

### **B-School Grads Flock to FMCG Cos; HUL Most Preferred Recruiter**

The FMCG industry has emerged the sector of choice for B-school graduates with Hindustan Unilever emerging the preferred recruiter.

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# FMCG Tops MBA Grads' Wish List, HUL Most-preferred Co

Consultancy, investment banking, financial institutions are other popular choices

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The fast moving consumer goods (FMCG) sector has emerged as the sector of choice for business school graduates with Hindustan Unilever topping the list as the preferred recruiter; according to a Nielsen survey. Thirty six per cent students preferred a career in the FMCG sector.

In its 12th year, the study took the views of 1,100 final year students from the top 35 B-schools in India in October-November last year. A majority of students also felt that FMCG has the highest growth potential.

After FMCG, top sectors of choice are management consulting, IT consultancy and services, investment banking, foreign and domestic banks, IT product and development, financial institutions, retail and conglomerates.

Amongst the recruiters of choice, HUL was followed by Google, Aditya Birla Group, Accenture, McKinsey & Co, Infosys, P&G, BCG, Citi Group, Microsoft, TAS and Axis Bank.

"With the FMCG growth in the country being driven by consumption, the sector continues to find favour with students who see it as a sector with huge growth potential," says Nielsen executive director Dinesh Kapoor.

HUL's executive director (HR) Leena Nair said the economic environment has helped FMCG to be the sector of choice amongst the future talent.

"The finance sector probably lost out due to the environment. There is also excitement and speed of working in the FMCG sector, which do attract young talent. Companies like HUL have big leadership practices and brands

## The Dream Job

36% MBA students preferred a career in FMCG sector, a Nielsen survey said

HUL was followed by Google, Aditya Birla Group, Accenture as most sought-after companies

McKinsey & Co, Infosys, P&G, BCG, Citi Group, Microsoft, TAS and Axis Bank also in wish list

Average salary hopes of students from dream company remained the same as compared to the last year at ₹16 lakh pa

Salary expectation from a foreign company continues to remain almost double than that from an Indian company



which is yet another major attraction," says Nair.

Nair says HUL has undertaken a lot of work to become the destination for the best of talent. "We are constantly identifying and grooming the next generation and leaders. We also invest a lot on training and mentoring talent," she said.

HUL won the number one position after a decade. HUL was also ranked the 'dream company' amongst B-school companies for the third year in a row, followed by P&G and McKinsey & Co. ITC also made it into the list of dream companies.

The average salary expectations of the

students from their dream company remained the same as compared to the last year at ₹16 lakh per annum, reflecting students gave more value to their role and job. However, the salary expectation from a foreign company continues to remain almost double than that from an Indian company.

The 2011 Nielsen survey also showed that the top five dimensions students considered when it comes to seeking employment were high degree of independence at work, salary package, learning on the job, growth prospects and standing of the company in the market respectively.