



Summer Placement Report 2025-2026

# INNOVATORS. STRATEGISTS. STORYTELLERS.

## I Placement Overview

MICA continues to reinforce its position as one of India's premier business schools with the successful completion of the summer placement season for the 2025–27 batch. This year's placement cycle marks a significant milestone, with the institute achieving remarkable growth across all major parameters while maintaining a 100% placement rate for its flagship PGDM-C and PGDM programs.

In total, **229 students** secured internship offers from **97 well-regarded organizations**, reflecting an impressive **31% increase** from the 74 participating companies last year. There were **51 distinct roles**, underscoring the strong confidence industry leaders continue to place in MICA's talent pool.

These outcomes reflect the industry's strong and growing trust in the unique blend of strategic, creative, and analytical capabilities that MICAns bring. The diversity of roles offered this season further highlights the relevance of MICA's pedagogy in a rapidly evolving business landscape.

We extend our heartfelt gratitude to our valued recruiters for their continued partnership and belief in our students. A special note of appreciation goes out to our alumni, whose active engagement and support have played a pivotal role in fostering stronger industry relationships and unlocking new avenues of collaboration.

**Congratulations to our students for their exceptional achievements and for upholding MICA's legacy of excellence!**

## I Numbers that tell a story of trust

### Jump in recruiter participation

2025

74

2026

97 ▲

More organisations are actively seeking MICA talent

31% ▲

2025 Summer Internship Stipends

### What the Market Pays for MICA Talent

Highest stipend (₹) \*

5,76,000

Average stipend (₹) \*

1,77,262

Median stipend (₹) \*

1,40,000

Higher than last year

10% ▲

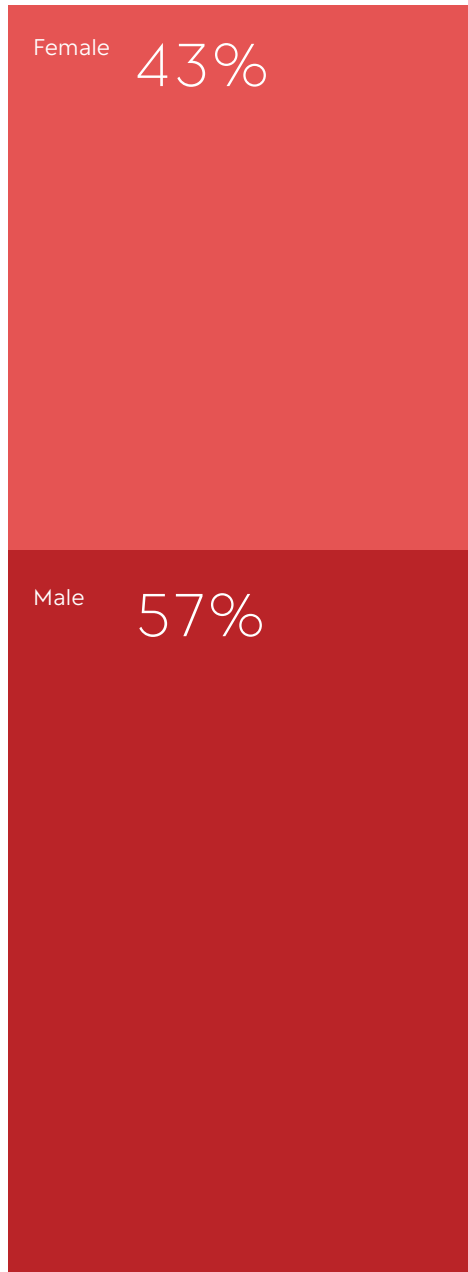
Higher than last year

17% ▲

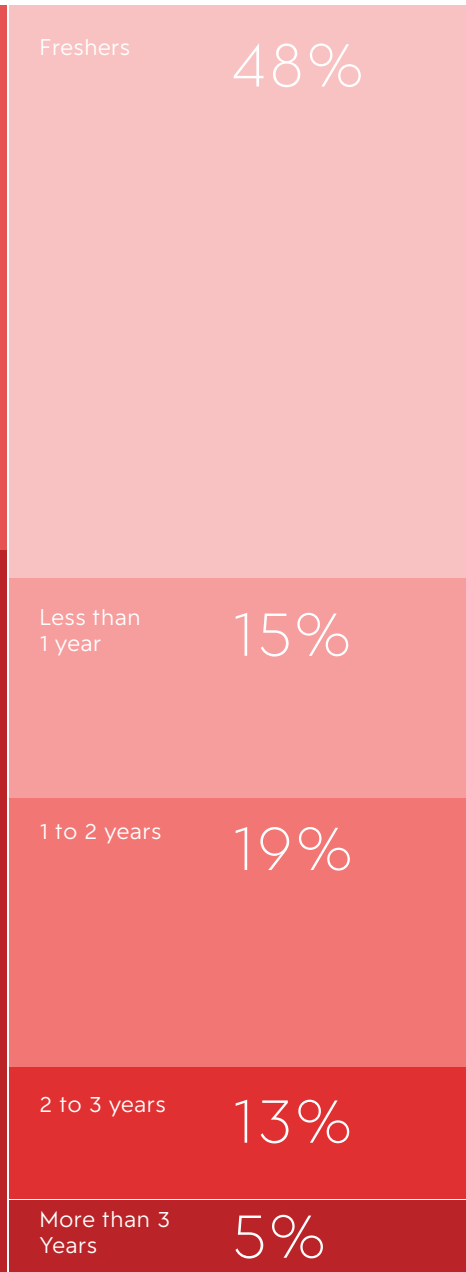
\* For 2 months

# | Batch Profile

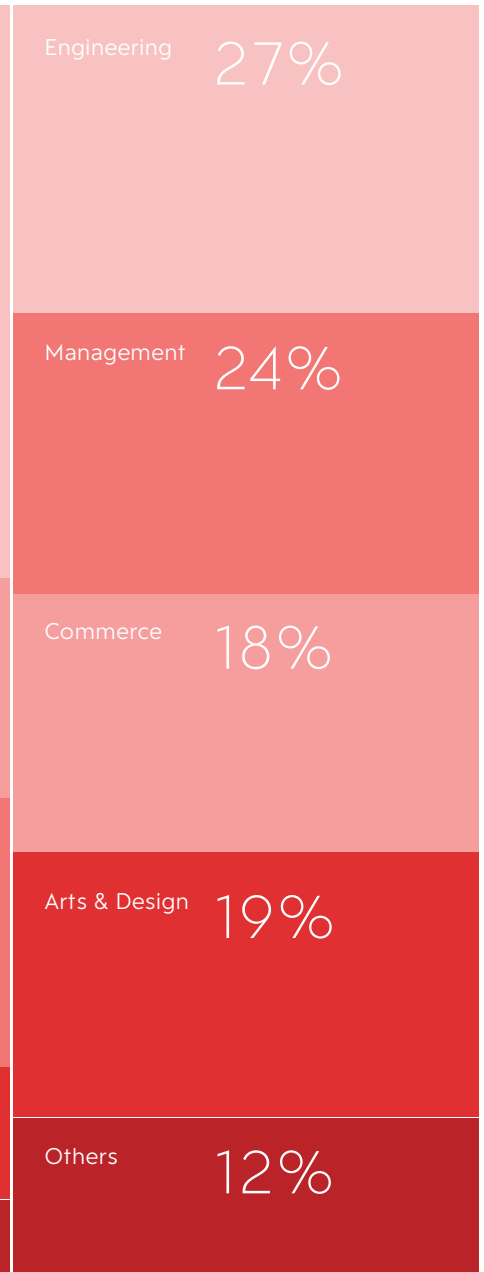
## Gender Ratio



## Work Experience



## Educational Background



# Highlights

Placements

100%

229 students

Highest Stipend (₹)

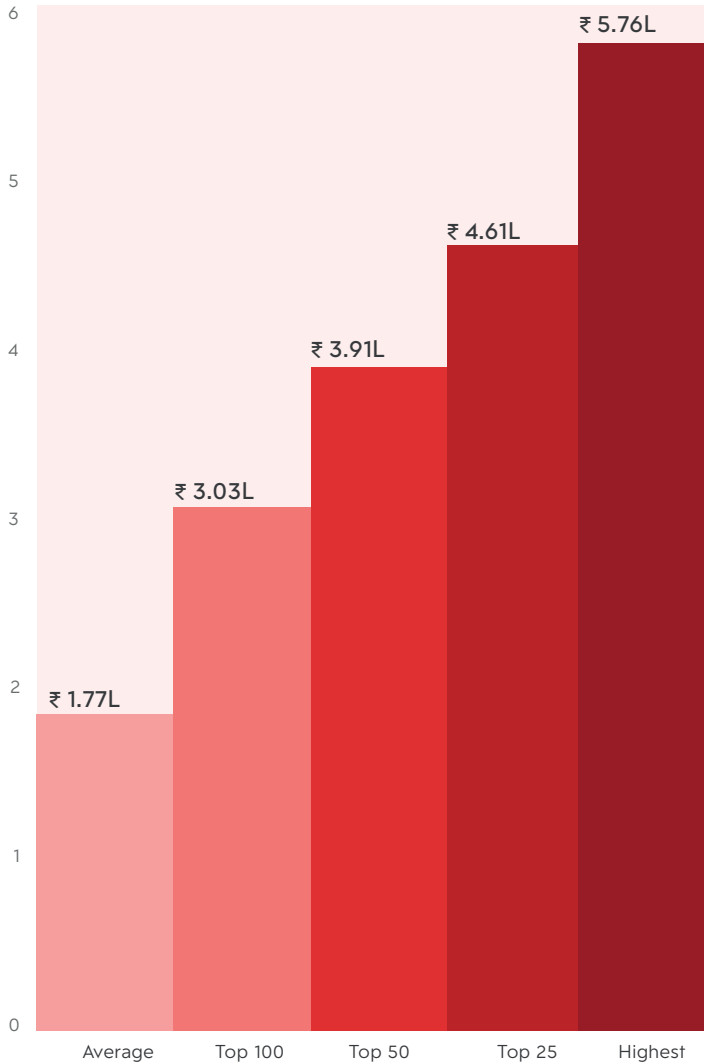
5.76L

for 2 Months







Average Stipend (₹)

1.77L

for 2 Months



## Offers & stipends (for 2 Months) by sector

	<b>FMCG/E-Comm</b>	<b>84</b> Offers	<b>₹ 1.83L</b> Average	<b>₹ 5.00L</b> Highest
	<b>Media &amp; OTT</b>	<b>34</b> Offers	<b>₹ 1.52L</b> Average	<b>₹ 3.00L</b> Highest
	<b>BFSI &amp; Fintech</b>	<b>19</b> Offers	<b>₹ 1.72L</b> Average	<b>₹ 4.35L</b> Highest
	<b>Consulting &amp; Tech</b>	<b>19</b> Offers	<b>₹ 3.13L</b> Average	<b>₹ 3.50L</b> Highest
	<b>Consumer Tech</b>	<b>11</b> Offers	<b>₹ 3.86L</b> Average	<b>₹ 5.76L</b> Highest
	<b>Others</b>	<b>62</b> Offers	<b>₹ 1.04L</b> Average	<b>₹ 3.50L</b> Highest

## | Roles Offered

- Account Planning
- Associate Consultant
- Brand Management
- Brand Marketing
- Brand Solutions
- Business and Strategy Analyst
- Business Development
- Business Planning
- Business Strategy
- Client Servicing & Strategy
- Commercial Summer
- Content Development & Analytics
- Corporate Communications
- Creative/Data Strategy
- Data & Insights
- Data Strategy
- Digital Media Planning
- DTC Programming
- E-commerce
- Growth Marketing
- GTM and Product Marketing
- Influencer Marketing
- Insight & Innovation Intern
- Digital Experience & Support Systems Intern
- Management Trainee
- Market Research
- Marketing
- Marketing & Branding
- Marketing & Communications
- Marketing Associate
- Marketing Content & Consumer Insights
- Marketing, Brands and Communications
- Marketing/Brand
- Product Intern
- Product Analytics
- Programming Strategy & Insights
- Sales and Marketing
- Sales and E-Commerce
- Social Media Strategist
- Marketing Strategy
- S&C Intern
- Creative Design, Advertising



# | Recruiters List



FMCG/EComm



BFSI & Fintech



Consumer Tech





Consulting & Tech

accenture

accenture  
Strategy & Consulting

gameramp

senti  
sum.

tcs  
TATA  
CONSULTANCY  
SERVICES



Media, OTT & Sports

Bennett & Coleman

dentsu

FAMOUS  
INNOVATIONS

FRIDAY  
FICTION  
FILMS

HAVAS  
Media Network

Jio Star

OGS  
Omnivision Global Solutions

Plum  
insights

red bangle

rioconn

Schbang.

SONY  
PICTURES  
NETWORKS

SI

t6d

THE HINDU

WARNER BROS.  
DISCOVERY



Others

ab.  
coffee

airtel

amdocs

CKA Birla Group

Dr.Reddy's

ENGINEERS  
HORIZON

Everest

goSTOPS

HABER

Jaquar  
GROUP

J&J

JUSTDOGS

labcorp

L&T

LDC  
Larsen & Toubro Company

MasterSoft  
Auditory solutions...

mindtickle

Nando's

K H A I  
Regional Brand/ Multi-Brand

PAHARPUR

ReNew  
POWER

rezlive  
LIFE  
added learning to your personal life system

SALTSTAYZ

SIMPLE  
energy

SIXTH  
FAC+OR

SPINNY

SUN  
PHARMA

ki  
MOBILITY  
SOLUTIONS

vedanta

VOLVO

## | Life@MICA

MICA was established as a space where ideas are nurtured, creativity is unleashed, and young minds are inspired to challenge convention. This philosophy continues to shape every aspect of campus life.

Walking into MICA is an experience that sets it apart from the very first moment. The iconic red-brick architecture, the vibrant energy across its courtyards, and the unmistakable spirit of creativity signal that this is far more than a conventional business school. While MICA offers some of the finest marketing and strategic communication programs in the country, it is the rich campus life beyond the classroom that truly defines the MICA experience.







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