



INDIAN INSTITUTE OF FOREIGN TRADE, DELHI
Under the Ministry of Commerce and Industry– Established 1963



2023–25
MBA(BA)

SUMMER PLACEMENT REPORT



MESSAGE FROM THE LEADERSHIP



Dr. Satinder Bhatia
Vice Chancellor

“ Indian Institute of Foreign Trade, is consistently ranked as one of the country's top destinations for premium recruiters owing to its rigorous course curriculum, a competitive batch and an exceptional track record in corporate competitions. The Institute, keeping in mind the growing need for “Business Leaders in Analytics” has introduced an MBA program in Business Analytics. The program imparts the right management, analytical and leadership skills to work in diverse businesses like e-commerce, banking and financial services, operations, supply chain & logistics and healthcare, etc. to become frontrunners in international business & analytics.

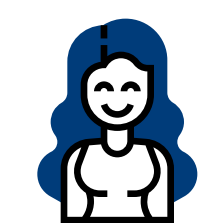
The Institute continues to have a place of pride amongst the leading B-Schools of the country and a front runner in the field of international business. I would like to take this moment to invite all the recruiters to our inaugural batch of MBA in Business Analytics and find some of the brightest minds for your business needs.

“ Indian Institute of Foreign Trade is pleased to present the talented maiden batch of its MBA Business Analytics program launched this year. The program aims to meet the requirement of managerial personnel with specialized skills in business analytics. The program is built on the premise that these skills are needed in every functional area of business, not merely as a staff or support function but rather as an essential ingredient of all the line functions at different levels of organizational hierarchy. The students undergoing this program at the institute are thus expected to be adept in integrating these two aspects. MBA Business Analytics program at IIFT has another advantage, especially over and above the similar program offered in other business schools, that comes with the rich legacy and vast reservoir of knowledge the Institute has built over the years in the domain of international business. This is what is bound to make this program stand out in the business analytics related training landscape and more relevant to the corporate needs arising from decision making in the realms of globally operating value chains. I welcome you to embrace the MBA Business Analytics offering of the Institute with the same enthusiasm as you did with our international business program. This batch is getting ready to be a part of the vast network of IIFT graduates who have, over all these years, contributed immensely to the growth of the business houses they have chosen to be a part of.



Prof. (Dr) Rohit Mehtani
Head, CRPD

Batch Summary



26.4% Female Candidates

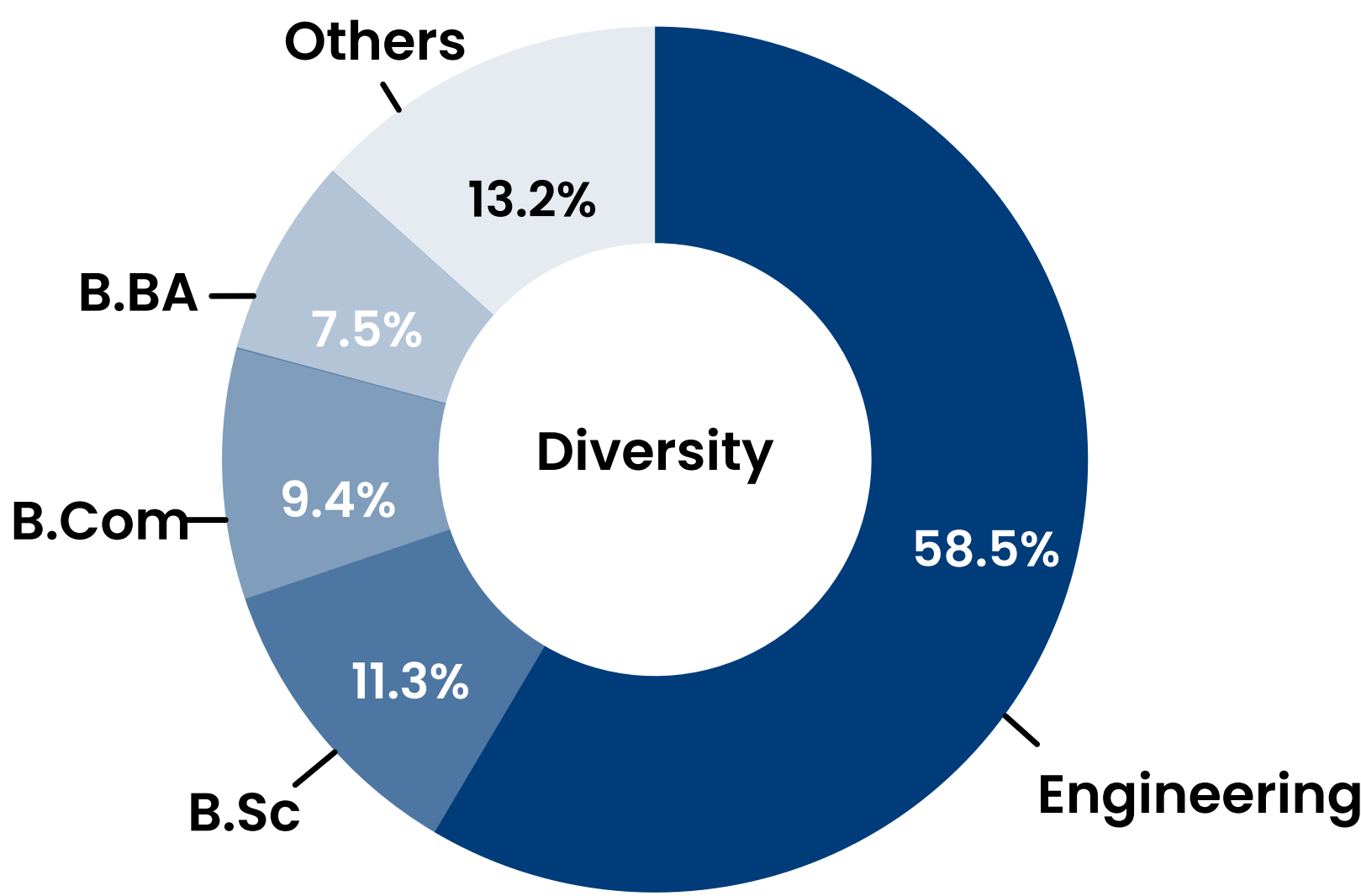


16.9% From Premier Institutes (IITs, NIT, IIITs, etc.)

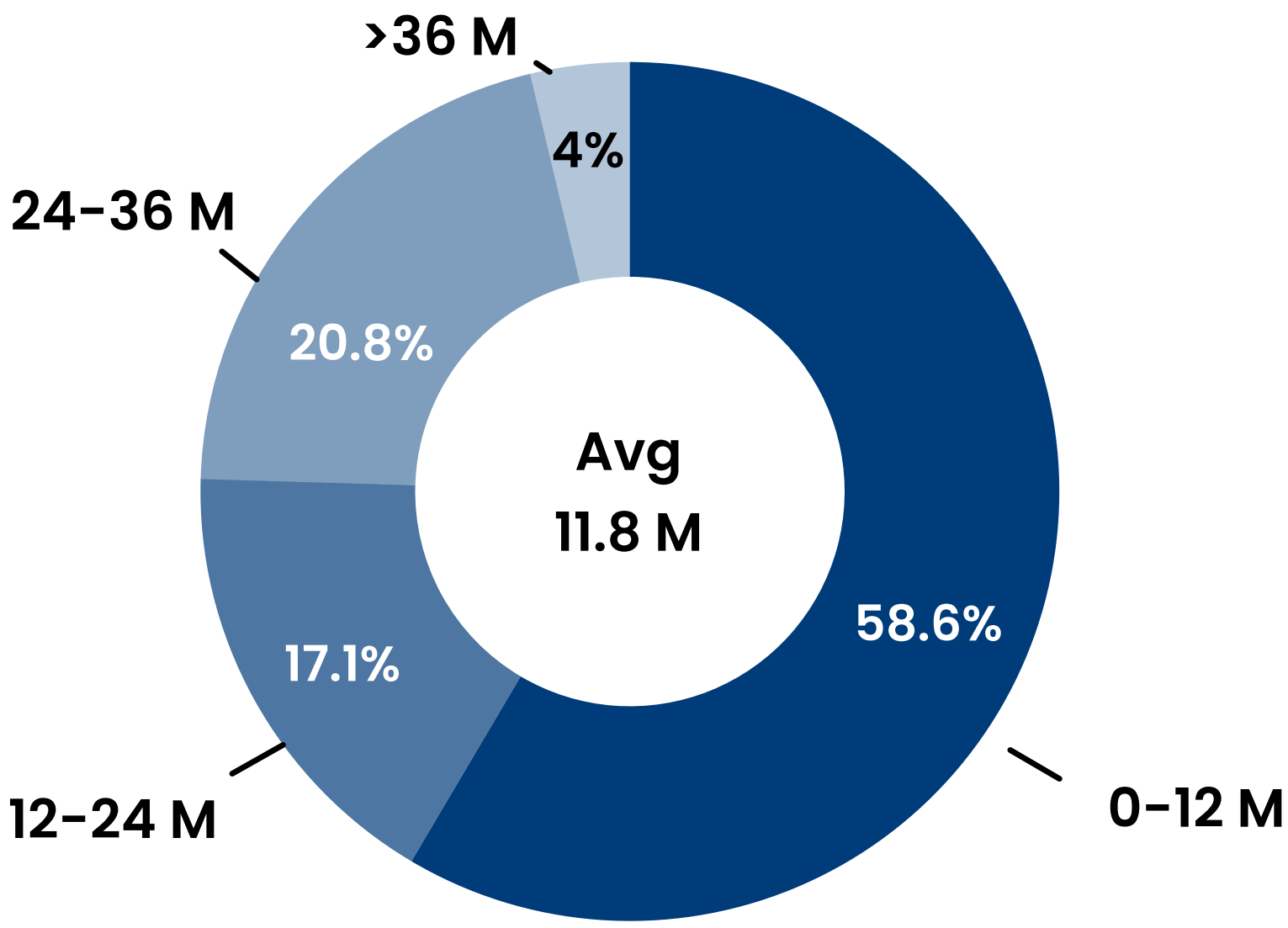


18.8% From Delhi University and other Central Universities

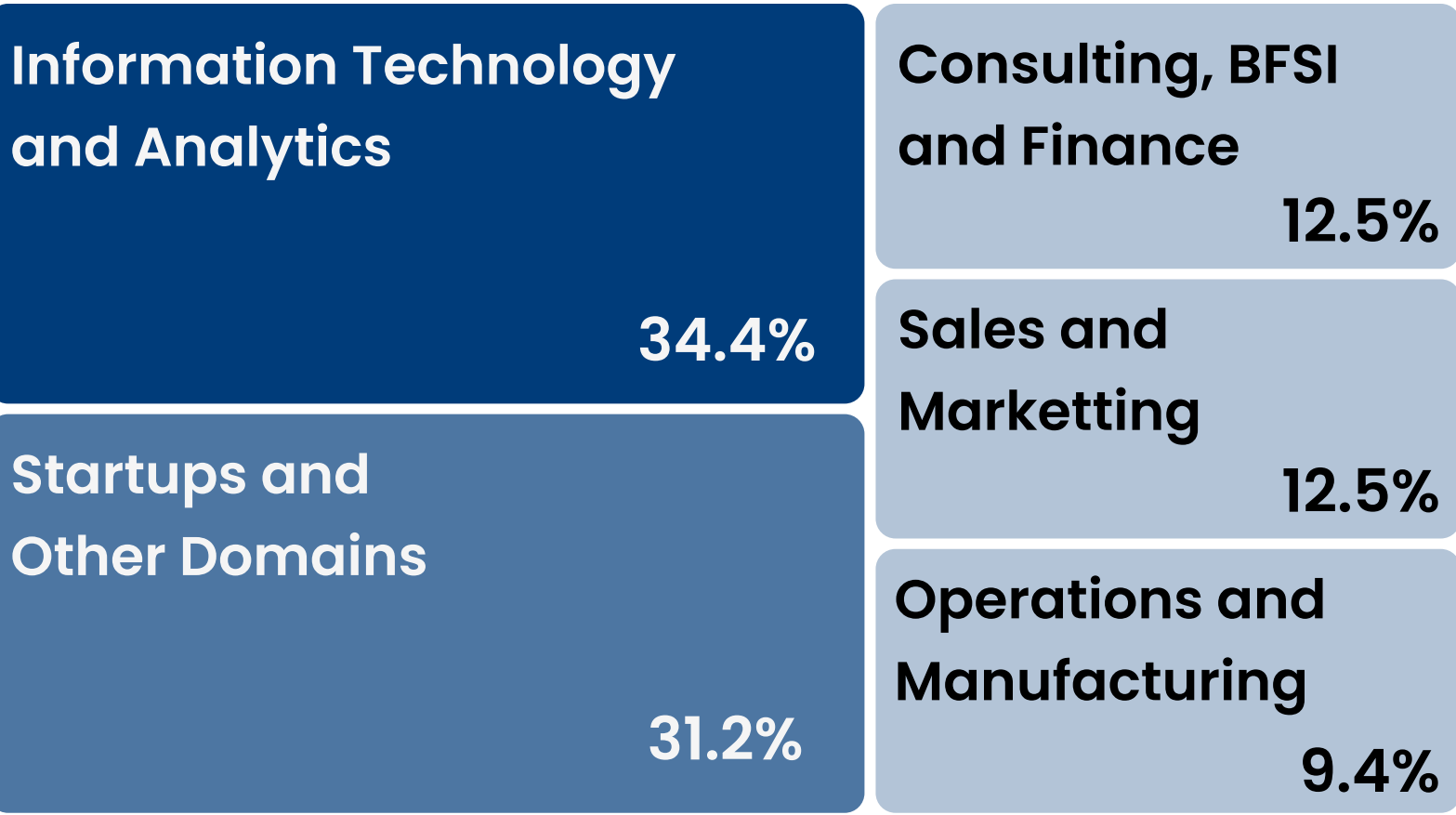
Educational Background



Work Experience



Work Experience Domain



Previously Worked at



SUMMER PLACEMENT HIGHLIGHTS

100% PLACEMENTS

NUMBER OF STUDENTS OFFERED
SUMMER INTERNSHIPS: 53

Domain of Internship

Sales and
Marketing

36.11%

Finance

13.89%

Consulting

8.33%

Trade and
Operations

8.33%

General
Management

8.33%

IT/Analytics

25.00%

The Indian Institute of Foreign Trade (IIFT) completed summer placements for the inaugural MBA (Business Analytics) cohort (2023-2025), featuring students from diverse backgrounds.

adani
wilmar

ADITYA BIRLA
FASHION & RETAIL

ADM

Amul
The Taste of India

Aurassure
Be Aware, Live Secure

BAJAJ CAPITAL

basic roots
consulting
MAKING BUSINESSES
BETTER

Capgemini

CARS 24

Chola
Enter a better life

DICI
CAPITAL ADVISORS

DP WORLD

EPSILON MONEY

EY

Flipkart

GENESYS

GAR

Hapag-Lloyd

HML
HINDON MERCANTILE LIMITED

Indus Valley

INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

JCB

JSL
JINDAL STAINLESS

JSW Steel

LDC
Louis Dreyfus Company

McDonald's

moglix

motherson

एनटीपीसी
NTPC

ONDC
Open Network for Digital Commerce

Qualcomm

RANCHO LABS

TATA POWER-DDL

UltraTech
CEMENT
The Engineer's Choice

VECMOCON
TECHNOLOGIES

VOLTAS
A TATA Enterprise

VOLVO
EICHER

Sales & Marketing

adani
wilmar



Sales and Marketing was the **top domain** for internships among students from the inaugural batch of the MBA (Business Analytics) program, accounting for approximately **36%** of the total summer internship projects. Students applied knowledge from core marketing courses, such as Marketing Management, and integrated analytics skills learned in the first year, including Tableau, Excel, and R, for effective visualizations and analysis.

The students joined prestigious organizations such as Adani Wilmar, Aditya Birla Fashion and Retail, Amul, Aurassure, Cars24, Hapag-Lloyd, Indus Valley Cosmetics, Invest India, McDonald's India, Motherson, Rancho Labs, UltraTech, and Vecmocon. They worked on various marketing-based projects, gaining exposure to the marketing world and acquiring key insights and understanding of the industry.

Sales and Marketing projects

GTM strategy for
commercial products in
foreign markets

Develop Digital Marketing
Strategy and Brand
Collaterals

Growth of Customer Sales
and Market Penetration

Market Entry strategy
for electronics market in
India

Optimizing growth
strategies for
commercial electronic
articles

Strategy development
using the STP model
and marketing mix
suggestions for
organic products

IT & Analytics

Flipkart  GENESYS

moglix  


Open Network for Digital Commerce

Qualcomm


TATA POWER-DDL

VOLTAS
A TATA Enterprise


EICHER

IT and Analytics was the **second highest** domain for student summer internships, with approximately **25%** of students gaining internship experience in this area. Key analytical tools such as R, Excel, Tableau, and SPSS helped students adapt to the unique requirements of their projects.

The knowledge acquired from subjects like regression and time series models and data visualization enabled students to drive value and gain significant experience during their internship tenure. Students worked in well-known and prestigious organizations such as Qualcomm, Flipkart, Tata Power-DDL, ONDC, Volvo, Genesys International, Moglix, NTPC, and Voltas Ltd. During their internships, they successfully completed their tenure and gained valuable insights through their experiences.

IT & Analytics projects

Generating Insights and Building Propositions in Auto & Ancillary Market Segments

Research on Digital Twin technology adoption for Indian cities

KPIs Dashboard for IT-Business Analytics Department

ElectroMobility Analytics – Insights on EV Vehicles

New Business Development Strategies using Analytics

Challenges in Large-Scale Scaling and Designing Solutions for Large Marketplaces

Finance



The **Finance** domain accounted for about **8%** of the total student summer internships. Courses like financial management and enterprise risk management helped students excel in their roles. Prestigious organizations where students interned include Bajaj Capital, Cholamandalam Finance, DIA Capital Advisors LLP, Epsilon Money, and Hindon Mercantile Ltd.

Finance Projects

Development of Mutual Fund
Ranking Parametric
Methodology and Model

AUM comparison in mutual
fund industry

Comprehensive Analysis of
Alternate Investment Funds in
the Indian Market

Consulting Projects

Generative AI: Industry Use
Cases, IT Trends, and Competitor
Analysis in IT Consulting Services

Comprehensive Market
Research and Analysis of the
Quantum Computing Sector

EIC Analysis – Oil and
Gas Industry

The **Consulting** domain accounted for **8%** of the total projects undertaken by students as part of their summer internship programs. Students successfully applied their knowledge of tools like Tableau and R, as well as insights from courses such as data visualization and strategic management, to drive value and complete their projects successfully. Some prestigious organizations where students interned include Basicroots Consulting, Capgemini, and EY

Consulting



Trade & Operations



The **Trade and Operations** domain accounted for about **8%** of the batch's total summer internship projects. Students joined renowned and prestigious organizations such as ADM, DP World, and LDC. They utilized analytics skills learned in the first year, like forecasting and data visualization, to effectively blend analytics and trade, driving value and delivering superior results to their respective organizations.

Trade & Operations Projects

Supply and Demand Analysis of given commodity in India

To build a model to forecast commodity prices in India

Optimization and line balancing of production

General Management Projects

Optimizing Sales Strategy through Analytics and Customer segmentation

Strategic Roadmap of company and Market Research on It's impact in the Indian Market

Project closure reports for investment projects at Airport Land Development

The **General Management** domain accounted for **8%** of the total summer internship projects, with students working in prestigious organizations such as GMR Group, Jindal Stainless, and JSW Steel. They applied the knowledge gained in the first year, along with analytical tools, to analyse and derive meaningful results from their internships. Courses on operations, marketing, strategy, and analytics helped students perform their best in their respective organizations.

General Management



CORPORATE RELATIONS AND PLACEMENT DIVISION



Dr. Rohit Mehtani

Head, Corporate Relations
and Placement Division



Dr. Priyanka Jaiswal

Faculty Coordinator
MBA(BA), Delhi Campus



Akshay Sreekant
Convener



Anshuman Pathak
Treasurer



Ayush Singh



Deewakar Bissa



Harshita



Kritika Somani



Saivi Nijhawan



Simran Chaudhary



Yatharth Kapoor

GRATITUDE TO THE ALUMNI

The support extended by IIFT, Delhi's alumni has been imperative for the institute to maintain its position as one of India's premier B-School. Their stellar achievements in various domains serve as an inspiration for generations to come. We take this opportunity to thank our alumni for the guidance, mentorship and assistance in making the placements cycle a grand success.

INDIAN INSTITUTE OF FOREIGN TRADE, DELHI

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