

Placement Brochure 2026-2027

UNLEASHING NEW TALENT FOR THE IMAGINATION AGE

I Why MICA. Why Now.

The Age of Imagination is not a metaphor. It is a market reality. As AI handles computation and algorithms optimize efficiency, the irreducibly human capabilities - to synthesize meaning, sense cultural shifts, communicate direction, and create value where none existed before - have become the decisive competitive advantage.

A.G. Krishnamurthy understood this in 1991 when he founded MICA. The institution he built was never just a management school. It was conceived as an educational institution where commerce meets culture, where strategy meets storytelling and where data meets empathy.

Today, that founding vision is more relevant than ever. What Industry needs most isn't professionals who can optimize. They need leaders who can imagine. MICAns are trained to do exactly that.

Our Vision

We nurture creative thinkers in the age of imagination.

Our Mission

Shape change-agents who deliver purposeful impact amid ambiguity - through creativity, culture, communication, commerce, and community.



MICA at a Glance

Year Established

1991

Alumni Network

5000+

Acceptance Rate

1.5-2%

NIRF Private Rank - 2025

#9

Faculty

130+

Faculty-Student Ratio

1:12

Professionals Certified

20,000+

Placement Rate

100%

I Leadership



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.

Each student has been rigorously trained and industry-tested, ready to carry the MICAn legacy forward.



Dr. Githa Heggde
Dean & Principal, 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, it prepares students for the future through shared stories and collective growth.

I Governing Council Members

The MICA Governing Council comprises eminent people who represent industry, academia and NGOs. They play a crucial role guiding the Director & CEO and the management leadership team of the institute.

Prof. Tridip Suhrud, Ph.D. (President)

Provost - CEPT University, and Director
L.D. Institute of Indology, Ahmedabad

Aparna Mahesh

Chief Marketing Officer, Great Learning,
Bengaluru and MICA Alum

Ganga Ganapathi

International Country Marketing Leader, Publicis Sapient,
Bengaluru, India and MICA Alum

Jaya Deshmukh

Director and CEO, MICA, Ahmedabad, India and MICA Alum

J Ramachandran

Chairman of Redington Limited, Professor of Strategy (Retd.)
IIM- Bangalore, Bengaluru, India

Kunal Jeswani

CEO, Ogilvy ASEAN, Singapore and MICA Alum

Ramkumar Ramamoorthy

Former CMD, Cognizant India, Chennai, India and Partner,
Catalincs

Shailendra Pratap Jain, Ph.D.

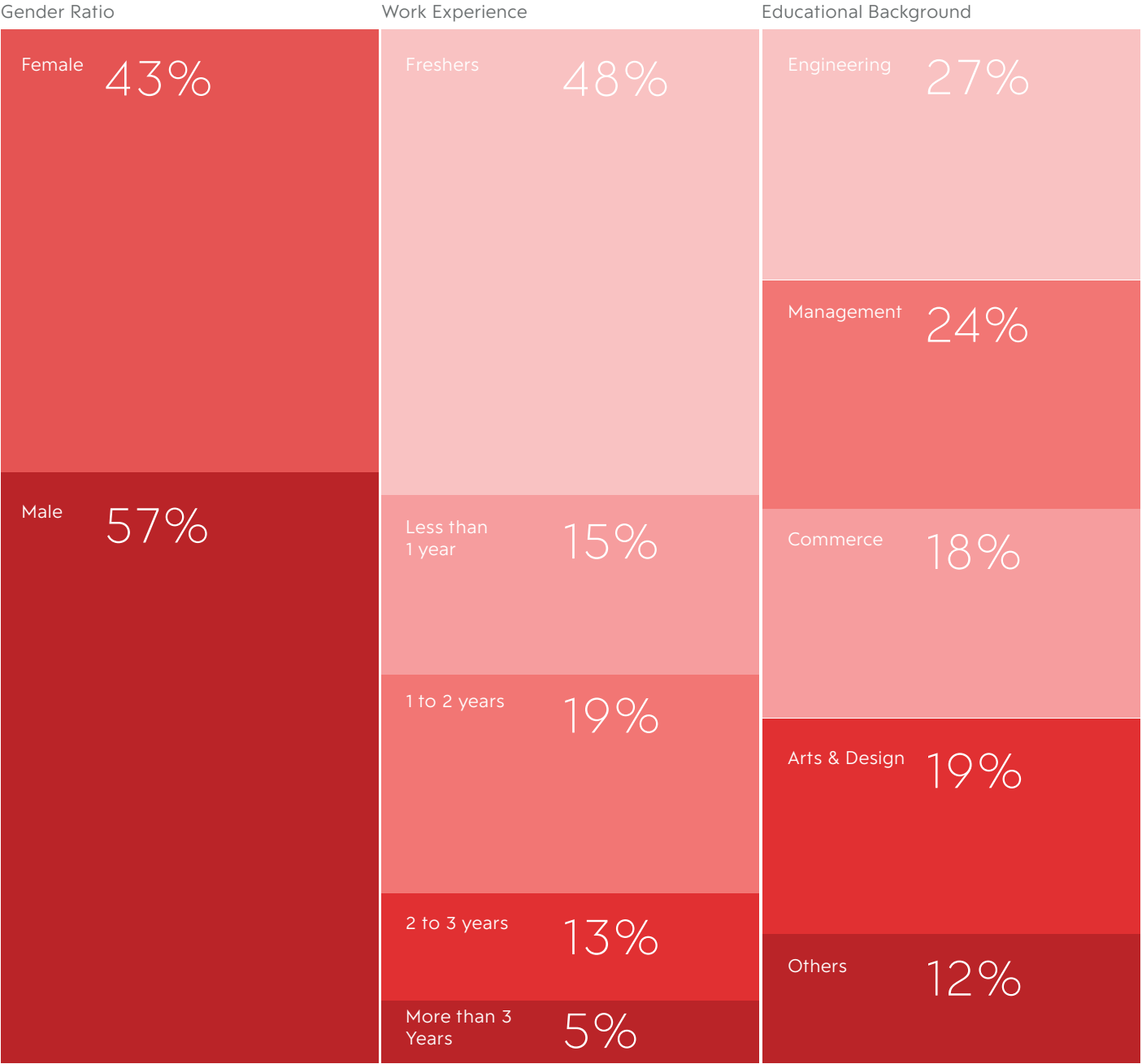
Bret Wheat Endowed Professor of Marketing and International
Business, Foster School of Business, University of Washington,
Seattle, USA



I Batch Profile 2025-27

In a business landscape shaped by rapid shifts in consumer behaviour, AI-led disruption, and immersive brand experiences, the Class of 2025–27 reflects a purposeful synthesis of domain diversity, experiential range, and future-facing orientation. An intentionally diverse talent composition - equipped to learn, operate, and excel at the intersection of technology, creativity, and strategic insight.

Youthful Energy. Industry-Tested Talent. The average age of the batch is 23 years - a perfect blend of fresh perspectives and early-career curiosity. Over half the batch (54%) brings prior work experience across digital marketing, media, consulting, analytics, FMCG, and tech. This hands-on exposure ensures recruiters engage with candidates who combine academic rigour with real-world agility, strategic thinking, and immediate contribution to business goals.



I Summer Placements 2026

In the current digitally accelerated economy, industries are recalibrating their talent strategies - making internships a critical proving ground for final placements. MICA's Summer Placement season for the Batch of 2025–27 reflects both the institution's ability to prepare students for high-impact roles and the industry's enduring confidence in the MICA edge.

Highest stipend (₹) *

5,76,000

Average stipend (₹) *

1,77,262

Top 25 Average stipend (₹) *

4,61,200

Top 50 Average Stipend (₹) *

3,91,340

Top 100 Average Stipend (₹) *

3,03,070

Students Placed

100%

* Interim Figures



Sector Overview — Summer Placements 2026

Offers & stipends (for 2 Months) by sector

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

Roles Offered

- Account Planning
 - Associate Consultant
 - Brand Management
 - Brand Marketing
 - Brand Solutions
 - Business & Strategy Analyst
 - Business Development
 - Business Planning
 - Business Strategy
 - Client Servicing & Strategy
 - Communications
 - Content Development & Analytics
 - Corporate Communications
 - Creative/Data Strategy
 - Data & Insights
 - Digital Media Planning
 - E-commerce
 - Growth Marketing
 - GTM and Product Marketing
 - Influencer Marketing
 - Management Trainee
 - Market Research
- Marketing & Branding
 - Marketing & Communications
 - Marketing Strategy
 - Performance Marketing
 - Product Analytics
 - Programming Strategy & Insights
 - Sales and Marketing
 - Social Media Strategist
 - S&C Intern
 - Creative Design & Advertising

I Summer Internship Recruiters 2026



FMCG/EComm



BFSI & Fintech

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Consumer Tech

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Consulting
& Tech

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Media, OTT &
Sports



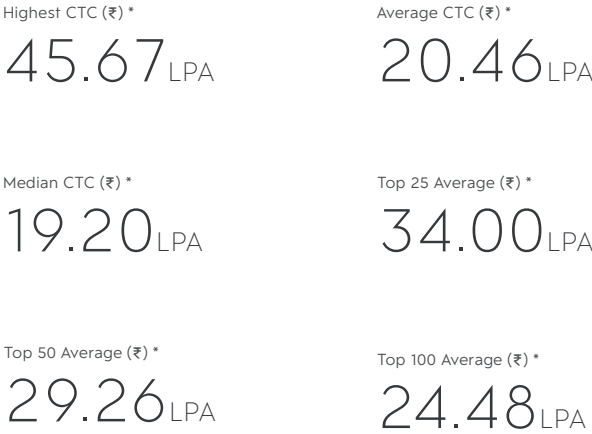
Others

I Final Placements - Batch 2024–26

The Batch of 2024-26 witnessed a promising placement season, demonstrating sustained industry interest in MICA talent. The season saw a diverse mix of roles across marketing, analytics, consulting, strategy, and communication - reflecting the growing demand for multidisciplinary professionals who can navigate the intersection of culture and commerce.

This batch proved that the MICAn edge isn't just a differentiator - it's a multiplier. A notable number of students also converted their Summer Internship Programs into Pre-Placement Offers, reinforcing industry confidence in the cohort's on-ground performance.

Placement Highlights -
183 students placed | 81 recruiters



* Interim Figures



Sector Overview – PGP 31 Placements

	FMCG/FMCD/E Commerce	55 Offers	₹ 21.14L Average	₹ 35.50L Highest
	Media & Entertainment	26 Offers	₹ 18.29L Average	₹ 22.80L Highest
	BFSI & Fintech	33 Offers	₹ 20.06L Average	₹ 38.60L Highest
	Consulting & Tech	24 Offers	₹ 23.74L Average	₹ 29.04L Highest
	Consumer Tech	15 Offers	₹ 26.67L Average	₹ 45.67L Highest
	Others	30 Offers	₹ 15.79L Average	₹ 23.16L Highest

Roles Offered

The batch received offers across a wide spectrum of **Marketing & Branding, Product Management, Business Development & Sales, Analytics, Consulting, Technology, and Strategy roles** - reflecting the cohort's functional depth and cross-industry adaptability.

- Assistant Manager - Brand Marketing
 - Brand Manager / Brand Strategy
 - Brand Storytelling Specialist
 - Business Development & Sales
 - Business Growth
 - Business Operations Manager
 - Business Strategy Associate
 - Channel & Trade Marketing
 - Client Solutions Executive
 - Communication Strategy Manager
 - Content Strategy
 - Data Scientist
 - Digital Content & Platform Strategy
 - Digital Marketing - Campaign Manager
 - Employer Branding
 - Growth Marketing
- Lead – Strategy & Growth
 - Leadership Trainee - Analytics
 - Management Trainee
 - Management Trainee - Consulting
 - Management Trainee - Sales
 - Marketing Manager
 - Media Planning & Buying
 - Partnerships & Brand Collaborations
 - Performance Marketing
 - Product Management Analyst
 - Product Marketing
 - Relationship Manager
 - Senior Consultant / Business Consultant
 - Senior Manager - Marketing
 - Strategy & Consulting Analyst

I Final Placement Recruiters 2024–26



| Our Programmes

PGDM-C Post Graduate Diploma in Management - Communications

Our flagship programme immerses students in customer, product, brand, campaigns, and technology - building capability at the intersection of cultural analysis and strategic marketing. Students develop the capacity to understand brands as cultural narratives, and products as catalysts for social connection.

- Strategic Marketing with Cultural Intelligence
- 180 students/year
- Since 1994
- AICTE Approved
- NBA Accredited



PGDM Post Graduate Diploma in Management

Focused on Applied AI and human-centred design, this programme prepares students for non-technical managerial careers in AI - business analysis, data science and analytics, AI product management, and AI governance. Students learn to extract cultural patterns from data streams and design technology solutions that enhance, rather than replace, human insight.

- Applied AI with Human-Centered Design
- 60 students/year
- Since 2019
- AICTE Approved
- NBA Accredited



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.



I Prominent MICAns

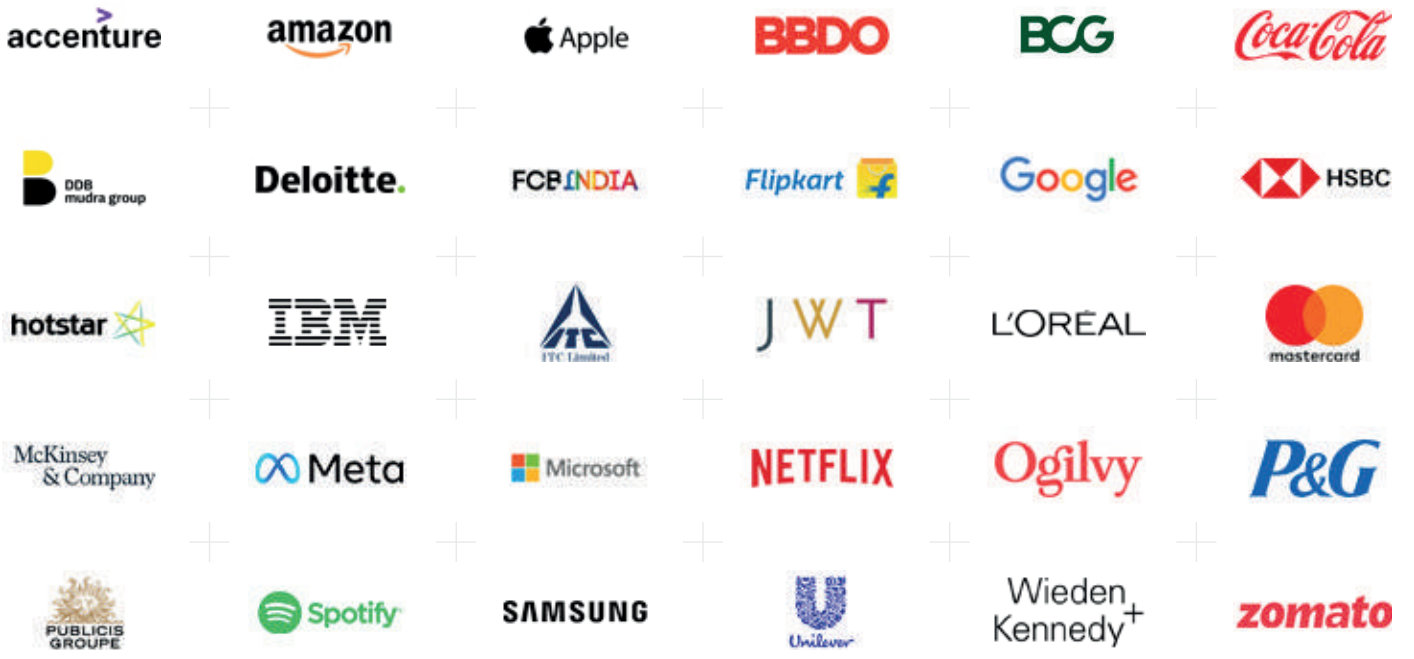
Over 5,000 alumni have shaped markets across three decades — leading where creativity meets commerce, where culture shapes markets, and where communication drives transformation. Over 50% of MICA's first ten batches hold Director-level positions or above. Leaders like:

Aditya Kanthy CEO & MD, Omnicom Advertising Group	Ajit Gurnani Chief Business Dev Officer, Publicis Groupe	Akanksha Jain MD, Accenture Song India	Alok Sanwal Chief Executive Officer, Dainik Jagran INEXT	Anuj Kumar Co-founder, Chief Revenue & Operating Officer, Affle
Aparna Mahesh Chief Marketing Officer, Great Learning	Arjoon Bose Vice President Marketing (Europe Middle East Africa & India), Coach	Arvind K Cloud+ International Business Leadership, Apple Inc.	Atreyi Ray Managing VP - Product Management (Markets and Industries), Gartner	Avinava Banerjee Head eCommerce Strategy & Tranformation GCC, PepsiCo
Basant Rathore Senior VP - Strategy, Brand & Business Development, Jagran Prakashan Ltd.	Dheeraj Sinha Group CEO - India and South Asia, FCB India	G Srinivasa Raghavan Global President & CEO, TVS Mobility Private Limited	Ganga Ganapathi International Country Marketing Leader, Publicis Sapient	Himanshu Vashishtha Founder & CEO, SixthFactor Consulting
Isha Sapra Co-Founder & CEO, Ausper	Kavita Chaturvedi Chief Executive, Biscuits & Confections (Biscuits & Cakes, Confectionery, Chocolates & Coffee), ITC Limited	Kedar Lele President - South Asia, Haleon	Kishore Ajwani Managing Editor, News18 India	Kunal Jeswani Chief Executive Officer, Ogilvy, ASEAN
Madhumita Chakraborty Global Brand Lead, HP	Monika Chandra Senior Director, UX Research, Google Search, Google	Navaneeth L V CEO, THG Publishing Private Limited, The Hindu	Navin Khemka President, WPP Media	Nishant Kaushal Founder & CEO, ADNA Research
Pallavi Chopra Chief Marketing Officer, redBus	Priyanka Khaneja Head of Amazon India Ads Marketing, Amazon	Radhika Bahri Director, Global Media, Meta	Rajat Tuli Co-Founder, USTRAA-Grooming For Men	Rishi Saxena Global Product Lead, WFA 'Halo' Cross Media Measurement Initiative, WFA

Rohit Meht Director, Amazon Devices, Amazon	Ruchika Singh Director , Head of Data Science & Insights, Spotify	Sagnik Mukherjee Head of Branded Integrations in Content, Sony Pictures Networks India	Sanjay Sharma Founder, Asymmetry	Sushant Dash Chief Executive Officer, Tata Global Beverages
Tara Prabhakar Senior Director, Strategic Growth Initiatives,	Tithi Ghosh President, Ogilvy South, Ogilvy & Mather	Vaibhav Mehta Founder Director, The Content Lab	Varun Dua Chief Executive Officer, Acko	Vishnu Athreya Senior VP - Content Strategy & Current Series Production, Warner Bros. Animation

Where MICAns Work

MICAns lead at some of the world's most respected organisations across FMCG, technology, consulting, media, and financial services.



I Corporate Engagement Calendar 2026-27

MICA’s engagement with industry is year-round, structured, and purpose-driven designed to ensure that learning happens at the inter-section of the classroom and the boardroom.

When	What
28-Jun-26	PGP 1 + SOAC + FPM Inauguration
11-Jul-26	Alumni Meet Mumbai + Delhi + Bangalore
07-Aug-26	CHRO + CMO Summit Bangalore
21-Aug-26	CHRO + CMO Summit Mumbai
04-Sep-26	Singapore Alumni Meet
11-Sep-26	CHRO + CMO Summit Delhi
December 19 to 21, 2026	MICA for MICAns on campus 1000 alumni and 5 tracks
January 22 to 24, 2027	ICMC + CHRO + CMO + Job Fair
February 12 to 14, 2027	MICANVAS
March 25 to April 03, 2027	SOAC & SOMA Exhibition
April 04 to 15, 2027	SOAC Summer Internship
June 19 to 25, 2027	SOAC Placements begin (Online & Offline)
26-Jun-27	SOAC 2027 Convocation

I Student Testimonials

The MICAn transformation is best understood through those who’ve lived it. Across industries and geographies, the MICA experience leaves a mark that’s impossible to replicate.



“MICA’s curriculum directly translated to my success in securing a summer placement and a PPO at Google. What truly sets MICA apart is its community. The unwavering support from faculty, PlaceComm, and my peers was incredible, and experiencing the strength of the MICA network firsthand through the mentorship of MICA seniors already at Google was an invaluable part of my journey.”

Maheshwari Rawat
Product Support Consultant,
Google India



“Securing a PPO from HSBC has been a defining milestone in my professional journey, and I owe much of this success to the rigorous ecosystem at MICA. The college’s focus on strategic marketing and consumer insights provided me with the unique toolkit needed to excel during my internship.”

Aditya Singh
Management Trainee,
International Wealth and
Premier Banking - HSBC



“MICA has played a huge role in my journey from helping me secure a summer internship at ITC Limited to supporting me throughout the process that eventually led to a PPO. I’m truly grateful to be part of an institute that invests so deeply in its students’ growth and success.”

Trisha Sha
Assistant Under Training
(Sales & Marketing), ITC

I Partner with MICA

Industry needs professionals who navigate ambiguity, synthesise complexity, and communicate direction when the map is being redrawn. MICA graduates don't just fill roles - they define what roles need to exist.

Our research doesn't just respond to industry trends - it interprets them before they crystallise. Our LMDPs don't offer generic training - they solve specific organisational challenges.



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