

PLACEMENT REPORT

2022-23



PGP DIGITAL MEDIA & MARKETING
COMMUNICATIONS



MESSAGE FROM VICE CHANCELLOR



Dear Reader,

We at Jio Institute are committed to shaping the next generation of professionals who are equipped to thrive in a rapidly changing world. Our goal is to bridge the gap between industry needs and specialized skills through carefully crafted postgraduate programmes. Currently we offer two postgraduate programmes: (a) Artificial Intelligence & Data Science (AI&DS) and (b) Digital Media & Marketing Communications (DM&MC). These programmes are meticulously designed and mentored by expert academicians from renowned international universities. Our faculty comprises both academic and industry practitioners from India and around the world.

Our educational philosophy emphasizes holistic learning, combining academic excellence with personal development, practical skills, and real-world experiences. This comprehensive approach ensures that our students are well-prepared to step confidently into the professional world. Additionally, our curriculum includes a 'Study Abroad Module', offering students the opportunity to engage with global institutions and industry, broaden their perspectives, and gain valuable international exposure.

We place significant emphasis on cultivating a mindset oriented toward exploration and innovation, which we believe is essential not only for personal growth but also for driving positive change in society.



Dr. Dipak Jain

Former Dean, Kellogg School of Management, USA
Former Dean, INSEAD, France





ABOUT **JIO INSTITUTE**

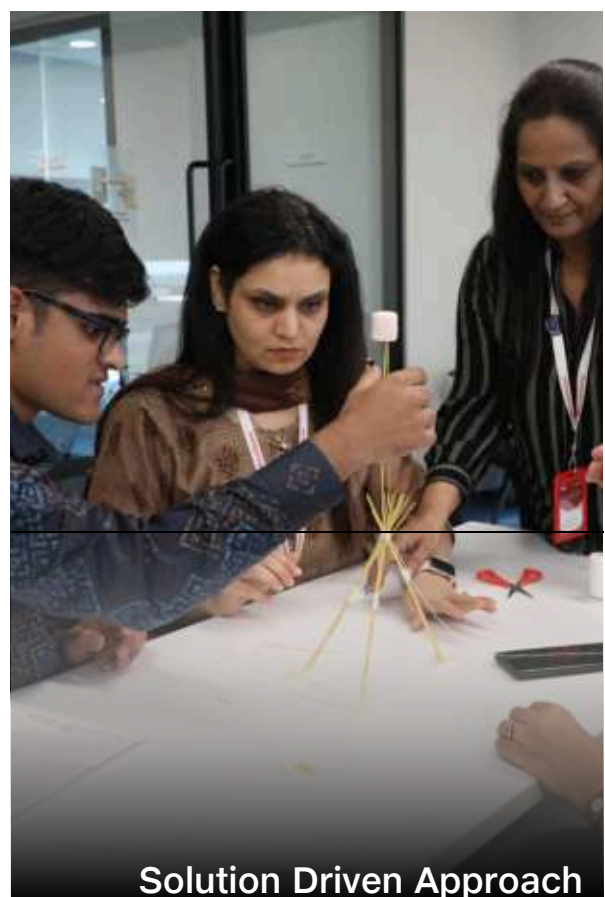
Jio Institute is a multidisciplinary higher education institute set up by the Reliance Group. The Institute is dedicated to the pursuit of excellence by bringing together global scholars and thought leaders and providing an enriching student experience through world-class education, and a culture of research and innovation.

OUR **VISION**

We envisage being a world-class higher education Institute through our multi-disciplinary academic programmes, and a culture of research, innovation, and entrepreneurship. To achieve this, we focus on creating relevant ecosystems for lifelong learning, developing an attitude of problem-solving, and associating with global scholars and thought leaders from around the world. With this solution-driven approach, Jio Institute aims to play a pivotal role in nation-building and nurturing global citizens.



PILLARS OF **JIO INSTITUTE**



PILLARS OF **JIO INSTITUTE**



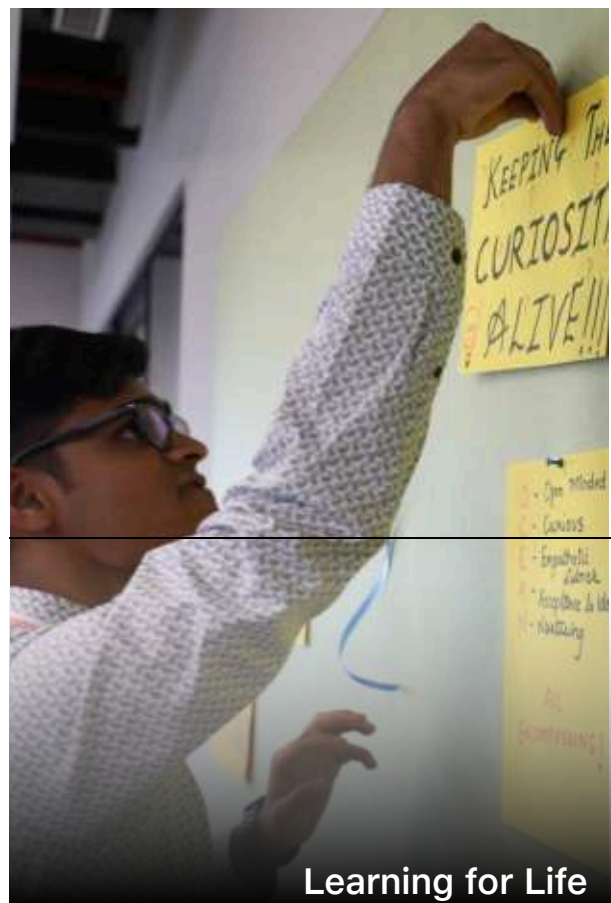
Global Outlook



Holistic Education



State-of-the-art Infrastructure



Learning for Life

PROGRAMME OVERVIEW

DIGITAL MEDIA & MARKETING COMMUNICATIONS

This postgraduate programme integrates modern marketing strategies, effective media communication and business fundamentals. The emphasis is on practical learning through projects and global exposure to prepare future leaders with strong marketing insights.

Foundation

- Financial Management
- Business Communication
- Statistics for Business
- Economics
- Management & Strategy
- Entrepreneurship
- Consulting

Core

- Consumer Behavior
- Brand Management
- Product Management
- Sales and Business Development
- Digital and Social Media Marketing
- Marketing Analytics and Research

Advanced

- Advanced Business Analytics
- Digital Media Metrics & Analytics
- Strategic Negotiation
- B2B Marketing
- Media Planning and Buying

The programme equips graduates with skills in brand communications, digital media, and business analytics, along with expertise in crafting effective marketing strategies for diverse audiences. It also provides knowledge of leveraging large-scale data analytics and developing communication strategies.

The curriculum integrates applied projects, case-based learning, tools and frameworks, and global exposure through a 'Study Abroad Module' to offer a comprehensive learning experience



DISTINGUISHED FACULTY

We bring together exceptional minds from around the world. Our faculty includes accomplished professionals, researchers and industry leaders. Our educators have a keen eye on current trends. Together, they collaborate to deliver an enriching learning experience for our students, drawing on their wealth of knowledge.



Mr. Abhishek Hariharan

Brand Strategy & Communications Consultant



Mr. Anurag Mishra

ICF-PCC Certified Leadership and Executive Coach



Mr. Chandrachur Ghosh

Former CEO, Digispice Technologies Ltd.



Dr. Denish Shah

Barbara and Elmer Sunday Associate Professor of Marketing, Founding Director of the Social Media Intelligence Lab, Director of the Marketing (CMO) RoundTable, Georgia State University, USA



Mr. Dominic D'Souza

Former Legal Head, Balaji Group, India



Dr. Frank Mulhern

Associate Dean of Research and Executive Director of Academic Programs in San Francisco, Medill School of Journalism, Northwestern University, USA



Dr. Harsh Taneja

Associate Professor, University of Illinois at Urbana Champaign, USA



Dr. Michael Valos

Honorary Director Industry Engagement, Department of Marketing, Deakin University, Australia



Mr. Nitesh Mohanty

Visual Artist & Design Consultant
Adjunct Faculty, MICA, India

DISTINGUISHED FACULTY



**Dr. Partha
Krishnamurthy**

Larry J. Sachnowitz
Professor of Marketing,
Director of the
Institute for Health Care
Marketing, University of
Houston, USA



**Dr. Prashant
Malaviya**

Professor of Marketing
and Senior Associate
Dean, MBA Programs,
McDonough School of
Business, Georgetown
University, USA



**Ms. Pratibha
Vinayak**

Adjunct Professor at
MICA, India



Dr. Raj Sethuraman

Harold Simmons
Distinguished Professor and
the Executive
Director of the Center for
Marketing Management
Studies,
Southern Methodist
University, Dallas, Texas, USA



Dr. Rajesh Panda

Professor,
Xavier Institute of
Management, India



**Dr. Seshadri
Tirunillai**

Associate Professor -
Marvin Hurley Professor of
Marketing &
Entrepreneurship,
University of Houston, USA



Dr. Sharad Borle

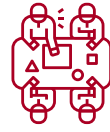
Associate Professor of
Management,
Rice University, USA

APPLICATION-BASED LEARNING



01. Corporate Engagements

- Leadership Talks
- Visiting organizations for one-on-one interactions with thought leaders
- Understanding work-culture and work ethics
- Learning the best-practices in various work environments



02. Capstone Projects

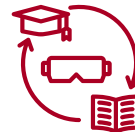
- Immersive projects on real-world problems
- Bridging gaps in theory and practice
- Addressing current industry challenges
- Developing critical thinking skills
- Interdisciplinary teamwork
- Engaging with industry professionals
- Develop practical solutions for industry-specific problems
- Integrate cross-disciplinary insights into project outcomes



03. Workshops

Focused workshops aimed at understanding the specific needs of different industries. The workshops are designed in such a way that, they:

- Provide tailored sessions for industry insights
- Highlight the distinct needs of various sectors
- Aim to provide a comprehensive understanding of industry requirements
- Deliver customized content addressing industry nuances



04. Study Abroad

Two-week long visit to partner foreign university including academic, industry and cultural modules.

- Global Perspective: Exposure to diverse cultures and viewpoints.
- Enhanced Networking: Opportunities to connect with international professionals
- Academic Enrichment: Access to unique courses and resources abroad
- Cultural Competence: Increased understanding of global business practices
- Expanded Professional Network: Connections with peers and professionals



APPLICATION-BASED LEARNING



05. Conclave

The Institute organized a conclave that provided students with a valuable learning and networking opportunity. Renowned HR professionals shared insights on current practices, workplace culture, and engaging the millennial workforce.

The first session, 'Education & Workplace in the Digital Age: Advantages and Challenges,' highlighted the evolving role of HR, focusing on strategic approaches and challenges like remote work and employee engagement. The discussion stressed the value of human-centered practices and continuous upskilling.

The second session, 'Attracting Millennials: Strategies that Work,' covered approaches to engage millennial talent, emphasizing meaningful work, growth opportunities, and managing burnout.

Mr. Sanjay Jog
Chief People Officer,
Reliance Jio Infocomm, India

Mr. Sandeep Joshi
Chief Talent Officer,
Mobility Solutions, Jio-bp, India

Mr. Barttanu Das
Head-Human Resources,
Larsen & Toubro, India

Mr. Jeeva Balakrishnan
SVP & Chief Talent Officer,
Reliance Retail, India

Mr. Kartik Rishi
Partner, People and Organization,
PricewaterhouseCoopers, India

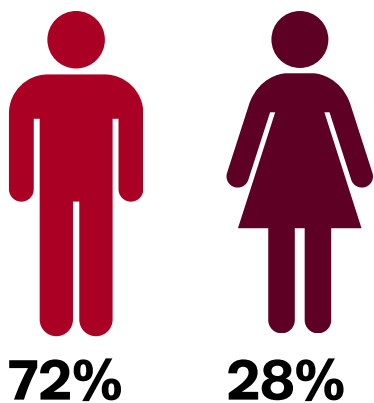
Ms. Ruta Joshi
Head-Human Resources,
Reliance Life Sciences, India



CLASS PROFILE

DIGITAL MEDIA & MARKETING COMMUNICATIONS

GENDER DIVERSITY



TOTAL STUDENTS

60

AVERAGE AGE

25.1 YEARS

NO. OF INDIAN STATES

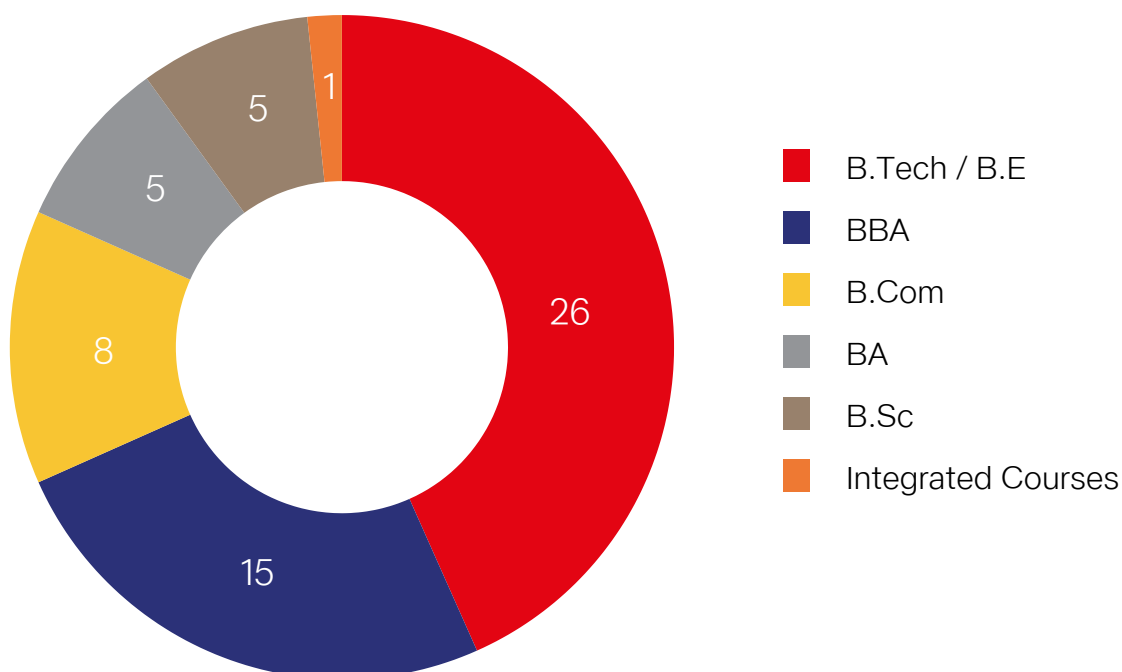
15

AVERAGE WORK EXP.

4 YEARS

*Batch comprised 3 students from Nepal, Bhutan and South Africa respectively

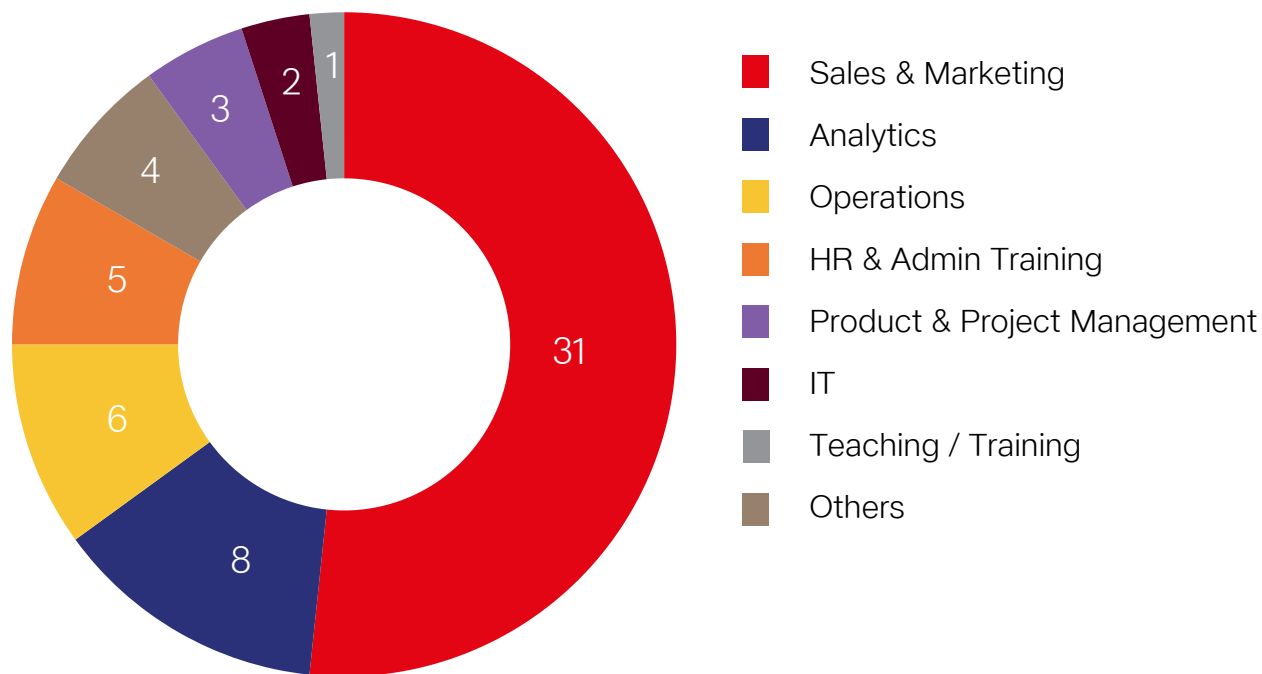
EDUCATIONAL BACKGROUND



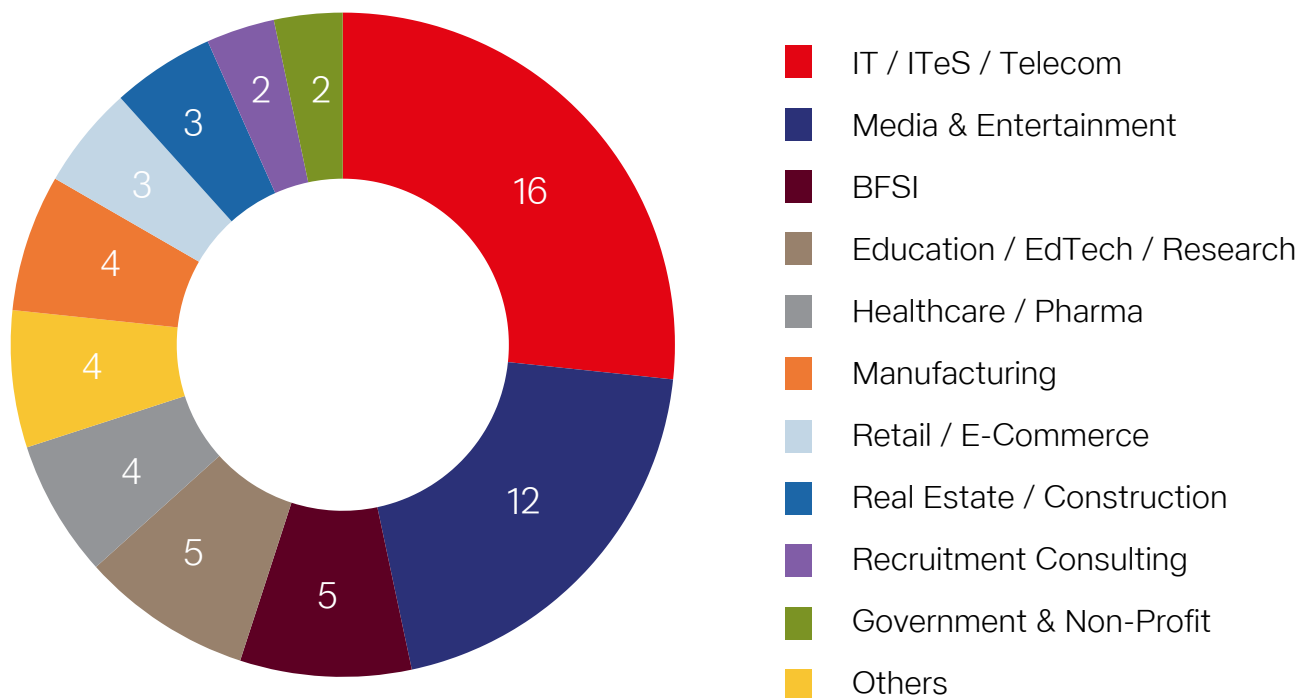
CLASS PROFILE

DIGITAL MEDIA & MARKETING COMMUNICATIONS

FUNCTIONAL BACKGROUND



INDUSTRIAL BACKGROUND



OFFICE OF CAREER SERVICES



The Office of Career Services supports the students to realize their potential and professional aspirations, whether it is to pursue a corporate career, explore research opportunities or embark on entrepreneurial ventures. The Office offers a gamut of resources to upskill students and help them make informed career decisions. They offer comprehensive career support to the students.

PLACEMENT SUPPORT

01. One-on-One Career Mapping

- Career-guidance sessions
- Exploring career options as per their professional expectations
- Identifying skills, strengths and interests to develop a career path
- Understanding organizational norms and industry expectations

02. Soft Skills Training Programme

- Self-Introduction
- Elevator Pitch
- Public Speaking & Debate
- Personal Grooming & Emotional Intelligence
- Resume Building
- SOP Writing
- Group Discussion
- Mock Interview

LEVERAGING THE CORPORATE NETWORK

Jio Institute has developed a strong network of more than 250 corporate partners. The objective is to promote the convergence of academia and industry professionals to provide holistic education to the students.

The Institute engages with corporates by inviting them for:

1. Guests Talks
2. Masterclass
3. Conclaves



PLACEMENT COMMITTEE

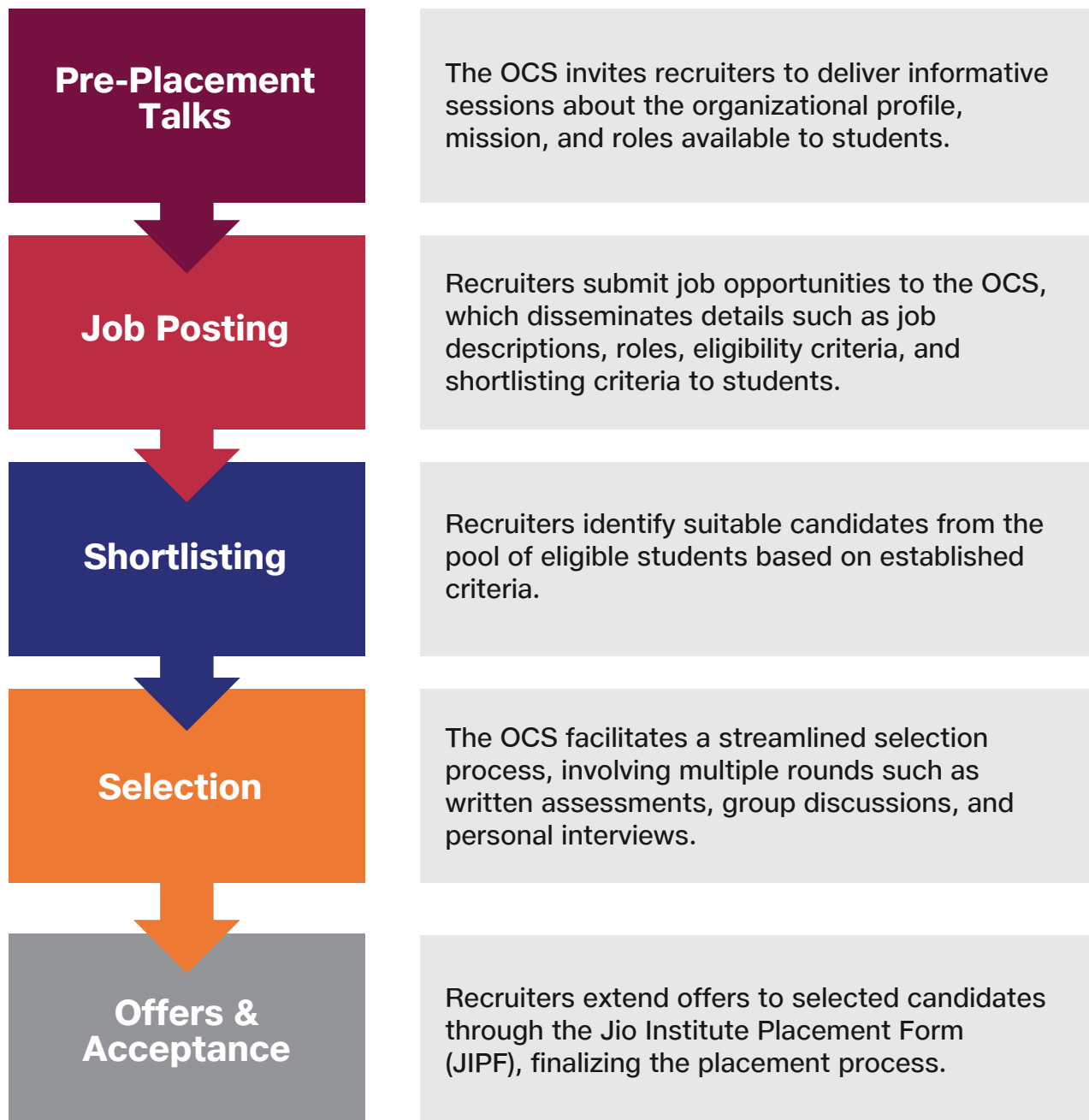
The Placement Committee plays a pivotal role in shaping the future careers of the students. Comprising dedicated representatives from the student body, this committee is selected through a rigorous process, ensuring that its members are fully committed to fostering a professional recruitment experience for both companies and candidates.

The committee works closely with the Office of Career Services throughout the year, to organize events, workshops and networking sessions that help students prepare for the challenges of the job market. Through their work, the Placement Committee ensures that every graduate leaves the Institute not only with excellent education but also with the skills, confidence and opportunities to succeed in their chosen careers.



PLACEMENT PROCESS

To streamline the recruiting experience, the OCS follows a five-step process:



RECRUITING ORGANIZATIONS



StatusNeo

ADDVERB



ROLES

OFFERED ON CAMPUS

DIGITAL MEDIA & MARKETING COMMUNICATIONS



Marketing Manager



Campaign Manager



Market Growth Manager



Corporate Communications



Marketing Service Manager



Digital Publishing & Marketing



Digital Marketing Manager



PLACEMENT DATA

COMPENSATION

54

Students who received and accepted the offer*

Highest Salary

24 LPA

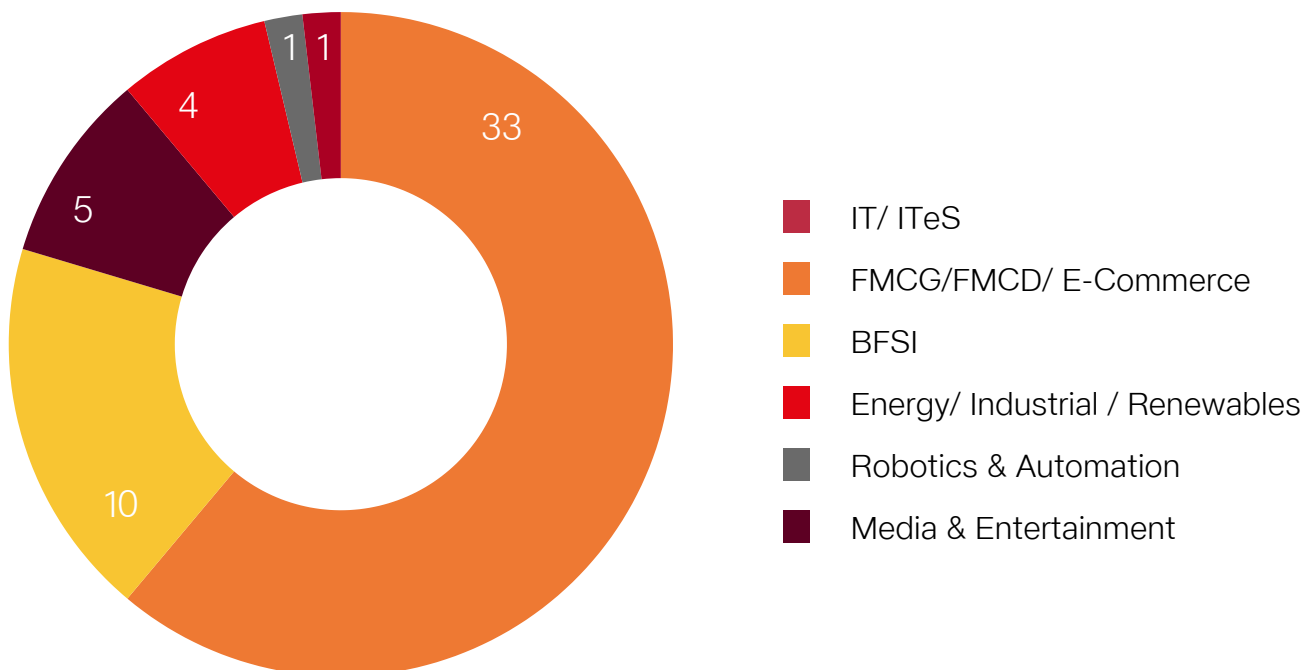
Average Salary

17.46 LPA

Median Salary

15 LPA

PLACEMENT DATA: INDUSTRY WISE



*Out of 60 students, one was company sponsored, two students voluntarily opted out, and three International students returned to their respective countries.



INDEPENDENT PRACTITIONER'S LIMITED ASSURANCE REPORT RELATING TO THE PLACEMENT OFFERS RECEIVED BY THE STUDENTS OF Jio INSTITUTE, MANAGED BY RELIANCE FOUNDATION INSTITUTION OF EDUCATION AND RESEARCH

To the Board of Directors of Reliance Foundation Institution of Education and Research and Project Director of Jio Institute

1. We have undertaken to perform limited assurance engagement, for Jio Institute (the "Institute"), managed by Reliance Foundation Institution of Education and Research (the "Company") in respect of the Subject Matter listed below in accordance with the Management developed Criteria stated in paragraph 3 below. This Subject Matter Information is included in the Institute's Placement Report 2022-23 PGP Artificial Intelligence & Data Science and Placement Report 2022-23 PGP Digital Media & Marketing Communications (together the "Reports").

2. Subject Matter Information

Our scope of limited assurance consists of review of whether placement offer letters were received by the students of the batch 2022-23 enrolled in the Artificial Intelligence & Data Science Post graduate Programme and the Digital Media & Marketing Communications Post graduate Programme (together the "PGPs") of the Institute through the official placement process for the academic session of 2022-23 of the Institute.

3. Criteria

The Criteria internally defined by the Management of the Institute is the signed placement offer letters received by the students of the batch 2022-23 of the PGPs out of the students who opted for the official placement process for the academic session of 2022-23 of the Institute.

4. Management's Responsibility

The Company's management is responsible for selecting or establishing suitable criteria for preparing the Subject Matter Information including taking into account applicable laws and regulations, if any, related to reporting on, preparation and presentation of the Subject Matter Information in accordance with the Criteria. This responsibility includes design, implementation and maintenance of internal controls relevant to the preparation of the Report and the measurement of Subject Matter Information, which is free from material misstatement, whether due to fraud or error.

5. Our Independence and Quality Control

We have complied with the independence and other ethical requirement of the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (including



International Independence Standards) (IESBA Code), which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior. The firm applies Standard on Quality Control (SQC) 1, "Quality Control for Firms that Perform Audits and Reviews of Historical Financial Information, and Other Assurance and Related Services Engagements", and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards, and applicable legal and regulatory requirements. Such system also facilitates the firm obtain reasonable assurance that the objectives of the International Standard of Quality Management (ISQM) 1 are being achieved.

6. Our Responsibility

Our responsibility is to express a limited assurance conclusion on the Subject Matter Information based on the procedures we have performed and evidence we have obtained.

We conducted our limited assurance engagement in accordance with the International Standard on Assurance Engagement 3000 (Revised) 'Assurance Engagements Other Than Audits Or Reviews Of Historical Financial Information' Other than Audits or Reviews of Historical Financial Information (herein referred as "ISAE 3000") issued by the IFAC.

This Standard requires that we plan and perform our engagement to obtain limited assurance about whether the Subject Matter Information is free from material misstatement.

As part of limited assurance engagement in accordance with the Standards, we exercise professional judgment and maintain professional skepticism throughout the engagement.

7. Limited Assurance

A limited assurance engagement involves assessing the suitability in the circumstances of the Company's use of the Criteria as the basis for the preparation of the Subject Matter Information as assessing the risks of material misstatement of the Subject Matter Information whether due to fraud or error, responding to the assessed risks as necessary in the circumstances, and evaluating the overall presentation of the Subject Matter Information.

A limited assurance engagement is substantially less in scope than a reasonable assurance engagement in relation to both the risk assessment procedures, including an understanding of internal control, and the procedures performed in response to the assessed risks.

The procedures we performed were based on our professional judgment and included inquiries, observation of processes performed, inspection of documents, and agreeing or reconciling with underlying records.

Given the circumstances of the engagement, in performing the procedures listed above, we:

- Obtained an understanding of the Subject Matter Information and related disclosures;



- Obtained an understanding of the key systems and processes for recording, processing and reporting on the Subject Matter Information;
- Based on the above understanding and the risks that the Subject Matter Information may be materially misstated, determined the nature, timing and extent of further procedures;
- We reviewed the Letter of Approval from the All-India Council for Technical Education (AICTE) for the PGPs covered in the scope of assurance;
- We obtained and examined the admission letters for the students enrolled under the PGPs for the batch 2022-23;
- We obtained and reviewed the course completion certificates issued by the Institute, and compared them with the list of students enrolled in the PGPs;
- We obtained and verified the placement offer letters/email confirmations, received by the students; and
- Made inquiries of Institute's management and those with the responsibility for preparation of the Reports.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had we performed a reasonable assurance engagement. Accordingly, we do not express a reasonable assurance opinion about whether the Subject Matter Information have been prepared, in all material respects, in accordance with the Criteria.

8. Exclusions

Our assurance scope excludes the following and therefore we do not express a conclusion on:

- Contents of the Reports and the data/information (qualitative or quantitative) other than the Subject Matter Information;
- The statements that describe expression of opinion, belief, aspiration, expectation, aim, or future intentions provided by the Institute; and
- Acceptance of the Placement offers or current employment status of the students of the 2022-23 batch under the PGPs.

9. Limited Assurance Conclusion

Based on the procedures we have performed and the evidence we have obtained, nothing has come to our attention that causes us to believe that the Subject Matter Information presented in the Report are not prepared, in all material respects, in accordance with the Criteria as stated in paragraph 3 above.



10. Restriction on use

Our Limited Assurance report has been prepared and addressed to the Board of Directors of the Company at the request of the Company solely, to assist the Company in reporting on the Institute's Placement Reports 2022-23. Accordingly, we accept no liability to anyone, other than the Company. Our Limited Assurance report should not be used for any other purpose or by any person other than the addressees of our report. We neither accept nor assume any duty of care or liability for any other purpose or to any other party to whom our report is shown or into whose hands it may come without our prior consent in writing.

For Deloitte Haskins & Sells LLP

Chartered Accountants

(Firm's Registration No. 117366W / W-100018)



Pratiq Shah

Partner

Membership No. 111850

UDIN: 24111850BKJLLD4886

Place: Mumbai

Date: October 7, 2024

STUDENT TESTIMONIALS



Harvinder Singh Sabarwal

PGP 2022-23

Digital Media & Marketing Communications

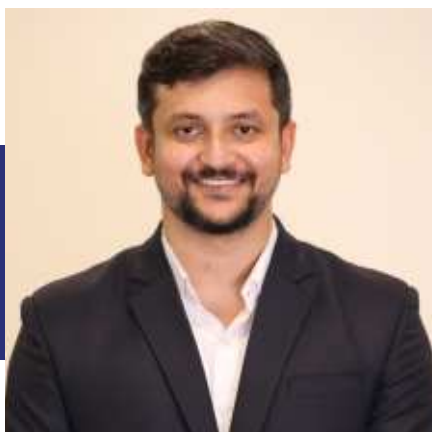
"What sets Jio Institute apart is the intense level of preparation offered by the Office of Career Services. The personalized career and capsule sessions helped me improve my industry knowledge and soft skills, while the mock interviews prepared me for the actual interviews. This preparation sharpened my interview skills, boosted my confidence and helped me secure my dream job"

Hetvi Bhavesh Goradia

PGP 2022-23

Digital Media & Marketing Communications

"In the realm of Digital Media & Marketing Communications, exciting roles such as marketing manager, digital marketing specialist, campaign designer and corporate communications have been offered by companies such as Reliance Retail, Jio, Viacom 18, Addverb Technologies, Karkinos, Pidilite and many more"



Sachin Kumar Rai

PPGP 2022-23

Digital Media & Marketing Communications

"When I first got here, I was amazed by the global faculty and kind of pedagogy that was being offered here. It is definitely a gold standard in India."

Deepanshi Gupta

PGP 2022-23

Digital Media & Marketing Communications

"Jio Institute came as a blessing in disguise for me. The programme focuses on the holistic development of each and every student and makes us industry ready."

