

# THE ETERNAL LEGACY OF PRESTIGE®

<b>1994</b> At Press Complex, PIMR was incepted with an aim to provide students a platform to develop a career in their chosen field. ★★★★★ <b>1997</b> Inception of Prestige Institute of Management Gwalior (PIMG).	<b>2001</b> Establishment of Prestige Institute of Management Dewas (PIMD) with permission of AICTE. It is affiliated to Vikram University, Ujjain. ★★★★★ <b>2003</b> The MBA program offered by PIMR has been accredited by National Board of Accreditation (NBA) by All India Council for Technical Education, New Delhi (AICTE).	<b>2006</b> In recognition of PIMR's performance and high standards in providing quality education, the Institute had been conferred Autonomous Status by the University Grants Commission as well as DAVV on the recommendation of a high powered expert committee appointed by UGC to inspect the Institute. ★★★★★ <b>2008</b> PIMR widened its wings by starting its UG Campus at Scheme No. 74, Indore and in the same year Prestige Institute of Engineering Management & Research (PIEMR) was also established.	<b>2009</b> PIMR was accredited by National Assessment and Accreditation Council (NAAC) with 'A' Grade. ★★★★★ <b>2010</b> Introduction of Mass Comm Department with the most advanced infrastructure under PIMR. ★★★★★ <b>2012</b> PIMR had been conferred Autonomous Status by the University Grants Commission.	<b>2015</b> The Department of Law (i.e DoL) was established under the aegis of PIMR. ★★★★★ <b>2016</b> PIMG was accredited by National Assessment and Accreditation Council (NAAC) with 'A' Grade. ★★★★★ <b>2018</b> Establishment of AIC - PRESTIGE INSPIRE FOUNDATION, Indore. An Incubation Centre supported by Atal Innovation Mission, NITI AAYOG, Govt. of India.	<b>2019</b> PIEMR Accredited by NBA for B.Tech (CSE & ECE). ★★★★★ <b>2019</b> PIMR completed 25 glorious years of unprecedented excellence in education. ★★★★★ <b>2021</b> New startup with the name Soaring Aerotech Pvt. Ltd. ★★★★★ <b>2021</b> Founder chairman Dr. N.N. Jain awarded Padma Shri by Govt. of India. ★★★★★ <b>2022</b> Launch of Prestige University. ★★★★★ <b>2023</b> Start Department of Liberal Arts. ★★★★★ <b>2024</b> Stared prestige PIMR BHOPAL.
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## PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

An Autonomous Institution, Thrice Accredited by NAAC with highest Grade, now A++

### PIMR-UG CAMPUS

Scheme No. 74 C, Vijay Nagar, Indore – 452010 (M.P.)

Email: [admission\\_ug@pimrindore.ac.in](mailto:admission_ug@pimrindore.ac.in), Web.: [www.pimrindore.ac.in](http://www.pimrindore.ac.in)

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#### AFFILIATES



Add  
**PRESTIGE®**  
to your ID and Persona



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## ABOUT PIMR

- PIMR was founded in 1994. The institute has been thrice accredited by NAAC with highest grade now "A++" certified by UGC.
- Has been conferred Autonomous Status by UGC in 2006 and again in 2012 & 2019.
- ISO 9001:2008 certified.
- Internationally accredited by IAO.
- Has permanent affiliation with Devi Ahilya Vishwavidyalaya, Indore and all the programs are approved by the same.
- Recognized by the University Grants Commission under 2(f) and 12(b) sections of the UGC Act, 1956.
- Consistently Ranked amongst the top B-Schools in India. (Rank No.1 – M.P. Among Self Finance/Pvt. B-Schools)
- Recognized Research Centre of the University for Ph.D. Program in Management.
- Taking a step toward creating a business and becoming a founder of a start-up, is a unique accomplishment. AIC-Prestige stands committed to give the push start to the start-up.
- PIMR has various MOUs and partnerships with foreign universities for student exchange programmes



## ABOUT INSTITUTE

Prestige Institute of Management and Research is conceived as a unique growth oriented institution of professional education and training. In recognition of its performance and high standards in providing quality education, the institute has been conferred Autonomous Status by the UGC since 2006. The institute has been Accredited Thrice Consecutively by NAAC with highest Grade 'A++' now. The uniqueness of the institute is in its provision for elaborate spectrum of professional programs under one roof, on the job training, semester examinations, qualitative education/ training and building of values and over all development of dynamic personality. The institute has consistently been ranked in the upper edge of top ranking B-Schools. This year the institute has earned the privilege of being ranked 7th in category of academics, 8th in the category of industry interaction and 4th in the category of top 5 institutes in West region by Chronicle Magazine. The Entrepreneur India has ranked the institute at 28th among all business schools in India. We are a leading institution established in central India with a sole vision to enable students with exceptional Professional Education & Research.

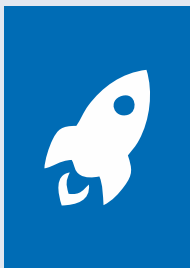
PIMR is recognised for providing an exceptional learning environment for the students by making learning interactive and multi-dimensional. The institute has witnessed top corporate organizations visiting campus for the placements and its alumni have shown immense career growth.





### Vision

To be a leader in Professional Education, Research and Development.



### Mission

To provide quality education by innovating and continuously improving upon the disciplines of management, humanities, commerce, computer applications and law through advanced methods of training, meaningful research and intimate relations with business, industry and other institutions in the country and abroad.



### Values

- Pursuit of Excellence in Education, Research & Consultancy.
- Commitment to Character and Nation Building
- Honesty and Integrity in all endeavours.
- Promoting Gender Neutrality.
- Embracing Unity and Global Diversity.



### Padma Shri Dr. N.N. Jain

Soya Man of the Millenium  
Founder President, Prestige Group



*Excellence happens not by accident.  
It is a process.*

It gives me immense pleasure and pride to have celebrated 27 years of Prestige Group of institutions. The vision that I had started these academic institutions was to "provide world class education at affordable cost". I am happy to say that we have been able to realize a good part of that vision. It is exhilarating that PIMR today is a living embodiment of my long-cherished vision as a first generation entrepreneur-technologist to create a Centre of Excellence for providing top quality professionals for nation building. My best wishes for continuous all round growth of Prestige Institute of Management and Research, Indore.

Jai Hind.





Galaxy of stars: Padma Awardees 2020 **Dr. Nemnath Jain**, sitting 1st from the left



Humility personified: **Hon'ble Prime Minister Shri Narendra Modi Ji** especially greeted Padma Shri **Dr. Nemnath Jain** (Founder of Prestige Group), Dr. Davish Jain and Shri Dipin Jain, sons of Dr. Nemnath Ji Jain thanked and interacted with Hon'ble Prime Minister at Rashtrapati Bhavan, New Delhi Nov. 8 2021.



**H.E. Shri Ramnath Kovind**, President of India presenting Padma Shri for Trade and Industry to **Dr. Nemnath Jain** (Founder-Chairman) of Prestige Group of Industries and Educational Institutions.





## Dr. Davish Jain

Chairman,  
Prestige Education Foundation

Today as the entire world grapples with the deadly pandemic Covid 19, the innovative and progressive people are constantly looking to define a new normal and create a blueprint for a post covid era. We at Prestige have always been ahead of the curve. Prestige Group of Institutions has been agile and cognizant of the emerging changes in the ecosystem and have been proactive to adopt technology for the benefit of the students. At PIMR, we urge you to pursue knowledge in order to construct tomorrow. We have renovated and improved its technological platform, making it suitable for e-classes and remote lectures using internet technologies, as part of its unwavering commitment to higher educational attainment. Now we will not only deploy the state of art technology and infrastructure, we shall also provide great opportunities to our students to experience world class education right here at Indore.

I assure you that the next three years at Prestige will be an exciting time in your lives.



## Mr. Dipin Jain

Vice Chairman  
Prestige Education Foundation

In 27 years, PIMR has laid a strong foundation in terms of infrastructure, faculty and curriculum to realize its vision of being the leader in higher education. At Prestige we believe that it is very essential for the individual's heart, soul and mind to illuminate for the development of society. We at PIMR believe in imparting humanistic dimensions of education by adopting the latest practices and processes in all areas of teaching and learning. Every day brings fresh lessons from study, inquiry, industry contact, global perspectives, and, most importantly, fostering your curiosity. Collectively, let us re-imagine the future. We at Prestige assure you a nurturing atmosphere where you may reach your full potential. Our institution would be an important stepping stone for students on their way to a successful life and profession.

Welcome to Prestige.







### **Dr. S.S. Bhakar**

Group Director  
PIMR, Indore

Prestige Institute of Management and Research has become one of the most preferred B-School in India, providing quality management education with intense academic inputs, rigorous industrial training and extensive institute industry interface. The institute, besides being on the premier B-Schools in India, is also a research center. The institute provides its students an ambience for research, learning, innovation, creativity and entrepreneurial ability enhancement.

During the last 27 years, the institute has won many accolades to its credit which include autonomous status and institute being awarded with Highest Grade “A+ +” (CGPA 3.57 out of 4.0) by National Assessment and Accreditation Council ( NAAC ), Bangalore during Third Cycle (2021). This is the third time institute has been conferred highest grade by NAAC. Due to the economic reforms in the last decade and globalization, we have a new challenge that is to produce professionals who can operate efficiently across the globe, who can excel in a highly challenging and competitive market environment and new economic scenario. Also to meet this end the institute has signed MoUs with foreign universities for faculty and student exchange. The international placements being offered to students of PIMR are proof that they possess the necessary skills and knowledge to compete, sustain and thrive in the global scenario. The Prestige Atal Incubation Centre provide an Impetus to young startup and aim to fulfill the vision of an Atmanirbhar Bharat.



### **Col. Dr. Subramanian Raman Iyer**

Director  
PIMR (UG)

With a vision to be a leader in professional education, research and development, the undergraduate campus of Prestige Institute of Management and Research, Indore is standing elevated with excellence and carrying forward the rich legacy of the Prestige Education Foundation in multiple folds. Going in sync with the cult of globalization and bettering students' exposure towards the outer world and industry, the institute offers specialized and industry-ready programs such as BBA, BBA (FT), B.Com, BAJMC to give their career and future endeavors a great start. Our teaching pedagogy revolves around foundation making, skills enhancement, application approach and inclination towards research. The institute also promotes research at the undergraduate level and has awarded and published some of the key projects undertaken by the students. We also added value-added certification programs and industry linkages like the Association of Chartered Certified Accountants and BFSI an apprenticeship program under B.Com, Port visits for Foreign Trade, IBM certifications for BCA and language proficiency certifications by Cambridge, to develop the knowledge base, improve skills and competency level and sharpen individual orientations. Maintaining a strong network with industry, professionals, mentors and tech enablers for enhanced learning for students has always been the key priority. Every year the varied courses engage their students under industry mentorship belonging to different domains for experiential learning, corporate networking and guidance that can act as a gateway for their future endeavors. The institute gives special emphasis on technology-aided teaching methods and assessments as it enables students and faculty to work together as partners toward achieving a visible and clear goal. This continuous effort has brought many laurels for us as our alumni have made their way to prestigious institutes and organizations across the globe.





**Dr. Rajeev raghuvanshi**

Director Admissions  
Prestige PIMR Group

PIMR has been educating young men and women who entered its community and attained their transformation into responsible citizens, entrepreneurs and leaders of corporates. The Week, Business Standard, India Today, Outlook, Education world, Chronicle, Dalal Street, Economic Times to name a few have ranked the Institute under various parameters among the 'Top 50 Management Institute in India'. Ranked as one of the top 10 Colleges – 2022 by Higher Education Review, we, at PIMR are today poised to offer the very best in management education. We offer students a stimulating environment, through our faculty, who are a good mix of experienced professionals with relevant corporate experience and academic achievements.

By joining PIMR, students are embarking on an education system that is meant to be transformative – academically, socially, and personally. “Excellence and Values” are our guiding principles which are reflected in every activity of the Institute.

We understand the importance of students' involvement in their college activities for greater academic achievement. PIMR offers a number of opportunities for students to get involved outside of the classroom through sports, clubs, and community services. We provide students beyond their “comfort zones” both inside and outside the classroom.

Summer Internship, Industrial Visits and Projects are done with the involvement of industry experts, along with several live projects, to provide students an insight into the real world of business. Co-curricular and extracurricular activities are a regular feature at PIMR.

## NEW EDUCATION SCHEME

### Learning Outcome Based Curriculum Framework

- PIMR offers a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes which shall provide opportunity to students to enhance their thinking capability and to realise their true potential.
- Agenda of LOCF at undergraduate level is to structure the teaching learning experiences in a more student-centric manner by making the courses flexible and offering the students more choices.
- The proposed LOCF offers a better understanding of the business world to the students and aims at building their entrepreneurial skills by providing them hands-on training.
- The graduate attributes includes values related to students' well-being, emotional stability, critical thinking etc. intermingled with a sense of social justice and harmony.
- PIMR LOCF programme prepares students for employability, sustainability and life-long learning.







# COURSES



## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- **Duration:** 3+1 years
- **Semesters:** 6 +2 semesters
- **Choice Based Credit System**
- **Eligibility Criteria:** 10+2

### • Program Objectives:

- 1 Provide management education for laying the strong foundation with core specialization like Marketing, HR, Finance, Supply Chain Management and Family Business.
- 2 Impart communication and management skills to work as executive career in business, industry and consultancy.
- 3 To unleash the potential, channelize the energy to take the responsibility in organizations at trainee level.
- 4 Develop intellectual ability, executive and managerial skills, develop entrepreneurial mind set and skills.

### • Specialization:

1. Marketing
2. Finance
3. Human Resource
4. Family Business
5. Supply Chain Management

### • Program Delivery:

1. Classrooms
2. Case Studies
3. Simulations
4. Group Activities
5. Role Play and management games
6. Scenario Analysis
7. GD & PI Quizzes etc.

### • Beyond Classrooms:

1. Guest Lectures and Seminar
2. Winter & Summer Internship
3. Personality Development Programs
4. Industry Visits, Live Projects, Social Responsibility & Community Engagement, Certifications & Foreign Languages.

## BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)

BBA MARKETING can help students to successfully promote and sell market products through the use of marketing strategies, trend analysis, research and pricing. Under the

guidance of Industry experts, students will gain theoretical knowledge and practical experience required to advance as a marketing professional in the corporate world.

## BACHELOR OF BUSINESS ADMINISTRATION (HR)

The employees are the backbone of every organization. The organization rises upwards in the industry, only if it has the right performing workforce.

performance management systems, designing frameworks like balanced scorecard and more.

In this course students learn to create organizational strategies, finding right people for the right jobs in the organization, training employees for their roles, implementing

The course curriculum includes Professional certifications, Case studies, Industrial tours and Internships.

Some potential career opportunities include HR generalist, HR Manager, Employee Training Program Manager etc.

\*Honours degree will be provided with subject to the completion of 4th year in all the courses.



## BACHELOR OF BUSINESS ADMINISTRATION (FINANCE)

BBA finance specialization aims to provide fine understanding of the working of the domestic and global financial system. The students develop an ability to critically analyze and solve problems associated with the financial operations of a firm. The course curriculum

includes Professional certifications, Case studies, Industrial tours and Internships.

BBA finance offers opportunities like financial and risk analyst, Finance Officer, Business Analyst, Business analyst, Tax Assistant, Credit Analyst etc.

## BACHELOR OF BUSINESS ADMINISTRATION (SUPPLY CHAIN MANAGEMENT AND LOGISTICS)

Supply chain management and logistics is an integral part of most businesses and is essential to company success and customer satisfaction. The Organization success depends on the good supply chain. Supply Chain Management & logistics undergraduate programme (BBA) provides students with the fundamental knowledge of logistics and supply chain business operations. The course develops students with strong analytical, problem solving skills, to understand professional business decisions with solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.

The course curriculum includes Case studies,

Professional Certificates, Industrial tour to Ports and Internships.

The rewarding careers include Operation Manager, Export Executive, Export Sales Coordinator, Shipping Coordinator, Warehouse Supervisors, and Logistics Coordinator.



## BACHELOR OF BUSINESS ADMINISTRATION (FAMILY BUSINESS)

BBA Family Business Management educates and empower the new generation. It builds problem solving and decision making skills within the prospective business owners. The program format aims at providing opportunities to participants to apply learning into practice simultaneously. It is ideal for budding entrepreneurs and next-Gen family business. BBA Family Business is an innovative program designed to equip individual with new-age skill, practical knowledge and global exposure. The course provides various Professional Certifications and focusses on practical exposure relating to Business Start-up and Document Processes, Business Regulation and Tax Planning.

## BACHELOR OF BUSINESS ADMINISTRATION (FOREIGN TRADE)

- **Duration:** 3+1 years
- **Semesters:** 6+2 semesters
- **Choice Based Credit System**
- **Eligibility Criteria:** 10+2

### • Program Objectives:

1. It provides deep knowledge and understanding of subjects like International HRM, Logistics, International Marketing, Business Mathematics, Statistics, Business Economics, Industrial Relations Marketing Management, etc.
2. The students are introduced to a combination of number of disciplines through the industry interface which is in terms of export-import organisation, banks and other organisations which have a global business presence.
3. The basic aim of the program is to inculcate in the students an understanding of the concepts and processes involved in the operation of international business and its

governing forces.

4. Being a career-oriented course, it opens wide opportunities for the graduates of the course at the completion of their degree.

### • Key Highlights

1. Major focus on international exposure through International Summer Internships, Study Exchange Programs,
2. Offer specializations such as – Logistics and supply chain Management, Global Entrepreneurship, Port Management.

### • International Accredited Certifications

1. MS office
2. Digital Marketing
3. Practical HR Generalists
4. Export Documentation and Customs procedures
5. Shipping and Logistics
6. Cambridge English Certifications

\*Honours degree will be provided with subject to the completion of 4th year in all the courses.





## BACHELOR OF COMMERCE

- **Duration:** 3 + 1 years
- **Semesters:** 6 + 2 semesters
- **Choice Based Credit System**
- **Eligibility Criteria:**  
10+2 with 60% marks in Aggregate

- **Program Objectives:**

1. Aim of the course is to provide concept building in the area of Accounting, Taxation and Finance and apply in real life business situation.
2. Course provide practical knowledge related to latest legal practices adopted by Business Organization including Mercantile Laws, Commercial Laws, Corporate Laws and Economic Laws.
3. Course curriculum includes development of Technical Skills required in real business like Computer Application in Business including Computerized Accounting, Enterprise Information System.

- **Courses:**

- B.Com. Core
- B.Com. in collaboration with ACCA- A Pathway to International Career (Specialization)
- B.Com. in collaboration with BFSI (Specialization)

- **Program Delivery:**

**Classrooms:**

1. Case Studies
2. Group Activities
3. Group Discussions
4. Presentations
5. Quizzes
6. Role Play and Management Games
7. Debates etc.

**Beyond Classrooms:**

1. Guest Lectures and Seminars
2. Internships
3. Personality Development Programs
4. Industry Visits



5. Live Projects
6. Social Responsibility and Community Engagement
7. Certifications

- **Nature and Extent of Programme:**

The Programme will help understand various systems, policy framework and strategies needed to administer the rapid changes in an organization's globally oriented environment like equipping students with an understanding of the financial system, its constituents, the principles on which it operates, inter-linkages and regulatory concerns apart from exposure of different functional domains of management. The curriculum of B.Com. degree provides a carefully selected subject combination of Accounting, Economics, Finance, Management, Tax, Marketing and Law etc. The programme aims to nurture the students in intellectual, personal, interpersonal and social skills with a focus on Holistic Education and development to make informed and ethical decisions and equips graduates with the skills required to lead management position.

- **Highlights of the Course:**

1. It equips the students with the knowledge, ability and skill to become a Professional Accountant / Business Consultant / Auditor / Tax Consultant / Financial Analyst / Investment Banker as well as to facilitate the students for the preparation for professional degree courses like CA, CS, CMA, CFA, ACCA, Banking, Insurance and Financial Services Sector and Masters in Accounting, Taxation and Finance.
2. Practical exposure to students through Industrial Visit and Job Training.
3. Course curriculum includes Project-Business File which provides practical exposure in the area of Banking, Income Tax, GST and Investment.
4. Practical knowledge enriched Seminars and

Workshops for overall development of students.

5. Course Curriculum includes Certification in Accounting, Taxation and Finance.
6. Expert faculties from professional backgrounds of CA, CS and Doctorate.
7. Professional Certification in MS-Office from Microsoft & Tally accounting.
8. With ACCA students can earn Advanced Diploma in Accounting & Business from ACCA, UK and B.Sc in Applied Accounting from Oxford Brookes University.

\*Honours degree will be provided with subject to the completion of 4th year in all the courses.





## BAJMC ELECTRONIC MEDIA

- **Duration:** 3+1 years
- **Semesters:** 6 +2 semesters
- **Choice Based Credit System**
- **Eligibility Criteria:** 10+2

- **Program Objectives:**

1. The subject of Journalism and Mass Communication is a perfect blend of theoretical and practical components. It is a full time, under graduate programme intends to give a real picture of working of media in the civil society.
2. The course content helps students to look within the context and understand the basics of Print, TV, Radio, Event management, public relation and new media. The modules have been crafted as per the standards from fundamental to highly advanced level of learning.
3. The course prepares the students to understand the basic principles of communication and its responsibilities towards the society, mass media and its convergence, responsive journalistic etiquettes, learning public relation skills, advertising grammar, maintaining ethical standards and tapping the new media for a digital growth.

- **Experimental Learning Through:**

1. Workshops
2. Master Classes
3. Media Monitor
4. Educational Tours to TV Studios, Radio Stations, TV Serial Sets
5. Production Tours
6. Prestige International Film Festival
7. Summer Internship

- **Career Opportunities:**

1. News Anchor and Reporter
2. Editor and VFX Artist
3. Radio Jockey (RJ)
4. Script Writer / Content Developer
5. Social Media Manager
6. Indian Information Officer (IIS)
7. Public Relation Officer (PRO)
8. Corporate Communicator
9. Screen Play Writer
10. Actor
11. Director
12. Cinematographer/Photographer



## BCA - BACHELOR OF COMPUTER APPLICATION

- **Duration:** 3+1 years
- **Semesters:** 6 +2 semesters
- **Choice Based Credit System**
- **Eligibility Criteria:** 10+2

- **Program Objectives:**

1. It provides skills on upcoming technologies and foundation for acquiring a wide range of rewarding careers into the rapidly expanding world of Information Technology.
2. The degree helps students in setting up a sound academic base for an advanced career in Computer Applications with

specializations in Mobile Application and Web Application Development.

3. Value added courses including Python, RDBMS, SQL and various IBM certifications.
4. The objective of the programme is to provide quality education in information technology through the combination of theory and practice to enhance student's compatibility in applications development and to prepare next generation of computer professionals.

\*Honours degree will be provided with subject to the completion of 4th year in all the courses.





## BACHELOR OF BUSINESS ADMINISTRATION (SPECIALIZATION - ANALYTICS)

- **Duration:** 3 + 1 Years
- **Semesters:** 6 + 2
- **Choice Based Credit System**
- **Eligibility Criteria:**  
10+2 with 60% marks in aggregate



### • Program Objectives:

1. We help prepare aspirants for the booming data analytics industry.
2. The BBA Business Analytics programme is accredited by the Institute of Analytics (IOA), USA.
3. The Institute of Analytics (IOA) is the Professional Body for Analytics and Data Science professionals in USA.
4. This course is intended to empower professionals employed in the areas of Finance, Analytics, Economics, Statistics, Computer Science, Mathematics, IT, Marketing Research and Commodity markets.
5. We train students for acquiring experience and knowledge regarding various analytical tools required in booming analytics industry.

### • Unique Features of the Program

1. Skill based learning
2. Hands on training on Analytics modules from IOA trainers (Institute of Analytics, USA)
3. International Certification on R, Python, Excel and other Analytics tools.
4. I-on-I Mentoring from Industry Experts
5. 100% Internship and Placement Support
6. Cambridge English Certifications- INTERNATIONALLY RECOGNISED EXAM
7. Capstone projects

\*Honours degree will be provided with subject to the completion of 4th year in all the courses.

## ADD WINGS TO YOUR CAREER



**Deepanshu Singh**

Chartered Accountant - Nov 2019  
Deloitte USI  
Audit and Assurance  
Audit Senior Assistant



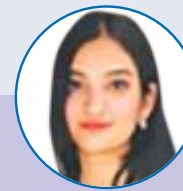
**Ushma Joshi**

B.Com. (Hons.)  
Batch 2019-22  
Cleared CAT 2021  
CAT Percentile 99.54



**Charu Agrawal**

Company: Deloitte Tax Services India Pvt. Ltd.  
Designation: Tax Consultant I  
Batch: 2015-18  
Qualification: B.Com (Hons), MBA



**Vanshika Yadav**

BBA Foreign Trade 2022  
ICICI Bank



**Aman Rathod**

BBA 2022  
ICICI Bank



**Khushi Agrawal**

B.Com (Hons.) 2022  
ICICI Bank



**Divya Chourasiya**

BCA 2022  
ICICI Bank



**Harshit Singh**

BBA Marketing 2022  
ICICI Bank



**Aditi Goyal**

B.Com (Hons.) Banking And Finance 2022  
ICICI Bank



**Priyanshi Patel**

BBA 2022  
ICICI Bank



**Sejal**

Banking and Finance 2022  
ICICI Bank



**Harshi Agarwal**

Associate at McKinsey & Company  
MBA from Indian Institute of Management,  
Calcutta (Secured Rank 8)  
B.Com. (Hons.) from PIMR, Indore (2020 Batch)



**Vishal Paridhi Ayush Sejal Chirag**

### DUBAI PLACEMENTS 2022

5 Students of BBA / B.COM /  
BBA (Foreign Trade)  
Placed in various companies  
@ Max Package of **14.4 Lac PA**





## FACILITIES

Prestige Institute of Management and Research consists of a broad range of services that allow you to develop your skills in new approaches.



### LABORATORY OF COMPUTERS AND ELECTRONICS

The Air-Conditioned Computer Lab at PIMR is well-equipped with computing resources to meet the Institute's technical needs. A video conferencing system with a static IP address and Polycom cameras has been deployed in the institute. The Lab is available to the students for more than 12 hours a day. To meet the communication needs of various members of PIMR fraternity, the Institute has an Electronic Private Branch Exchange (EPBX) with 64 lines scalable to meet the increasing demand.



### HOSTELS

#### PIMR - Girls Hostel

The Girls Hostel is situated near the Institute, in an affluent civil area. The area is secure and well-connected to the rest of the city via public transportation. There are 92 bedded rooms, all of them are twin shared.

#### PIMR - Boys Hostel

The Boys Hostel is situated close to the institute in a wealthy area. The hostel contains well furnished rooms. Food, water cooler, TV, refrigerator, laundry, security, and other amenities are available.

### LIBRARY

The institute's library is well-equipped, vast, and fully computerized, with around 40,524 books and reports/monographs on a wide range of managerial, computer skills, and related disciplines. The institute gets 278 research journals on a regular basis, including 59 foreign journals and more than 8500 E-journals. The library also receives a huge quantity of newspapers and publications for usage. The institute's library contains 116 encyclopaedias and dictionaries that cover a wide range of topics.

Indore Division Library Association awarded PIMR Library the Best Library Rolling Shield for the year 2001-02.

In 2008, the Indore Divisional Library Association awarded it the Excellent Library Award for its outstanding services.

- Photocopying service
- Publication exchanges
- Book displays are organised.
- All students have access to the internet.



### ATHLETICS

Sports are an important aspect of PIMR. Sports are given significant emphasis in extracurricular activities. Students participate in and represent the institute in numerous sports tournaments hosted across the country on a regular basis. Experts provide encouragement and training in their particular sports. SPARDHA is an annual sports event that includes the following sports:

- Basketball
- Badminton
- Carom Chess
- Table tennis
- Volleyball



### CAFETERIA

Institute has a well-equipped and easily affordable Cafeteria within the college campus which provides a variety of food items to students, faculties and staff members. It has comfortable sitting arrangement and can accommodate a good number of students. The cafeteria is not just a food joint but a place to relax, interact, rejuvenate and take a refuge from the daily hectic schedule. Quality of food items, proper cleanliness and hygiene is maintained by the cafeteria management team.





## INCUBATION AIC-PIF SERVICES

AIC-PIF is a modern incubation center at Indore for in-campus and virtual incubation of startups. It functions under the Atal Innovation Mission Scheme of NITI Aayog, Government of India.

It supports innovative and disruptive start-ups & business ideas to become viable enterprise ventures. Overall ecosystem support to startups for prototyping, validation scale up and expansion is provided. Productive environment at AIC-Prestige provides entrepreneurs the right environment to build and scale up their ideas & innovations. AIC-Prestige is working towards elevating the overall startup ecosystem of the region in order to help the budding innovators & entrepreneurs to scale up and become a viable business entity.

In existence since August 2018  
 Total number of startups supported till date- 45  
 Current number of startups under incubation- 30

Number of Networking/Mentoring trainings & events done- 60

Number of Academic/Corporate Mentors Connected- 35

Number of Industry Connects done- 12

Physical Infrastructure:

S. No	Name	Area (Sq. ft)
1	Administrative space	690
2	Common facilities	775
3	Lab facilities	1020
4	Workspace for startups	1765

The highly innovative and productive environment at AIC-Prestige provides entrepreneurs the right environment to build and scale up their ideas & innovations.



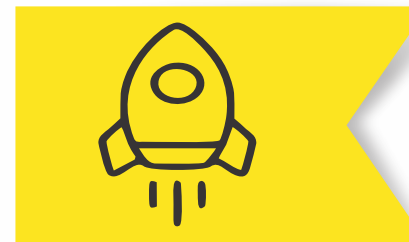
## The Hardest Part of Starting Up Is Starting Out

Taking a step toward creating a business and becoming a founder of a start-up, is a unique accomplishment. AIC-Prestige stands committed to give the push start to the start-up.



### Ideation

Experiential and Hands-on Learning, training, mentoring for innovation, research and entrepreneurship.



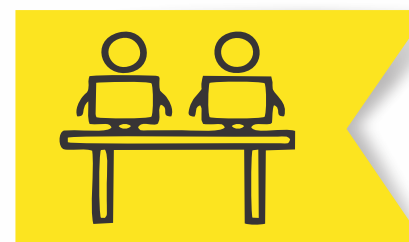
### Kick Start

Ensuring evolution and diffusion of innovations in a selective and time bound basis so as to meet the national objective of socio-economic development.



### Mentoring

Providing institutional support in scouting, sustaining and scaling up innovations.



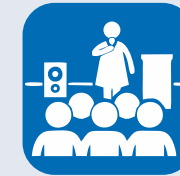
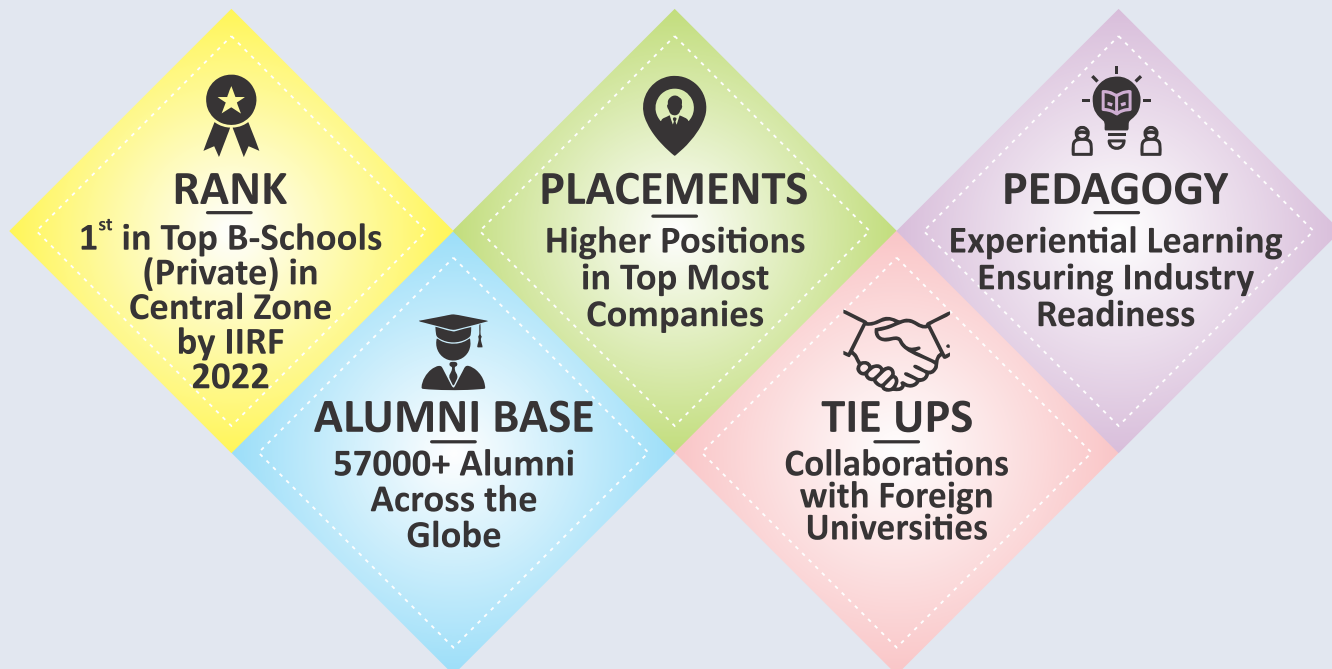
### Co-working

Encouraging creation of new technologies and intellectual property relevant to promotion and incubation of startups of the nation.





## WHY CHOOSE PIMR?



## Student Activities

Prestige institution of management and research is not only a great place for academic activities and intellectual development, but it is also a vibrant and lively place for personal and social development.

The campus is abuzz with numerous curricular, co-curricular, and extra-curricular activities in the fields of sports, adventure and culture. Several literary activities also take place on the campus.



## Foreign Tour

The institute also organizes foreign tour for its students. The students have been taken to Europe Tour, Hong Kong and Macau, Singapore, Dubai, Germany and Italy.







## Pratibimb and Management Film Series

Pratibimb and Management Film Series were started in the Institute with the purpose of showing various functions of management being implemented at various levels of the organizations. The films focus on varied issues and highlight the actual scenario of the management arena in the country and around the globe. Under the Management Film Series, more than twenty five films have already been screened with the first one being shown on July 24, 2004.



## Management Games

The institute in association with All India Management Association (AIMA) has hosted third, fourth, fifth, sixth, seventh, eighth, ninth and tenth Students' Management Games (SMG) for Western Region. SMG is a unique and very popular game among the B-schools because of its dynamic nature, which provides a better understanding of business realities and the dilemma faced in decision-making. It is based on computer software Chanakya. This game was organized for the first time in the State of Madhya Pradesh in 1999 by PIMR in association with AIMA. Thirteen Student Management Games were organized at PIMR.



## Extra Mural Lecture Series

Executives and eminent personalities from the corporate world are invited to the institute regularly for interaction with students on the relevant topics and pragmatic aspects of management. Such interactions enrich the students by exposing them to the experiences of industry and commerce.



Mr. Anil Bokil Founder, Artha Kranti Pratishtan, Pune  
 Mr. G. Chandrashekhar Economist, Sr. Journalist & Policy Commentator  
 Mr. Hanumant Rao Chairman & MD, BVG India Ltd.  
 Ms. Pinky Anand Senior Advocate and Former Additional Solicitor General of India at the Supreme Court of India  
 Shri Harinarayan Chari Mishra Inspector General, Madhya Pradesh Cadre



## Rotaract Club

Rotary International has granted the Institute a charter to establish a Rotaract Club in order to create opportunities for PIMR students to assist society in general and the weaker sections in particular, as well as to carry out activities to maintain ecological balance.

It conducts events such as Blood Donation Camps, Rose Days, and Chocolate Days to collect revenue for charitable causes.



## Spardha

To chisel the personality of the students, PIMR organizes National Sports Festival, Spardha annually. The events in Spardha include carom, chess, table tennis and volley ball. The Seventh National Sports Festivals have been organized so far.







## MANTHAN

MANTHAN is the ceremonious fest organized by PIMR which has evolved over the years as central India's largest socio-cultural Festival. The word MANTHAN is popularized since ancient times because of "Samudra Manthan" which has given many gems to humanity and this is the thought behind Manthan. It is an amalgamation of entertainment, excitement, and showcasing the potential of the youth, offering a rich blend of music, art, dance, drama, workshops, and quizzes. Manthan promises an exuberant cocktail of cultural diversity, social awareness, and unending entertainment. Manthan has established itself as one of the most enthralling cultural festivals in M.P. continuing with the tradition of providing an academically and culturally stimulating atmosphere, one of the most successful socio-cultural festival where luminous potential of youth is showcased.

Being a perfect blend of Fun-Frolic-Fiesta, this event covers over 30 events and games.

Manthan not only spotlights on capabilities of participants but also encourages inter-societal collaboration which provides them a platform to relish and discern experiences beyond their reach.

Manthan every year sees an enormous footfall of enthusiastic youths who participate to be a part of the celebration.

The entire event is coordinated and managed

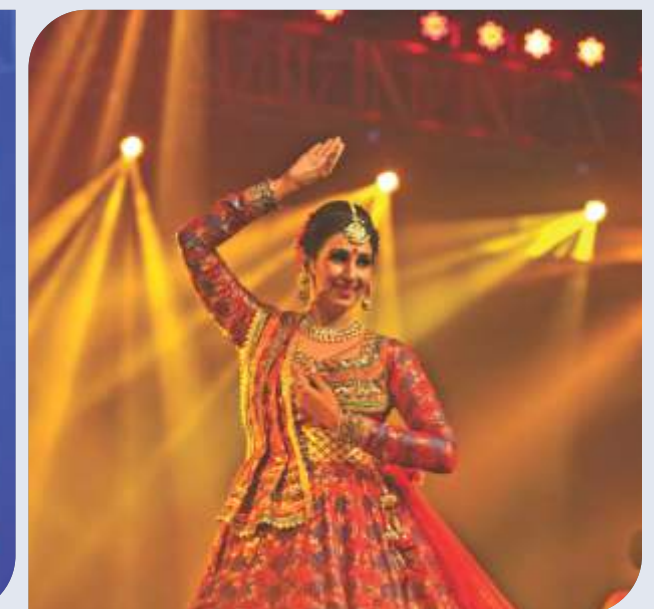
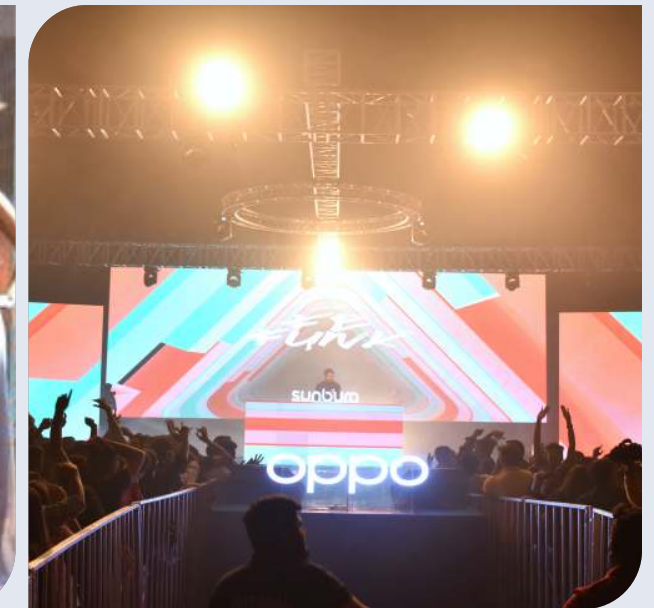
by Student Council along with various committees headed by faculty coordinators which develops leadership and team building.

### Key Facts-

- Over 30+ events and games
- 1000+ performers from over 100 colleges across the country.
- 450+ event volunteers
- 5000 attendees
- Numerous cross-cultural events encouraging inter-societal collaboration

### Events-

1. Kalakriti
2. Debate
3. Extempore
4. Business Model Presentation
5. Portfolio Mangement
6. Creative Writing
7. Ad Mad Show
8. Role Play
9. Fashion show
10. Theatre show
11. Shutter Click
12. Reel Making & many more...





## ABOUT THE INTERNATIONAL CONFERENCE

The Prestige Institute of Management and Research is a recognized research centre of Devi Ahilya Vishwavidyalaya (DAVV) Indore, a state university, since 1996 with 54 Ph.D. Guides. The Institute has a large student base of 5000 students in its various programs and is a proud Alma mater of 57,000+ alumni who are based in India and abroad.

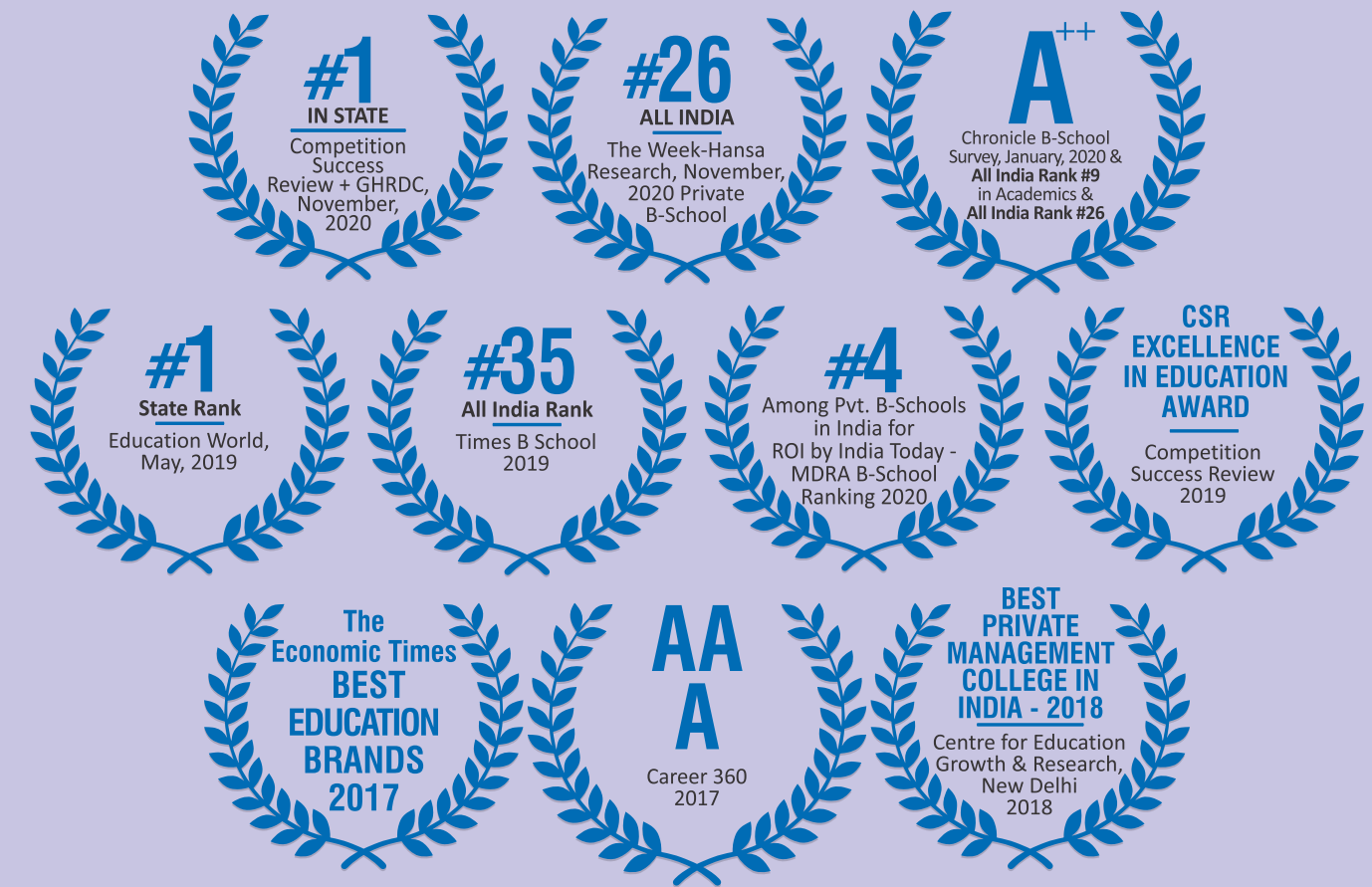
The Institute has been regularly hosting International Conferences which have seen the participation of delegates from various countries such as USA, UK, Russia, Canada, China, Brazil, Romania, Czech Republic, Nigeria, Thailand, Nepal and Bangladesh. The conference is being organized in collaboration

with the London School of Business & Finance, Singapore; Mississippi College, Mississippi University, USA; Synergy University, Moscow, Russia; Poltava University of Economics and Trade, Poltava, Ukraine; Rushford Education Group, Russia and North Eastern Federal University, Yakut, Russia.

The Conference seeks the participation of several professional delegates from leading Management Institutes as well as from Industries along with the presence of many PhD research scholars and student delegates in its technical sessions on varied areas of management.



## RANKING



## MOU WITH LEADING UNIVERSITIES

The Institute has signed MOUs with International Universities namely Synergy University, Moscow, North Eastern Federal University, Yakutsk, Russia, SIAM University, Thailand, University of Poltava, Ukraine, American Latin University, Argentina; London School of Business and Finance, Singapore; Munich Business School, Munich, Germany; Federal Polytechnic, OKO ANAMBRA State, Nigeria; Debre Brehan University, Ethiopia; University of Algeria, Algeria for faculty and student exchange programme.





## PRESTIGE CINEVISION FILM FESTIVAL

Prestige Cinevision Film Festival Includes Cine Enthusiast Session. Session includes one on one interaction with people working in Film industry like Directors, Script writers, Actors and many more.

We also perform Film Screening which make students learn something new with respect to Direction, Acting, Writing etc. We have screens films like Dil Chahta hai, Born Free, Yeh Mera India, Hazaron Khwahishen aisi bhi and many more.



Mr. Rajesh Kumar



Mr. Vineet Kumar



Ms. Lata Saberwal



Ms. Manini Dey



Mr. Kiran Kumar



Mr. Rahul Rawail

## LUMINARIES



PIMR AIC Inauguration by Honourable Governor Smt. Anandiben Patel.



Dr. Ved Prakash Vaidik  
Political Analyst, Orator and  
a Columnist on National  
and International Affairs.



Shri Pawan Sinha  
Spiritual Guru and  
Educationist



Swami Mukundanand Ji  
Spiritual Speaker & Mentor



Mr. Vijay Sardana  
Public Interest Independent  
Director at Metropolitan Stock Exchange  
of India Ltd.



Mr. Manish Mundra  
Indian Film Producer



Mr. Anand Kumar  
- Super 30



Hon'ble Sumitra Mahajan



Ms. Ragini Makkhar



Hon'ble Peter Mohan  
Maithree Peiris  
Former Chief Justice of Sri Lanka



Hon'ble  
Arifin Bin Zakaria  
Former Chief Justice of Malaysia



PIMR Silver Jubilee  
Inauguration 2



Dr. Prof. Meher Master Moos  
Founder & President,  
Zoroastrian College, Mumbai





# CELEBRITIES



Anurag Basu



Ankita Lokhande



Akhilendra Mishra



Raftar



Mr. Siddharth Nigam (Actor) and Ms. Surabhi Mehra (Actress)



Sourabh Shukla



Ashutosh Rana



Paridhi Sharma



Richa Aniruddha



# ALUMNI



Paridhi Sharma  
Actress



RJ Vini  
Radio Jockey



Kanika Arora  
Assistant Producer/News Anchor/News Reporter  
at India News since January 2018



Abhinav Mishra  
Business Development Manager, Of Business  
(IIM Rohtak Gold Medalist All Rounder)



Raj Shamani  
Entrepreneur  
& Motivational Speaker



Mannat Singh  
Miss India Kerala 2017.



Mr. Rajesh Agrawal  
London's Deputy Mayor for Business



Mr. Nihit Upadhyay  
ACP Indore Police



Aavriti Choudhary  
Femina Miss Diva 2019



# 57,000+ PRESTIGEANS

## MARCHING FORWARD TO US\$ 5 TRILLION ECONOMY FOR NEW INDIA

**PRAMOD S. KAINATURA** Prestigean Batch 1994-1997

**Head Sales (Japan and Korea) - APAC Centrient Pharmaceuticals India Pvt. Ltd.**

PIMR helped me discover my aptitude for business management. This drove me to International Business as my PG specialization, which eventually made me the professional that I am today. I owe this to the institute.



**ASRA AHMED** Prestigean Batch 2004-2006

**Sr. Consultant Infosys**

PIMR's learning centric environment and guidance from highly intellectual faculties has really helped me to work my way through up to where I am today. I feel fortunate to be associated with such an institute.



**SIDDHARTH SHARAN** Prestigean Batch 1994-1997

**VP Maven Technologies**

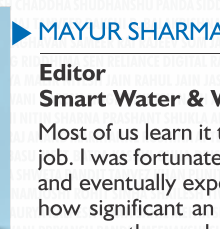
I was a science student before I joined my undergraduate course and there was a bit fear that how I would be able to manage the course. Pedagogy was at its best to train students who had no knowledge of business.



**PARIDHI SHARMA SAKENA** Prestigean Batch 2006

**TV Actress and Director Indian Television Industry**

I was a science student before I joined my undergraduate course and there was a bit fear that how I would be able to manage the course. Pedagogy was at its best to train students who had no knowledge of business.



**KEDAR SHUKLA** Prestigean Batch 1994-1997

**Director, Capgemini**

I was fortunate and privileged to be a part of the 1st batch of BBA (1994-97). The time I spent with PIMR has helped immensely not only in the professional space but, in the life at large, as well. Embracing success and failure with equal poise was one learning that I clearly imbibed from my stint with PIMR.



**NIKHIL J. MODAK** Prestigean Batch 2004

**Regional Manager, Honda Cars India Ltd., Mumbai & Goa**

I can vividly recall my three amazing years in PIMR and in the lovely city of Indore. PIMR was established in 1994 - I was the part of the founding batch of BBA. For me coming to Indore was big decision, away from my parents for the first time, new city, new institution. When I look back now, those were probably the most beautiful years.



**DR. NIKHIL AGARWAL** Prestigean Batch 1994-1997

**IIT Kanpur CEO FIRST**

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**SHARAD KELKAR** Prestigean Batch 1999-2001

**Actor, Anchor & Model**

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**MAYUR SHARMA** Prestigean Batch 2003-2005

**Editor Smart Water & Waste World Magazine**

Most of us learn it the hard way - when we get a job. I was fortunate enough to learn, understand, and eventually experience it - all at PIMR. That's how significant an institution can be. It teaches you more than any book can. It prepares you for life.



**YRIYANKA KAINATURA SHARMA** Prestigean Batch 1997

**Brand, Reputation, Change, Advocacy and Culture Communication Professional and Author of My Jiffies**

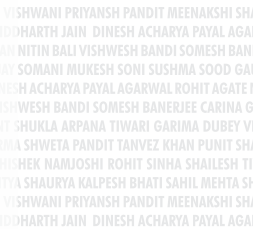
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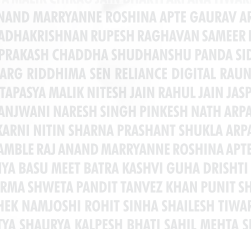
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**AKHIL M JOE** Prestigean Batch 2015-18

**Business Development Training Manager, Byjus**

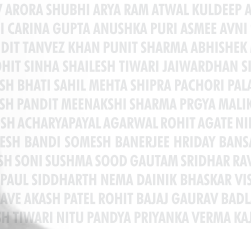
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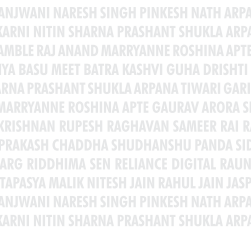
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**SAURABH THAKUR** Prestigean Batch 2015-18

**Tax Consultant, Deloitte Tax Services India Private Limited**



**CHITRA VAJPAEE** Prestigean Batch 2004-2006

**Tax Consultant, Deloitte Tax Services India Private Limited**



**PRIYA YADAV**

**Data Researcher S & P Global Market Intelligence**



**VARUN RIJHWANI** Prestigean Batch 2008-11

**Doctoral Scholar MICA Visiting Scholar CELTA certified English language teacher Western Michigan University**



**MOHINI BASU** Prestigean Batch 2008-11

**Senior Account Manager-Digital Marketing, Gozooop**



**PIYUSH MAHESARA** Prestigean Batch 2008-11

**Regional Manager-Operational Excellence Amazon**







S.No	Awarding Agency	Year	Category
1	Centre for Education Growth and Research	2020	Outstanding Management College in Central India
2	Golden Book of World Record	2019	Most People Singing Hymn Simultaneously -2993 people
3	Golden Book of World Record	2019	Largest Session on Youth & Businesses -3325 people
4	Golden Book of World Record	2019	Largest Session on Business Strategies -3353 people
5	Golden Book of World Record	2019	Largest Session on Economic Growth – 4059
6	Competition Success Review	2019	CSR Excellence in Education Award
7	Centre for Education Growth and Research	2019	Outstanding Management College in Central India
8	Centre for Education Growth and Research	2018	Best Private Management College in India - 2018
9	Competition Success Review	2018	Institute of Excellence - 2018
10	Brands Impact Magazine	2017	Academic Excellence among Management Institutes in Central India – 2017-18
11	Economic Times	2017	The Economic Times Best Education Brands 2017
12	Elets World Education Award 2017	2017	Excellent Training and Placement
13	Centre for Education Growth and Research, New Delhi	2017	“Best Industry Interface – West”.
14	Golden Book of World Records	2016	Largest Internet Literacy Campaign for Rural Women
15	Centre for Education Growth and Research, New Delhi	2015	Best Management College for Industry Interface -2015
16	National Entrepreneurship Network	2015	Entrepreneurship Week- India 2015 Premier Awards Certificate of Achievement

## INTERNSHIPS AND PLACEMENT ASSISTANCE

