

2012-13



SIMSREE

SYDENHAM INSTITUTE OF MANAGEMENT STUDIES,
RESEARCH AND ENTREPRENEURSHIP EDUCATION



GOVERNMENT OF MAHARASHTRA'S

SIMSREE

SYDENHAM INSTITUTE OF MANAGEMENT STUDIES,
RESEARCH AND ENTREPRENEURSHIP EDUCATION

3rd Floor, Sydenham College, 'B' Road,
Churchgate, Mumbai 400 020
www.simsree.org



Advisory board

Mr. Rajesh Tope,

Minister for Higher and Technical
Education, Government of Maharashtra

Mr. Sanjay Kumar,

Principal Secretary, Higher and Technical
Education, Government of Maharashtra

Dr. S.K. Mahajan,

Director, Technical Education,
Government of Maharashtra

Mr. Ashish Bhasin,

CEO, Aegis Media
Chairman SIMAA

Mr. Kumarmangalam Birla

Chairman, Aditya Birla Group

Mr. Vijaypat Singhania

Chairman Emeritus, Raymond Group

Dr. D.P. Sawant,

Minister of State for Higher and Technical
Education, Government of Maharashtra

Dr. P.R. Gaikwad,

Director, Higher Education,
Government of Maharashtra

Dr. Rajan Welukar,

Vice Chancellor,
University of Mumbai

Dr. M.A.Khan,

Director, SIMSREE

Mr. Ajay Piramal

Chairman, Piramal Healthcare

Mr. Harshavardhan Goenka

Chairman, RPG Enterprises



Director's Message

Dear Recruiter,

The world is undergoing fast paced transformation where nations and economies are becoming increasingly inter-dependent. Ever since its inception in 1983, Sydenham Institute of Management has been able to attract some of the brightest students and the best companies to recruit them by being able to adapt to the ever changing world outside. The students at SIMSREE are a combination of dynamism, professionalism, uniqueness, vigor and brains who have been through every test and examination to attain heights and differentiate them from the rest. SIMSREE has always emphasized not just on imparting knowledge but also on personal, spiritual and social development enabling our students to be innovative, competent and creative leaders, groomed to induce continuous improvement and drive change

The time has come to open the gates and expose the best of the best to the outer world. SIMSREE proudly presents to you a talented group of budding managers who promise to build and transform India.

I, along with the rest of my SIMSREE family, take this opportunity to invite your esteemed organization to be a part of the Campus Recruitment and Corporate Relations programme at SIMSREE and extend our commitment to engage in a mutually enriching long term relationship with your organization.

With warm regards,
Dr. M.A. Khan,
Director, SIMSREE

Contents

ABOUT SIMSREE

- 01 Vision & Mission
- 03 Awards & Ranking
- 04 SIMSREE in the News
- 05 Infrastructure
- 07 SMA Structure
- 09 Our Students

ACADEMICS

- 11 Course Curriculum
- 13 Faculty

GOING BEYOND

- 15 Simergence
- 16 Fiscus
- 17 Simerations
- 18 E-Week

SIMSREE ALUMNI

- 19 Illustrious Alumni

PLACEMENTS

- 21 Placement Process
- 22 Summer Placements
- 23 Executive Placements
- 25 Recruiters
- 26 Placement Contacts

01 VISION & MISSION
The Legacy of SIMSREE



07 SMA STRUCTURE
Student Driven
Operations at SIMSREE



09 OUR STUDENTS



11 COURSE CURRICULUM



17 SIMERATIONS 2012
The Annual Fest



16 REMINISCENCE 2011
The Annual Alumni
Meet Reminiscence

26 PLACECOM CONTACT



In keeping with the rich tradition of Sydenham College of Commerce in imparting high quality education, Sydenham Institute of Management Studies, Research and Entrepreneurship Education (SIMSREE) was founded in the year 1983. Since then, SIMSREE has endeavoured to produce global managers of shining excellence.

Today, 29 years after its inception, SIMSREE stands as one of the most popular management institutes in India. Located at Churchgate, Mumbai in the heart of the financial capital of the country, SIMSREE has the advantage of being the cynosure of the corporate world and also the opportunity to draw from the finest in the industry.

Vision

To provide business knowledge with flexibility and embark on a journey towards a progressive career. To foster a spirit of co-operation, innovation and vision. To develop discerning eyesight to appreciate and respect the unity in diversity and to harmonize the inherent differences, while demolishing the artificial dividers.

Mission

To provide the foundation for life-time of learning, so that each student can reach the pinnacle of glory To produce exceptional individuals with vision, ingenuity, discipline and commitment to lead their organizations towards success in a dynamic and internationally competitive market place.



Ashish Bhasin

Chairman India & CEO
South East Asia, Aegis Media.
Chairman SIMAA



“ Sydenham Institute of Management Studies Research & Entrepreneurship Education (SIMSREE) is a unique institute which allows students to blossom by empowering them to take decisions at a very young age. It truly brings the entrepreneur out in a student and that helps them become great managers. It is an institute driven and run largely by the students themselves, which gives them a unique management experience that no text book can teach. It has a unique combination of excellent faculty, a brilliant location that enables it to interact with the industry, one of its kind programme which involves a lot of industry interaction, thereby training practical managers and inculcating social responsibility due to its government backed heritage. Aided by its location near large corporate headquarters, SIMSREE creates great entrepreneurial managers consistently. The kind of diligence, effort and personal attention that SIMSREE is able to give, I doubt very much any other management institute, within India or globally, can match. I can definitely vouch for the fact that I have gained from the two years I spent doing my MMS at the SIMSREE.



Awards & Rankings

CRISIL RATING 2012

- “ Student-driven activities including placements, functional clubs, selection of visiting faculty and guest speaker
- “ Good industry interface provided to students through inclusion of large number of senior visiting faculty and guest speakers
- “ Good placement percentage with fair placement diversity

- Crisil B-Schools Report -2012



RANKING

- 8TH BEST B-SCHOOL IN WEST ZONE** (Careers 360)
- 12TH BEST B-SCHOOL IN TERMS OF AVERAGE PACKAGE OFFERED** (MBA Universe)
- 20TH BEST B-SCHOOL IN INDIA** (The Week magazine)
- 19TH BEST B-SCHOOL IN INDIA** (MBA Universe)

AWARDS

STAR NEWS B-SCHOOL AWARDS

- + Outstanding B-school (West Zone)
- + Best B-School with Industry Related Curriculum in Marketing
- + Best B-school with Excellent Industry Interface

Prof. Ashish Pawaskar, an alumnus of SIMSREE from the batch of 1994 also won the award for the Best Professor teaching Marketing Management

DEWANG MEHTA B-SCHOOL AWARDS

SIMSREE won the “Most Innovative B-School Award” for the year 2011

DNA B-SCHOOL AWARDS

SIMSREE was awarded the “B-School Leadership Award”

SIMSREE in the News

MUMBAI MIRROR

ARTICLE ON PANEL DISCUSSION ORGANIZED BY SIMSREE E-CELL

- “ Everybody wants to be an entrepreneur. Few know how. Precisely the reason why students at Sydenham Institute of Management Studies and Research and Entrepreneurship Education (SIMSREE) sat wide-eyed, listening to a panel that shared gyaan on the dos and don'ts of entrepreneurship comprising of Vithal Kamat, Chairman, Orchid Group of Hotels, Namit Arora, Director, Standard Chartered Private Equity, Viren Rasquinha, Former Captain of the Indian National Hockey Team Harish Bahtija, Venture Capital, Reliance Technology Ventures and others.



ARTICLE ON MICHELLE OBAMA'S VISIT TO MUMBAI UNIVERSITY

- “ Michelle Obama's visit to Mumbai University's library was confirmed by the US Consulate today, university sources said. The final schedule has two additions — an audience with 25 management students and a meeting with 13 volunteers from NGO Make A Difference (MAD) **The five-member winning team, from Sydenham College of Management**, will begin the event by presenting their concept, “eco binding”, where they tore blank pages from unused notebooks and bound them into new ones to promote recycling.



ARTICLE ON INAUGURATION OF SPANISH CENTRE AT SIMSREE

- “ As the world turns rapidly into a global village, knowing a foreign language has become not just a choice, but a necessity. Keeping this in mind, the Sydenham Institute of Management Studies and Research and Entrepreneurship Education (SIMSREE), in collaboration with the Spanish Consulate, inaugurated the Spanish Teaching Centre under the SIMSREE School of Foreign Language initiative.

ARTICLE ON B-SCHOOL PLACEMENTS

- “ It's the same success story at the Sydenham Institute of Management in the city — two girls among the top five performers there are the envy of their peers. Of 28 girls in a batch of 120, Akanksha Bhalla, 23, a student of MBA (finance), has bagged the second highest offer.

Physical & Knowledge Infrastructure



- Computer Lab and a Systems lab with state-of-the-art computer systems
- Independent Reading Room for students
- Interactive board to help students take notes during the lectures
- Open-air Cafeteria



- Air-conditioned classrooms with LCD projectors
- A new state of the art auditorium inaugurated in 2012 with modern audio visual amenities and elegantly designed to accommodate 200 people
- Fully equipped Seminar Hall with Video-conferencing facility
- Wi-Fi enabled campus to empower all students with internet and supplement their knowledge through the greatest library of the World Wide Web
- Equipment for Voice Conferencing



KNOWLEDGE INFRASTRUCTURE

- Library with a vast collection of about 11000 books on a variety of subjects of interest to the management field
- Digital Library with a vast collection of books on diverse fields and topics, informative online databases like ProWess, McKinsey Quarterly, Wall Street Journal and Ebsco-host which are goldmines of knowledge and information

SIMSREE boasts of having the World Class infrastructural facilities on campus, hitherto unknown amongst Government run institutes.

Simply putting, it is SIMSREE's commitment to give the best to its students and expect the best from them!

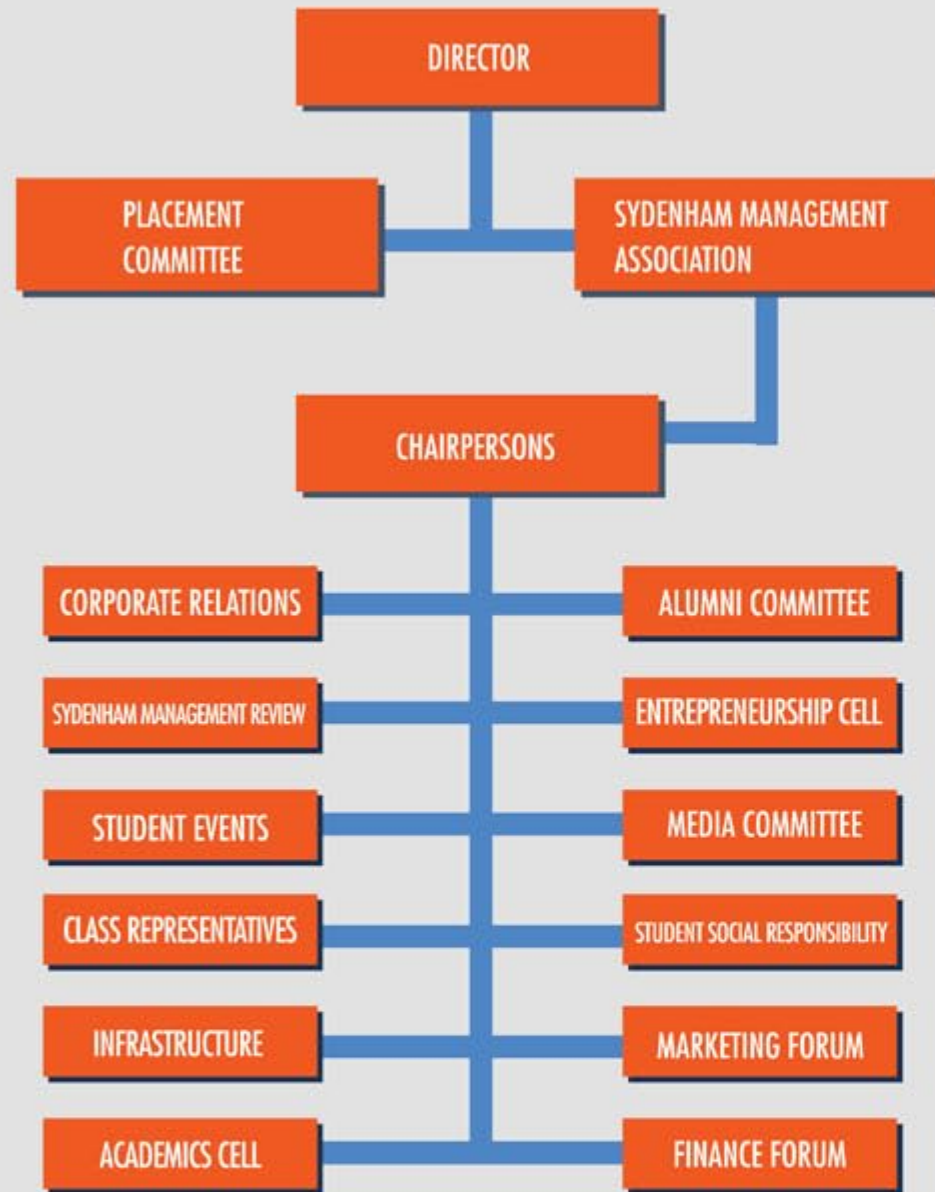


- Subscribes to 32 national and over 400 international journals and magazines. Digital referencing functional through SLIM software
- Capital Market database of all listed and non-listed companies in India and other major stock indices parameters is available to all the students through ACE Equity Software which help them analyze companies in depth



SMA Structure

For the students, By the students



Students engage in additional certified courses in addition to the regular academic coursework. This makes them competitive and in line with industry expectations. The various courses that are pursued are as follows:

- CFA (Chartered Financial Analyst)
- IFRS (International Financial Reporting Standards)
- FRM (Financial Risk Management)
- Six Sigma
- APICS (American Production and Inventory Control Society)

Courses

PGDBM

The Institute offers a two year full - time Post Graduate Diploma in Business Management (PGDBM). This is offered by the Government of Maharashtra and run exclusively by and at SIMSREE. This course is approved by AICTE.

MMS

The Institute offers the Masters of Management Studies (MMS) course, a two year full-time post graduate degree course affiliated to the University of Mumbai, since 1983. This course is approved by AICTE.

STUDENT SELECTION PROCESS

Maharashtra MBA Common Entrance Test is one of the most competitive exams in India

MH-CET

Over 90, 000 students appear for CET. The Group Discussion Stage is held after the written test

GROUP DISCUSSION

A one on one interview is conducted to judge the aptitude of the student

PERSONAL INTERVIEW

In addition to the Written Test and GD-PI process, students are also awarded marks for previous academic performance and work experience

WORK EXPERIENCE & ACADEMICS

INSTITUTE CUTOFFS (AS PER DTE)

JBIMS 170 99.93 Percentile

SIMSREE 164 99.82 Percentile

KJ SOMAIYA 156 99.54 Percentile

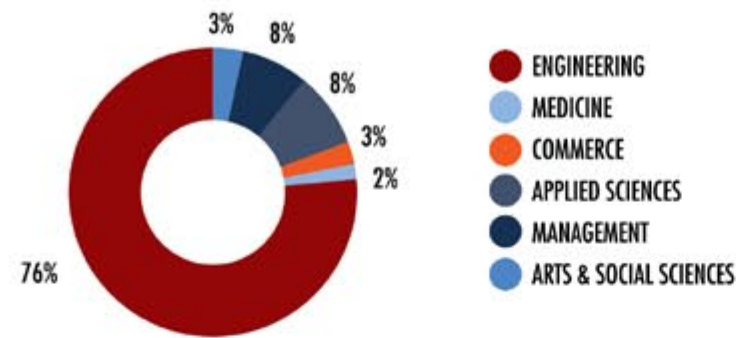
WELINGKAR 152 99.25 Percentile

A CUT OFF OF **99.8 PERCENTILE** INDICATES THAT OUT OF EVERY **1050** APPLICANTS AT MH-CET ONLY **1** IS ADMITTED AT SIMSREE

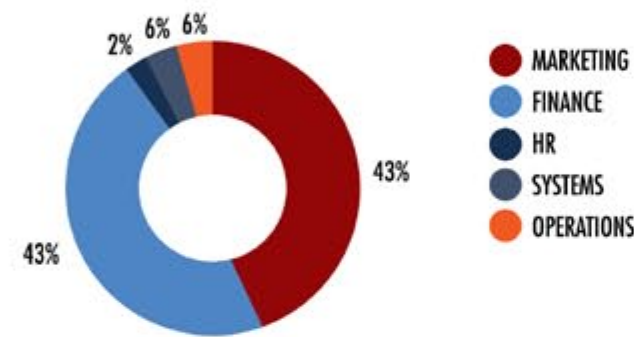
1 IN 1050

Our Students

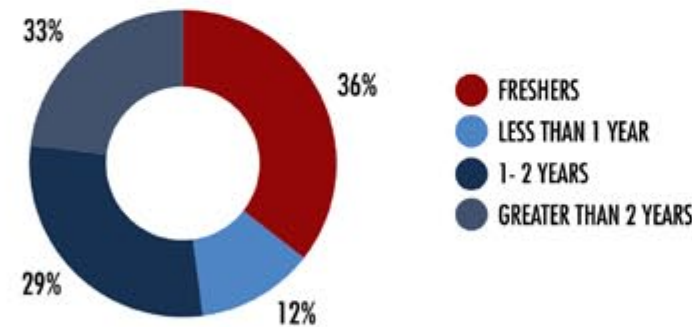
GRADUATION SPECIALIZATION



MANAGEMENT SPECIALIZATION



WORK EXPERIENCE



PREMIER EDUCATIONAL INSTITUTES THAT OUR STUDENTS COME FROM

DJ Sanghvi, Government College of Engineering Pune, IIT Bombay, ICT, NIT Nagpur, SPCE/ SPIT, St. Xaviers, VJTI

WE ALSO ATTRACT PROFESSIONALS FROM ORGANIZATIONS SUCH AS

Accenture, BASF, Capgemini, Cognizant, Crisil, Dell, Deloitte Consulting, Edelweiss, Godrej & Boyce, Hindalco, IBM, Infosys, ITC, Johnson & Johnson, JP Morgan, JSW, L&T, Mahindra & Mahindra, Mastek, Oracle, Patni, Quinnox, Reliance Industries, Reliance Infrastructure, SBI, Sesa Goa, Shapoorji Pallonji Group, Siemens, Tata Power, TCS, Thomas Cook, Times of India, Wipro, ZS Associates

Student Achievements

IIM RAIPUR - EQUINOX

Winner of Casefiles12 at IIM Raipur. Worked on Chhattisgarh Tourism Board Marketing Case study

DEWANG MEHTA COMPETITION

Runner Up at Dewang Mehta Research Paper Presentation Competition held at Taj Lands End

JBIMS - GIC - REINVENT

Winner of GIC - Reinvent which required Development of Intl. Business Strategy for GIC Re

SP JAIN - SPEKTRUM

Winner of Spektrum, a National Level Art Event at OJAS 3.0, SP Jain

MUMBAI UNIVERSITY - MUNIJAN

Winner of 2011 Munijan - A Social Cause Competition

IMT GHAZIABAD

Three Standings at the Marketing World Cup held at IMT, Ghaziabad

NMIMS - LAST IRC QUEST

Runner Up at IRC Quest Paragana at NMIMS Case Study Competition

SIMSREE - BIBLIOPHILIA

Winner of Bibliophilia Book Review Competition at SIMSREE

NISSAN STUDENT BRAND MANAGER

Winner of 2012 Bloomberg-UTV's Nissan Brand Manager Competition - West Zone

JAIPURIA - ENCORE

Runner Up at Encore Presentation Design and Delivery Competition



Course Curriculum

SEMESTER I

- Information Technology Management
- Operations Management
- Perspective Management
- Law and Cost Accounting
- Financial Accounting
- Managerial Economics
- Business Maths
- Corporate Social Responsibility
- Communication Skills
- Selling and Negotiations
- High Performance Leadership
- Marketing Management

SEMESTER II

- Legal Aspects of Business
- Direct Tax & Indirect Tax
- Cost & Management Accounting
- Economic Environment of Business
- Operations Research
- Human Resources Management
- Financial Management
- MPS/ Entrepreneurship Management
- Analysis of financial statements
- Rural Marketing
- Applied Marketing Management
- Research Methodology
- MIS
- Decision Science

SEMESTER III - OPERATIONS

- Operations Planning and Control
- Logistics and SCM Materials Mgmt
- Technology Management including
- Manufacturing Strategy
- Business Process Reengineering and Benchmarking
- Quantitative Methods for Operations
- World Class Manufacturing Practices
- Advanced Supply Chain Management
- Material Handling and Transportation
- New Product Development and Concurrent Engineering
- Industrial Engineering Applications and Management

SEMESTER III - HUMAN RESOURCES

- Organisational Theories and Structure Designs
- Training and Development
- Introduction to Industrial Relation and Labour Welfare
- Competency and Performance Mgmt
- Human Resource Planning and HRAudit
- Labour Legislation
- Compensation and Benefits
- Organisational Development
- Quantitative Techniques in Human Resource Management
- Building Learning Organisations
- Stress Management

SEMESTER III - MARKETING

- Strategic Management
- Marketing Strategy
- Integrated Market communications
- International Marketing
- Marketing Finance
- Consumer Buying Behavior
- Product and Brand Management
- Sales Management and Sales Promotion
- Market Research Applications
- Retail Management
- B2B and CRM

SEMESTER III - FINANCE

- International Business
- Strategic Management
- Advanced Financial Management
- Corporate Valuation & Strategic Mgmt
- Financial Markets and Institutions
- International Finance
- M & A
- Corporate Valuation
- Derivatives and Risk Management
- SAPM
- Fixed Income
- Banking & Insurance

SEMESTER III - SYSTEMS

- Enterprise Applications
- Software Engineering
- Information Security & Audit
- Networking and communications
- Software Architecture & Enterprise App.
- Technology Platforms
- Enterprise Applications
- Database Management Systems
- Managing Technology Business
- IT Governance and Compliances
- E Commerce
- IT Quality Management

SEMESTER IV

- Management Control System
- Business Ethics and Corporate Governance
- Entrepreneurship Management
- Services Management
- Environment Management
- Productivity Techniques
- Total Quality Management
- Project Management
- Specialisation Project



Knowledge Contributors

Our Faculty

Mr. H. P. Ranina

Supreme Court Advocate
Lawyer and Tax Consultant,
Board of Directors, RBI

Mr. Sandeep Gokhale

President,
JSW Steel Ltd

Mr. R. Venkatesh

Director,
Trident Marketing

Ms. Swaha Shome

Faculty, ICFAI and K. C.
College of Management

Mr. Jitendra Mahajan

Executive Vice President and
Head Supply Chain at Marico
Limited

Mr. Amit Sarkar

Associate Director at Ernst &
Young

Mr. Umesh Dhand

GM - Merchandising at
Aditya Birla Retail Ltd

Dr. Kalim Khan

Director, Rizvi Institute of
Management and Research

Mr. Kartik Ramaswamy

Director WholeSale(MBO)
Levi Strauss & Co.

Mr. Soumesh Roy

HR Director, BPCL

Mr. S.S. Dhure

HOD Maths,
Elphinstone College

Mr. Leslie Rebello

Owner, L. R. Associates Pvt
Ltd

Mr. Rajesh Vyas

General Manager-Marketing,
Pfaudler Limited

Mr. Shuaib Fakih

General Manager Strategy
Development, BASF India Ltd

Mr. R. Krishnamoorthy

GM- HR, Syngenta Crop
Protection Division

Mr. Rajesh Manjrekar

Ex-Associate Analyst, Bank of
America. ICICI
Research Chair, SIMSREE

Mr. Bharat Nadkarni

Head, Corporate
Sustainability, Tata Power

Mr. D. M. Damle

CA, Practioner, D. M. Damle
& Co.

Mr. Lalit Kumar

Ex-CEO of Reliance
Pharmaceuticals (India)

Mr. Jayesh Talpade

CEO, Acumen Business
Process (India) Pvt Ltd

Mr. Daryll Cabral

Director - HR, Total Solutions

Mr. Ashish Ambastha

Country Sales Head -
Performance Consulting Intl.

Mr. Pawan Jhabak

Owner, S'COre Education

Mr. Sameer Pimpale

Head- Operations, Acumen
Business Process
(India) Pvt Ltd

Mr. Ashish Ambasta

Country Sales Head
Engagement Practice
Performance Consulting Intl.

Ms. Radhika Mittal

Quality Group Head,
Mumbai, Oracle Financial
Services

Mr. Francis Rodrigues

Brand Manager, Asian Paints
Ltd.

Ms. Asmi Shah

Director, Kinnari Foundation

Mr. Prasad Kulkarni

Security Consultant in TCS

Mr. Samir Patil

Freelance IT professional

Mr. Vasant Sanzgiri

Group Head Human
Resources at Shapoor Pallonji
Group

Ms. Sanskritarini Desai

Software Professional

Mr. Naveen Bhatia

Professor and Head of
Finance, N.L.Dalmia

Mr. Deepak Agarwal

Vice President – Distribution
and Institutional Sales at
Kotak Mahindra (UK) Ltd.

Mr. Nijay Gupta

Forex, Treasury, Banking
Trainer & Consultant at N.K.
Gupta & Co

Mr. B.J. Hadvale

Independent Human
Resources Professional

Ms. Aneetha Rao

Corporate Consultant

Ms. Sangeeta Pandit

HOD Finance

Mr. Haresh Shirvadekar

Senior General Manager
(Supply Chain) at Cummins,
Inc

Mr. Amal Roy

Ex. Vice President- Supply
Chain Management, SHREYA
LIFE SCIENCES,

Mr. Felix Almeida

Head, Dept. of Mathematics
at St. Xavier's College,
Mumbai

Mr. R Mukundan

Consultant and ex-DGM, L&T
India

Mr. Kirit Ved

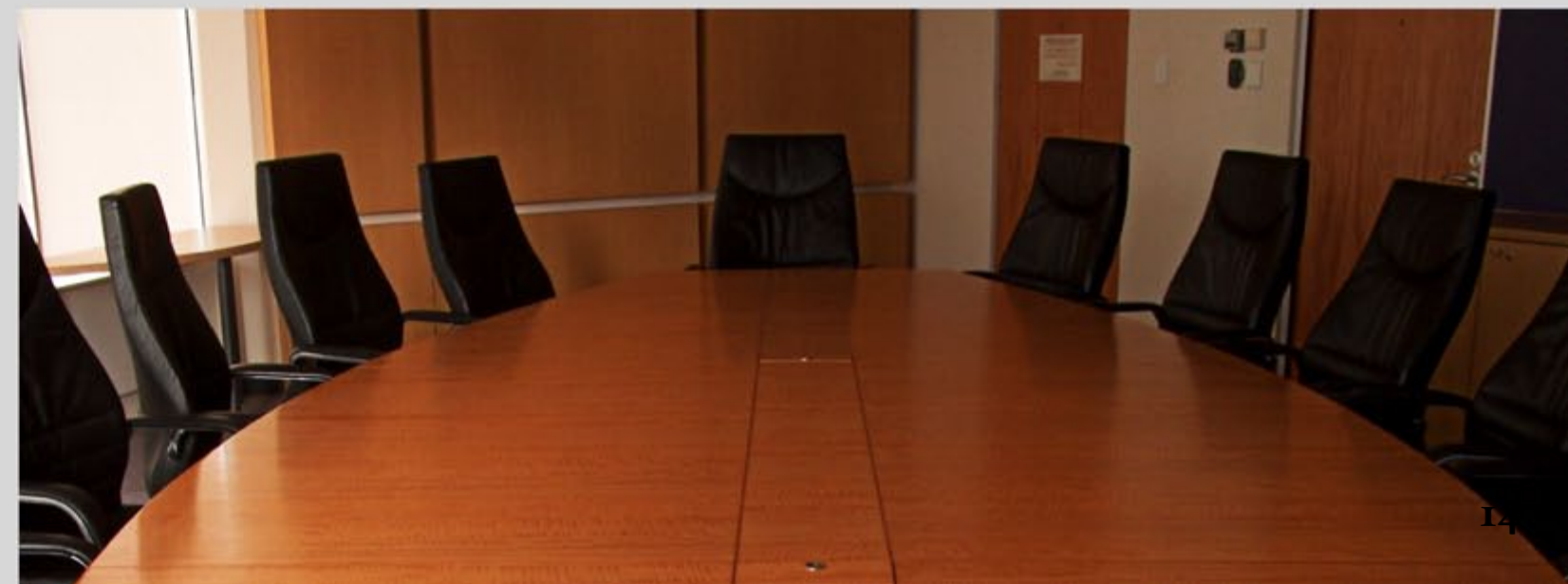
Independent Computer
Software Professional

Mr. Neil Sequira

Director - Human Resources
at P.D. Hinduja National
Hosp

Mr. R K Srivastava

HOD Marketing



SIM'ergence - Flagship Corporate Event



From L-R Dr. M.A. Khan (Director, SIMSREE); Mr. Kashyap Deorah (President, Future Bazaar); Ms. Meera Sanyal (CEO, RBS Bank, India); Mr. Ajit Mahadevan (Partner, Ernst & Young); Mr. Motilal Oswal (Chairman, Motilal Oswal Financial Services)

SIM'ergence was held on 1st March 2012 at the International Convention Hall of the Bombay Stock Exchange. SIM'ergence, a combination of SIMSREE and Convergence stands as a symbol of the fruitful interaction between students of SIMSREE and the corporate world.

- Ms. Meera Sanyal (Chief Guest)
- Mr. Ajit Mahadevan (Corporate Speaker)
- Mr. Motilal Oswal (Special Guest Speaker)
- Mr. Kashyap Deorah (Key Note Speaker)

"Building India for Sustainable Economic Growth"

The panel consisted of eminent corporate personalities like:

- Mr. Sanjay Parikh, CEO Taurus Mutual Fund (Moderator),
- Mr. Sachin Khandelwal, MD & CEO of ICICI Home Finance Co.
- Mr. Alok Churiwala, CEO, Churiwala Securities Pvt Ltd
- Mr. Vikas Sachdeva, MD & CEO, Edelweiss AMC Ltd.
- Mr. Ashis Sen, GM and Head Training and Balanced Scorecard at HPCL
- Mr. Rajiv Ranjan, CEO and MD, Reliance ARC

"Rise of Indian Consumer Markets"

The panel was graced by eminent corporate personalities like:

- Dr. Hiru Bijlani, Board of Directors, Zenith Global consultants Ltd (Moderator)
- Mr. Brijgopal Jaju, Global CFO, Welspun Corp
- Mr. Rajesh Pant, Founder, Kandor Solutions
- Mr. Abhijit Avasthi, Executive Creative Director, Ogilvy & Mather
- Mr. Roosevelt D'Souza, Executive Director, The Nielsen Company

From (L-R) Vikas Sachdeva (CEO, Edelweiss Asset Management); Sanjay Parikh (CEO, Taurus Mutual Fund); Sachin Khandelwal (MD & CEO of ICICI Home Finance Co.)



(L) Mr. Abhijit Avasthi (Executive Creative Director, Ogilvy & Mather) (R) Mr. Roosevelt D'Souza (Executive Director, The Nielsen Company)



Fiscus'11 - The Finance Summit

The Summit commenced with the inaugural speech of Mr. Suresh Kotak (Chairman, Kotak & Company). There were keynote addresses by Mr. Viney Kumar (Executive Director, IDBI Bank) & Mr. Sanjay Jain (MD, head-Global Capital Markets, JM Financial) on both the topics respectively.

The Morning Session on "Financing the Corporate Needs of India Inc" was chaired by Mr. Gautam Patel, Advisor, Battery Ventures & Managing Partner, Citta Capital. The other Panelists included,

- Mr. Manish Arora, Executive VP, Head-Product Development & Sales, Yes Bank
- Mr. Bharat Sampat, CFO, DCB Bank
- Mr. Sunil Sapre, CFO, CEAT
- Mr. Vikram Gupta, CFO, Essar Shipping Corporation.
- Ms. Jayashree Ramaswamy, CFO, Dun & Bradstreet

The Afternoon Session on "Developing the Indian Capital Markets" was chaired by Mr. B. Madhuprasad, Vice Chairman, Keynote Corporate Services. The other Panelists included,

- Mr. Prashant Shetty, CEO, IDFC Capital
- Mr. Rajiv Anand, CEO, Axis Mutual Fund
- Mr. Sunit Joshi, Head-Capital Markets Group SBI Capital Markets
- Mr. Subrata Ray, Sr. Vice President, ICRA

Reminiscence - The Annual Alumni Meet

“ 300+ alumni is a whopping number to cross and it is all a function of the superb effort put in by the Alumni Committee. The most successful Alumni Dinner I have been to. Everyone I knew and spoke to, was talking about the way SMSs and e-mails were structured and sent across to all numbers. Not one person from my batch complained to me about anything. And believe me, the batch of 1998 is a tough act to please. They were in fact generous with their positive comments. I am quite certain the feedback from everyone else was the same. Clitus Fernandes and company - TAKE A BOW!

-Mr. Kartik Ramaswamy (Director Wholesale (MBO) at Levi Strauss & Co.)



Sankalp

The Students' Social Responsibility (SSR) Committee organised a Social Event called SANKALP with an aim to spread awareness through a larger involvement of students, not only from Mumbai, but across India. To achieve this, a Print and Video Ad competition, Parivartan (A change), was organized. Mr. Ankeet Dave, a media consultant with CPAA – Cancer Patients Aid Association, was the guest of honour for this event. The eminent judges for the event were Ms. Divya Chaudhary, Mr. Aughi Dalton, Ms. Anuja Mutha, Mr. Ravi Naidu and Mr. Aashish Pawaskar.

The last part of the day was a panel discussion. Eminent personalities like Mr. Bharat Nadkarni (Former CSR Head, Tata Power), Dr. Pankajaksham (Dean, HR Department in Welingkar), Ms. Deepika Mandrekar (Volunteer with the Aseema Foundation), Mr. Bhagirath Shanbagh (Head, Talent Management at Larsen & Toubro EBG), Mr. Krishnaraj Rao (An RTI activist), Mr. Swapan Garain (A Social Entrepreneur), Mr. Mahendra Narang (Program Director at Tata Power) & Mr. Sanjaya Pradhan (Co-ordinator of Community Relations at Tata Power), graced SIMSREE with their presence. They had an intriguing and animated discussion on the topic – 'Social Responsibility a hype? Do crises affect Corporate Social Responsibility?'



E-Week

SIMSREE is a unique B-school in the sense that it has "Entrepreneurship" in its name. SIMSREE has always believed in encouraging and nurturing entrepreneurial spirits of the students. We have a dedicated student body called the "E-Cell", which aims to promote entrepreneurship/intrapreneurship in students. The recently concluded annual flagship event of the E-Cell "E-Week" was a great success. The inaugural ceremony of the E-Week was graced by the presence of Mr. Kunal Shah (founder of Freecharge.in). "Idea Generation" required participating teams to spontaneously generate business ideas based on a theme that was decided by the judges. The judges for this event included Mr. Ninad Deshmukh (owner, Uniheal Foods), who is also an alumnus of SIMSREE and Mr. Amit Dhirwani, who is an entrepreneur in the field of exports, textiles, finance and hospitality.

The B-Plan competition was scheduled for Day 2 of the E-Week. The esteemed judges for this event included Shweta Aggarwal (Regional Manager, India Angel Network), Parag Sheth (Co- Founder Pacecon Technosys), Amit Kulkarni (Co-Founder Pacecon Technosys), Rohan Deshpande (CIO Oglivy India Ltd.) Apart from evaluating the B-Plans presented by the teams, the judges also provided some valuable advice to the students.

Simerations



The Annual Youth festival was a three day celebration, which consisted of events ranging from Management to Sports to Cultural and Literary. A combination of all these four categories coupled with the most abstract theme called "Back to The Future!!" created the perfect mix of events. "The future is only the past again, entered through another gate" clearly reflects the theme of our festival.

The Sponsors who continued their support for the event included New India Assurance, Spykar, Charagh Din Shirts, Buckaroo, Cinemax, Tradecracker.com, MBA Universe and JAM. The Pro-Nites included Group Dance and Fashion show Competition, a Rock Concert by "EHSAAAS- The Band" which saw crowd grooving to their tunes and "War of the DJ's". The judges of various events included Mr. Somesh Roy (Deputy General Manager of HR, BPCL), Mr. Daryl Cabral (HR Total Solutions), Mr. Unmesh Diwan (Partner at URSA Associates), Mr. Kartik Ramaswamy (Business Head, Levi's International) amongst others.

Bibliophilia

Bibliophilia, as the name suggests, is a book lovers delight. The event conducted by the SMR (Sydenham Management Review) Committee required book lovers to present their interpretation of a few selected book titles. This unique event managed to bring out the creativity out of the minds of MBA students from all over the country.

The chief guest for the event was the acclaimed author Ms. Rashmi Bansal, best-selling author and editor of JAM magazine. The judges for the competition included Mr. Amit Haralalka (author of 'The Fresh Brew') and Mr. Vivek Kumar Singh (author of 'The Reverse Journey').





SIMAA was envisioned by the students of 2005-07 Batch. It has been registered as Company under Section 25. This institution has been ably supported by the Alumni and present Director Dr. M.A. Khan.

Illustrious SIMSREE Alumni

Mr. Ajit Alexander

VP, Business Development & Marketing, VFS Global Services Pvt Ltd.

Mr. Alroy Lobo

Chief Strategist and Global Head Equities, Asset Mgmt, Kotak Mahindra Asset Mgmt Co.

Mr. Amit Madhan

VP, eChannel, ICICI Lombard

Mr. Anand Avasthi

CEO, Avhan Technologies

Mr. Ananda Natarajan

VP(International Business), Sharekhan Ltd.

Mr. Anees Basra

Director & Business Head, Global Subsidiaries Group, Malaysia, Citibank

Mr. Aniruddha Joshi

Area Director, HCL America Inc

Ms. Anita Zutshi

GM, Finance, HUL

Mr. Anupam Singhal

Global Head (GE-ISU), TCS

Ms. Aparna Dubey

Finance and Strategy Consultant, Finance and Strategy Consultant

Ms. Archana Kumar Nigam

Executive Director, ORIFLAME, India

Mr. Arun Malkani

CMO, Birla Sun Life Insurance Co Ltd.

Mr. Ashish Agrawal

Director, Chrys Capital

Mr. Ashish Bhasin

Chairman India and CEO South-east Asia, Aegis Group plc

Mr. Ashish Gumashta

MD, Investments, DSP Merrill Lynch India

Mr. Avinash Kalia

Associate Director, PWC

Mr. Avinash Kaul

CEO, ET Now, Times Now and Zoom

Mr. Bharat Gothoskar

Head, Marketing at Pidilite Industries Ltd

Ms. Charulata Sippy

Sr VP, DSP Merrill Lynch Ltd

Ms. Deepa Pooncha

Head, Human Resources, Centrum Capital Ltd

Ms. Deepali Nair

Country Head, Brand & Corporate Communications, L&T General Insurance Co. Ltd

Mr. Dhananjayan G

Chief, South Film Business, Moser Baer Entertainment

Mr. Dharmesh Sodah

Director, World Gold Council, India

Dr. Alka Nishar

Founder Director, Hexaware Technologies

Mr. Gagan Sikand

Director, Process Innovation, Pepsico India

Mr. Ganesh Relekar

Director, Client Solutions, Nielsen India

Mr. Girish Jain

Owner & Executive Director, KJMC Global Mkt India Ltd

Mr. Govind Korekar

Manager, Deloitte Consulting LLP

Mr. Harneet Singh

VP and Head of Marketing, Domino's Pizza India- Jubilant FoodWorks Ltd

Mr. Harshad Katkar

Director, Deutsche Bank

Mr. Hemant Kumar

AVP (Energy), Linde Group

Mr. Ishmeet Singh

Business Head, Maharashtra and Goa, Vodafone India Limited

Mr. Jitendra Mahajan

EVP and Head, Supply Chain & Operations development, Marico Limited

Mr. Joiel Akilan

Chief Representative India, BBVA

Mr. Kapil Khandelwal

Director and Co Promotor, Makven Capital Private Limited

Mr. Kartik Ramaswamy

Director Wholesale (MBO), Levi Strauss & Co.

Ms. Kavita Savur

Executive Director & Program Manager, UBS Investment Bank

Mr. Mahesh Balasubramania

EVP, Kotak Mahindra Bank Limited

Mr. Mahesh Kalsekar

Director BD and Licensing, Takeda Pharmaceutical Company Ltd

Mr. Malcolm Athaide

President, Risk Management, Yes Bank

Mr. Manish Dutta

COO, Net4barter Pvt. Ltd

Mr. Manish Samel

Financial Advisor, Merrill Lynch

Mr. Manoj Warang

Services Sales Manager, Nokia Siemens Networks

Mr. Milind Desai

VP, Sales and Marketing, iTalent Inc

Ms. Nafisa Thingna

VP, The Times of India, Response

Mr. Neeraj Roy

MD & CEO, Hungama Mobile (Virtual Marketing Ltd)

Mr. Niladri Ray

EVP, Broadridge Financial Solutions

Mr. Nitin Nishandar

Director Head, Consumer Sector, TNS Singapore

Mr. Pankaj Modi

SVP, Business Solution Centre Head, Capital Markets, Polaris Software

Mr. Pradyumna Poddar

COO, BI Publications Pvt. Ltd.

Mr. Prakash Rane

Founder & MD, ABM Knowledgeware Ltd

Mr. Pramod Kasat

Director, Credit Suisse

Mr. Prasann Deshmukh

CEO, Mascon Consultants

Mr. Prashant Shetty

MD, IDFC SSKI Investment Banking

Mr. Prashant Yadav

Partner, Accenture

Ms. Princy Singh

Executive Director, Equity Research, JP Morgan

Mr. Purvesh Shah

Head India, ECM, Barclays Capital

Mr. Tushar Murdeshwar

GM, Johnson & Johnson

Mr. Rahul Jayakar

Director, Transaction Banking, SCCG, Standard Chartered

Mr. Rajan Krishnan

Founding Partner, Philosopher's Stone

Mr. Rajat Mehta

Head, Marketing & Communications/Product Development, First Rand Bank

Mr. Rajendra Naik

Executive Director, Centrum Capital Ltd.

Mr. Rajesh Nair

GM (Corporate Human Resources), Tata Motors

Mr. Ramesh Mitragotri

Chief People Officer, Aditya Birla Retail Limited

Mr. Ranjiv Singh

Chief Marketing Officer, Hewlett Packard India Sales Pvt. Ltd

Mr. Ravi Savur

VP, Structured Products, Citibank

Mr. Ravi Rao

Leader, South Asia, Mindshare

Mr. Ravindra Datar

VP & Head, Global Marketing, Cheers Interactive

Mr. Rishikesh Deshpande

VP & CMO, Avalon Energy

Mr. Ritesh Poddar

Sr. Vice President / AD Group Manager, Citigroup

Mr. Rupen Desai

President, Asia Pacific, Lowe and Partners Worldwide

Mr. Sachin Khandelwal

MD & CEO, ICICI Home Finance Co.

Mr. Sameer Patil

Director, Traveltechie.com

Mr. Samit Bhatta

Associate Publisher, The Retail Jeweller Magazine, India

Mr. Sandeep Chawla

Owner/Director, Chawla BV

Mr. Sandeep Mookherjee

Director, Business Development and Business Mgmt Asia, Duetsche Bank AG

Mr. Sandeep Prakash Akolkar

President, Finance, Garware Offshores Services Ltd

Mr. Sandeep Biswas

Managing Partner, Resources Group, Accenture

Mr. Sandeep Zutshi

Chief Operating Officer, Lava International Limited

Mr. Writosloke Deb

Director, Finance, Fidelity Investments

Ms. Sanjana Thakkar

Brand and Consumer Insights, Vodafone Group Services, London

Mr. Sanjay Behl

CEO, Reliance DTH & IPTV, Reliance Communications

Mr. Sanjay Chandel

CEO, Indiabulls Mutual Fund

Mr. Sanjay Dawar

MD, Accenture Management Consulting, India

Mr. Sanjay Lulla

Senior VP, Centrum Capital Ltd

Mr. Shailendra Jadhav

Arval - Operational Leasing, BNP Paribas Banking Group

Mr. Shrinivas Varadarajan

VP, Global Treasurer, JP Morgan Chase

Mr. Shyam Sutaria

CEO, Emami Limited

Mr. Sidharth Singh

Country Head India, Supermax Personal Care

Ms. Sonal Wagle

CEO, Sapwood Ventures

Mr. Sundaresan Niranjanan

Director, Transaction Banking, Group Payments, Standard Chartered Bank

Mr. Tarun Wadhvani

Head of Talent & Performance Management, Nestle

Mr. Vasant Sanzgiri

Group Head Human Resource, Shapoorji Pallonji Group

Ms. Veera Dikshit

Country Manager, CSI, IBM India

Mr. Vijay Kumar Agarwal

CFO, Gammon Infrastructure Ltd

Mr. Vikas Agnihotri

Industry Director, BFSI and Travel, Google

Mr. Vikram Korde

Global Senior Marketing Manager, Sara Lee International

Mr. Vinay Bhatia

Customer Care Associate & VP, Marketing and Loyalty, Shoppers Stop

Mr. Vishal Bali

CEO, Fortis Global Healthcare

Mr. Vishal Thakkar

Chief Product Manager, Intl. Businesses, Wealth Mgmt & MF, Reliance Securities Ltd

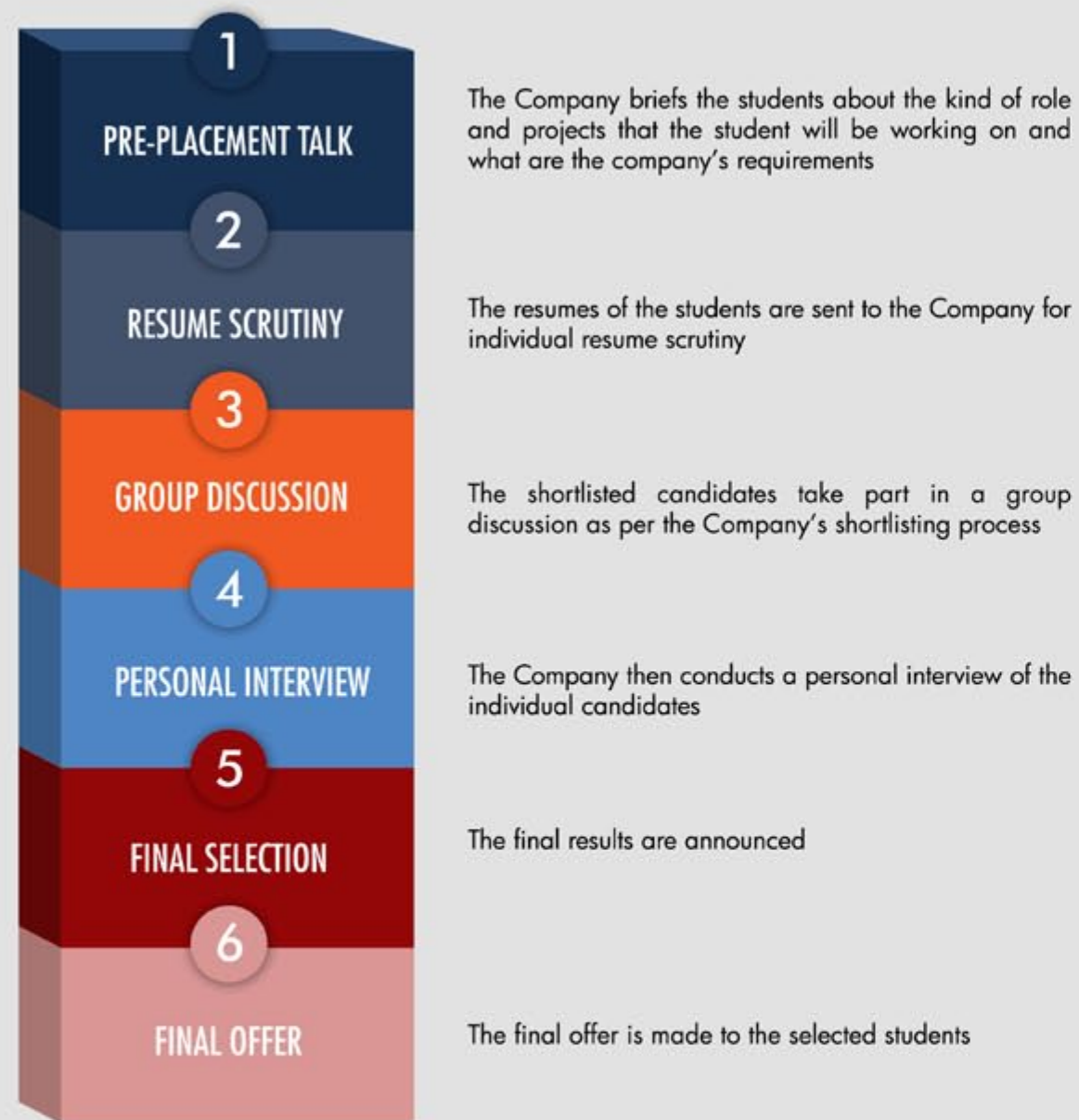
Mr. Vivek Bhatnagar

Sales Director, LifeScan - JJMI, Johnson & Johnson Medical India

Mr. Sanjay Dawar

MD, Accenture

Placement Process



Placement process at Sydenham Institute of Management is a structured, student driven process - managed by the incumbent Placement Committee (a student body) under the guidance and supervision of the Director.

The Placement Committee is an officially constituted students' body which plays a pivotal role in the planning and smooth execution of the Campus Placement Programme. The committee serves the interests of the batch by acting as a liaising agency between them and the industry. Everything required for placements from pitching to companies to slotting companies and arranging the necessary infrastructure is handled by the Committee.

Summer Placement Report 2012



Summer Placements for the 2011-13 Batch of SIMSREE were a testimony to the industry's recognition of the quality of students at SIMSREE and the distinct student culture at the institute. This year's Summer Placement process witnessed more than 75 companies on campus, offering a host of profiles across various sectors ranging from corporate finance to airport operations to niche profiles in HR, Marketing and Systems to the batch of 120. With 100% placements being the norm and tradition, **the highest domestic stipend offered increased dramatically to INR 1 lac.** Despite the uncertainty in economic conditions, the Banking, Financial Services and Insurance (BFSI) sector was one of the largest recruiters on campus. Regular recruiters such as JPMorgan Chase, Kansai Nerolac and RBI continued to recruit interns for various roles across the country. In addition, some of the world's biggest firms such as **Google, Citibank, Fidelity, Standard Chartered and JWT** and a host of other firms visited the campus for the first time this year and established a relationship with the institute by recruiting students across specializations.

Being located at the heart of the financial centre of India, the BFSI sector was very well represented by some of the top names in the industry. Global financial institutions such as JPMorgan Chase, Citibank, Fidelity and Standard Chartered were among the top recruiters in this segment offering students profiles such as Corporate Finance, Institutional Banking and Equity Research.

One of the world's biggest brands, Google, recruited students for niche sales and marketing profiles across its India offices. Some of the top names in Media & Advertising such as Ogilvy, JWT, M&C Saatchi and Draft FCB Ulka also recruited students for various management roles such as Marketing Communications, Market Research and Brand Management. Tata Communications, Kansai Nerolac, People Group, Network 18 and Sun Pharmaceuticals were some of the top recruiters for students who opted for marketing specialization.

Companies such as DHL, Mahindra & Mahindra, Reliance Infrastructure, Sula Vineyards, Faber Castell, IMaritime, Ratnakar Bank and Axis Bank also picked up students for profiles in Operations, IT and HR across various departments.

Our Major Recruiters

BFSI

JP Morgan Chase
Citibank
Standard Chartered
Fidelity
Axis
Taurus Mutual Fund

Consulting & IT

Mahindra & Mahindra
Spectrum LLC
Candle Advisors
Enterprise Force
Fitch Ratings

Media & Telecom

Google
Tata Communications
Ogilvy
JWT
M&C Saatchi
Draft FCB
People Group
Network 18

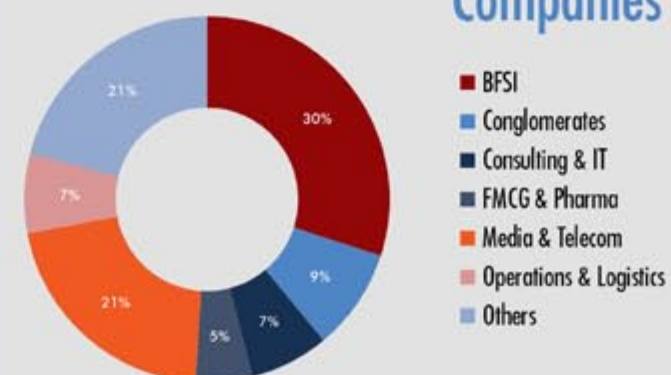
PSU & Govt Institutions

RBI
HPCL
BPCL
Bank of Baroda
Bank of India

Other

Kansai Nerolac
Sun Pharmaceuticals
IMaritime
Sula Vineyards
Faber Castell

Companies by Sector



The placement season for 2012 at Sydenham Institute for Management Studies, Research and Entrepreneurship Education (SIMSREE) was one of the best amongst all B- schools in India. Even though hiring across various companies had slowed down, SIMSREE saw new recruiters who chose to hire from this B-school. This season was spectacular considering the new names that were added to our already impressive list of recruiters. Companies like [Google](#), [Nomura](#), [Cognizant Business Consulting](#), [Supermax](#), [DHL](#) and [Credit Suisse](#) visited SIMSREE for the first time and were impressed with the quality of students.

Executive Placements 2012

A total of 91 companies participated in the placement process offering as many as 152 jobs to the batch with the average job per student working out to be 1.4.

The **highest annual package offered on campus was Rs. 18 Lakh and the average package for this year was Rs. 10.12 lakh.** Some companies even chose to make pre-placement offers to our students for their exceptional performance during their summer internships.

The top companies which recruited from campus this year also included **Tata Motors, Godrej and Boyce, Citibank, JP Morgan Chase, Castrol, ICICI Bank, Fidelity, HDFC Bank, BASF and Deutsche Bank.**

BFSI once again emerged as the favourite amongst students with 35% of the batch opting for companies offering roles in that sector. A good number of students also opted to take up placements in the fields of Consulting, FMCG and IT.

Another point of note is that most companies on campus this year chose to give out their most sought after profiles of 'Management Trainee' with a substantial amount of students being privileged to be picked up for the same by these companies.

We thank our recruiters for placing their confidence in us. As always, we constantly strive harder to give the best professionals to the industry who can become future leaders. We look forward to association with our recruiters for years and years to come.

“Candidates are good and quite confident. Seem to be quite knowledgeable, would like to visit this campus again next year

HR, Accenture

“Well organized efforts; enjoyed interacting during presentation and interviews; look forward to be back next year

HR, Deloitte

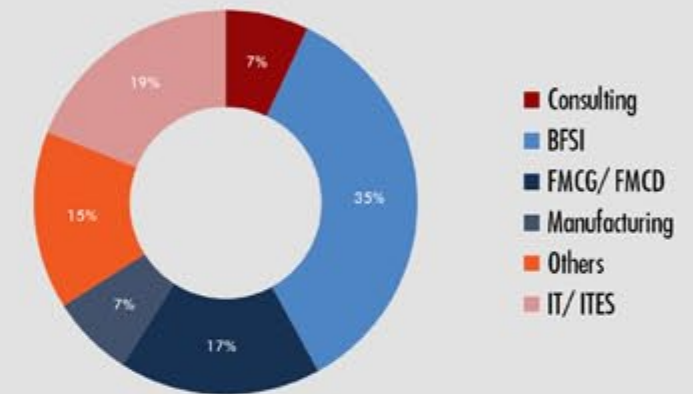
“Quality of students improved over the earlier year- good talent, students have a good understanding of today's environment

HR, JP Morgan

Placement Data

107	Total No. of students eligible	152	Total No. of offers made
91	Total No. of companies on campus	1.4	Average No. of Job Offers per Student
10.12	Average CTC in LPA	18	Highest CTC in LPA Offered

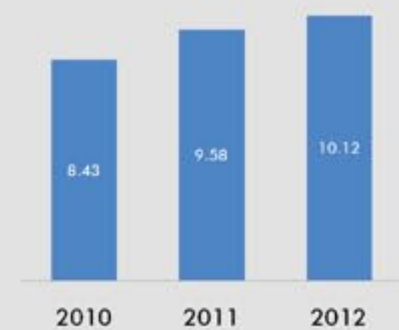
Employment by Sector



Highest package by Function (In Rs. LPA)



Snapshot of Average Salaries (In Rs. LPA)





Recruiters Over the Years

- A.C. Neilson
- A.Ferguson and Co
- ABN Amro Bank
- ABPS Infra
- Accenture
- Adventity
- Alchemist Ark
- Aircel
- Arvind Mills
- Asian Paints
- Atlas Copco
- Avery Dennison
- Aviva Life Insurance
- Axis Securities
- Bajaj Allianz
- BACS
- Bank of Baroda
- Bank of India
- BASES (Booze Allen)
- BASF
- Berger Paints
- Bharat Bijlee
- Birla SunLife
- BNP Paribas
- Bombay Dyeing
- Bosch Group
- Castrol
- CAPFoundation
- Capgemini
- CARE
- Ceat India Ltd.
- Central Bank of India
- CMIE
- Centrum Finance
- Centurion Bank of Punjab
- Citi Bank
- Citi Financial
- Coal India Ltd.
- Coca Cola
- Cognizant Business Solutions
- Colgate Palmolive
- Computer Associates
- Corporation Bank
- Credit Suisse
- Cris INFAC
- CRISIL
- Darashaw & Co.
- Development Credit Bank
- Deutsche Bank
- DHL
- D'Decor
- Dun & Bradstreet
- E-Clerx
- Edelweiss Capital
- Electrolux Kelvinator
- Ennar Capital
- Ernst & Young
- E-Serve International Ltd.
- Essar
- Eureka Forbes
- Exchange4Media.com
- FCB Ulka Advertising Ltd.
- Faber Castell
- Fidelity
- First Global
- Franklin Templeton
- Galaxy Surfactants
- Gallup
- Gammon Infrastructure
- Garden Vareli
- Gati
- GE Finance
- General Motors
- Global Delight
- Global Talent Track
- Godfrey Philips
- Godrej
- Godrej & Boyce
- Godrej Infotech
- Google
- Grasim Industries
- Grindwell Norton Ltd.
- Group M
- GTL
- GVK Bio
- HCL ComNet
- HCL Infosystems
- HDFC Ltd.
- HDFC Life
- HDFC Bank
- HDFC Ergo
- Hinduja TMT
- HLL
- HSBC
- Hungama.com
- Hutch
- Hyundai Electronics
- I-Maritime
- Ibexi Solutions
- IBM
- ICI Group
- ICICI Bank
- ICICI Infotech
- ICICI Lombard
- ICICI Prudential Life Insurance
- ICICI Securities
- IDBI Bank
- Idea Cellular
- IFFCO TOKYO
- I-Gate Patni
- Iflex
- IL&FS
- IMRB International
- IndiaBulls
- Infinity Retail
- Infomedia 18
- Infosys
- ING Vyasya
- Intel Technologies
- Intra Stat Consultants
- Ispat
- Jindal Iron & Steel Co.
- JM Morgan Stanley
- JP Morgan Chase
- JWT
- Kansai Nerolac
- Kale Consultants
- Kotak Mahindra
- KPIT Cummins
- L&T
- Lexi
- Lodha Group
- Lowe Lintas & Partners
- Maersk India
- Mahindra & Mahindra
- MAQ Software
- Marico India Ltd.
- Mastek Ltd.
- McCann Ericsson
- McKinsey KC
- Met Life
- MF Global
- Mid-Day Group
- Monarch Innovative
- Monsanto
- Motilal Oswal
- Nerolac Paints
- Ness Technologies
- Nestle
- Nielsen-ORG Marg
- Nokia
- Nomura India
- Normans Martin
- Novartis
- NSE IT
- Onida
- Oracle
- Paper Products
- Parle Agro
- PCS
- Percept Advertising
- Philips India Ltd.
- Pidilite
- Pioneer Investocorp
- Prudential ICICI AMC
- Raychem
- Raymonds
- Rediffusion
- Reliance Capital
- Reliance Industries
- Reliance Infocom
- Reliance Infrastructure
- Religare Macquarie
- Research International
- Reserve Bank of India
- RBS
- RPG
- Sahara India
- SAIL
- Samsung
- Satyam
- SBI Life
- Setco Group
- Siemens
- Simplex Infrastructure
- SKF Bearings
- SKS Microfinance
- SSKI
- Standard Chartered Bank
- State Bank of Hyderabad
- Sterlite Industries
- Supermax
- Sula Vineyards
- Taj Hotels
- TAM
- Tata AIG
- Tata Automotive Components
- Tata Chemicals
- Tata Communications Ltd.
- Tata Consultancy Services
- Tata Housing
- Tata Motors
- Tata Power
- Tata Steel
- Tata Teleservices Ltd.
- TechNet Consulting
- Thomas Cook
- Thomson Reuters
- Times Group
- Times of India
- Tresvista Financial Services
- UB Group
- UBS
- Ugam Solutions
- UTI Bank
- UTI Mutual Fund
- UTV
- Vedanta Plc
- Vijaya Bank
- Vodafone
- VSNL
- Web 18
- Welspun
- Wipro
- YES Bank
- Zandu
- Zee Learn
- Zee Telefilms Ltd.



Executive Placement Committee 2012-13

CHAIRMAN PLACEMENTS

Dr. M.A.Khan, Director SIMSREE

JOINT PLACEMENT CO-ORDINATORS

Ajay Reddy +91-9820490497

Diya Menon +91-9819663455

PLACECOM MEMBERS

Sarika Kunte +91-9975292476

Akshay Kamath +91-9820638081

Hardik Pithadia +91-9920522272

Rohit Kulkarni +91-9967288542

Rohan Kapuria +91-9930245976

Pratik Savadiya +91-9820729886

Harshal Tripathi +91-9987544271

Divyaprakash Modi +91-9960730593

Tanya Benson +91-9167472736

Jinali Parekh +91-9920145857

Vinay Dabholkar +91-9870923134

Mihir Gathani +91-8097660069

EMAIL IDS

placements@simsree.net

placements.simsree@gmail.com



SIMSREE

SYDENHAM INSTITUTE OF MANAGEMENT STUDIES,
RESEARCH AND ENTREPRENEURSHIP EDUCATION

3rd Floor, Sydenham College, 'B' Road,
Churchgate, Mumbai 400 020
www.simsree.org