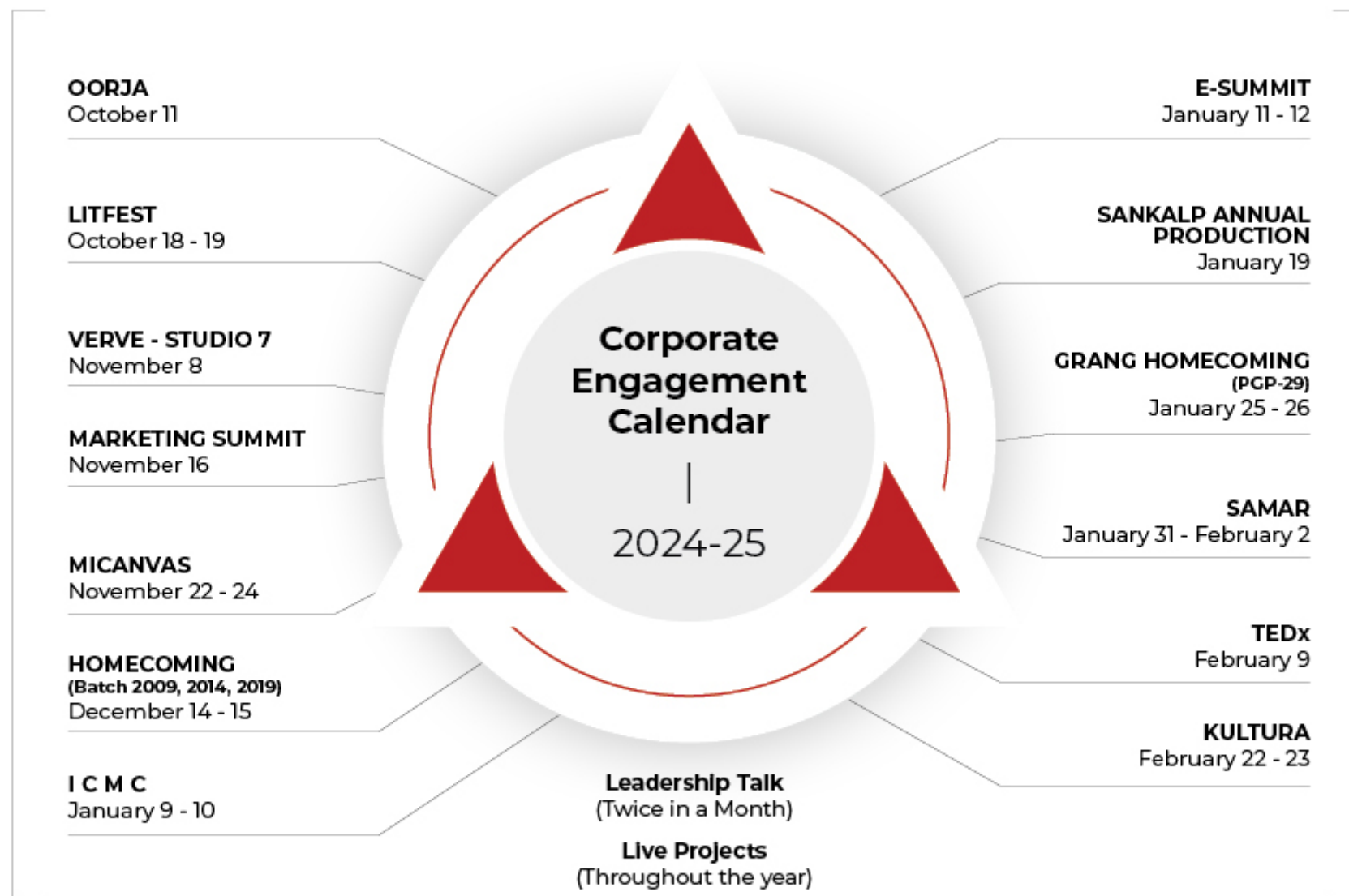
Experiential Intern

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# Our Recruiters

|                                               |                                        |                                      |                                       |                                  |                                       |                                                   |                                                 |                            |
|-----------------------------------------------|----------------------------------------|--------------------------------------|---------------------------------------|----------------------------------|---------------------------------------|---------------------------------------------------|-------------------------------------------------|----------------------------|
| FMCG                                          | ABInBev                                | adani wilmar                         | ALL GOOD SCENTS<br>A                  | Amul<br>The Taste of India       | Coca-Cola                             | GO<br>FOOT ON SHOES<br>ESTABLISHED 1987           | Himalaya<br>SINCE 1930                          | Hindustan Unilever Limited |
| ETC Limited                                   | Johnson & Johnson                      | L'OREAL                              | McCain                                | NIVEA                            | Plum<br>insights                      | PUMA                                              | RENÉE                                           | SHREE RENUKA SUGARS        |
| TITAN<br>COSMETICS                            | The Minimalist                         | IT/TES                               | ATLASSIAN                             | EA                               | fibe                                  | Flipkart                                          | infoedge                                        | intel                      |
| METRIXLAB<br>a toluna company                 | MasterSoft<br>Accelerating education   | redBus                               | FMCD                                  | Godrej<br>GODREJ & BOYCE         | SAMSUNG<br>ELECTRONICS                | VIP                                               | MEDIA & ADVERTISING                             | BANDANA JAIN               |
| Bennett & Coleman<br>THE TIMES OF INDIA       | Disney+                                | दैनिक जागरण<br>inext                 | ideacafe<br>agency                    | Leo Burnett                      | MODENIK                               | Pencil Point Designs<br>Brand • Design Consulting | red bangle                                      | riocomn                    |
| sa re ga ma                                   | SONY<br>ELECTRONICS                    | think                                | ANALYTICS, BFSI<br>& CONSULTING       | homefirst<br>We'll take you home | DE Shaw & Co                          | ICICI PRUDENTIAL<br>ASSET MANAGEMENT              | kotak<br>Kotak Mahindra Bank                    | SUD LIFE                   |
| TransUnion CIBIL                              | YES BANK                               | OTHERS                               | ADITYA BIRLA<br>FATH-CO & MORE        | ASBL                             | dharma life<br>RISING TOGETHER        | Digilicious                                       | EMRI GREEN<br>HEALTH SERVICES<br>GVK Enterprise | EVEREST FLEET              |
| FERRERO                                       | Gartner                                | HiveMinds<br>A UNIT OF SENSORY WORLD | HOGARTH                               | INNOVIST                         | IndiGo<br>InterGlobe Aviation Limited | klub                                              | MAERSK                                          | MARS                       |
| ROYAL CANIN<br>ESTABLISHED IN 1967, BETHLEHEM | Medtronic                              | MENSA<br>SCHOOL OF MANAGEMENT        | PRIVATE<br>LTE AND 5G<br>Market Pulse | QUALITYKIOSK<br>TECHNOLOGIES     | Delays                                | Simanchar Education<br>CONCEPTS • PEOPLE          | SOCIETY                                         | SPORTZ<br>INTERACTIVE      |
| TALI                                          | TATA<br>TATA CONSUMER PRODUCTS LIMITED | TATA STEEL                           | tbz<br>The Signature Store            | vedanta<br>transforming for good |                                       |                                                   |                                                 |                            |



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