

Leading Companies Visit KBS Campus

DABUR INDIA Live Project:

After continuous persuasion the KBS Placement Team could bring one of the finest brand DABUR INDIA LTD. on KBS campus. Dabur India initiated the process by giving live projects for a week to our 20 management students. The Live project was about Modern Trade, which was conducted across the city in all leading malls.

KBS management students in Dabur live project shared their experiences:

Prajakta Khawle, PGDM student says "This 5 day sales gave us a great experience & helped us learn how to deal with 2 to 3 customers at the same time. Due to field work we learned the nature of the market at a ground level. We came to know how much effort is required to switch customer from 1 brand to another. Thank you KBS for giving us this great opportunity."

Harsha Khandelwal, MMS student said, "it was an immense pleasure to work with Dabur. I gained alot of practical knowledge on consumer buying behaviour and preferences. It was a golden opportunity for me to represent & know more about the brand Dabur."

It was one of the most successful projects wherein students got a great retail experience and even Dabur enjoyed great profits. They felicitated KBS management students with a Cash prize & Certificate.

Students got fantastic opportunity in terms of exploring their working with an FMCG brand and great learning's they experienced.



AMUL INDIA:

Amul India visited KBS campus for a campus drive; 02 students were selected for final placements as Territory Sales Manager.

COLGATE PALMOLIVE:

Everyone knows that Colgate & Palmolive visits only Ivy League institutes. After continuous persuasion and sharing & exchanging ideas the placement team was able to bring this leading brand on KBS campus. They implemented the idea of bringing them on campus for a fulltime internship which will be followed by the Pre-Placement Offer or Final Placement Offer depending on the Best selected student and his/her performance. Colgate & Palmolive selected 1 student for two month final placement internship.



COLGATE-PALMOLIVE



ITC LTD :

ITC is one of the finest FMCG organization. In last one and half year ITC has come to KBS campus 5 times to select our final year students as well as for summer internships.

ITC conducts live projects, wherein this year (2018) they picked up 20 best students & carried out live projects for two months. Students were asked to give presentation on what they did and the best two presenting teams were given summer internships. The live project was about Trade Marketing & Distribution and it was performed among ITC distribution channel.

Darshan Vyas, PGDM student says "ITC YUVA Project was knowledge enriching. During the project I observed and learned sales and distribution process in FMCG sector. For this learning process I got tremendous support from the area executive and sales team."

Saurabh Parab, MMS student said "The ITC live project has increased my knowledge quotient to next level. The things which I studied theoretically during my entire academic year I was able to apply in my ITC live project. I am thankful to ITC and my placement team for giving me this opportunity."



INDUSIND BANK :

It was a pool campus which was held at KBS campus. Around 21 Management Institutes from in & out of Mumbai had participated. Over 200 candidates were a part of entire Placement process including KBS. The selection process was rigorous which included the preplacement talks, group discussion & two rounds of personal interview. It was a tough competition and out of 200 candidates the company selected 15 of which 3 students were selected from KBS as Management Trainees.

Overall 170 leading companies visited KBS campus for Summer Internship & Final Placements resulting in the MMS & PGDM students being positioned in well established renowned companies.

Here are the few pictures of companies who visited KBS Campus.

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