

Ecomm Cos Make a Beeline for B-schools

Surge in hiring by firms such as Paytm, Amazon, ShopClues and Flipkart after a two-year lull

**Sreeradha D Basu
& Brinda Dasgupta**

Mumbai | Bengaluru: Campus hiring by ecommerce companies and startups is once again on the rise at the country's leading business schools after a slide in the past two years.

Ecommerce companies such as Amazon, Paytm, ShopClues and Flipkart — back after a year's hiatus — to debutants like Go-Jek and UpGrad are among those going to the Indian Institutes of Management (IIMs) and other premier B-schools this placement season to recruit the brightest management talent.

"This placement season, we are planning to hire about 60-70 from B-schools for Paytm Mall, and for the larger organisation we will hire at least 80-90," said Manav Jain,

Back With A Bang

Ecommerce & startup hiring up at top B-schools including IIMs, MDI Gurgaon, SPJIMR & IIFT

Ola, Flipkart, Paytm, Amazon, ShopClues, Oyo, Go-Jek and UpGrad are among the recruiters

HIRING FOR KEY ROLES

Finance, product management, business development, supply chain, sales and marketing, content strategy



associate vice president, Paytm.

"This is an increase from last year since we have been continuously adding to our business portfolios over the last few months," said Jain.

Sayan Dutta, head of university relations for India at Amazon, said, "We remain committed to investing in MBA talent as we scale

up our operations in India."

ShopClues is hiring engineering and B-school graduates to fill vacancies, said Babu Vittal, human resource (HR) head at ShopClues, with more than 30 of them being management graduates.

Institutes on its radar are IIM Calcutta, Management Development Institute (MDI), Gurgaon,

Symbiosis Centre for Management and Human Resource Development (SCHMRD), XLRI and IIM Nagpur.

Ola senior vice president Yugantar Saikia said the cab aggregator is planning to visit seven-eight campuses and hire students who will play an integral role in helping the company expand its operations with innovative mobility solutions. B-school grads will join Ola's operations, product management and human resource teams, and some may even work on a rotational assignment basis, said Saikia.

While top IIMs will host final placements next month, at B-schools that have already completed the process, the increase in ecommerce and startup hiring is evident. These schools had seen hiring by the segment reach a high in 2015, then decline as the sector went through a rough patch.