



**Ahmedabad:** The third cluster of final placement for 2013 at the Indian Institute of Management, Ahmedabad (IIMA), which ended on Saturday, saw participation from five cohorts: consulting advisory, consumer goods and services, niche financial services, e-commerce and general management.

The recruiting companies visited the campus on Friday to conduct tests and made offers on Saturday. The consulting advisory cohort consisted of firms such as Ernst & Young, KPMG, Cognizant Consulting and Asipac that recruited for their India offices. Asipac recruited seven students, which was the maximum number of offers for the cluster, stated a communiqué from the institute.

According to Murali Balaraman, partner, advisory services at Ernst & Young, “The entire recruitment process was extremely well co-ordinated by the placement committee. The diversity of candidates gave us the opportunity to choose from people with different backgrounds, and that is something we deeply appreciate about the recruitment experience at IIMA.”

Mars, a leading international confectionery firm, was a first-time recruiter at IIMA this year and was part of the consumer goods and services cohort. RPG and Ingersoll Rand recruited students for roles in general management. Firms such as JM Financial, Axis Bank, Yes Bank and Varhad Capital hired students as part of the niche financial services cohort.

The e-commerce cohort consisted of firms such as Naaptol, Caratlane and Juvalia which recruited students for a variety of profiles.