

# **Marketing top recruiter at XIMB placements**

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**T**he placements at Xavier Institute of Management-Bhubaneswar (XIMB), one of the premier B-schools in the country, touched a new high with around 30 new companies visiting the institute's campus and the average salary touching ₹10.76 lakh per annum, a marginal rise over the average salary of ₹10.52 lakh recorded in 2010.

This time, marketing was the top recruiting sector, accounting for 25 per cent of the total placements, upstaging finance, the traditional favourite among students. Most of the new recruiters in the XIMB campus this year were in the marketing domain like Procter & Gamble, Glenmark Pharmaceuticals, Panasonic, Novartis and Metro Cash & Carry to name a few.

The median salary this year stood at ₹10.3 lakh per annum compared to ₹9.5 lakh per year last year.