

# Innovators. Strategists. Storytellers.

Placement Brochure 2025–26

## 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.**

We are respected by industry leaders, aspiring professionals, and peer universities alike. MICA embodies creativity, authenticity, innovation, empathy, dealing with ambiguity, storytelling, and customer-centricity

## Values



Empathy



Transparency and Inclusiveness



Ethics



Concern for Society and the Environment



Participative Management



Global mindset and Passion for Excellence





**Ms. Jaya Deshmukh,**  
Director & CEO, MICA

As a MICAn, industry professional, and now Director at MICA, I carry forward a legacy of imagination, inquiry, and impact. We believe the future of education lies in blending human values with emerging technologies.

Our strategy equips students with future ready tools while grounding them in empathy. Each student has been rigorously trained and industry tested, ready to carry the MICA legacy forward.



**Dr. Githa Heggde,**  
Principal & Dean, MICA

Academics at MICA are structured to reflect today's dynamic business landscape and evolving learner needs. With technology reshaping industries, our updated curriculum integrates AI while championing human creativity.

Focused on Product, Customer, Brand, Communications, Entertainment, Content, and Creativity (PCBCECC), it prepares students for the future through shared stories and collective growth. Courses are co taught by faculty, industry experts, and alumni to ensure learners are industry-ready.



**Dr. Nirja Sharma,**  
Chief Talent & Skills Officer (CTSO), MICA

MICA follows a high touch, industry-aligned collaboration model. Our students are placed across key sectors like FMCG, FMCD, e commerce, consulting, consumer tech, media, and BFSI—industries that demand strategic thinking and agility.

Our deep, research-led industry engagement involves faculty, alumni, and corporate partners in mentoring, co-creating learning, and shaping curriculum. This year, we aim to deepen this interface by hosting large-scale dialogues with CHROs and talent leaders to help co-define the future of professional education.



## Why MICA – Why MICAN

At MICA we run **Post Graduate Programs (PGP)** - PG Diploma in Management – Communications (PGDMC) and PG Diploma in Management (PGDM), a Certificate Course in Creativity – **Crafting Creative Communication (CCC)** and a **Fellowship Program in Management (FPM)**. These residential programs are designed to prepare trained and ready to be employed professionals to serve different industries.

- The PGP programs focus on excellence in customer-centricity through brand management, sales and customer relationship management, product management, media and platform management and business analysis.
- CCC is dedicated to the creation of visual and textual communication and
- The FPM program hyper focuses upon building scholarly and research capabilities

Each MICAN is identifiable as they are all unified and stamped by the unique MICA experience which prepares learners to seamlessly navigate the Data-driven-AI enabled world while holding the edge of distinct human values.

Every learner of the PGP acquires the following:



Critical Thinking Skills



Leadership Vision



Analytical Mindset



Global Citizen View



Managerial Capability



Growth Mindset

# Being a MICAn is a transformative journey—both personally and professionally-shaped by an immersive and holistic ecosystem.

## Fully Residential Program

All MICA programs are fully residential, housed within a lush 19-acre green campus designed to foster learning, collaboration, and well-being. Students benefit from a 24x7 library (KEIC), smart classrooms, auditoriums, amphitheatres, open plazas, sports facilities, and gymnasiums—creating a space where minds and bodies stay active and sharp.

## Diverse Batch Profile

A typical MICA cohort brings together students from diverse academic backgrounds—arts, humanities, pure and social sciences, engineering, commerce, law, medicine, design, journalism, and management. With representation from 16–18 Indian states, the batch also reflects wide-ranging professional, geographic, gender, and economic diversity. This diversity sparks rich peer-to-peer learning in group assignments, case discussions, and real-world problem-solving.

## Optimal Batch Size

MICA maintains an ideal cohort size that promotes deep engagement, effective collaboration, and strong peer networks.

## Where Ideas Turn Into Wins

From cracking complex business problems to pitching bold, out-of-the-box ideas, MICA students have made a mark in top competitions like ITC Interrobang, L'OREAL Brandstorm, Blinkx Brainathon, Google Case Study Challenge, One Plus ETPrime Intellect, TATA Steel-a-thon, P & G CEO challenge, Microsoft GSOM B-school engage and Titan Elevate. What sets them apart is not just their creativity, but their ability to blend consumer insight with strategic depth. These achievements reflect a mindset trained for innovation, agility, and real-world impact. These structured engagements help students apply classroom learning to real-world outcomes.

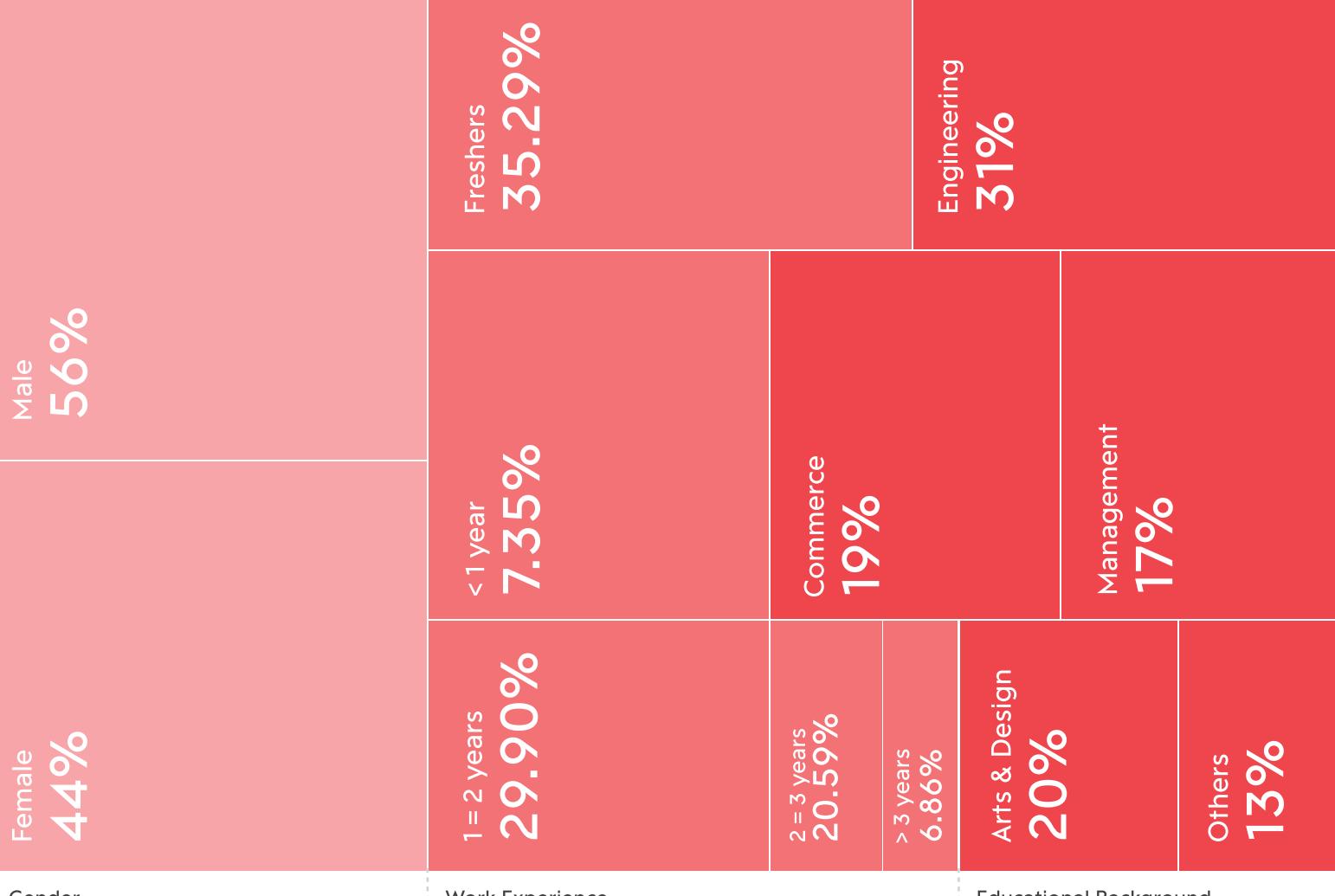
## Inter-college Competitions

MICAns consistently perform at national-level competitions organized by institutions such as the IIMs, NMIMS, SPJIMR, and SCMRD. Whether it's quizzes, pitch contests, or live projects, students collaborate across disciplines, work through multi stage formats, and benchmark their ideas against the best minds from other top B-schools.

Together, these experiences contribute to shaping the MICAn identity: industry aware, collaborative, and equipped to engage with real-world challenges.

## Student Committees and Campus Engagement

Experiential learning is embedded in MICA's culture. Committees like MCSA (MICA Council for Student Affairs), MICANVAS, TEDxMICA, and MICAMINDS organize workshops, speaker series, and flagship campus events. Students take initiative, lead teams, plan events, engage sponsors, and manage stakeholders—developing leadership and execution skills alongside academic rigor.



## 2024-26 PGP Batch Profile

In a business landscape shaped by rapid shifts in consumer behavior, AI-led disruption, and immersive brand experiences, this cohort at MICA reflects a purposeful synthesis of domain diversity, experiential range, and future-facing orientation/is an intentionally diverse talent composition—equipped to learn, operate and excel at the intersection of technology, creativity, and strategic insight.

This student cohort has a balanced gender composition—44% female, 56% male—mirroring MICAs institutional commitment to inclusive leadership pipelines.

Over 64% of students bringing prior professional experience, and more than a quarter having over two years in the industry, the cohort strikes an optimal balance between fresh perspectives and applied rigour.

Academic diversity is another defining strength: 31% hail from engineering, 19% from commerce, 20% from arts & design, and 7% from management backgrounds, reinforcing the school's positioning as an interdisciplinary talent hub well-suited to roles demanding cross-functional thinking—particularly in brand management, product strategy, digital transformation, AI-led marketing, and media innovation.

## Student stories

"The two years I spent at MICA left a lasting impact on me. It taught me how to be comfortable with uncertainty, connect the dots between unrelated ideas, and understand how businesses affect people. And above all, it gave me a lifelong sense of belonging to the MICA community. It's a truly special place."

**Ganga Ganapathi, Class of 1998, India Marketing Leader at Publicis Sapient**

"At Google, I saw MICA's lessons come alive — from mapping user journeys to adding creative personal touches. A teammate even said, 'You must be from MICA — so creative!' That moment proved how recognizable our MICA DNA truly is."

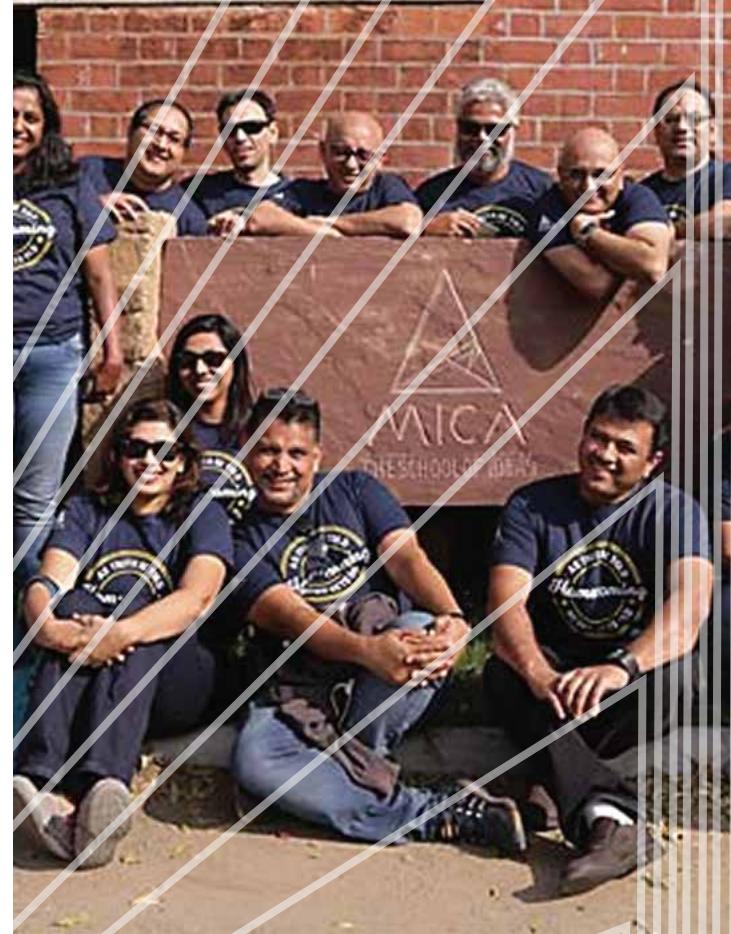
**Maheshwari Rawat, Customer Experience Intern at Google India**

"I was working on the Southeast Asia market, where my focus was to drive new user acquisition through content and social media strategy. For my work, I had combined MICA's lessons like data with semiotics and cultural decoding to shape strategies that would be relevant and resonant with the people of those regions."

**Suryansha Raawat, Brand Marketing intern at redBus**

"MICA's lessons in digital strategy, cultural context, and semiotics helped me ace my internship. One highlight: a reel I made on Jasprit Bumrah crossed 1 million organic views — my first big social media win."

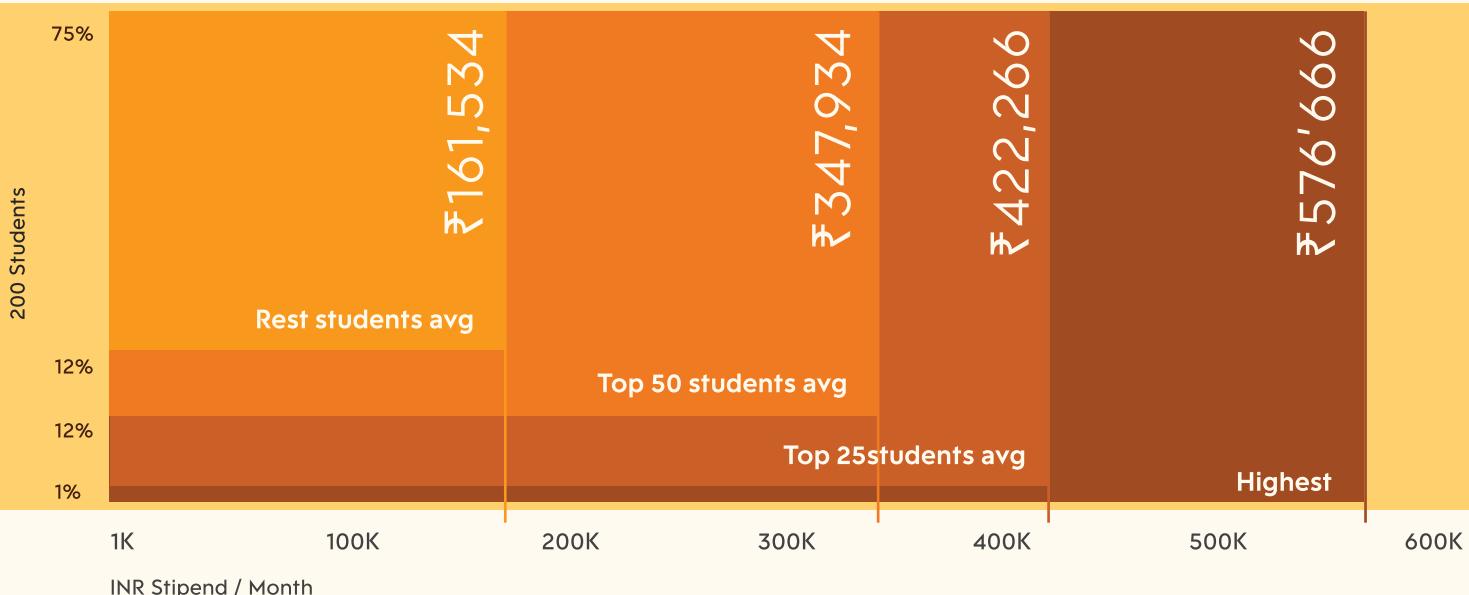
**Janani Suri, Digital and Strategy Marketing intern, Sony Pictures Network India**



# Summer Placement – 2024-2026

In the current digitally accelerated economies, industries are recalibrating their talent strategies making internships a critical proving ground for the final placements. MICAs summer placement for PGDM and PGDMC batch reflects the institutes ability to prepare students for high impact roles across sector and the industry's confidence in MICA.

Placement Highlights (200 students appeared)\*



FMCG/eCommerce: 65 offers  
Highest: ₹500,000 | Average: ₹207,846



Media, OTT & Sports: 43 offers  
Highest: ₹300,000 | Average: ₹83,024



BFSI & Fintech: 17 offers  
Highest: ₹200,000 | Average: ₹120,000



Consulting & Tech: 39 offers  
Highest: ₹400,000 | Average: ₹199,744



Consumer Tech: 10 offers  
Highest: ₹576,666 | Average: ₹206,666



Others: 26 offers  
Highest: ₹250,000 | Average: ₹107,692

## Roles Offered

- Marketing & Sales:** MT – Sales & Marketing, Sales and Market Research, Junior Brand Manager, Branding Intern, Marketing Associate, Marketing Specialist Intern
- Digital & E-Commerce:** Digital Marketing and E-commerce Intern, Ecosystem Marketing, Performance Marketing / Digital Strategy Intern, Digital Subscriptions Category Intern
- Strategy & Consulting:** Strategy Intern, Planning & Strategy, Consulting Intern, Associate Consultant, Business Strategy
- Content & Communications:** Content Strategist, Content Strategy, Content & Account Management, Copywriting, PR / Advertising / Journalism
- Product & Business Roles:** Product Intern, Digital Product Intern, Business Intelligence, Business Analytic
- Customer & Client Engagement:** Engagement & Retention Strategy, Customer Success Intern, Client Servicing Intern, gTech COE – Customer Experience, Ads Intern
- Specialized & Emerging Roles:** Rural Marketing Communications, Retail Operations and Marketing, Events Marketing, Demand Strategist, KITES Intern, WPB-Marketing, PACS Intern, Flintern – Business

## Batch 2023-2025

This placement season across most B-schools has been marked by volatility but MICA's 2025 placement outcomes reflect a stable and forward-looking engagement with industry.

A total of **92** companies participated in the placement drive, including **51** new recruiters, signalling continued expansion of MICA's corporate network. The institute recorded a **17% increase** in **Pre-Placement Offers (PPOs)**, largely driven by high-performing summer internships—an indicator of sustained employer confidence in MICA's talent pipeline.

The **FMCG** sector led in recruitment volume, reinforcing the alignment between MICA's curriculum and market demand. Compensation benchmarks remained consistent with the previous year, underscoring the enduring value of a MICA education. The introduction of strategic roles such as **Technology Consulting Analyst, Growth Strategy** reflects a broadening of career pathways and the evolving expectations of recruiters seeking versatile, business-ready professionals.

## Placement Highlights

Highest CTC	₹40.91 LPA
Average CTC	₹19.22 LPA
Median CTC	₹18.00 LPA
Top 25 avg. CTC	₹31.74 LPA
Top 50 avg. CTC	₹27.36 LPA
Top 100 avg. CTC	₹23.18 LPA

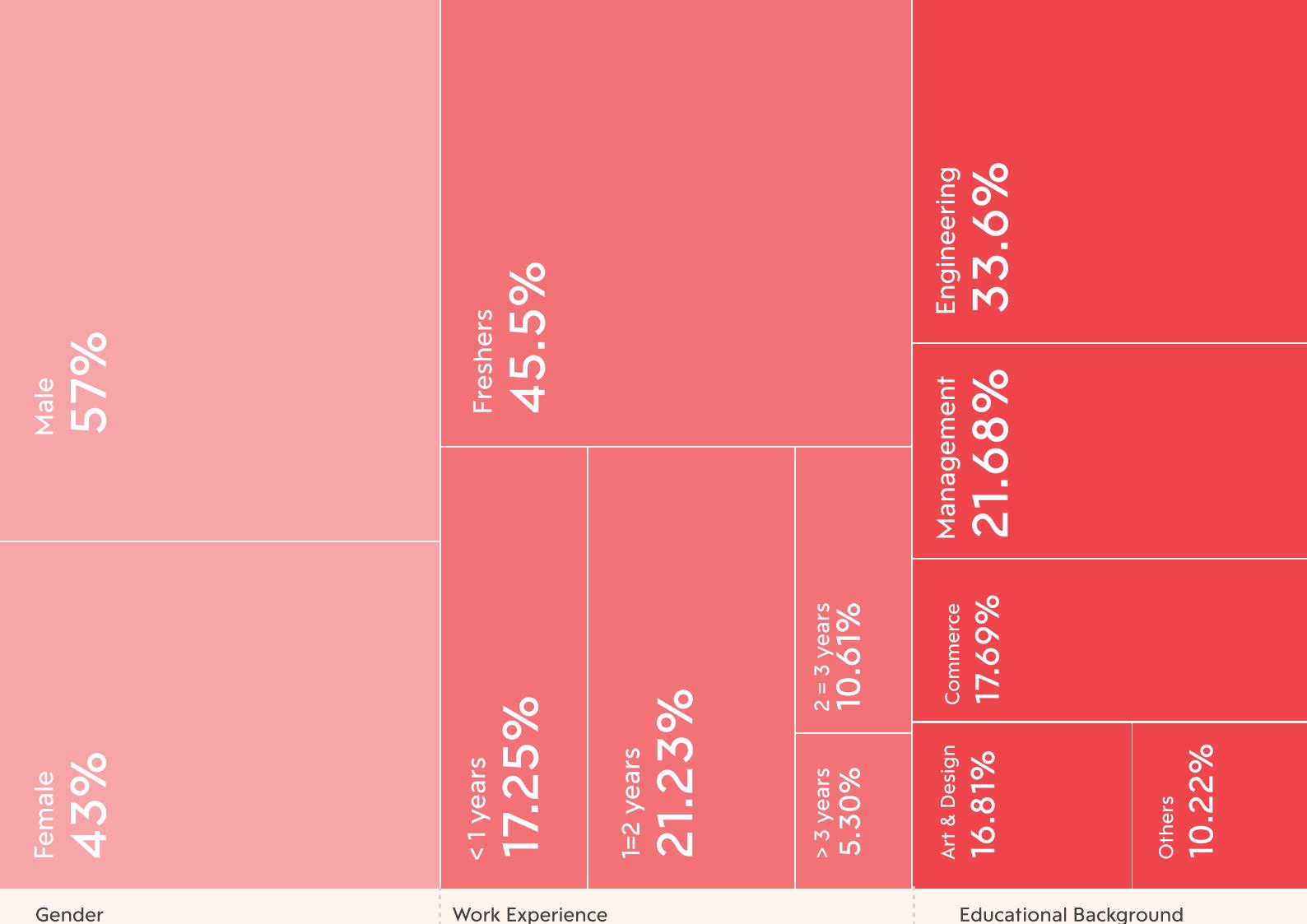
## Roles Offered

Students secured diverse roles including:

- Brand Manager, Product Marketing Manager, Digital Marketing Specialist
- Technology Consulting Analyst, Project Management Analyst
- Customer Success Manager, Strategic Initiatives Manager
- Brand Strategist – Founder's Office, Marketing Executive, Consultant

## Sector Overview

	Offers	Highest CTC (LPA)	Average CTC (LPA)
 FMCG/eCommerce	71	₹35.75	₹21.07
 Consulting & Tech	21	₹29.04	₹20.00
 Media, OTT & Sports	27	₹25.00	₹15.49
 Consumer Tech	14	₹40.91	₹20.24
 BFSI & Fintech	22	₹24.00	₹18.05
 Others	40	₹23.60	₹17.60



## 2025-27 PGP Batch Profile

The batch profile of 2025-207, embodies the evolving aspirations of dynamic, idea-driven business eco-system. This class exemplifies a richly diverse, academically accomplished, and culturally rooted collective poised to lead the future of communication, media, and marketing with insight, innovation, and impact.

### Diverse Cohort

The junior batch has 226 students with 43% women and a representation from 24 Indian states. The academic backgrounds including liberal arts, engineering, design, commerce, media, pure-sciences, social sciences, pharmacy and humanities will be an asset for a valuable peer-to-peer interaction promising a rich talent pool.

This fusion of geographic and academic diversity cultivates adaptable thinkers with cross-cultural sensitivity and multidisciplinary problem-solving skills — ideal for today's complex business landscape.

### Youthful Energy and Industry Tested Talent

The average age of the batch is 23 years with a mix of freshers and people with experience of working in the industry, therefore the group will have a perfect mix of fresh perspectives and early-career curiosity. Over half the batch (54%) brings prior work experience across sectors like digital marketing, media, consulting, analytics, FMCG, and tech. This hands-on exposure ensures recruiters engage with candidates who combine academic rigor with real-world agility, strategic thinking, and immediate contribution to business goals.

# Post-Graduate Programs (PGDMC and PGDM)

## Strategic Overview: Future-Ready Curriculum at MICA School of Ideas

MICA's re-envisioned curriculum is strategically designed to prepare students for leadership in the evolving world of Product, Consumer, and Brand (PCB) business. Built on deep theoretical foundations and industry integration, the curriculum aligns with future job roles through a future-backwards strategy rooted in skill-set mapping across the MICA 150—a curated list of companies defining the next decade of business.

**MICA invites future-facing recruiters to engage with talent that is prepared to lead transformative change in dynamic business ecosystems.**

This forward-looking curriculum offers four functional specialisations:

- Brand Management
- Sales and Customer Relations Management (SCRM)
- Business Analysis & Consulting
- Product Management

In parallel, four sectoral specialisations provide domain depth:

- Media, Entertainment & Sports Business
- Fintech & BFSI
- AI, Data Science
- FMCG/FMCD, E-Commerce & Consumer Tech
- Each course is mandated to integrate AI and emerging technologies, ensuring students gain hands-on proficiency with tools that power modern business.
- The pedagogical model blends theory, context, application, and labs, allowing students to solve real-world problems while mastering conceptual rigour.
- Industry-focussed courses taught by visiting faculty and core courses by full-time faculty members, the combination creates healthy mix of theory and practice.
- Blending culture, creativity, communication, and analytics, MICA produces versatile professionals who can decode consumer behaviour, design business solutions, and lead with innovation.



Know more about  
our PGP curriculum

## Make a Mark

MICA's alumni footprint demonstrates the tangible impact across industries by stepping into roles that shape strategy, drive innovation and influence consumer engagement at scale.

A MICAn today is championing roles across consulting (shaping business transformation); product leadership (driving innovation from insight to execution); brand stewardship (building meaningful customer engagement).

MICA alumni are shouldering leadership responsibilities in **global corporations, high-growth start-ups, and digital-first enterprises.**

The foundational training of every MICAn prepares them to be open minded, deal with ambiguity, be solution-oriented and lean-in with the team which translates into their ability to render complex analytics into actionable strategies, redefining customer experience through data based storytelling and digital design.

Every MICAn is trained to think laterally, act strategically and deliver measurable value





## Corporate Engagement Calendar 2025-26

2025, 2026

**Live Projects**  
Throughout the year

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2025, 2026

**Leadership Talk**  
Twice in a Month

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Jan 2026

**Grand**  
**Homecoming**

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Oct 1, 2025

**OORJA**

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Oct 11, 2025

**Insight Out**  
CMO Conclave

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Nov 8-9, 2025

**Verve - Studio 7**

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Nov 8-9, 2025

**LitFest**  
(Annual Literature Event)

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Feb, 2026

**MICANVAS**  
(Annual Marketing Festival)

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Jan 23, 2026

**Sankalp Annual**

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Jan 30 - Feb 01,  
2026

**SAMAR**  
(Annual Sports Event)

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Feb, 2026

**TEDx MICA**

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Feb 14-15, 2026

**Kultura**

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# Prominent MICAns

Abhinav Upadhyay  
CMO, CollegeDekho

Aditya Kanthy  
CEO & MD, Omnicom Advertising Group India

Ajit Gurnani  
Chief Business Development Officer, Publicis Group

Akanksha Jain  
Accenture Song, Managing Director

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

Gopalan Raghavan  
Executive Director & CEO, TVS

Anand Das  
Chief Digital & AI Officer, TVS Motor Company

Anuj Kumar  
Co-founder, Chief Revenue & Operating Officer, Affle

Arjoon Bose  
Global Chief Marketing and Digital Officer, Bel

Arvind Krishnamoorthy  
iCloud + International Business Leadership, Apple

Avinava Banerjee  
Head E-Commerce Strategy & Transformation GCC, PepsiCo

Gautam Chatwal  
Executive Director Sales- Star Sports

Navin Khemka  
CEO, South Asia, EssenceMedia.com

Kavita Chaturvedi  
Chief Operating Officer, Snacks Business, ITC Limited

Kshitij Jain  
Vice President, Head of Marketing: TimesPro

Madhumita Chakraborty  
Global Brand Lead, HP

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

Priyanka Khaneja Gandhi  
Head of Amazon India Ads Marketing, Amazon

Ratnakar Mani  
Vice President, Interactive Avenues

Rishi Saxena  
Global Product Lead, WFA

Ronak Thakkar  
Senior Director - Communications Planning, Mindshare India

Ruchika Singh  
Director, Data Science & Insights, Spotify

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

Saket Jha Saurabh  
Director and head Partnerships: Snap Inc

Sanjay Sharma  
Founder, Asymmetry

Sushant Dash  
CEO, Tata Starbucks Ltd

Tithi Ghosh  
President, Ogilvy South, Ogilvy & Mather



Download Summer Placement Report 2024-25



## MICA: Plan Ahead

MICA is actively shaping its Vision 2030, expanding its expertise in creativity and human-centered thinking for a data-driven and AI-embedded world.

To realize this vision, MICA is enhancing its programs to establish two specialized schools under MICA's broader umbrella:

**The School of Ideas**—focused on excellence in customer-centricity through **brand management, sales and customer relationship management, product management, media & platform management, and business analysis**, leading to postgraduate and doctoral degrees in management.

**The School for Creativity**—dedicated to the artistic, ethical, and commercial creation and management of content, talent, and entertainment, leading to postgraduate and doctoral degrees in content, entertainment, and creative sciences.

The common thread that binds both schools is the **art and science of storytelling**—widely recognized as the ultimate skill needed to navigate and thrive in a digital and AI-driven world.

MICA is committed to **strengthening and expanding its presence in the Global South** as a leading hub of expertise. As AI continues to evolve, its ability to process information independently and influence decision-making is redefining how we engage with technology.

# Our goals for the next 5 years

Be recognized as a School for creating astute professionals who can transform & lead business & society with empathy and creativity

Transition from a standalone to a Deemed University

Successfully set up two distinct schools with interdisciplinary programmes: School for Media, Creativity & Communications and a School for Strategic Marketing under the MICA umbrella

Be a leader and effectively and profitably participate in the reskilling opportunity presented by AI, eCommerce & Digital Marketing and Influencer Marketing.



## For Corporate Relations

### Dr. Indranil Banerji

Head of External Relations & Growth

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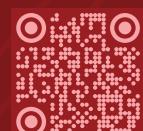
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