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## HUL is employer of choice for B-School students

**Our Bureau**

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Hindustan Unilever Ltd (HUL) is the 'Employer of Choice' for B-School students who will graduate in 2012, according to a survey by research firm Nielsen. According to Nielsen's Campus Recruiter Index, HUL was followed by Google, Aditya Birla Group, Accenture, McKinsey & Co. The FMCG major also retained its title of 'Dream Employer' for the third year running, said a statement from the company.

According to Nielsen B-school Campus Track which took into account views of 1,100 students from 35 B-schools, FMCG emerged as the industry of choice (36%), followed by Management Consulting (29%), IT consultancy/services (20%) and investment banks (20%). 'Degree of independence at work and decision making', 'Compensation', 'Learning on the job' and 'Good growth prospects' were found to be most critical factors for students deciding on employers.

[gokul.k@thehindu.co.in](mailto:gokul.k@thehindu.co.in)