

Prasad V. Potluri



Prasad V. Potluri Siddhartha Institute of Technology (Autonomous)

Approved by AICTE and Affiliated to JNTU Kakinada

Sponsored By: Siddhartha Academy of General and Technical Education, Vijayawada

DEPARTMENT OF BUSINESS ADMINISTRATION



PLACEMENT BROCHURE 2022

About Academy

The Siddhartha Academy of General & Technical Education registered under Societies Registration Act, 1860, was established in 1975 with the aim of spreading education for all stages in and around Vijayawada. The Academy established 19 educational institutions covering programs from schooling to higher level education in the fields of Engineering, Medicine, Dental Science, Law, Business Management, Computer Applications, Hotel Management and Arts & Science. To cater to the needs and requirements of various organizations in a global competitive environment, the academy is driving towards the goal of becoming a unique centre for academic excellence. The Academy is running four autonomous institutions.

About College

Prasad V. Potluri Siddhartha Institute of Technology was started in 1998 with a great vision of producing quality technocrats, the college achieved its dream through meticulous planning of the administrators and the strenuous effort of the faculty. The institution has attained success in creating the zeal for learning in the students. It is permanently affiliated to Jawaharlal Nehru Technological University, Kakinada. As a result of its concentrated effort to attain quality, it was conferred Autonomous status in 2012. Certified by ISO 9001: 2015, the college is accredited by TCS, National Assessment Council and also by the National Board of Accreditation (CSE, IT, EEE, ECE, ME). Since its inception, the college has been marching ahead by emphasizing the all-round development of the students.

Apart from academic excellence, the focus is on co-curricular and extracurricular activities. Students at this college are trained to transform into a full-fledged individual by practicing a strong ethical code. They are ready to face the challenges of the future. The college stands as a symbol of academic excellence. With the departments headed by eminent personalities, the college finds it easy to motivate the students to gain knowledge in the emerging areas of technology through guest lectures and participation in conference.

Message

I am delighted to notice that the Department of Business Administration is bringing out a placement brochure for the 2019-21 batch of students.

On this occasion, I congratulate the sincere efforts of staff and students. The management students of the institutions have the advantage of having all the leadership qualities and enhancing their personality. They experience real life situations and develop the problem-solving nature. Fully convinced with the unique style of training they had. I strongly believe that they would provide themselves to be the fittest individuals in the quality conscious globalized world.

I affirm that our MBA students would turn out to be valuable human resource to the industry as well as to our nation. I wish them good luck in all their future endeavours and hope that they enjoy good cheer throughout their lives.



(Dr. K. Sivaji Babu)
Principal

Prasad V Potluri Siddhartha Institute of Technology

Efficiency is doing the thing right. Effectiveness is doing the right thing

Message

The technological revolution and the forces of globalization are changing the very functioning of the organizations significantly in recent years. We at Prasad V Potluri Siddhartha Institute of Technology are alive to these changes and are taking all the necessary steps to mould our products accordingly, to embrace change rather than follow, to become efficient managers and dynamic entrepreneurs.

We offer three specializations such as Marketing Management, Financial Management and Human Resource Management. Besides the foregoing special care is taken to improve soft-skills. Our students, possessed of honing the skills that can carry themselves with confidence in any group.

I welcome your participation in the placement process with a firm belief that students selected by you will surpass your expectations and will play an effective role in your esteemed organizations.



(Dr. P. Adi Lakshmi)

Head & Professor

Department of Business Administration

Prasad V Potluri Siddhartha Institute of Technology

Leadership is the capacity to translate vision into reality

Message

I feel highly honoured to invite you to this world of professionalism and commitment. The dynamic corporate world progresses with a number of models of businesses every day. In such a scenario, someone should take the responsibility to train the young generation in the right direction so that they become competent enough to handle latest changes. I take only pride in announcing that Prasad V. Potluri Siddhartha is one such institute which has not taken the above responsibility, but has been handling it proficiently. We realize the need to evaluate the students' perception of realizing success within, training and encouraging a learning environment in our institute having grilled in them, not only extensive subject knowledge, but also a sense of commitment.



An insightful glimpse of Prasad V Potluri Siddhartha Institute of Technology – MBA can be very well achieved through this brochure.

By going through this brochure, you would definitely be interested in listing our students by coming for the on-campus recruitment. Furthermore, our sincere thanks to all the organizations that have shown confidence in our students and in tune become an eternal part of Prasad V. Potluri Siddhartha Institute of Technology. This brochure further contains the profile of MBA students, post graduating in the year 2019-2021 and specialized in the fields of Marketing, Finance & HR.

(Mr. G. Ramesh Babu)
Head-Training & Placement Officer
Prasad V Potluri Siddhartha Institute of Technology

The best way to predict the future is to invent it

Department of Business Administration



The Department of Business Administration was established in the year 2008. The department is affiliated to Jawaharlal Nehru Technological University, Kakinada and is approved by AICTE with an intake of 64 students. The MBA programme provides insights into different functional areas and enables to understand how the policies, procedures and methods are formulated and implemented at every level in the business organizations. Our programme is designed to prepare students for successful careers in management and entrepreneurship. The department has qualified and experienced faculty consisting of one Professor and seven Assistant Professors. The department arranges guest lectures by eminent professors from abroad, executives from corporate (service & manufacturing) in endeavour to bridge the gap between academic and industry. Visits to the industries are frequently arranged to enhance the practical exposure to the real corporate world.

Learning Facilities

Library

Library information centre is one of the central support services of Prasad V Potluri Siddhartha Institute of Technology. It is an excellent resource center for the students and faculty. The digital library makes a vast variety of books available to the students.

Computer Centre

Computer center is well equipped with local Area network (LAN), providing multi-user environment. Facilities include contemporary packages like Microsoft Office productivity tools (word, Excel, PowerPoint, Access and Publisher) and Relational Database Management Systems (RDBMS). The curriculum by the university encourages interactive use of the computers as an integral part of the learning process.

Seminar Hall

State of art seminar halls are provided with modern audio –visual systems. The seminar halls are architecturally designed, spacious, well-lit and well ventilated. They are designed for conventional lectures and group discussions.

Language Lab

State of art language lab is provided with modern audio-visual systems. These labs help students to improve their vocabulary and improve their speaking capabilities in various situations. The software is in line with the current trend.



Faculty @MBA



Dr. N. Ramanuja
Assistant Professor
MBA, M.Phil, Ph.D.,



Dr. D. Srinivasa Rao
Assistant Professor
M.Com, M.Phil, MBA, NET, Ph.D.,



Mr. V. Praveen Kumar
Assistant Professor
MBA, (Ph.D.,)



Dr. Lt. M. Dhadurya Naik
Assistant Professor
MBA, NET, MA(Eco), Ph.D.,



Dr. G. Anil Kumar
Assistant Professor
MBA, MA(Eco), Ph.D.,



Mrs. L. Sudheera
Soft Skills Trainer
M.B.A., (Ph.D.)



Mr. G. Mahesh
Aptitude Trainer
B.Tech, M.Tech



Mr. K. Pardha Sai
Assistant Professor
MBA, UGC-NET



Mr. Y. S. N. Murthy
Assistant Professor
B.Tech, MBA, (Ph.D.,)



Dr. K. Satti Babu
Assistant Professor
M.com, UGC NET, MBA,
Ph.D



Mr. K. Naveen Kumar
Asst. Training & Placement Officer
MBA

Student Profile



A NIKHILA
9121702762



P ALEKYA
8985357649



A KAUSAR
8520852996



B CH SHEKHAR
8125832331



B B HARSHITA
6301724631



B V LAKSHMI
9100394411



CH HEMANTH
8985576027



G K SRINIVAS
8885440046



G S SANDEEP
9642671866



G K REKHA
9154520741



I S A KUMAR
9985651127



K VALLIKA
8008748988



K P S KUMAR
8897186765



K ROJA
9951573677



K DHANAKRUPA
9705946024



K DURGA PRASAD
6302588128

Student Profile



K DINESH VARMA
8499833966



K LIKITHA
9676757339



K MINISWAR
8897637318



K ADILAKSHMI
7569616830



M B VM SWAROOPA
8712882798



M M SASTRY
8500427703



K RAMA KRISHNA
9393545817



M TEJASWINI
7075635550



B MANI DEEPTHI
9848210666



M HIMASRI
7075956777



M B PRAKASH
7095756545



M PRATYUSHA
9948541494



M S SUSHMITHA
7337023837



M V S KOUSHIK
8886091490



MD FOUZI
7330832004



M LAHARI
7702799810

Student Profile



M RAJA
9849229757



N KAUSALYA DEVI
7093789676



P SAI VENKAT
9494155676



P MALLESWARI
7995850840



P SAI DURGA
6301553899



P SRAVYA
9515757426



P L GANESH
9912751845



P JANU
9121526788



SAMREEN
9676313878



N JAHAN
8639877660



SK SUBHANI
9866748414



SK.SULTHAN
9381466227



SK.SUMAYYA FATHIMA
8074296307



SK.FEROZ SHARIF
7032249446



S GANESH
9948674849



S KUMAR RAJA
8317527270

Student Profile



CH V T V SAHITHYA
8309321162



T RAJESWARI
9014177949



T L RAGHAVENDRA
8686631900



T NAVEEN REDDY
8367420194



T ANIL KUMAR
9866414164



V SRUJANA
8331934365



V BHAVANA
9492081375



V NAGA LAKSHMI
7674914519



V NAGENDRA KUMAR
7095935050



Y GEETHIKA SAI
9966597666



Y VINAY KUMAR
7032886908



Y BHAVANA
9676511219



Y DIVYA SRI
6302543645



Y UJWALA
7981267092

Course Structure(PVP17)

SEMESTER -1	SEMESTER -2
<ol style="list-style-type: none"> 1. Principles of Management 2. Managerial Economics 3. Accounting for Managers 4. Managerial communication 5. Business Government and Society 6. Quantitative analysis for Business Decisions 7. Management Information System 8. IT Lab 	<ol style="list-style-type: none"> 1. Financial Management 2. Human Resource Management 3. Marketing Management 4. Production and Operations Management 5. Business Research Methods 6. Organizational Behaviour 7. Data Analysis Lab 8. Soft Skills Development 9. Subject Viva Voce
SEMESTER -3	SEMESTER -4
<ol style="list-style-type: none"> 1. Strategic Management 2. Entrepreneurship Development & Business Models 3. Advertising and Brand Management 4. Services Marketing 5. Security Analysis and Portfolio Management 6. Financial Markets and Services 7. Training and Development 8. Performance Management 9. Professional Skills Development 	<ol style="list-style-type: none"> 1. Innovation Management 2. Business Law 3. Global Marketing Management 4. Retailing 5. Global Financial Management 6. Financial Derivatives 7. Global Human Resource Management 8. Organization Development & Change Management 9. Analysis of SME Enterprises and success stories of emerging leaders 10. Project Report & Viva Voce

Development Programs

S. No	Title	Resource Person	Organized by	Date
GUEST LECTURES				
1	Innovative Financial Services	Dr. C. PARAMASIVAN., Ph.D., D.Litt., Assistant Professor & Research Advisor, PG & Research Department of Commerce, Periyar E.V.R. College, Tiruchirappalli, Tamil Nadu	Department of Business Administration	23-10-2021
2	Awareness on AIDS	Dr. S. Ravi Kumar MBBS, Civil Assistant Surgeon at PHC penamaluru, Vijayawada	Department of Business Administration	01-12-2021
3	Awareness on SAP FICO	Syed Basha, Wright Tech Software Solutions, Vijayawada	Department of Business Administration	07-01-2022
4	Professional skills	A. Ravikanth, Director of RK's Apex Institute of English, and Vijayawada	Department of Business Administration	10-01-2022
5	How to crack group discussion and interview	Dr. Susan Mathew Rajagiri College of Social Sciences and Rajagiri Business School, Kochi, kerala	Department of Business Administration	04-02-2022
6	Financial Accounting	Prof. M. L. Sai Kumar	Department of Business Administration	15-02-2022
7	Personality Development	A .Radha Krishna Chowdary, Director, Kusalava International Ltd, Vijayawada	Department of Business Administration	1-04-2022
8	Human Values & Ethics	Prof. M. L. Sai Kumar	Department of Business Administration	31-05-2022
9	An Introduction to Securities Market	Mr. Anurag Pal SEBI local office Vijayawada	Department of Business Administration	25-11-2021
10	National Level Awareness Program (NLAP) on Entrepreneurship "SAMBHAV"	Mr. G. Sudharshan	Department of Business Administration	29-03-2022
WEBINARS				
11	Analytics for Business Excellence	K. J. A. Swarup, Fomer General Manager-HR, ITC Ltd	Department of Business Administration	06-07-2021

Development Programs

S. No	Title	Resource Person	Organized by	Date
WORKSHOPS				
12	Amul Internship Program & Awareness	Amul Representatives	Amul & Department of Business Administration	16-03-2022
13	Employability Skills	Mrs.K.Manisha (Senior Manager, Hubler, Hyderabad)	Department of Business Administration	24-03-2022
14	Construction of GST Filing and IT Returns	P. Lakshman Rao garu, Chartered Accountant	Department of Business Administration	21-06-2022

Industrial Visits

S.No	Name of the Industry	Dates
1	Vanijya Utsavam, A.P Trade and Export carnival, organized by Department of Industries, Labbipeta, Vijayawada	22-09-2021
2	Vijaya Dairy Milk factory, Vijayawada	25-06-2022



Student Achievements

S.No	Name of the Student	Name of the Event	Organized by	Prize Won
1	K.V. Adilakshmi M. Sai Susmitha G. Kalki Srinivas	Corporate Roadies	Vignan's (Deemed University)	I
2	I. Sai Atchuth Kumar S. Ganesh K. Miniswar	Business Quiz	Vignan's Deemed University	II
3	CH .T. V.Sahithya T. Rajeswari	Poster Presentation	PB Siddhartha College of Arts & Science	I
4	M. V. S. Koushik Y. Vinay Kumar	Poster Presentation	PB Siddhartha College of Arts & Science	II
5	M.V.S.Koushik	Extempore	PB Siddhartha College of Arts & Science	I

Department Activities @2021-2022 (Budding Managers Club)

“Green Initiation Drive” occasion of “World Environment Day-2022” on 5th June,2022



Importance of HR in Organization on the occasion of “International HR Day” on 21st May, 2022



Department Activities @2021-2022 (Consumer Club)

“World Consumer Rights Day-2022” on the theme “Safe Digital Finance” on 15th
March,2022



Painting competition on the theme “INSPIRE” “National Youth Day-2022” on 11th
January,2022



Student Activities@2021-2022

CERTIFICATE COURSE
BUSINESS ANALYTICS



SKILL DEVELOPMENT AND FOUNDATION

A leader is one who knows the way, goes the way, and shows the way.

Company Wise List @2021-2022

S.No	Name of the Company	No: of Students Selected
1	JP Morgan Chase	1
2	Asian Paints	1
3	Tata Consultancy Services Limited	2
4	Berger Paints	1
5	Home First Finance Company	11
6	State Street HCL Services	21
7	Reliance Retail	3
8	Vivo Company	4
9	Raaj Groups	3
10	Progressive Agro Industries	1
11	HDFC Bank	4
12	Capgemini	1
Total		53

Range of Salary Package(2021-2022)

Highest Salary :15.37 LPA

Average Salary :4.55 LPA

Median Salary :3.20 LPA

Low Salary :1.68 LPA

Hardwork+ Dedication+ Focus+ Commitment (HDFC) = Success

Selected Students List

S.No	Name	Branch	Roll No	Company	Salary
1	Shaik Feroz Sharif (F)	MBA	20501E0047	JP Morgan Chase	15.37 LPA
2	Praturi Lakshmi Ganesh(F)	MBA	20501E0041	ASIAN PAINTS	6.86 LPA
3	Mohammad Fouzi(F)	MBA	20501E0031	TCS LTD	5.79 LPA
4	Pilli Sravya(H)	MBA	20501E0039	TCS LTD	5.79 LPA
5	Vasamsetti Nagendra Kumar(F)	MBA	20501E0059	BERGER PAINTS	5.75 LPA
6	Chodagam Hemanth(F)	MBA	20501E0007	HFFC LIMITED	5.50 LPA
7	Gampa Kalki Srinivas(F)	MBA	20501E0008	HFFC LIMITED	5.50 LPA
8	Karimikonda Pavan Sai Kumar(F)	MBA	20501E0013	HFFC LIMITED	5.50 LPA
9	Kosana Miniswar(F)	MBA	20501E0019	HFFC LIMITED	5.50 LPA
10	Putthanaveedu Janu(H)	MBA	20501E0041	HFFC LIMITED	5.50 LPA
11	Shaik Subhani(F)	MBA	20501E0044	HFFC LIMITED	5.50 LPA
12	Tanguturi Lakshmi Raghavendra(F)	MBA	20501E0052	HFFC LIMITED	5.50 LPA
13	Yanamandra Vinay Kumar(H)	MBA	20501E0061	HFFC LIMITED	5.50 LPA
14	Inguva Achuth Kumar(F)	MBA	20501E0011	HFFC LIMITED	5.50 LPA
15	Addepalli. N V Sai Lakshmi Nikhila (F)	MBA	20501E0001	State Street HCL	3.24 LPA
16	Alekya Potluru(F)	MBA	20501E0002	State Street HCL	3.24 LPA
17	Amina Kausar(F)	MBA	20501E0003	State Street HCL	3.24 LPA
18	Kavuru Roja(F)	MBA	20501E0014	State Street HCL	3.24 LPA
19	Koduri Durga Prasad (F)	MBA	20501E0016	State Street HCL	3.24 LPA
20	Kuppa.Venkata Adilakshmi(F)	MBA	20501E0020	State Street HCL	3.24 LPA
21	Madhunapantula Manohara Sastry(F)	MBA	20501E0022	State Street HCL	3.24 LPA
22	Marreddy Pratyusha(F)	MBA	20501E0028	State Street HCL	3.24 LPA
23	Mokkapati.Lahari(H)	MBA	20501E0032	State Street HCL	3.24 LPA
24	Pendurthi Sai Durga(F)	MBA	20501E0038	State Street HCL	3.24 LPA
25	Shaik.Nusrath Jahan(F)	MBA	20501E0043	State Street HCL	3.24 LPA
26	Shaik Sultan(F)	MBA	20501E0045	State Street HCL	3.24 LPA
27	Silveru Ganesh(F)	MBA	20501E0048	State Street HCL	3.24 LPA
28	Sirigidi Kumar Raja(F)	MBA	20501E0049	State Street HCL	3.24 LPA
29	T.V.Sahithya.V.Chuturi(H)	MBA	20501E0050	State Street HCL	3.24 LPA
30	Tallam Rajeswari(H)	MBA	20501E0051	State Street HCL	3.24 LPA
31	Vemuri Naga Lakshmi(F)	MBA	20501E0058	State Street HCL	3.24 LPA
32	Kallam Vallika(F)	MBA	20501E0012	State Street HCL	3.24 LPA
33	Narava Kausalya Devi(F)	MBA	20501E0034	State Street HCL	3.24 LPA
34	Pavuluri Malleswari(F)	MBA	20501E0037	State Street HCL	3.24 LPA
35	Samreen(F)	MBA	20501E0042	State Street HCL	3.24 LPA
36	Bayyiseti Vijaya Lakshmi (F)	MBA	20501E0006	HFFC LIMITED	3.20 LPA
37	Mendu Sai Sushmitha (F)	MBA	20501E0029	HFFC LIMITED	3.20 LPA
38	Madhunapantula Manohara Sastry(F)	MBA	20501E0022	Reliance Retail	3.00 LPA
39	Sirigidi Kumara Raja(F)	MBA	20501E0049	Reliance Retail	3.00 LPA
40	Teluri Naveen Reddy(F)	MBA	20501E0053	Reliance Retail	3.00 LPA
41	Koduri Durga Prasad(F)	MBA	20501E0016	Vivo Company Ltd	2.52 LPA
42	Modumudi Venkata Satya Koushik(F)	MBA	20501E0030	Vivo Company Ltd	2.52 LPA
43	Silveru Ganesh(F)	MBA	20501E0048	Vivo Company Ltd	2.52 LPA
44	Gampala Sai Sandeep(F)	MBA	20501E0009	Vivo Company Ltd	2.52 LPA
45	Maddali Sai Swaroopa(F)	MBA	20501E0021	Raj Groups	2.40 LPA

Selected Students List

S.No	Name	Branch	Roll No	Company	Salary
46	Samreen(F)	MBA	20501E0042	Raj Groups	2.40 LPA
47	Yenubarla Divya (F)	MBA	20501E0063	Raj Groups	2.40 LPA
48	Gogulamudi Kranthi Rekha(F)	MBA	20501E0010	HDFC Bank Ltd	2.16 LPA
49	Manukonda Hima Sri(H)	MBA	20501E0026	HDFC Bank Ltd	2.16 LPA
50	Yedruri Bhavana(F)	MBA	20501E0062	HDFC Bank Ltd	2.16 LPA
51	Yenubarla Divya (F)	MBA	20501E0063	HDFC Bank Ltd	2.16 LPA
52	Madineni Rama Krishna(F)	MBA	20501E0023	Progressive Agro Food Limited	1.80 LPA
53	Vadde Srujana(H)	MBA	20501E0056	Capgemini	1.68 LPA

Recruited Companies Selection Images

Highest Packages 5.50-15.37 LPA

PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
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DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022



FEROZ SHARIF

JPMORGAN
CHASE & CO.

1

CTC
15.37 LPA

Congratulations

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PL GANESH

asianpaints

1

CTC
6.86 LPA

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2021-2022



MD. FOUZI **SRAVYA**

tcs TATA
CONSULTANCY
SERVICES

2

CTC
5.79 LPA

Congratulations

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2021-2022



NAGENDRA

Berger

1

CTC
5.75 LPA

Congratulations

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2021-2022



HEMANTH **SRINIVAS** **ACHUTH**



PAVAN SAI **MINISWAR** **JANU**



RAGHAVENDRA **SUBHANI** **VINAY KUMAR**

home first
hffc
We'll take you home

9

CTC
5.50LPA

Congratulations

Recruited Companies Selection Images

Packages 1.68-3.24LPA


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DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022






21
CTC
3.24 LPA

Congratulations


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DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022





2
CTC
3.20 LPA

Congratulations


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 KANURU, VIJAYAWADA-520007
 

DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022





3
CTC
3.00 LPA

Congratulations


PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
 AUTONOMOUS, PERMANENTLY AFFILIATED TO JNTUK
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 KANURU, VIJAYAWADA-520007
 

DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022





4
CTC
2.52 LPA

Congratulations


PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
 AUTONOMOUS, PERMANENTLY AFFILIATED TO JNTUK
 NBA ACCREDITED, ISO 9001:2021 CERTIFIED
 KANURU, VIJAYAWADA-520007
 

DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022





3
CTC
2.40 LPA

Congratulations


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DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022





4
CTC
2.16 LPA

Congratulations

Recruited Companies Selection Images

Packages 1.68-3.24LPA

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DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022

PROGRESSIVE AGRO INDUSTRIES



1

CTC
1.80 LPA

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DEPARTMENT OF BUSINESS ADMINISTRATION

2021-2022

Capgemini



1

CTC
1.68 LPA

Congratulations

Prominent Recruiters Visited@2021-2022



HCL



JPMORGAN CHASE & CO.



BERKADIA



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