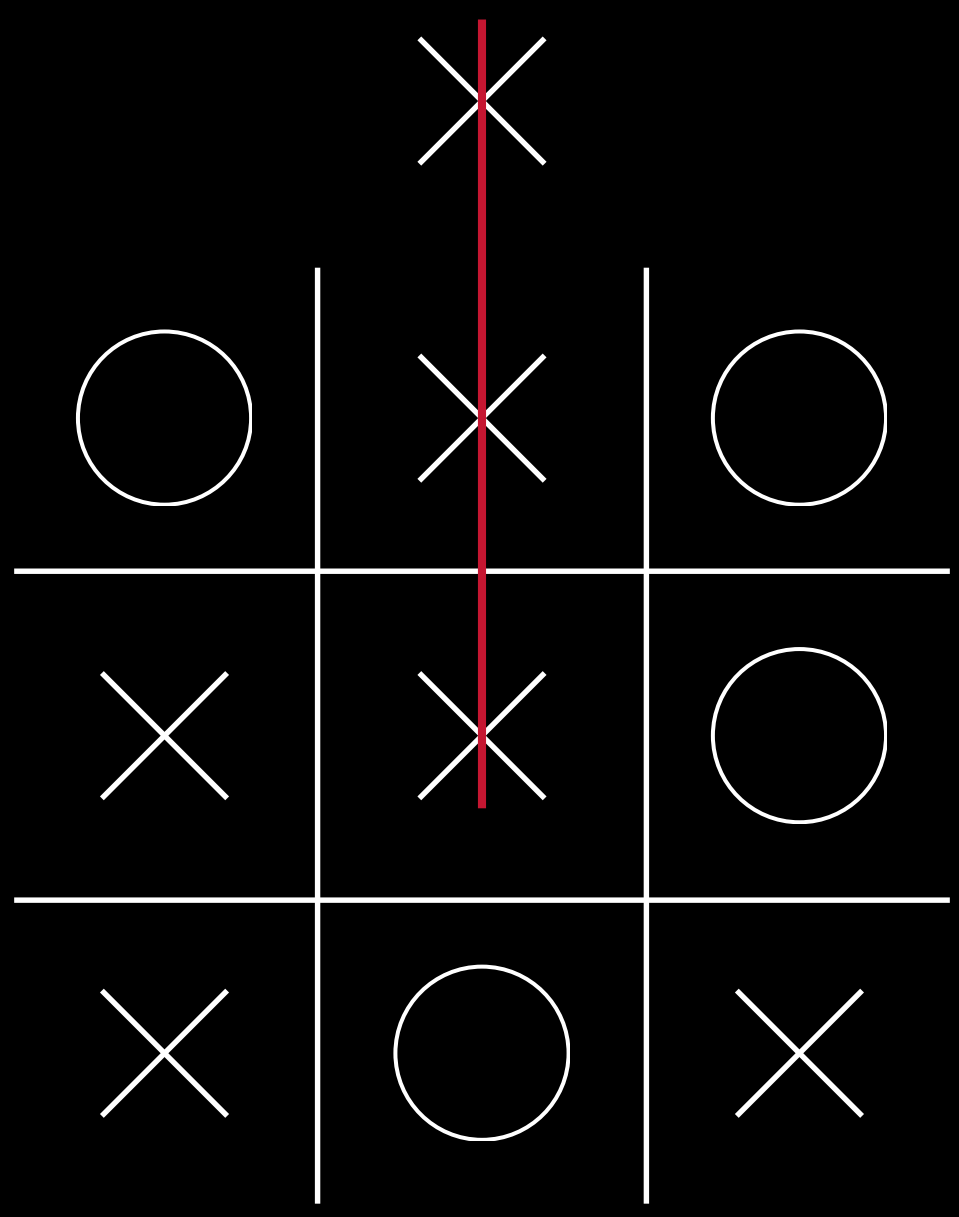
Praxis Business School
CELEBRATE YOUR WORTH

2026-28
PLACEMENT BROCHURE

Challenging Limits Celebrating Success

Think Outside The Box



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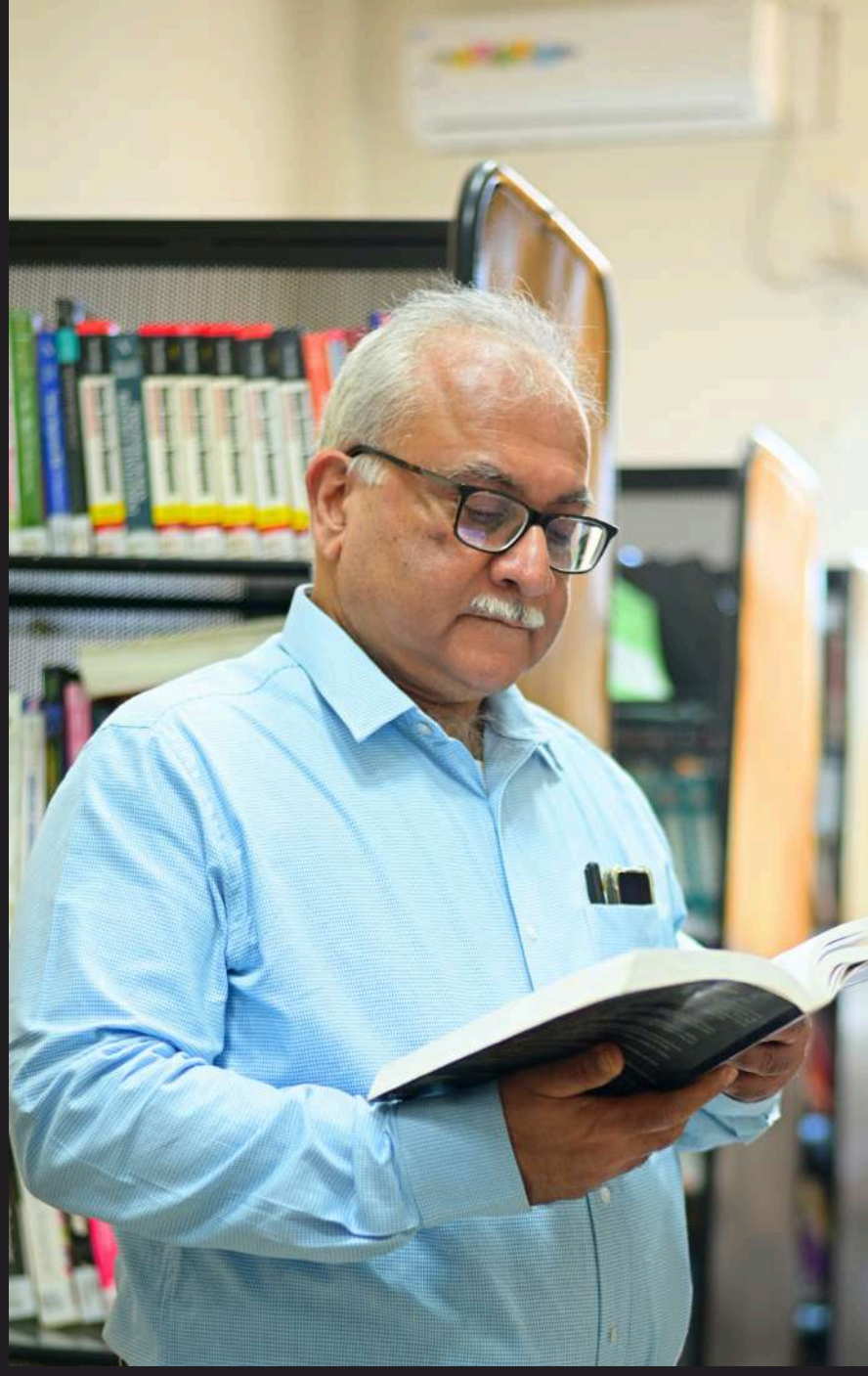
DIRECTOR'S MESSAGE



Dear Esteemed Recruiter,

Greetings from Praxis Business School!
As we proudly enter our 19th year of shaping future leaders, it gives me great pleasure to invite your organization to participate in the recruitment process for our Post Graduate Diploma in Management (PGDM) students.

Praxis has always stood at the intersection of business and technology, committed to preparing professionals who can thrive in a rapidly evolving world. Our PGDM program is now approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA), and officially recognized as equivalent to an MBA by the Association of Indian Universities (AIU). These recognitions are a testament to our academic rigor, relevance, and quality.

We continue to evolve as a business school deeply attuned to the emerging technological landscape. Our curriculum integrates key developments in Artificial Intelligence (AI) and Generative AI (GenAI), ensuring that students are not only equipped with strong managerial foundations but also the technological fluency required in today's workplaces. This forward-looking approach distinguishes our graduates and prepares them to lead in data- and tech-driven environments.

In addition to offering the traditional specializations expected in any MBA program, we provide a distinctive specialization in Business Analytics. This specialization draws on the strength of our highly acclaimed Post Graduate Program in Data Science — a pioneering program that has long been a flagship offering at Praxis. The expertise and insights developed through this program enrich our PGDM curriculum and provide students with a unique competitive edge.

The current batch of PGDM students represents a diverse and dynamic group with solid academic grounding, practical problem-solving skills, and the ability to adapt to real-world challenges. Through a blend of classroom learning, industry exposure, and project-based application, our students develop into professionals who are ready to contribute meaningfully from day one.

We warmly invite your organization to engage with this talent pool through our recruitment process. We are confident that you will find in our students the competence, commitment, and creativity required to drive your business forward.
We look forward to building a meaningful and enduring partnership with your organization.

Warm regards,

Prithwis Mukerjee, PhD
Director
Praxis Business School

FOUNDER'S **MESSAGE**

“

Dear Recruiter,

I am pleased to invite you to participate in the Campus Placement Process at Praxis Business School for the PGDM Class of 2026.

Praxis is Greek for translating theory into practice—and that philosophy defines our learning ecosystem. We encourage questioning, discussion, debate, and collaboration, supported by faculty who blend strong academic rigor with deep industry experience.

The result is graduates who know not just what to think, but how to think and how to learn —curious, confident, resilient, and ready for a fast-changing digital world.

Praxis is an AI-first business school. Along with dedicated courses in GenAI, Business Analytics, and Data Science, we embed AI across disciplines so students can apply AI tools in every functional area.

I invite you to meet the Praxis Class of 2026 and discover talent ready to contribute to your organization's growth and transformation. I look forward to building an enduring association with you.

Cheers!
With a lot of pride and warmth.

Charanpreet Singh,
Founder, Praxis Business School

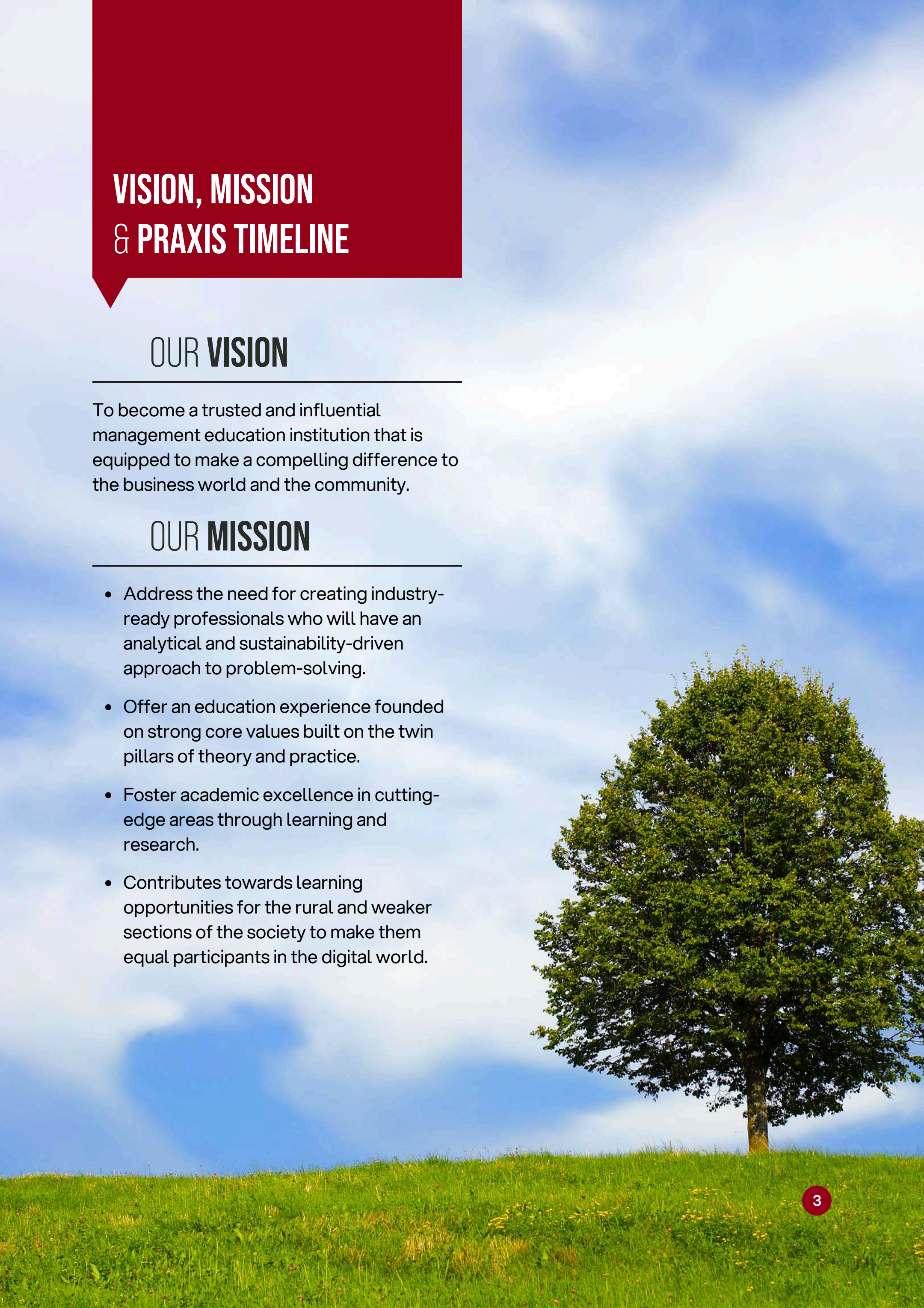
VISION, MISSION & PRAXIS TIMELINE

OUR **VISION**

To become a trusted and influential management education institution that is equipped to make a compelling difference to the business world and the community.

OUR **MISSION**

- Address the need for creating industry-ready professionals who will have an analytical and sustainability-driven approach to problem-solving.
- Offer an education experience founded on strong core values built on the twin pillars of theory and practice.
- Foster academic excellence in cutting-edge areas through learning and research.
- Contributes towards learning opportunities for the rural and weaker sections of the society to make them equal participants in the digital world.



ABOUT **PRAXIS**

Praxis Business School is a premier institution dedicated to building future-ready leaders for the digital age.

Established in 2007 in Kolkata, Praxis blends the rigor of academics with the relevance of industry to offer transformative education in management, data science, and digital technologies.

At its core, Praxis stands for purpose-driven learning—equipping students not just with knowledge, but with the ability to think critically, act ethically, and lead confidently in an ever-evolving world.

The institution offers NBA accredited, AIU certified, AICTE approved full-time Post Graduate Diploma in Management (PGDM) and Fellowship Program in Management (FPM).

With strong placement support, a collaborative campus culture, and a commitment to lifelong learning, Praxis is where ambition meets action.

EVENTS AT **PRAXIS**

At Praxis, learning extends beyond the classroom through a vibrant calendar of student-led events that foster leadership, collaboration, creativity, and real-world problem-solving.

FOUNDATION DAY

Foundation Day at Praxis is more than an anniversary—it's a moment to pause, celebrate the journey we've built together, and renew our commitment to shaping thoughtful, future-ready leaders. It matters because it connects every batch to a shared story of values, learning, and community.

SPARDHA

The annual inter-college management fest draws 400+ students from 60+ institutes, including IITs and IIMs. Events span business cases, quizzes, debates, cultural acts, and sports— giving participants an opportunity to showcase their talent and teamwork.

RANGMANCH

An exclusive cultural platform for first-year students to showcase creativity, build confidence, and bond through performances and event planning.

KHOJ

Khoj is Praxis Business School's annual inter-house event that promotes competition, collaboration, and creativity among three houses: Nalanda, Takshashila, and Ujjaini. It features contests that test intellect, talent, and teamwork, embodying the Praxis spirit of learning and leadership.

SAMVAAD - HR CONCLAVE

Samvaad 2024 was held around the theme "Creating AI-Ready Professionals," reflecting Praxis's dedication to fostering a future-ready, AI-empowered workforce. The event included discussions by industry leaders and academics on AI's impact on the workforce, featuring speakers from, among others, Colgate GBS, Tata Steel, and IBM.

ABOUT THE **PGDM PROGRAM**

2-year full-time program | Kolkata

Praxis is the top-ranked PGDM college in Kolkata, which offers the best PGDM course with placement support. Praxis fosters future leaders for India's digital transformation, emphasizing values, diversity, tech proficiency, effective communication, and agility. The PGDM equips students with essential skills and management perspectives for leadership in a digital, competitive world, offering a supportive environment for learning and personal growth through hands-on experience and open discourse.

Curriculum Framework

The PGDM program at Praxis Business School is designed to nurture future-ready business leaders. It blends core management principles with emerging areas like digital transformation, analytics, and technology-driven decision-making. The curriculum emphasizes values, diversity, communication, and leadership agility —ensuring holistic professional development.

Program Duration

Praxis offers a two-year full-time PGDM program conducted at its Kolkata campus. The program is AICTE-approved and structured to provide rigorous academic learning alongside practical exposure, preparing students for leadership roles across industries.

Academic Calendar

The academic journey is spread over six trimesters across two years, with each term combining classroom learning, projects, and industry interactions. The calendar is thoughtfully designed to balance academic rigor, internships, and extracurricular engagement.

Learning Approaches

Praxis fosters experiential and collaborative learning through case studies, live projects, simulations, and workshops. The emphasis is on hands-on experience, peer learning, and open discourse—helping students develop critical thinking, adaptability, and effective management perspectives.

CLUBS AT **PRAXIS**

Praxis Business School fosters holistic development through a vibrant ecosystem of student-led clubs and societies. These platforms offer hands-on learning, peer collaboration, and leadership opportunities across diverse interests and domains.

Marketing Club

Where creativity meets strategy! The club dives into branding, consumer behavior, and campaign building through real-world simulations and case challenges.

Entrepreneurship Club

Igniting ideas and innovation—this club nurtures aspiring entrepreneurs through workshops, startup mentoring, and pitch competitions.

Art & Culture Society

A space to express and celebrate creativity!
From cultural fests to art showcases, this club brings colors, rhythm, and stories to campus life.

Finance Club

The hub for finance enthusiasts—exploring markets, investments, and analytics through sessions, stock simulations, and expert interactions.

HR Club

Building connections that matter. Be-Hive promotes learning in people management, leadership, and workplace dynamics through interactive events.

CSR & Social Impact Club

Driving change with compassion. The club leads social initiatives that create awareness, community engagement, and sustainable impact.

Public Speaking & Argumentation

Sharpen your voice and your views! This club hones confidence, logic, and articulation through debates, discussions, and storytelling events.

Sports & Fitness Activities

Encouraging a healthy mind in a healthy body—organizing tournaments, fitness drives, and sports fests that keep the campus active and united.

Quizzing & General Knowledge Club

Fuel your curiosity and competitive spirit!
The club hosts quizzes, trivia nights, and knowledge marathons across diverse domains.

Admissions Committee

The face of Praxis for prospective students—AdCom coordinates outreach, interviews, and events that shape the next generation of Praxites.

Digital & Tech Club

Exploring the world of data, AI, and digital innovation. This club bridges business and technology through hackathons, webinars, and projects.

CONVOCATION

A Milestone, A Message

Convocation is a proud moment of closure and beginning—where students graduate with confidence, families celebrate sacrifice rewarded, and faculty, alumni, and recruiters reaffirm the quality of the Praxis journey.

It's a time for creating memories, pledging life-long friendships, acknowledging contributions of parents, families and professors, and cherishing the culmination of 2 years of hard work and commitment.

Praxis Business School has been fortunate to host outstanding Chief Guests over the years; their stature and ideas set the tone of the ceremony and, in many ways, define its quality by what they bring to the table.

Chief Guests Who Elevated the Occasion

Arundhati Bhattacharya

Ex - Chairperson,
State Bank of India (SBI)

Dr. Rishikesha Krishnan

Director,
IIM Bangalore

Pramath Raj Sinha

Founder & Trustee,
Ashoka University

Chandra Shekhar Ghosh

Founder,
Bandhan Bank

Dr. Shailesh Ayyangar

Former Country Chair & MD,
Sanofi India

SAMVAAD 2024 – PRAXIS HR CONCLAVE

Theme: Creating AI-Ready Professionals

On December 13, 2024, Praxis Business School hosted the inaugural edition of its HR Conclave, Samvaad 2024, focusing on the theme "Creating AI-Ready Professionals." The event brought together industry leaders, academicians, and policymakers to discuss the evolving intersection of AI and the workforce.

Esteemed speakers included Devendra Pagnis (Colgate GBS), Sandeep Kumar (Tata Steel), Prof. Shabina N. Omar (Govt. of West Bengal), and leaders from Cognizant, IBM, KPMG, and more. The conclave featured keynote sessions and panel discussions on AI's impact on employment, industry-academia collaboration, and AI-driven education.

Samvaad 2024 reinforced Praxis's commitment to bridging education and industry—highlighting the need for collaboration in building a future-ready, AI-empowered workforce.

INDUSTRY EXPOSURE & ACHIEVEMENTS

At Praxis Business School, industry relevance is at the heart of our pedagogy. We combine rigorous academics with real-world exposure to equip students with future-ready skills and strong career outcomes.

Key Achievements:

#2 in Kolkata and #4 in East India
Times B-School Ranking 2022

₹20.65 LPA
Highest CTC

₹9.08 LPA
Average CTC

Colgate
Knowledge Partner

Robust Campus Recruitment

Praxis's Placement Program is rooted in rigorous preparation and deep industry engagement. In 2023, over 60 recruiters visited campus, offering roles across diverse domains—from business analytics and finance to consulting and technology.

Strong Industry Connect

Praxis maintains close ties with top corporates across sectors—inviting CXOs, HR leaders, and alumni to mentor, recruit, and co-create curriculum. Students benefit from regular guest lectures, live projects, and capstone experiences designed with industry input.

Top Recruiters

pwc, KPMG, ICICI Bank, ICICI Prudential Mutual Fund, motilal oswal Wealth Management, Enduring Value, vedanta transforming for good, A ADVISORY, ICICI Prudential Life Insurance, tcgdigital, abp, TM, HDFC BANK, Aditya Birla Capital, Axis Bank, UTKARSH, KANTAR, mahindra FINANCE, EXG, SIMPLOTEL, DSP Mutual Fund, Dabur, Redington, DHL, Café Coffee Day, Wells Fargo, EY, IndusInd Bank, Jio bp, Nihilent, eazydiner, Prism RMC, Godrej Consumer Products, Mother Dairy, SBI Mutual Fund, pepsico

CONFERENCE PAPERS
PRESENTED BY STUDENTS

Amartya Das, Ushosree Biswas, and Snigdhatanu Ray
PGDM 2024-26

Can Artificial Intelligence Enhance Our Understanding and Prediction of the Inverse Relationship Between Stress (via the Composite Individual Stress Index) and Happiness (via the Oxford Happiness Questionnaire) among Corporate Employees

AIM Conference 2025
Praxis Business School | May 31, 2025

Souvik Roy and Sunny Dutta
PGDM 2024-26

The Role of AI in Democratizing Intelligence and Enabling Micro-Entrepreneurship and Informal Business Growth in India

AIM Conference 2025
Praxis Business School | May 31, 2025

Ananya Pal and Sunny Dutta
PGDM 2024-26

Global NEFT dynamics : a comparative study of gender and geographic disparities pre and post Covid-19

Collaborative national labour conference
Goa Institute of Management and
Jadavpur University | March 28, 2025

Souvik Roy and Kajal shaw
PGDM 2024-26

The evolution of land acquisition laws in India : analyzing compensation utilization by villagers

5th annual economic summit
St. Xavier's University, Kolkata
February20,, 2025

Bodhisasattwa Malik, Sudipta Bepari
PGDM 2024-26

An emperical study on U-shaped relationship between sustainable eceonomic growth and human capital development

International conference on management and business practices (ICMBP) 2025
Aliah university | January 29-30, 2025

Animesh Ghosh
PGDM 2024-26

Towards Ethical AI Governance in India - The Need of Strong Digital Policy Framework

3rd INTERNATIONAL CONFERENCE on emarging socio-economic trends and strategies
ISB&M | August 29-30, 2025

Ashmita Mondal, Abhinav Dayma and Pallavi Srivastava
PGDM 2025-27

Human-AI collaboration in smart manufacturing : A comparative analysis of operations strategy and suppy chain resilience in industry 5.0

Nclave' 2025 organized by NHSM
NSHM | 20th November 2025

Tathagata Chakraborty, Dibyendu Lahiri, and Jeet Dey
PGDM 2024-26

Decoding carbon emission : socioeconomic drivers, sectoral contributions, and sustainable business strategies

International conference on sustainable development : creating a unified foundation with reserch and practice
St. Xavier's University, Kolkata
March 21-22, 2025

Amartya Das, Ushosree Biswas, and Snigdhatanu Ray
PGDM 2024-26

Stress in corporate world :
a comprehensive framework

5th annual economic summit
St. Xavier's University, Kolkata
February20,, 2025

Animesh Ghosh & Sagnik Mitra
PGDM 2024-26

Invisible footprint - reforming Indian municipal CAPs to capture scope 3 emissions

3rd INTERNATIONAL CONFERENCE on emarging socio-economic trends and strategies
ISB&M | August 29-30, 2025

Souvik Sarkar
PGDM 2025-27

Smart manufacturing, operations strategy and supply chain resilience

Nclave' 2025 organized by NHSM
NSHM | 20th November 2025

Aditya Shom Choudhury
PGDM 2025-27

Towards Ethical AI Governance in India - The Need of Strong Digital Policy Framework

Nclave' 2025 organized by NHSM
NSHM | 20th November 2025

ALUMNI AT **PRAXIS**

The Praxis alumni network is a vibrant, growing community of professionals making an impact across industries and geographies. To celebrate this bond and foster continued engagement, we host Alumni Meets in key cities including Delhi, Kolkata, Mumbai, and Bangalore. These reunions offer a platform to reconnect, share experiences, and strengthen the Praxis spirit—creating lasting professional and personal connections across batches and domains.

PESSIMIST
MIC KEY

OUR ALUMNI: MAKING THEIR MARK ACROSS INDUSTRIES

Praxis alumni are driving impact across leading organizations in India and abroad—spanning sectors like consulting, analytics, finance, technology, FMCG, and more. Their success reflects the strength of our industry-aligned education and values-driven leadership. From global giants to high-growth startups, our alumni are shaping the future—one bold decision at a time.

Abhishek Ghosh

Head DTC
Crocs, Inc

Class of 2009

Ritesh Choudhary

Vice President
JPMorgan Chase & Co.

Class of 2010

Atul Sharma

National Head - Retail Operations - Planet Fashion
Aditya Birla Fashion and Retail Ltd.

Class of 2011

Gaurav Talwar

Business Head
Swiggy

Class of 2013

Avishek Singal

Head - RCU Projects
L&T Finance

Class of 2015

Gurucharan Singh

Assistant Director
PwC India

Class of 2013

Saurav Sarkar

Vice President Wealth
State Bank of India

Class of 2014

Uma Balakrishnan

Lead - External Communications, India
Pfizer

Class of 2010

Budhaditya Banerjee

Vice President
(Client Account Lead)
Accenture

Class of 2010

Sharath Ghosh

Advanced Analytics Manager
Abbott

Class of 2012

Jaskaran Singh

Director
LegoAI Labs Inc

Class of 2016

Jitendra Kumar Dulhani

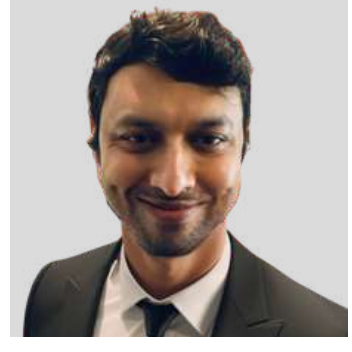
Associate Director
Deloitte

Class of 2014

Jayesh Baldania

Global Product Lead, Audio Video Ads 1P Measurement & Data Science at Amazon Ads
Amazon

Class of 2011



Parikshit Ghoshal

President - Services Delivery
Quantzig

Class of 2010

Pijush Kanti Ghata

Associate Director
IQVIA

Class of 2011

Yatharth Bhuwalka

Director
KPMG

Class of 2009

Vinay Joshi

Director - Marketing : Indian Sub-Continent & Maldives
Brown-Forman

Class of 2009

Vignesh V Pugazhendi

Head of Marketplaces
Safari Industries India Ltd.

Class of 2013

Varun Batra

Head of Consulting research, Europe
Euromonitor International

Class of 2009

Varsha Goyal

Area Sales Manager
Mahindra & Mahindra Ltd

Class of 2016

Pradeep M. V.

Select Territory Leader, IBM Data & AI Business Unit, India & South Asia
IBM

Class of 2009

Richa Prasad

Area Manager - Marketing
Tata Steel Ltd

Class of 2020

BOARD OF **GOVERNORS**

Amitabh Ray

Managing Director
Ericsson Global Services India

Charanpreet Singh

Co-Founder & Director
Praxis Business School Foundation

Dr. Goutam Sinha

Nominee
AICTE

Dr Nikhil Ranjan Banerjea

First Vice Chancellor
Bengal Engineering and Science University

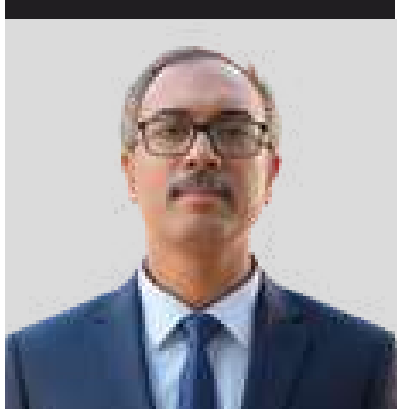
Dr. Prithwis Mukerjee

Director
Praxis Business School

Dr. Sayantani Roy Choudhury

Professor
Praxis Business School

Dr. Sourav Saha

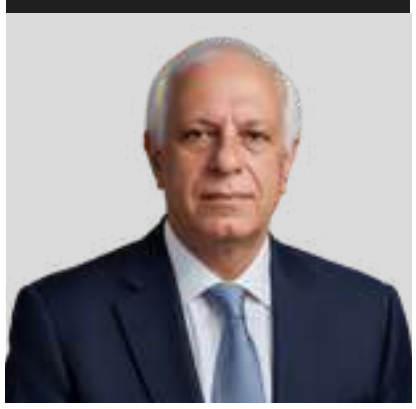


Professor
Praxis Business School

K. Dasaratharaman

Management Consultant

Kamlesh Sajnani

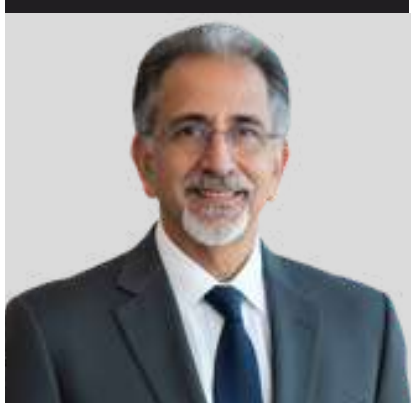


Managing Director
IMS Learning Resources Pvt Ltd

Santosh Desai

Managing Director & CEO
Future Brands

Viresh Oberoi



Founder Former MD & CEO
Mjunction

WHAT MAKES **PRAXIS** DIFFERENT

AI-First by Design

Praxis is an AI-first institute. AI is embedded in our curriculum design, classroom delivery, projects, and assessments—and in how faculty, industry mentors, alumni, and the placement team collaborate to keep learning relevant and rigorous.

Future-Focused Curriculum

A digital-native PGDM that builds business fundamentals with analytical thinking, tech fluency, and communication. Choose specializations across Business Analytics, Marketing, Finance, HR, Operations, and Digital Business—refreshed to reflect evolving tools and practices.

Pedagogy That Builds Capability

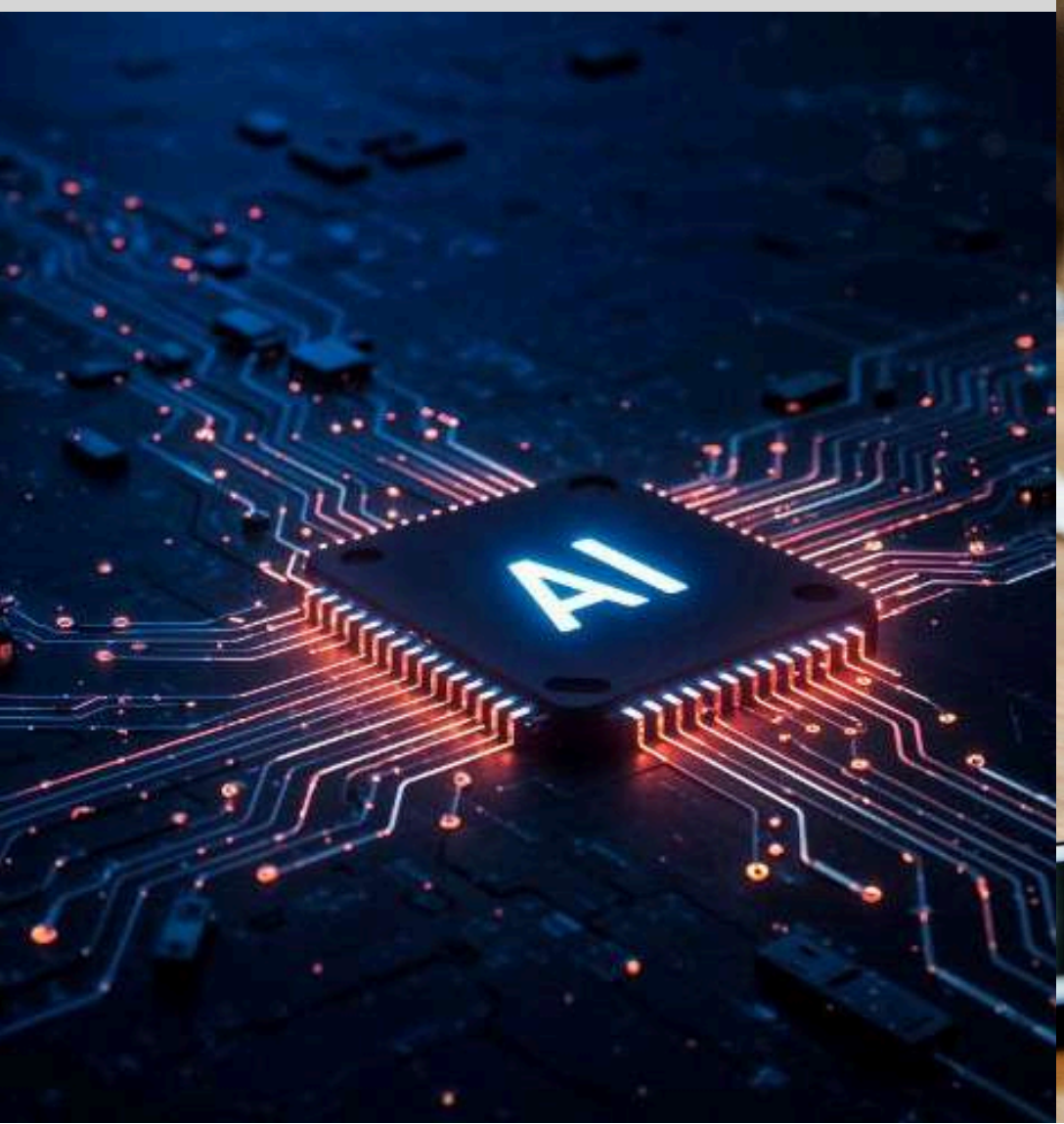
Experiential, discussion-led learning: cases, labs, simulations, live projects, hackathons, and a mandatory SIP. Continuous assessment—quizzes, assignments, group work, presentations, and participation—rewards application over rote learning.

Faculty + Industry Access

Learn from accomplished faculty and seasoned practitioners. The Distinguished Speaker Series brings senior corporate leaders for candid interactions, industry projects help students learn to solve real world problems.

Nimble and Agile

Praxis is structured to respond quickly to changing business imperatives—vital when technology and the world order are shifting fast—so curriculum and industry engagement stay current and outcome-driven.



PEDAGOGY & ACADEMIC HIGHLIGHTS

Praxis's PGDM is a **two-year, full-time program** built on a foundation of **practical, industry-led learning:**

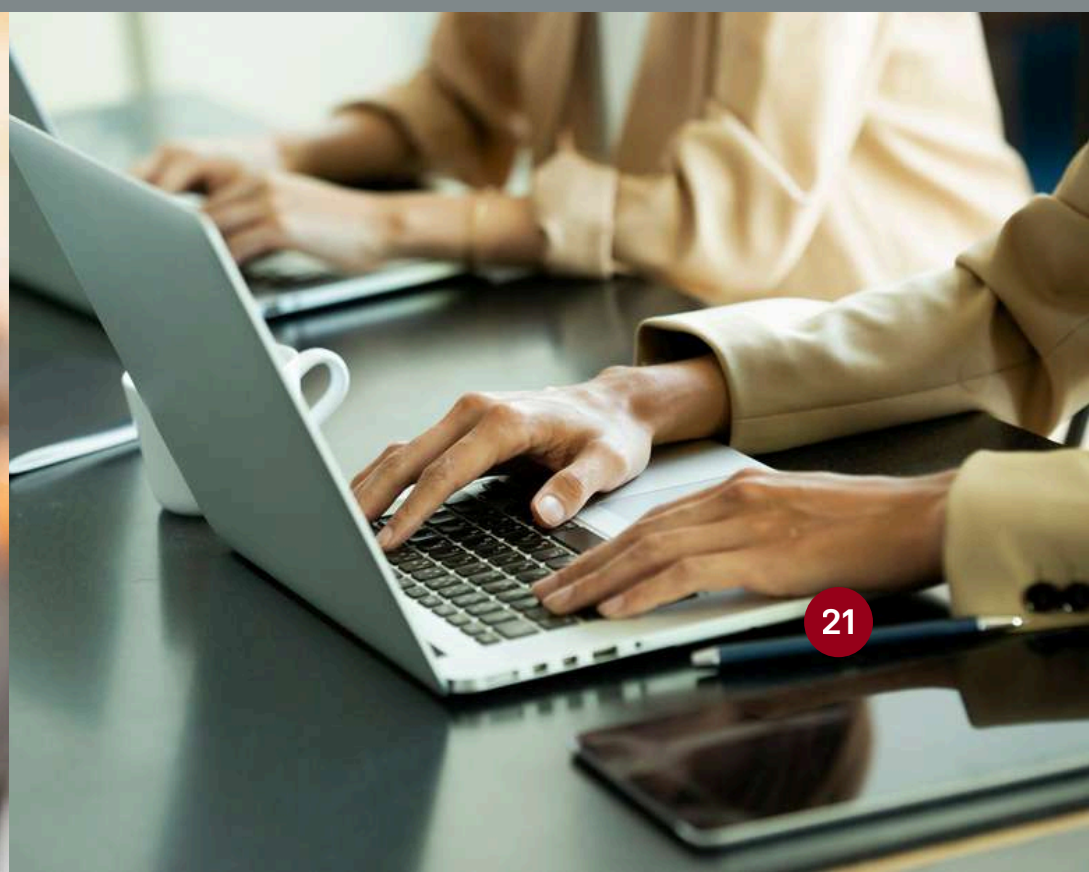
Experiential pedagogy:
A blend of lectures, case studies, lab sessions, guest lectures, live projects, and a mandatory **Summer Internship Program (SIP)** to apply learning in real-world settings.

Continuous assessment:
Regular evaluation through open-book exams, group tasks, quizzes, assignments, and class participation to foster critical thinking over rote memorization.

Cross-functional strength:
Faculty teams include academics from top B-schools and seasoned industry veterans, supported by guest mentors from PwC, ICICI Bank, IBM, and more.

Curriculum co-created with industry:
Course content is continuously refined to reflect real-world trends and tools, ensuring 25% annual updates in specialized tracks.

Praxis blends **rigorous academics, hands-on tech training,** and **industry partnership** to shape agile, analytical, and ethically grounded leaders ready for tomorrow's challenges.



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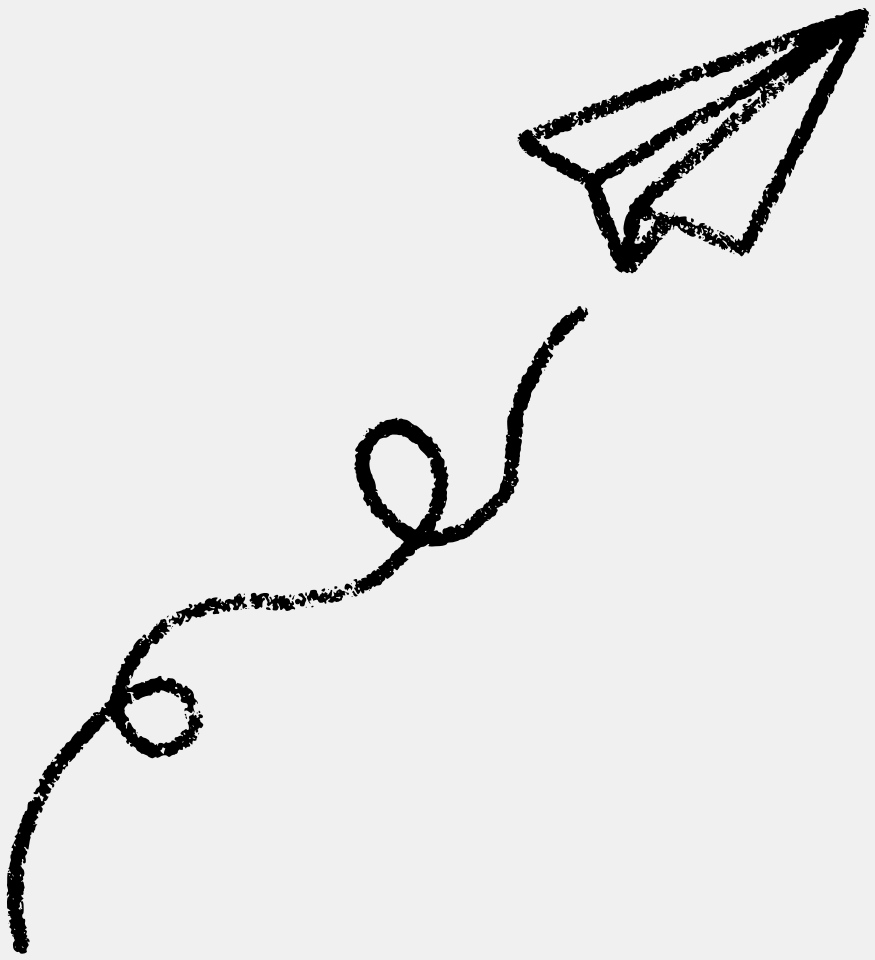
Chase your Dreams with Intensity.



CURRICULUM - YEAR 1

First Year

The PGDM is a two-year, full-time program and includes a two-month summer internship program (SIP).

The first-year courses are compulsory for all the students and educate them on the essential functions of business enterprises. In response to the rapidly changing demands of the industry, the first-year curriculum has been redesigned to include courses that address emerging skill areas:

Core Courses

Marketing

- Marketing Management 1
- Marketing Management 2
- Marketing Research
- Sales & Salesforce Management

Management Theory

- Business Ethics
- Macroeconomic theory and Policy
- Managerial Economics
- Strategic Management/ Sustainability
- Managerial Communication

Finance

- Business Law
- Cost & Management Accounting
- Financial Management 1
- Financial Management 2
- Financial Reporting & Analysis
- Foundation of Fintech

Data Science

- Data Visualization & Storytelling
- Foundation of Digital Business + IT
- Excel for Managers

Human Resource

- Human Resource Management
- Organizational Behavior

Production Management

- Production and Operations Management 1
- Production and Operations Management 2

Quantitative Techniques

- Quantitative Techniques 1
- Quantitative Techniques 2

Curriculum Design & Delivery

The Praxis PGDM curriculum strikes a fine balance between theory, practical application, and skill-building. Designed in close collaboration with industry, it evolves continuously to stay relevant and future-focused.

Courses are delivered through a dynamic mix of lectures, case studies, lab sessions, and projects—led by faculty with strong academic and industry credentials. The classroom is an active space for debate, collaboration, and critical thinking.

Assessment is continuous and outcome-oriented, with open-book exams, projects, quizzes, and class participation that emphasize thinking over memorization.

CURRICULUM - YEAR 2

Second Year: Specializations & Super-Specializations

In the second year of the PGDM programme, students specialize in one or more traditional business functions and/or acquire new-age, digital-ready skills aligned with industry needs. Praxis also offers **job-focused super-specializations** designed to build deep functional expertise and ensure strong industry readiness.

The objective is to help students strengthen capabilities in areas aligned with their interests and aptitude, enabling them to be **productive from Day One.** Students have the flexibility to choose electives across functional domains, allowing for a customised and career-oriented learning pathway.

DIGITAL-READY SPECIALIZATIONS

Specialization
Digital Operations Management

Specialization
Marketing

Concentration
Consumer Insights & Market Intelligence

Specialization
Finance

Concentration
Commercial Banking & Project Financing

Financial Risk Management

Specialization
Business Analytics

Concentration
Data Science

Specialization
Digital HR Management

FACULTY PROFILES

Praxis Business School's core faculty combines deep academic expertise with industry experience, offering practical learning insights.

Amit Parakh

B. Com (Hons),
ACA, CS, PGDM (IIM A)
Finance Area

Atanu Ghosh

BE (Jadavpur University),
PGDM (IIM B)
Digital Business Management & Digital Media Analytics Area

Charanpreet Singh

B.Tech (IIT K),
MBA (University of Iowa)
Marketing & Brand Management Area

Dr. Abhijit Biswas

MBA-Gold Medallist,
M.Com, UGC NET, CMA-USA,
FRM, Ph.D.
Finance Area

Dr. Arunava Dalal

B.E in Mechanical Engineering (NIT Durgapur), PGDM (Symbiosis Pune),
Ph.D (UEM Kolkata), UGC-NET
Marketing Area

Dr. Kankana Mukhopadhyay

B.Sc (H) (Calcutta University),
MCA (IGNOU),
MBA & Ph.D (IIEST, Shibpur)
Human Resources Area

Dr. Prithwis Mukerjee

B.Tech (IIT KGP),
M.S & Ph.D (University of Texas at Dallas)
Director – Praxis Business School

Dr. Puja Singh Ghosh

MBA (Sikkim Manipal Institute of Technology)
Human Resources Area

Dr. Ratna Sinha

MBA, Fellow XLRI
HR Area

Dr. Ridhi Agarwala

PGDM (IIM Kozhikode); Ph.D (IIM C)
Marketing &
Brand Management Area

Dr. Sayantani Roy Choudhury

Ph.D, MPhil, M. Sc
(Calcutta University),
PGDBA, UGC-NET
Economics & Statistics Area

Dr. Sourav Saha

B.Tech (CSE), PGDBA, Fellow (IIM C)
Business Analytics Area

Dr. Subhasis Dasgupta

B.Tech (NIT), MBA (IBS),
Ph.D (RK University)
Machine Learning &
Deep Learning Area

Dr. Sweta Tiwari

MBA (Bhavan's Institute), FPM (IMI)
Finance Area

Jaydip Sen

B.E. (Jadavpur University),
M.Tech (ISI Kolkata)
Machine Learning & Artificial Intelligence Area

Kaushik Sarkar

MBA
Marketing Area

Prasenjit Das Purkayastha

M.Sc (Jadavpur University), PGDM (GIM)
Marketing Research and
Marketing Analytics Area

Sourav Ghosh

B.Sc (Mumbai University),
PGDM (TAPMI)
Marketing Area

GUEST SESSIONS AT PRAXIS

Medhadeep Banerjee

Vice President,
Anand Rathi Wealth Ltd.

Sameer Satpathy

Divisional Chief Executive,
Personal Care,
ITC Ltd.

Mr. Debashish Ghosh

SVP &
Country HR Head,
Berkadia

Dr. Prolay Ghosh

AI & Data Practice Lead -
USA Commercial Sectors
EY GDS

Rishav Dev

Head Talent Acquisition,
Century Plyboards Limited

Rinku Vithani

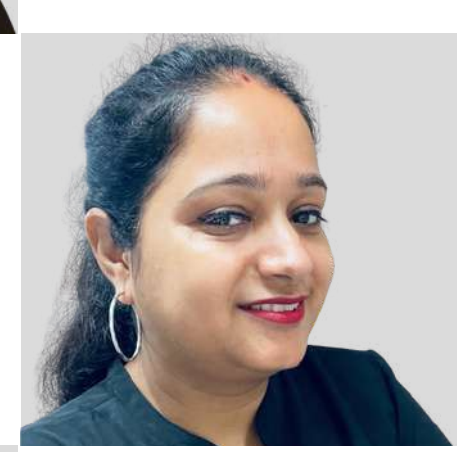
General Manager: HR,
Eveready Industries Pvt. Ltd.

Rituparna Ghosh

HR Leader - India &
APAC,
Cognizant

Aparajita S Kumar

Corporate Human
Resources Manager,
Lux Industries Ltd.



Deepika Kaushal

Senior Director,
Piramal Capital & Housing Finance

Mr. Indrajeet Chatterjee

Sr. Associate Director -
Talent Acquisition,
KPMG

Sunny Bhawnani

Zonal Business Head -
East - Sales and
Distribution,
Motilal Oswal AMC Ltd.

Barsha Sanyal

Partner &
General Manager,
PwC SDC

SUMMER INTERNSHIP PROGRAM

At the end of the first year, all the PGDM students pursue a two-month internship with a business enterprise.

The Praxis Placement Program invites companies to conduct the campus summer internship selection process and select interns. The internship provides the students first-hand experience of the business world – the application of the principles of business management they have learned over the past year.

Rs. 100000
Highest

Rs. 35000
Average

Rs. 30000
Median

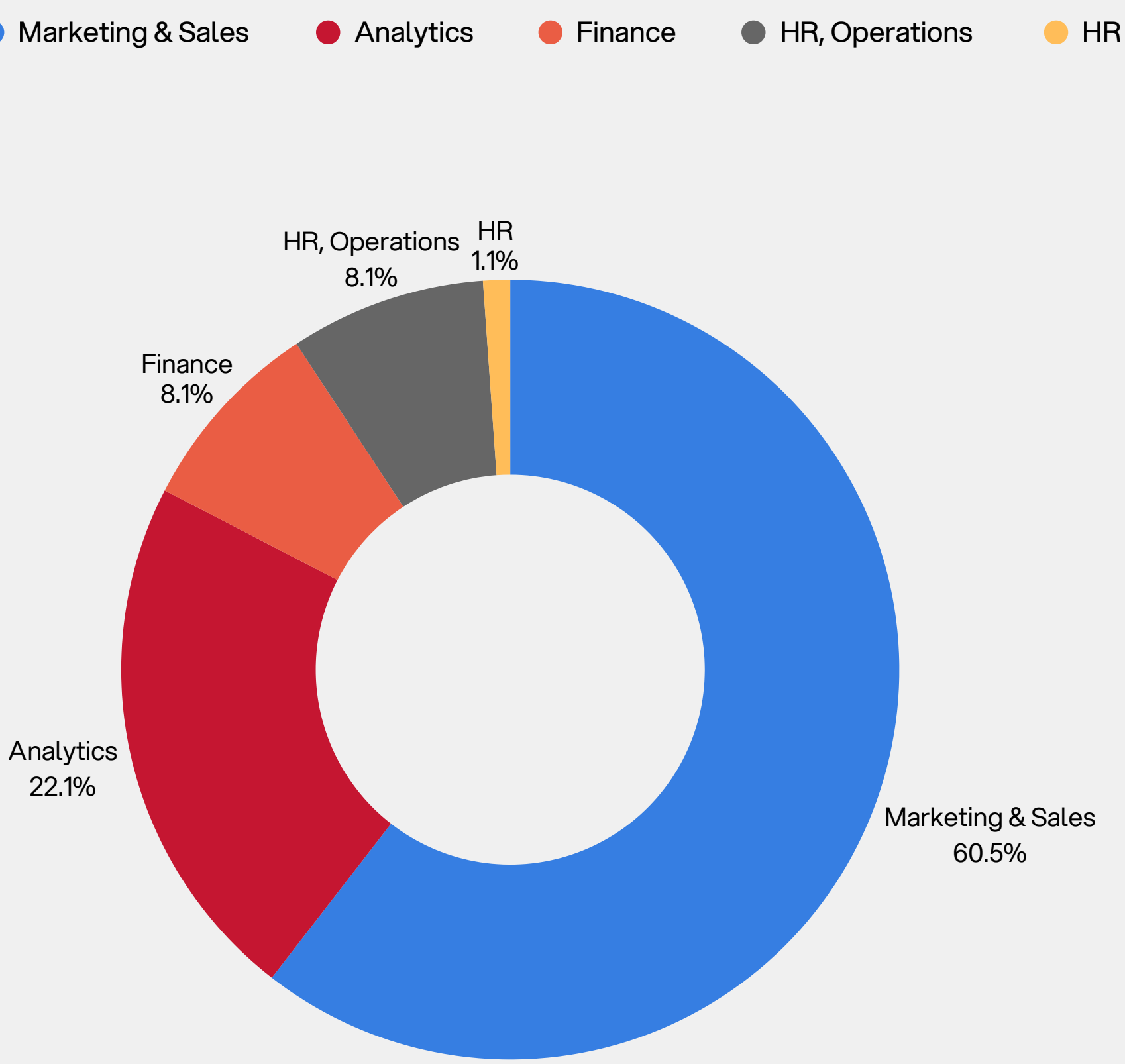
Recruiting organizations for SIP

PLACEMENT STATISTICS

20.65 LPA
Highest CTC Offered

8.90 LPA
Average CTC Offered

8.50 LPA
Median CTC Offered



PARTICIPTING ORGANIZATIONS

pwc
KPMG
ICICI PRUDENTIAL ASSET MANAGEMENT
ICICI Bank
ICICI PRUDENTIAL LIFE INSURANCE
tcgdigital
abp
motilal oswal Wealth Management
Café Coffee Day
vedanta transforming for good
ADVISORY
HDFC BANK
ADITYA BIRLA CAPITAL
AXIS BANK
TM
UTKARSH Life demands. We deliver.
KANTAR
mahindra FINANCE
SIMPLOTEL
EXG
Dabur
DSP MUTUAL FUND
Redington SEAMLESS PARTNERSHIPS
SBI MUTUAL FUND
JLL
JETAPULT
DHL
grayQuest
EXIDE INDUSTRIES LIMITED
kotak life
HÄFELE
BIG RED EDUCATION BEYOND THE CLASSROOM.
WORLD RESOURCES INSTITUTE
Nihilent
Colgate-Palmolive
POLYCAB IDEAS. CONNECTED.
IndusInd Bank
GEP
TATA CONSULTANCY SERVICES
eazydiner
CONNEQT BUSINESS SOLUTIONS LIMITED
Godrej CONSUMER PRODUCTS
HARMAN A SAMSUNG COMPANY
MOTHER DAIRY
ANANDRATHI INVESTMENT SERVICES
MRF
Arvind FASHIONING POSSIBILITIES
PRISM RMC Complete Concrete Solutions
TRANSSION HOLDINGS Together We Can
GlobalData.
digit
KEVENTERS SINCE 1925
DBPL
mygate
DELHIVERY
Experis ManpowerGroup
ICRA ANALYTICS SOLUTIONS THAT WORK
BAJAJ Allianz LIFE GOALS. DONE.
AML RIGHTSOURCE REIMAGINING COMPLIANCE
Peepal
INXITE OUT
NUVOCO Shaping a new world
EY Building a better working world
SALARPURIA
BERKADIA
KiE Square Knowledge | Innovation | Entrepreneurship
Crio.Do
CORIZO
muthoot FINCORP
Rotary
Deloitte.
SAINT-GOBAIN
Jio bp
APLAPOLLO STEEL PIPES
CLEARWATER ANALYTICS
ALIGNED AUTOMATION
WELLS FARGO
PUSHPA JEWELLERS
ICICI Securities
SIXTH FACTOR
Jindal
APEEJAY SURRENDRA Solid. Since 1910
RUBY GENERAL HOSPITAL
AD NAIKWEALTH

PLACEMENT READINESS PROGRAM

Career Direction & Profile Building

Structured role mapping and career orientation supported by resume and LinkedIn clinics, portfolio and project positioning, and training in professional etiquette and workplace readiness.

Summer Internship Program (SIP) Success

Students are paired with corporate professionals and faculty mentors for continuous guidance throughout the Summer Internship Project. This ensures alignment with business expectations, enables timely mid-course corrections, strengthens problem-solving and communication skills, and enhances the likelihood of PPOs and final placements.

Selection Process Readiness

Comprehensive preparation through aptitude training (quantitative, reasoning, and verbal), group discussion workshops, personal interview bootcamps, and mock interviews with structured feedback. Additional focus on guesstimates, case discussions, and presentation drills.

Industry Immersion & Hiring Alignment

Distinguished Speaker Series and Alumni Connect sessions with senior corporate leaders, alumni, and recruiters. Includes company-specific briefings, role expectation insights, and targeted mentoring to sharpen role fit, confidence, and on-campus performance.

WHY **HIRE FROM PRAXIS**

- **Day-1 Ready, Digital-First Professionals**

  Praxis PGDM graduates are built for a digital, data-driven business world. The two-year AICTE-approved, NBA-accredited program blends rigor with practical exposure—so students can handle complex, cross-functional challenges from Day 1.

- **Strong Thinkers. Fast Learners. AI-Ready.**

  Our students are trained to think clearly, learn quickly, and communicate effectively. They don't just execute tasks—they question assumptions, understand the business "why," and solve problems with structure and creativity. Immersed in an AI-first ecosystem, they're ready to navigate and lead with responsibility in an AI-driven world.

- **Proven Outcomes, Strong Employer Confidence**

  With specializations in Business Analytics, Digital HR, Marketing Intelligence, Digital Operations, and Financial Risk Management, graduates deliver measurable impact. Our alumni have built strong careers across industries, and many recruiters come back year after year—real repeat hiring that reflects consistent quality and fit.

STUDENT **PROFILES**

ANANYA PAL

BBA, BUSINESS MANAGEMENT
MARKETING/BA
SIP: KINETO

YASMIN KHATUN

BBA, BUSINESS MANAGEMENT
MARKETING
SIP: HDFC LIFE

RISHANKA DAS

BSC, ECONOMICS
MARKETING
SIP: HDFC LIFE

NAZNEEN BANO

BCOM, MARKETING
FINANCE
SIP: FINACPLUS

SOHAM GHOSH

BCOM, ACCOUNTANCY
MARKETING
SIP: ICICI PRUDENTIAL AMC

SUDIPTA BEPARI

B.TECH, MECHANICAL
MARKETING
SIP: CEI DESIGN INDIA PVT LIMITED

RITUPARNA DEY

BSC, ECONOMICS
MARKETING
SIP: ACCRUAL INTELLIGENCE MANUALS

ISHIKA CHANDRA

BBA, MANAGEMENT
MARKETING
SIP: B-SCHOOL INSIGHT,GUIDE ME EDUCATION SERVICES LLP

SANCHARI MANDAL

BJMC
MARKETING
SIP: GUIDE ME EDUCATION SERVICES

SK ZAID HOSSAIN

BCOM, ACCOUNTANCY
FINANCE
SIP: FINACPLUS

SAYONTAN CHANDRA

B.TECH, MECHANICAL
MARKETING
SIP: ADITYA BIRLA CAPITAL

NIRMAL ROY

BSC, OTHER | NURSING
MARKETING
SIP: AGILE CAPITAL SERVICES

SRITAM PAL

BBA, MANAGEMENT

MARKETING

SIP: APEEJAY INSURANCE

DIBYENDU LAHIRI

B.TECH, ELECTRONICS AND COMMUNICATIONS

BUSINESS ANALYTICS

SIP: COLGATE

SOURANJALI DHAR

BSC, ECONOMICS

FINANCE

SIP: OZARA FIN

DEBOPOM ROY

BBA

MARKETING

SIP: DESIGNDECK INSTITUTE OF TECHNOLOGY

PRITY SAHA

BCOM, ACCOUNTANCY

FINANCE

SIP: INTERNZVALLEY

JEET DEY

BBA, FINANCE

MARKETING

SIP: TSDPL

SREEDEEP MANDAL

BSC, GEOGRAPHY

MARKETING

SIP: HUL

AMARTYA DAS

B.TECH, MECHANICAL

FINANCE

SIP: FINACPLUS

SUBHADIP GOSWAMI

BCOM, ACCOUNTANCY

MARKETING

SIP: HDFC LIFE

SNEHA MANDAL

BCA

MARKETING

SIP: APEEJAY INSURANCE

SOUMIK GOSWAMI

BSC, GENERAL

MARKETING

SIP: MOTILAL OSWAL

RISHAV ADHIKARY

BA, ENGLISH LITERATURE

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SIP: KREETI TECHNOLOGIES

SOUVIK ROY

BA.LLB

MARKETING

SIP: FEDEX

SUBHAM ROY

BBA, GENERAL

MARKETING

SIP: APEEJAY INSURANCE

SUDIPTA KARMAKAR

BSC, PHYSICS|GEOLOGY|GEOGRAPHY

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SIP: ACCRUAL INTELLIGENCE MANUALS

AMAN KUMAR SHAW

BCOM, COMMERCE

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ANKAN PANJA

BCOM, ACCOUNTANCY

FINANCE

SIP: FINACPLUS

PRASOMIT SHASTRI

BCOM, ACCOUNTANCY

FINANCE

SIP: FINACPLUS

SOUMYADEEP PATRA

BHM

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KAJAL SHAW

BSC, GEOGRAPHY

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SOUPTIK ROYCHOWDHURY

BBA, FINANCE

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BHASKAR BHAWESH

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BPHARM
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SAYANTAN CHOUDHURY

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DEEPSHIKHA DAS

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FINANCE AND ACCOUNTING

FINANCE

SIP: FINACPLUS

PLACECOM

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ARIJIT BANERJEE

SYEDA MERAJ E ZEHRA BEGUM

ASHMITA MONDAL

PALAK AGARWAL

KAJAL AGARWAL

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SUBHADIP MUKHOPADHYAY

DIKSHA SINGH

ESHITA DUGGAR

KHUSHI SONTHALIA

AMAN AGARWAL

SAGNIK MITRA

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Praxis Business School

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GET IN TOUCH WITH US

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