



**BE  
READY**





**THE WORLD IS HERE.**  
AND THIS MOMENT YOU HAVE IS NOW.

DO YOU WANT TO BE AN ASPIRANT?  
OR SHOW YOUR METTLE AS A LEADER?

WILL YOU BE A PARTICIPANT,  
OR CHOOSE TO IMPACT AND CHANGE?

**NOW IS THE TIME TO DEFINE WHO YOU ARE.**

**DON'T JUST EXIST.**  
**BE THE BEST YOU CAN BE.**  
**BE READY.**

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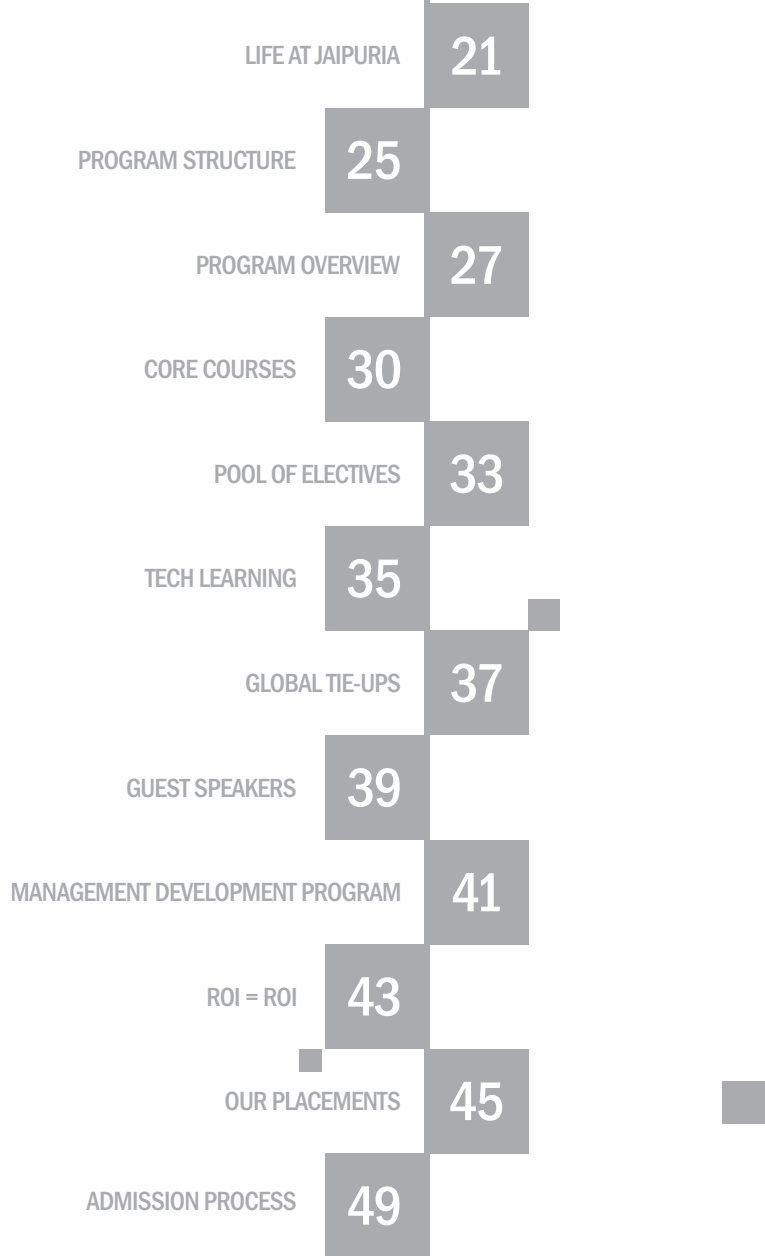
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Leading in the most dynamic times, is a test of vision, tenacity and learnability. More so for an institution like Jaipuria. When you choose Jaipuria, you choose a legacy that has constantly reinvented itself, expanded its horizons and effectively contributed to the body of knowledge. As you step in, you will be embraced by over 20 years of rigorous, relevant learning driven by a culture of innovation and excellence. The impact, needless to say will be life transforming.

At Jaipuria, we are nurturing leaders who enrich themselves and the world around them.

Use each moment here to learn, unlearn and transform the leader within. Chisel your skills and attitudes, power up your vision and get ready to make a difference.

Leadership is a position. And learning is the first step towards it.

I welcome you to start this journey with us.

# MAKE A DIFFERENCE. BUT FIRST TO YOURSELF.



**Sharad Jaipuria**

Chairman - Jaipuria Institute of Management  
Chairman - Seth M.R. Jaipuria Schools  
Chairman - Ginni International Limited  
President - Denim Manufacturers Association of India

# MISSION

To continuously upgrade and upscale the quality and spread of our educational endeavors.

# GOAL

To be amongst top business schools in India in terms of-

- Student Reach, Participation and Achievement
- Engagement with Indian and Global Business and Societal Context
- Knowledge Creation and Dissemination through Research Training and Consultancy
- Recognition through Rankings and Accreditations
- Adoption of Contemporary Technology in Teaching Learning and other Processes
- Employer of Choice Focused on Up-gradation of Skills of its Employees



# BOARD OF GOVERNORS

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## CHAIRMAN

### **Sharad Jaipuria**

Chairman & Managing Director  
Ginni International Ltd.

## VICE CHAIRMAN

### **Shreevats Jaipuria**

Executive Director  
Ginni International Ltd.

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## MEMBERS

### **Anurag Dalmia**

Vice Chairman  
Dalmia Bros. (P) Ltd.

### **Sudhir Jalan**

Co - Chairperson  
Rieter India (P) Ltd.

### **Ashutosh Garg**

Founder Chairman and  
Managing Director, Guardian Lifecare

### **Dr. M. Ashraf Rizvi**

Director  
Jaipuria Institute of Management, Lucknow

### **Dr. Kamal Gupta**

Corporate Consultant  
Former Technical Director, ICAI

### **Dr. Rajiv R Thakur**

Director  
Jaipuria Institute of Management, Noida

### **Mahesh Gupta**

Chairman  
KENT RO System

### **Dr. Prabhat Pankaj**

Director  
Jaipuria Institute of Management, Jaipur

### **Ravi Jhunjhunwala**

Chairman  
LNJ Bhilwara Group

### **Dr. Harshavardhan Halve**

Director  
Jaipuria Institute of Management, Indore

### **Dr. Rajan Saxena**

Vice Chancellor  
NMIMS University

Nominee, AICTE, New Delhi

Nominee, State Government

### **Salil Bhandari**

Corporate Consultant





"I have had the pleasure of interacting with the faculty and the leadership team of the institutes. They are deeply committed to provide education that is relevant to contemporary trends in business and industry.

The institute is open to new ideas and is continuously adapting itself to new learning methods and technologies."

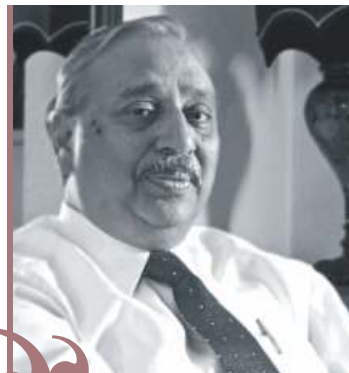
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**Ashutosh Garg**

Founder Chairman and  
Managing Director, Guardian Lifecare

"I compliment the success that the Jaipuria Institutes have achieved in the last few years in placement of their students, management development programs and their research initiatives. There is a high degree of transparency and lively discussion at the board level, which ensures accountability of the institutions.

I hope that these standards of excellence are adhered to in all future endeavors. I wish Jaipuria Institute of Management, great success."




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**Mahesh Gupta**

Chairman and Managing Director  
KENT RO Systems

# WELCOME TO THE BE SCHOOL

This is not a B-School. Business, career, jobs – we are not preparing you for those. Our goal is to make you life ready. We are thinking, learning and evolving to help you grow, both personally and professionally. We will push you beyond boundaries, geographies, thought patterns and practices to find a new you. Think bigger. And deeper.

Be your best. Now.





- BE with a purpose
- BE valuable
- BE globally aware
- BE driven for personal growth
- BE enriched professionally
- BE responsible
- BE a thought leader
- BE a problem solver
- BE a learner
- BE a changemaker
- BE free

BE  
MORE.



# *Uncampus* **BE UNLI**

Immerse yourself in 4 times the challenges and opportunities with Uncampus. Leverage a borderless world with the first ever inter-campus collaboration. This is your chance to multiply your potential.

*Uncampus Admissions* / *Uncampus Curriculum* / *Uncampus Experience* / *Uncampus Learning* / *Uncampus Placements*



## 4 CAMPUSES, 1 UNIQUE DELIVERY

*Gain centralized admissions • Access 4 fold recruitment choices*

*Experience multi-campus student exchange • Learn from 110+ eminent faculty*

*Connect with 6600+ alumni • Multiply your opportunities*

*Train with centralized curriculum • Join 1600+ young minds from all over India*



The uncampus program provided me a great opportunity for learning. Being from Jaipuria Jaipur, I went to Lucknow campus through the Uncampus Student Exchange Initiative.

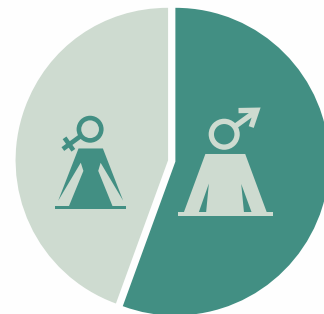
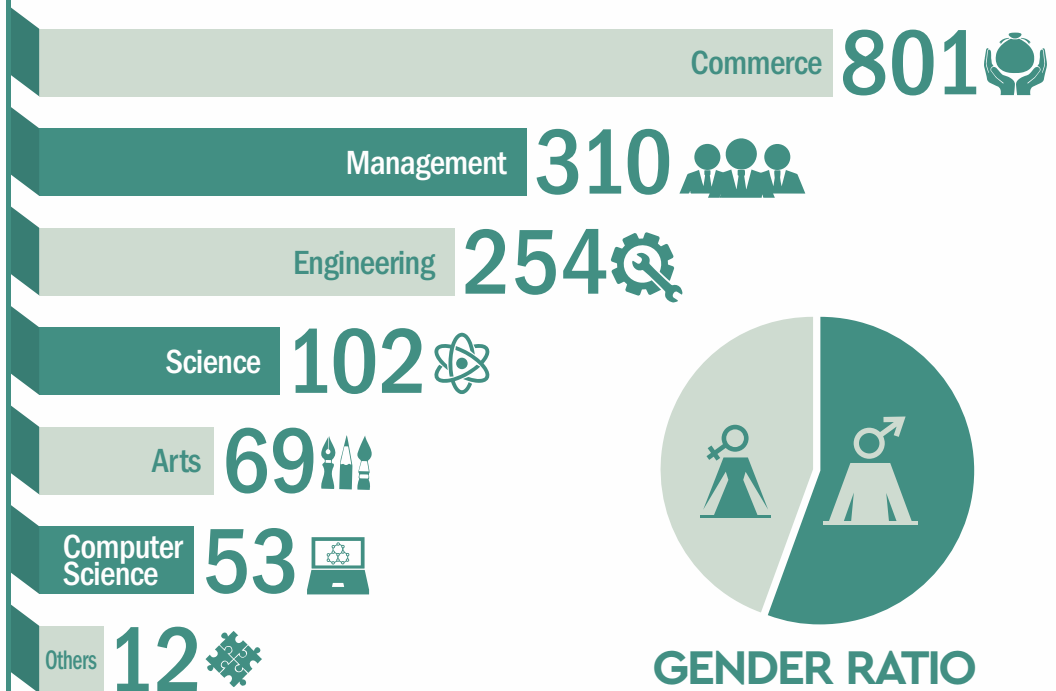
I got to experience a different life at Jaipuria Lucknow. For me it was an eye opener, once in a life time experience. I believe no other institute would have given me this exposure.

### **Keshav Sood**

Placed with TP Link  
Batch 2015-17

# BE PART OF A DIVERSE COMMUNITY

## GRADUATION STREAM



**GENDER RATIO**  
718 Female | 883 Male



## DIVERSE TALENT POOL

**1601 STUDENTS**

ACADEMIC YEAR 2016-17

INNOVATE  
COLLABORATE  
ADAPT  
ASSERT  
LEARN  
LEAD

BE

JAI  
PU







AJURIAN

690+  
CXOs/VPs

267  
ENTREPRENEURS

2009  
MIDDLE LEVEL

603  
MTs

6600+  
ALUMNI

2326  
SR. EXECUTIVE  
LEVEL

734  
GMs

# BE CONNECT TO 6600+ ALUMNI

They have been there. And they have done that.

Now it is about you. The Alumni Mentorship program allows you a rare training under one of the 6600+ alumni. Use this opportunity to sharpen your skills and widen your knowledge.



**ANAND NARAIN KAPOOR**

Vice Chairman  
MIDCOM  
Batch 1995-97



**PUSPARAJ SATPATHY**

General Manager - HR  
Usha International  
Batch 1995-97



**VINAY SINGH PUNDIR**

Assistant General Manager  
Motherson Sumi  
Batch 1995-97



**SHALINI NAGAAR**

HR Head - India & South Asia  
Marks & Spencer  
Batch 1997-99



**K VINAY RAJ**

Assistant Vice President  
Axis Bank  
Batch 1997-99



**YATEESH WAHAAL**

Director & CEO  
Nayati Healthcare & Research Pvt. Ltd.  
Batch 2005-07



**NIKITA AGGARWAL**

Manager - Business Development  
India Today Group  
Batch 2005-07



**BINAY BHUSHAN CHOUDHARY**

Business Manager  
Syska LED  
Batch 2006-08

# ED



*My biggest reward has been the huge success of the Polio Eradication Program in India. It was a collective effort by 1100 staff members and 1350 volunteers with 275 offices across the country.*

**Indu Raj Gautam**

HR Officer, World Health Organization (WHO)  
Batch 1995-97



**KAMRAN MOHSIN**

Online Strategist  
Intelenet Global Services  
Batch 2008-10



**RASHMI PRASAD**

Senior Associate  
PWC  
Batch 2008-10



**POOJA TRIPATHI**

Market Research Analyst  
Network 18, CNBC AWAAZ  
Batch 2011-13



**SRAVANTI IVATURI MISHRA**

Public Affairs &  
Communications Coordinator  
American Express  
Batch 2011-13



**BHUSAN PATNAIK**

Area Business Head  
Mahindra & Mahindra  
Financial Services  
Batch 2012-14



**ARNAB GHOSH**

Branch Manager  
Godrej & Boyce  
Batch 2012-14



**SHREYAS SAUNDITKAR**

Officer - Alliance & Marketing  
Sony  
Batch 2012-14



**JYOTI BATRA**

Analyst  
Ernst & Young  
Batch 2013-15

# BE NURTURED BY 110+ EXPERTS

The biggest perk of joining an institute such as Jaipuria is its rich pool of experts. You get to train under industry stalwarts and academic experts who bring forth an extensive experience in the industry. You benefit from their passion for research and constant thirst for new practices.



For faculty details, visit: [www.jaipuria.ac.in/faculty-research](http://www.jaipuria.ac.in/faculty-research)

## INFINITE OPPORTUNITIES FOR GROWTH




**Dr. Shalini Srivastava**  
Assistant Dean - Research and Publications

We believe in a balance of theoretical input aligned with practical input. The pedagogy adopted at our campuses is based on a two-way learning process. Experiential based learning, simulations, case studies, role plays and the like not only make the students understand the concepts but it also helps them in aligning the same with corporate needs. There is continuous brainstorming in the sessions which further helps the students to gain confidence and improve their communication skills.

### "Learn from industry tailored programs."

The courses have been developed after a lot of brainstorming with industry experts. After being vetted by alumni, senior academicians and the corporate, these are then structured in such a manner that the students get a glimpse of the corporate world. The academicians align the courses with the real life cases of the industry and the students get an opportunity to deliberate on the same.



**LEARNING THE SKILLS TO LEARN**

**Himanshu Misra**  
Associate Dean  
Student Affairs

Our rigorous and continuous training through pedagogical tools like Case Analysis, Role Plays, Business Simulation etc., ensures that they know how to approach a problem, how to logically define and structure the same, how to move towards a solution, how to successfully execute the plan and how to ensure that they reach the desired goals. We teach, so that they can inculcate a habit of learning continuously.



**FOCUS ON ALL ROUND DEVELOPMENT**

**Dr. Romi Sainy**  
Assistant Dean  
Academics

The rigorous, varied, and innovative curriculum is experienced by each student. If we take a look at the number of hours devoted under each category, the intensity of the PGDM program is self-evident. On an average each student would have had the chiseling experience by faculty team as facilitators and mentors, and dedicated placement training, apart from the exposure to industry through live projects and guest sessions, winter projects and industry mentoring. Opportunities for collaboration are incomparable. Overall emphasis in two years is given to increase the practical and business acumen of the students.



**ROUTE TO MANAGEMENT EXCELLENCE**

**Prashant Gupta**  
Professor  
Operations Management

The Institute's sole focus is on providing quality management education. It strives to change lives of students by inculcating life-skills and providing them opportunities and assistance to achieve their goals. This campus is live wire with activities like "Life After 6", Personalized Mentoring, Individual Development Plans (IDPs), Workshops, Training aligned with co-curricular and extra-curricular activities. It has outlined Industry Connect, 24x7 Learning Environment, Blending of Formal and Non-Formal Learning, and Global Exposure as its Four Pillars.



**FROM ACADEMIC SEEKER TO A PROFESSIONAL**

**Dr. Abhijit Nair**  
Associate Professor - Business Communications

Today's corporate houses seek graduates who are work-ready as well as equipped with applied academic orientation. From the orientation program itself the student's journey is one of learning, imbibing hard skills, and getting ahead with soft skills. The incorporation of a marketing module that is industry-centric involves doing a project with the business verticals.

This has molded students from academic point seekers to result oriented professionals. Students amalgamate skills that would not be limited to fighting odds, managing deadlines, live projects and many more. Coupled with this is the enthusiasm in meeting industry personnel, networking with alumni, listening to subject matter experts, getting coached through Individual Development Plans and being part of a thriving community of strivers.



*Jaipuria being a student centric institution promotes a lively fellowship between the juniors and the seniors. And this makes campus life worthwhile.*

**Rohan Garg**  
Batch 2015-17

## JAIPURIA LUCKNOW

Jaipuria Lucknow is a thriving legacy of excellence for over 2 decades.

You will step in to a culture that aids experiential learning. In the startup destination of the country, Lucknow campus offers you an evolving curriculum that will help you gain a strong foothold in the industry.

# BE PART OF A LEGACY



**'A' Grade Accreditation By 'NAAC' (UGC)**

**NBA Accredited PGDM Programs**

**AIU Recognized PGDM as Equivalent to MBA**

**49th Amongst All Management Institutes in India (NIRF, 2016), Ministry of HRD, Govt. of India**

**36th Amongst All B-Schools in India (People Matters - NHRDN 2016)**

**11th Amongst Private B-Schools in North India (Outlook, 2016)**

**9th Amongst Private B-Schools in North India (CSR - GHRDC, 2016)**

**Whats up on campus:** OJAS • IIC • Lucknow Marathon • MiDCOM Business Challenge Competition, etc.

### Lucknow at a glance:

- Selected for Smart City Project
- 6th Largest city in job creation
- Emerging startup destination after Pune & Bengaluru
- Commerce, Banking and Education Hub

**Courses Offered:** Post Graduate Diploma in Management (PGDM)  
Post Graduate Diploma in Management – Financial Services (PGDM-FS)  
Post Graduate Diploma in Management – Retail Management (PGDM-RM)



## JAIPURIA NOIDA

Jaipuria's Noida campus puts you in the heart of the industry. In a bustling neighborhood with giants from IT, manufacturing, entertainment among others, you will gain an insider's edge. The course prepares you to develop service mindedness and entrepreneurial ability. Global in perspective and rooted in spirit, you will be ready to step into the industry.

# BE EXPOSED TO THE REAL INDUSTRY



'A' Grade Accreditation by 'NAAC' (UGC)

NBA Accredited PGDM Programs

AIU Recognized PGDM as Equivalent to MBA

26th Amongst All B-Schools in India (NIRF, 2016), Ministry of HRD, Govt. of India

29th Amongst All B-Schools in India (People Matters - NHRDN, 2016)

14th Amongst Private B-Schools in North India (Outlook, 2016)

10th Amongst Private B-Schools in North India (CSR - GHRDC, 2016)



**Whats up on campus:** JAMC • ICROSMOS • Udaan • Spardha  
Marketing & Finance Conclave • ICMAPRANE • Praktikosh

### Noida at a glance:

- Model city in UP • Media and Multinational Hub
- Part of NCR, booming realty space • Software Technology Park
- SEZ for Industrial and Automobiles



*Jaipuria's Mentorship Program, helps students to enhance and groom their skills in the right directions, where the mentor takes session to guide and motivate mentees in their strong area.*

**Ashish Dave**  
Batch 2015-17

**Courses Offered:** Post Graduate Diploma in Management (PGDM)  
Post Graduate Diploma in Management – Marketing (PGDM-M)  
Post Graduate Diploma in Management – Service Management (PGDM-SM)



## JAIPURIA JAIPUR

In one of the emerging global outsourcing destinations, Jaipur campus offers a complete match between industry and student skill sets. You will greatly benefit from the industry led workshops and lectures which cover a sizeable portion of your learning. Jaipuria transforms you into a cross-functional, competent and result oriented manager.

# BE READY FOR OPPORTUNITIES



*Life in campus is an engaged schedule of activities. Apart from studies, mentoring, guest sessions, committee meetings, cohort activities, cultural events and life after 6 programs are an integral part of campus life.*

**Digya Soni**  
Batch 2015-17



AIU Recognized, PGDM as Equivalent to MBA

46th Amongst All B-Schools in India (People Matters - NHRDN 2016)

Best B-School in Rajasthan (Business Today)

15th Amongst Private B-Schools in North India (Outlook, 2016)

3rd Amongst Outstanding Private B-Schools of excellence in India (CSR - GHRDC, 2016)

**Whats up on campus:** Abhyudaya • Life After 6 • YOUTH 2025 • National Sports Meet

### Jaipur at a glance

- Emerging city of India, selected for Smart City Project
- Ideal location on Golden Triangle near Delhi and Agra
- Pro-business governance and infrastructure
- 11th largest deposit centre, 9th credit centre of the country

**Courses Offered:** Post Graduate Diploma in Management (PGDM)





## JAIPURIA INDORE

The Indore campus is the youngest and offers new age courses in tune with evolving needs of the industry. Once here, you will benefit greatly from a booming business culture in a city known as Mini Mumbai. The campus is picturesque, the program delivery intense and engaging. You will prepare for excellence in the business school for tomorrow, today.

# BE READY FOR THE NEW



3rd Amongst Private B-Schools of excellence in Central India (CSR-GHRDC, 2016)

Fully residential campus with focus on learning by doing

Unique Industry Mentorship Program - Chisel, For Hands on Experience

**Whats up on campus:** Jai Utsav • Encore • National Seminar on Demystifying Budget • Marketing & Finance Conclave



### Indore at a glance

- Financial capital of central India
- Presence of major IT companies like Infosys
- Education hub of central India

**Courses Offered:** Post Graduate Diploma in Management (PGDM)



*Jaipuria, Indore's uniqueness lies in its being a residential campus. Students can interact, plan and evolve in different activities which help in making students learn to work in a team.*

**Saurabh Jain**  
Batch 2016-18



# BE WHERE YOUR HEART IS



*Jaipuria name itself defines its values and dignity. As a parent I am quite happy that my son is getting his management education from Jaipuria.*

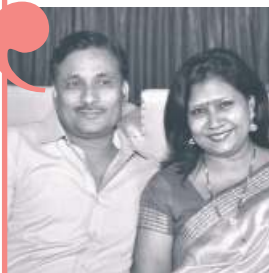
*The facilities are up to date from mess food to hostel rooms. It is like a family. The warden helps them whenever needed.*

**Mr. Mukesh & Mrs. Meena Gupta**  
Entrepreneur

Parents of Prakhar Gupta  
Batch 2016-18



The Jaipuria campus is teeming with energy and ideas for the next change. The hostel acts as an extension of this vibrant student life. Safe, spacious and separate hostel for boys and girls offer Wi-Fi access to aid learning and sharing. Famous for its healthy and delicious eats, the café is a veritable hangout. The common room too is a melting pot for fun, felicity and brainstorming. Students also gain access to a gym and various sports amenities.



*Jaipuria offers exposure and business skills that help to enter the corporate world with ease and confidence. It not only develops a management professional but a complete human being.*

**Mr. Sanjay & Mrs. Sumita Srivastava**

Parents of Siddharth Srivastava  
Batch 2016-18

*Life in Jaipuria is full of learning and joy among students that creates a healthy environment in the campus. Faculty mentoring gives us a proper guidance for making correct decisions.*



**Mrageeta Singh**  
Batch 2016-18

Cross-sectoral, national and international seminars, conferences, conclaves and presentations are hugely anticipated events at Jaipuria. These act as a great learning ground for peer exchange and industry collaborations. These are also an opportunity for you to enrich your skills in critical thinking, planning, team work and resource mobilization among others.

# LEARN WHILE YOU CELEBRATE



## EVERYDAY NEW

### SPIC MACAY Concerts

**Life after 6** - Discussions, learn something new or just hangout. Hobby courses include anything from Guitar, French classes to Karate.

**Forums** - Hot Coffee Hot Issue, Seminars

**Aptitude and Skill based Courses** - Advanced Excel, Wave, Written and Spoken English

**Additional Evening Courses** - Analytics using SPSS Software, Applied Econometrics





# BE GROOMED FOR INDUSTRY

Jaipuria's intense and innovative program rests on academic rigor as well as real practical training. The program is tailored keeping the changing business world in mind. It is based on research and designed by a team of industry and academic leaders. This is helping young graduates expand their career aspirations as well as do what they are passionate about.

## Curriculum Innovation Awarded by IMC

Jaipuria is committed to update knowledge and bridge the skills gap in the industry. The faculty is continuously evolving new models and practices of instruction that minimize gaps and maximize learning outcomes. A completely redesigned course of Marketing Management has proved to be a game changer. You will benefit from an intensive conceptual and industry based learning to become a better fit for the industry.



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*"The Management courses at Jaipuria focus on building the multifarious skills of the students via the adoption of multipronged pedagogical tools. A major strength of the courses in the institute is the regular vetting of the curriculum by industry experts which not only enables the institute to impart the latest knowledge regarding business environment but also provides our students an edge over others while making them more industry ready. The delivery of the course is also complemented by experience sharing by industry experts through guest lectures, participation in conclaves, conferences etc. This facilitates students' understanding every facet that makes up the business. Further learning and development of the students is regularly tested by representatives from industry enhancing cognizance of their strengths and weaknesses."*

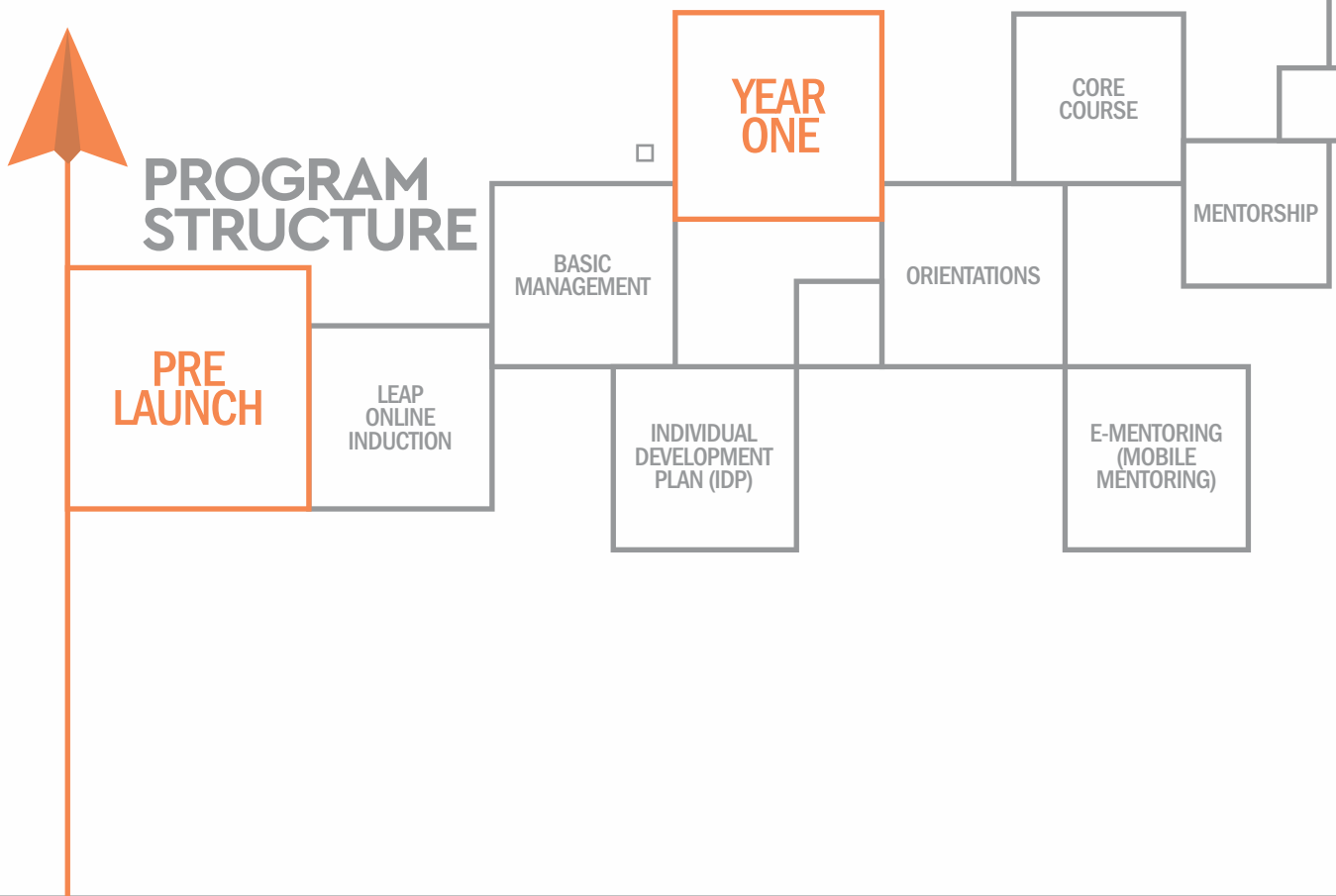
**Dr. Reeti Agarwal**

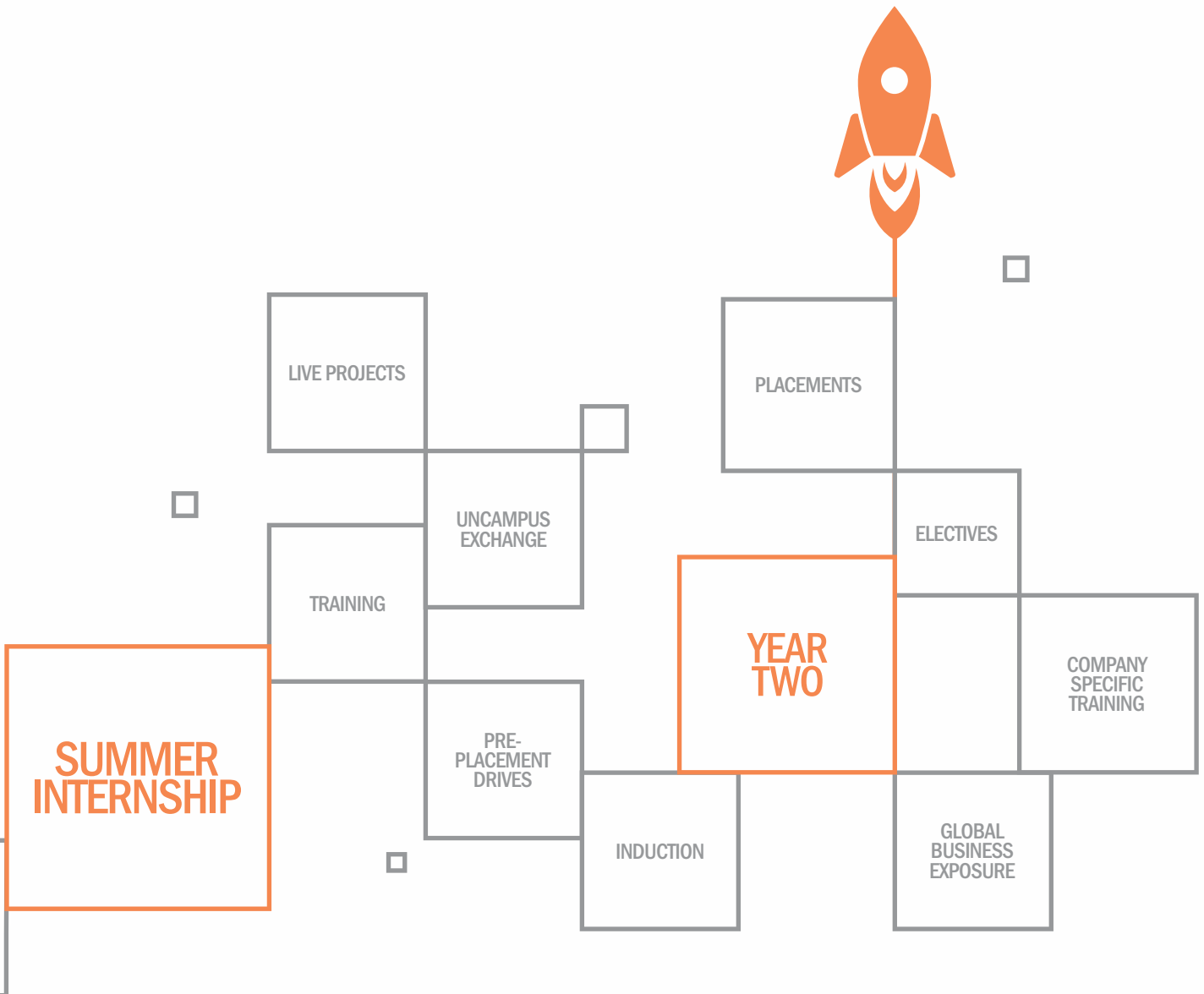
Assistant Professor - Marketing

# BE A LEARNER

Jaipuria's course is enriched by both industry insights and current research. It is curated by industry stalwarts and academicians. The 2 years at Jaipuria will deepen your understanding, widen your skill set and test your ability systematically. The learning modules emphasize on personal development as much as on collaboration and performance.

*200 Hours of Industry Exposure / 1050 Hours of Classroom Training / 180 Hours of Placement Training*  
*60 Days of Summer Training / 100 Hours of Individual Development Program*





## YEAR ONE

Your journey at Jaipuria starts through an online orientation program LEAP (Learn, Experiment, Apply and Progress) mobile mentoring once you accept your admission. This is followed by orientation and Individual Development Plan that starts from day one.

### SUMMER INTERNSHIP

The Summer Internship is your first professional exposure to the business world. Having mastered the basics in year one, this program offers you the opportunity to apply and test your acumen on the ground.

## YEAR TWO

The second year at the program helps you deepen your understanding and prepare for the industry challenges and opportunities from a holistic vantage point. A choice of 10 electives from as diverse as E-commerce and project finance help you integrate learning and become super-specialised for your future path.

The Uncampus Exchange is a great opportunity to study in another campus and widen your perspectives through peer collaborations and faculty guidance. Jaipuria's global partner programs help you further build an international network as you sensitize to global cultures and economies. The ongoing placement support helps you prepare for the industry as it grooms you to become adaptable and employable.

Jaipuria's support continues even after placement through the post placement training that irons out skill gaps and makes you ready.

# BE READY TO CHOOSE

## PGDM

Today a post graduate diploma in management is the key to career in business management. Well established and perfected over a period of time, this integrated program has been designed in the context of the ever evolving business world. Its industry centric curriculum packed with live projects, case studies will edge you with dual specialization in any of the functional area of management.

The program comprises of 25 core courses that are compulsory and 10 electives spread over six trimesters.

### Steps to choose your Electives:

#### Step 01

Out of 10 electives get dual specialised by opting eight electives from any two areas of specialisation.

#### Step 02

Choose minimum 4 electives from any of your preferred specialisation area.

#### Step 03

Pursue remaining 2 electives from the pool of electives.

*Program offered at Jaipuria Lucknow, Noida, Jaipur and Indore.*

## PGDM (SERVICES MANAGEMENT)

The growth of the service sector has been so fast that more and more consumers have been much more conscious of being served well and have started valuing service dependability more than the product feature. PGDM (Service Management), will expose you to theories and practices of various functional areas of management in the context of services business. The program focuses on creating and nurturing service mindedness, service blue print and service operations.

The program comprises of 25 core courses that are compulsory and 10 electives spread over six trimesters.

### Steps to choose your Electives:

#### Step 01

Out of 10 electives get super specialized by opting for seven electives in service management.

#### Step 02

Within the seven electives you may choose a sector focus elective from -

**Health Care**

**Banking and Financial Services**

**Retail**

#### Step 03

Of the remaining 3 electives you may choose to do a minor on other specialization or pursue a bouquet of courses

*Program offered at Jaipuria Noida.*



## PGDM (FINANCIAL SERVICES)

The banking and financial services sector is at the backbone of high trajectory growth in India. Jaipuria Lucknow is one of the very few institutes in India to offer this super specialization PGDM program. This program is the perfect choice for you if you have a mathematical bent of mind with a penchant for economics, statistics and finance. The program will equip you with technical and conceptual advances in finance, mathematics, statistics and economics to put you on the path to fast growing careers in finance, banking and insurance.

The program comprises of 25 core courses that are compulsory and 10 electives spread over six trimesters.

### Steps to choose your Electives:

#### Step 01

Out of 10 electives get super specialized by opting for seven electives in Financial Services.

#### Step 02

Within the seven electives you may choose a sector focus elective from -

**Banking**  
**Capital Market**  
**Insurance**

#### Step 03

Of the remaining 3 electives you may choose to do a minor on other specialization or pursue a bouquet of courses

*Program offered at Jaipuria Lucknow.*

## PGDM (MARKETING)

Corporates around the world are on constant lookout for innovative marketing managers who can think out-of-the-box and come up with unique ideas and means to market their product and services. PGDM (Marketing) is a specialized program for marketing and brand enthusiast. The program will equip you with fundamentals of marketing management skills and in-depth knowledge of a new way of marketing functions. A large part of the learning is based on being at the market place and interacting with customers, working on live projects and Internship.

The program comprises of 25 core courses that are compulsory and 10 electives spread over six trimesters.

### Steps to choose your Electives:

#### Step 01

Out of 10 electives get super specialized by opting for seven electives in Marketing

#### Step 02

Within the seven electives you may choose a sector focus elective from -  
**E-Marketing • Branding • Rural Marketing**

#### Step 03

Of the remaining 3 electives you may choose to do a minor on other specialization or pursue a bouquet of courses

*Program offered at Jaipuria Noida.*

## PGDM (RETAIL MANAGEMENT)

India is at the crest of a retail revolution. With dynamic domestic players expanding their business and multinational retail chain entering Indian market, this is the business of choice for a career on the fast track. A student with a PGDM in Retail Management would be the first choice for retailers in the country today. PGDM (Retail Management) program will familiarize with the concepts and innovative management practices for the Retail Industry. The program has since evolved and today encompasses strong integration with marketing, customer services, CRM, IT and marketing communications.

The program comprises of 25 core courses that are compulsory and 10 electives spread over six trimesters.

### Steps to choose your Electives:

#### Step 01

Out of 10 electives get super specialized by opting for seven electives in Retail Management.

#### Step 02

Within the seven electives you may choose a sector focus elective from -  
**Supply Chain • Online Retail • Merchandising**

#### Step 03

Of the remaining 3 electives you may choose to do a minor on other specialization or pursue a bouquet of courses

*Program offered at Jaipuria Lucknow.*

# YEAR I BE MENTORED FOR SUCCESS



*"Know your strengths, identify the area in which you want to make a career and opt for subjects that can help you in that area. The qualities you need are good analytical skills, communication skills (verbal and written), team-working skills, an attention to detail and the ability to work under pressure."*

## **Kumar Saurabh Singh**

Placed with  
RBS Financial Services  
Batch 2011-13

## FROM DAY ONE

The first year at Jaipuria helps you build a strong foundation. IDP or Individual Development Plan - customised learning with critical mentoring is a highlight.

## PLAN YOUR GROWTH WITH INDIVIDUAL DEVELOPMENT PLAN (IDP)

The IDP acts as a customized tool to match your skills with industry needs. It works at three levels - building core strengths, working on challenge areas and helping you leverage your skills with confidence. Beginning from day one, you get essential industry and academic mentoring to gain the winning edge.

## HOW IT WORKS

### Assessment:

- Students profiling through psychometric tests and in-depth interviews by an expert panel.
- Evaluation of passion, involvement and knowledge application.
- Assessment of interest areas.

### Analysis:

- SWOT analysis to outline skills needed.
- Ranking on 5 point scale.
- Need gap analysis for intervention.

**Action:** Structured, time-bound and focused action plan is set based on needs & capacities.



*"The unique Individual Development Plan not only helped me to know my competencies and weaknesses, but it also gave me a direction to propel myself."*

## **Akanksha Srivastava**

Tax Senior, Global Employment Services, Deloitte  
Batch 2010-12

# CORE COURSES



Core courses are different across programs. For details refer: [www.jaipuria.ac.in/pgdm](http://www.jaipuria.ac.in/pgdm)

YEAR II

# BE PREPARED FOR THE NEXT

The second year at Jaipuria offers you depth, breadth and options galore to customise your specialization and the flexibility to go in for a dual specialization of your choice.



*The culture at Jaipuria is way different from other B-Schools in India. The special guidance of faculty members eased our campus life. Industry exposure connected us to the corporate world. Participating in different committees helped in preparing for placements. And IDP helped me in finding my strengths and weaknesses.*

**Aarushi Jain**  
Batch 2015-17

## UNCAMPUS EXCHANGE FOR ABUNDANT OPPORTUNITIES

Jaipuria creates a platform for immense peer collaboration and faculty exchange across all 4 campuses. This is best leveraged in year two. Student and faculty exchanges open up immense opportunities to interact, co-create and learn across Lucknow, Noida, Jaipur and Indore.



## GLOBAL EXPERIENCES

Year two prepares you with rewarding global experiences to help you understand global business landscape firsthand. You learn to adapt to international business dynamics and diverse cultures. You will also takeaway global networks for a lifetime.

## CUSTOMISE YOUR CAREER PATH

The goal of the second year learning is to help you evolve into a more competent and committed global player. Electives across 5 academic areas help you go beyond the fundamentals into a deeper understanding of functional areas of choice. Innovative project work and case studies supplement the learnings.





# POOL OF ELECTIVES



## HUMAN RESOURCE MANAGEMENT

Human Resource Information System  
 Performance Management System  
 Compensation Management & Reward System  
 Talent Acquisition  
 Industrial Relations & Labour Laws  
 Training & Development  
 International HRM  
 Leadership & Change Management  
 Cross Cultural Sensitivity  
 Competency Mapping & Assessment Centre  
 Organisational Change and Development  
 Managing People in Service Firms  
 HR in Healthcare



## INFORMATION TECHNOLOGY MANAGEMENT

Business Analytics using Data Mining  
 Dashboard Reporting  
 Database Management System  
 E-Commerce  
 E-Governance  
 Enterprise Resource Planning  
 Intelligent Interface for Managerial Decisions  
 IT Tools for Finance  
 Knowledge Management  
 Web Analysis and Social Media

## MARKETING & RETAIL MANAGEMENT

Brand Management  
 Business to Business Marketing  
 Consumer Behaviour  
 Customer Relations Management  
 Data Mining  
 Demand Forecasting  
 Digital Marketing  
 Distribution & Channel Management  
 Excellence in Retailing  
 Franchising and Global Retailing  
 Innovations in Rural Markets  
 Integrated Marketing Communication  
 International Marketing  
 Internet Marketing & E-Tailing  
 ITES in Rural Markets  
 Logistics Management  
 Luxury Marketing  
 Mall Management and Event Management  
 Marketing Analytics  
 Marketing Innovation Management  
 Marketing of Financial Services  
 Marketing Research  
 Merchandise and Category Management for Retailers  
 Merchandising  
 Microfinance and Rural Banking  
 Mobile Marketing  
 New Store Planning  
 Product and Category Management  
 Retail Buying  
 Retail Marketing  
 Retail Store Management  
 Rural Consumer Behaviour  
 Rural Ecosystem  
 Rural Healthcare  
 Rural Marketing  
 Rural Research  
 Rural Retailing  
 Rural Selling and Distribution  
 Sales & Distribution Management  
 Sales Techniques and Documentation  
 Store Designing and Visual Merchandising  
 Store Operation  
 Strategic Marketing  
 Warehousing Design Management

## SERVICE MANAGEMENT

Clinical and Support Services  
 Negotiation Skills  
 Orientation with Medical Terminology  
 Quality in Healthcare  
 Service Etiquettes and Documentation  
 Services Innovation Management  
 Services Marketing  
 Technology Management for Services  
 Visual Merchandising and Atmospherics

## FINANCE & FINANCIAL SERVICES

Actuarial Sciences  
 Advanced Financial Statement Analysis and Valuation  
 Bank & Risk Management  
 Business Valuation  
 Corporate Banking  
 Corporate Restructuring  
 Corporate Tax Management  
 Corporate Valuation  
 Financial Derivatives & Risk Management  
 Financial Market & Services  
 Financial Modeling and Analysis  
 Financial Planning  
 Fixed Income Securities  
 Insurance Accounting  
 International Finance  
 Investment Banking  
 Investment Management  
 Life Insurance Products & Marketing  
 Market Microstructure  
 Marketing of General Insurance Products  
 Microfinance  
 Private Equity & Venture capital  
 Project Finance  
 Retail Banking  
 Risk Management  
 Treasury Management  
 Underwriting & Claims Management  
 Usage of Database/Database Handling  
 Wealth Management  
 Working Capital Management

## OPERATIONS MANAGEMENT

Facility Management in Healthcare  
 Logistics Management  
 Managing Services Operations  
 Materials and Inventory Management  
 Operations and Logistics  
 Project Management (CIS)  
 Quality Management  
 Supply Chain Management  
 IT Operations Management

## OPEN ELECTIVES

Advanced Data Analysis  
 Banking Systems  
 Digital Communication  
 Entrepreneurship  
 Global Business Environment  
 International Business  
 Leadership Communication  
 Management of MNCs  
 Operations in Insurance Companies  
 Principle of Insurance

\*The pool of electives is indicative & may change as per academic & industry requirement. The offering of electives differ from campus to campus & program to program.



# BE INSPIRED TO IMPACT

Jaipurians are groomed in a challenging environment, every day. You will be pushed to think out-of-the-box and demonstrate critical thinking and innovation. Innovation also forms the backbone of the teaching-learning process itself. You will benefit from not only new and updated courses but also use new technology platforms for effective learning.



# TECH YOUR LEARNING FORWARD



## LEAP

Learn, Experiment, Adapt, Progress is an online E-learning module on basics of management. It is an introductory program that skills you with fundamentals of management and also certifies on successful completion of each module. This online program starts before commencement of classroom sessions.



## Moodle

It is an open source for collaborative learning; students can access all the course material, case assignments through Moodle. All the quizzes & assignments are done by Moodle. Students use EXCEL Minor for business analytics, solver, analysis Toolpack & SPSS software for data analysis and research.



## MOOCs

Massive Open Online Course (MOOC) aims at unlimited participation and open access via internet. MOOCs provide interactive user forums to support community interactions among students & professors. Professional certification from MOOCs is an integral part of academic curriculum.



## Lecture Capture

This is a Lecture Capture Software which helps in better learning through videos. Students can watch classroom recordings - anytime; anywhere in the campus. Use tools for easy revision, asking questions and interacting with peers. In Jaipuria, students from any campus can watch from other three campuses, which helps in uncampus learning.

## ENHANCING LEARNING THROUGH TECHNOLOGY

Teaching involves tools of information technology. For this the lectures delivered by faculty members are captured through software. Post the delivery of the lecture, the faculty member publishes the lecture which the students enrolled in the course can view at a later point of time. Apart from this, the usage of moodle is in full swing at all four campuses. The reading materials can be shared, the quizzes can be taken, discussions are done through discussion forums and attendance is taken through Moodle. Case discussions, role plays and usage of management games enhance the learning experience. Each faculty member is assigned 8-10 mentees so that their progress can be closely monitored.

**Dr. Rekha Attri**  
Assistant Professor - Marketing



# BE READY FOR THE WORLD

Jaipuria gives you a global platform to learn and apply new skills. The international tie-ups and exchange programs offer an unmatched exposure to global cultures and business practices. It also offers you diverse peer collaboration with a network that stands by you even as your career progresses.

## GLOBAL TIE-UPS

Asian Institute of Technology, Thailand

Christchurch Institute of Technology, Christchurch, New Zealand

Carleton University, Ottawa Canada

Eastern Mennonite University, United States

Faculty of Business and Law, University of Newcastle, Australia

HEIG-VD, School of Business & Engineering, University of Applied Sciences, Western Switzerland

Jonkoping International Business School, Jonkoping University, Sweden

Kainan University, Taiwan

Naresuan University, Thailand

Regenesys Business School, Johannesburg, South Africa

Universities of Applied Sciences in Finland (Finnish National Network for East and Southeast Asia)

University of Illinois, USA

University of Newcastle, Callaghan, NSW, Australia

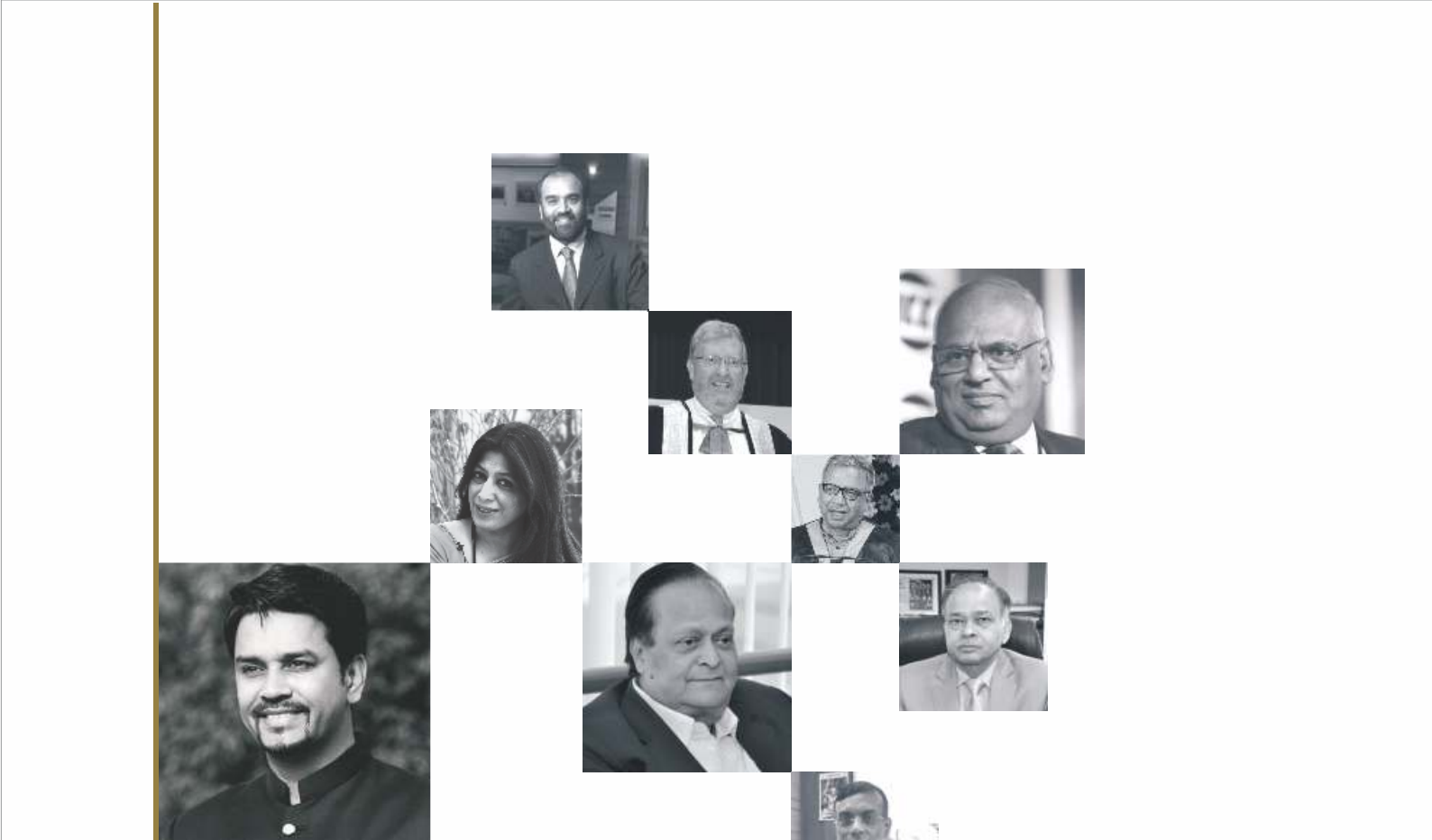
Unitech Institute of Technology Auckland, New Zealand





*Other than regular classes at Christchurch Institute, we were taken to various organizations and a lot of field trips, so that we got a practical view of how businesses work in New Zealand.*

**Sohini Guha Roy**  
Batch 2015-17



# LEARN FROM GUEST SPEAKERS

Take a leaf from the lives of great leaders and visionaries through guest lectures and visits that are planned on campus round the year.

## NAME

A.C. Mahajan  
 Ajay Mehra  
 Alok Ranjan  
 Ankur Warikoo  
 Anshumal Dixit  
 Anurag Thakur  
 Aruna Padmanabhan  
 Ashish Chandra  
 Ashu Sawhney  
 Atul Mittal  
 Baldeep Singh  
 Bibek Debroy

## DESIGNATION

Chairman  
 Managing Director  
 Chief Secretary  
 CEO  
 Vice President - HR  
 Member of Parliament  
 Director HR  
 Professor and Chairman  
 Vice President - HR  
 Director (Tax & Regulatory)  
 Director-Operations  
 Economist & Permanent Member

## COMPANY

Banking Codes and Standards Board of India  
 South Asia Airbus Industries  
 Government of U.P.  
 Groupon.com  
 Arvato Bertelsmann  
 Lok Sabha  
 IBM India  
 School of Business, University of Houston  
 DCB Bank  
 Deloitte Touche Tohmatsu India Pvt. Ltd.  
 Jabong.com  
 Niti Ayog

**NAME**

Chandra Shekhar Ghosh  
C.S. Verma  
Devi Singh  
Dileep Chhajed  
E. Sreedharan  
Harshpati Singhania  
Kishore Chakraborti  
K.M. Singh  
Madhukar Jaitley  
Mahesh Gupta  
Ninad Desai  
Omkareshwar Pandey  
Pranav Singhi  
R.K. Dubey  
Rajan Bharti Mittal  
Rajnath Singh  
Rajneesh Sinha  
Ramesh Agrawal  
Ramesh Vaswani  
Ramesh G. Iyer  
  
Rohit Chadha  
S.Y. Siddiqui  
S. K Roongta  
S.S. Mundra  
Sachit Jain  
Samit Ghosh  
Sanjeev Kumar  
Shampi Venkatesh  
Subir Hazra  
  
Sudipto Chowdhury  
Sumitra Mahajan  
Sushil Baveja  
T.K Arun  
Uday Ravi  
Usha Subramanian  
  
Vineet Bansal  
Vipin Sondhi  
Vivek Gaur  
Yashwant Sinha

**DESIGNATION**

Managing Director & CEO  
Chairman  
Director  
Professor  
Former Managing Director  
Managing Director  
Vice President, Consumer Insight  
Chairman and Managing Director  
Advisor  
Chairman  
Head HR  
Group Editor  
CEO  
Chairman & Managing Director  
Vice Chairman & Managing Director  
Union Minister of Home Affairs  
Global Talent Head  
CMD  
Director  
Vice Chairman, Managing Director  
and President  
Vice President  
Chief Mentor  
Chairman  
Chairman & Managing Director  
Executive Director  
CEO & Managing Director  
Vice President  
CPO  
Associate Vice President & Head- Strategic  
Planning  
Chief Executive Officer  
Lok Sabha Speaker  
President HR  
Editor  
Additional Vice President (Engg)  
Vice President & Head - Technical &  
Domain Learning  
General Manager  
MD & CEO  
CEO  
Former Finance Minister

**COMPANY**

Bandhan Bank  
Steel Authority of India Limited  
IIM, Lucknow  
University of Illinois, USA  
Delhi Metro Rail Corp.  
JK Paper  
McCann Erickson India  
National Hydroelectric Power Corporation (NHPC)  
UP Government  
KENT RO  
Coca Cola India  
Sun Star Media  
Zootout.com  
Canara Bank  
Bharati Enterprises  
Government of India  
Evalueserve  
DB Corp Ltd.  
Intex Technologies (I) Ltd.  
Financial Services Sector & Member of the  
Group Executive Board Mahindra Finance  
Lindstrom India Ltd.  
Maruti Suzuki India  
Bharat Aluminum Company Ltd. (BALCO)  
Bank of Baroda  
Vardhman Group  
Ujjivan Financial Services  
Yes Bank  
NIIT Ltd.  
Delhi International Airport (P) Limited (DIAL)  
  
Airtel  
Government of India  
DSCL Ltd.  
The Economic Times  
Reliance Infrastructure Limited  
Mphasis  
  
Tata Motors  
JCB India Ltd.  
YEPME.com  
Government of India

The faculty at Jaipuria plays a pivotal role in the creation of new knowledge. Their expertise in consulting and training industry personnel through MDPs adds to your knowledge and skill sets. Being in the midst of such an enriching community lends an edge to your learning and career path.

# LEARN AT THE SEAT OF NEW KNOWLEDGE

## Suite of MDPs that suit the Industry

- Global Leadership - GLP Open/ In-company
- Labour Law Reforms with focus on Contract Labour Management
- HR Analytics-Turning HR into a Decision Science
- Conflict & Negotiation Skills
- Strishakti: Empowering Women Leadership
- The Leadership DNA

## MDP PARTICIPANTS ON CAMPUS





**1570**  
TRAINING HOURS

**265**  
TRAINING DAYS

**4324**  
PARTICIPANTS

**70**  
COMPANIES

**110+**  
FACULTY POOL



and many more...



# INVEST IN YOURSELF

Jaipuria offers you the choice to participate in your learning and decide its pace.

Your investment in terms of time and effort is crucial to takeaway great personal learning as well as a promising professional start.

You will find the necessary support and stimulating environment to choose your goal and chase your dreams.

**ROI**  
RETURN ON INVESTMENT

=

**ROI**  
RATE OF INVOLVEMENT



# INVESTMENT

- > MONEY
- > TIME
- > EFFORT
- > ASPIRATIONS



# RETURNS



When you start working, it's not only your 'bookish knowledge' that matters, but an education gained through extra-curricular activities.

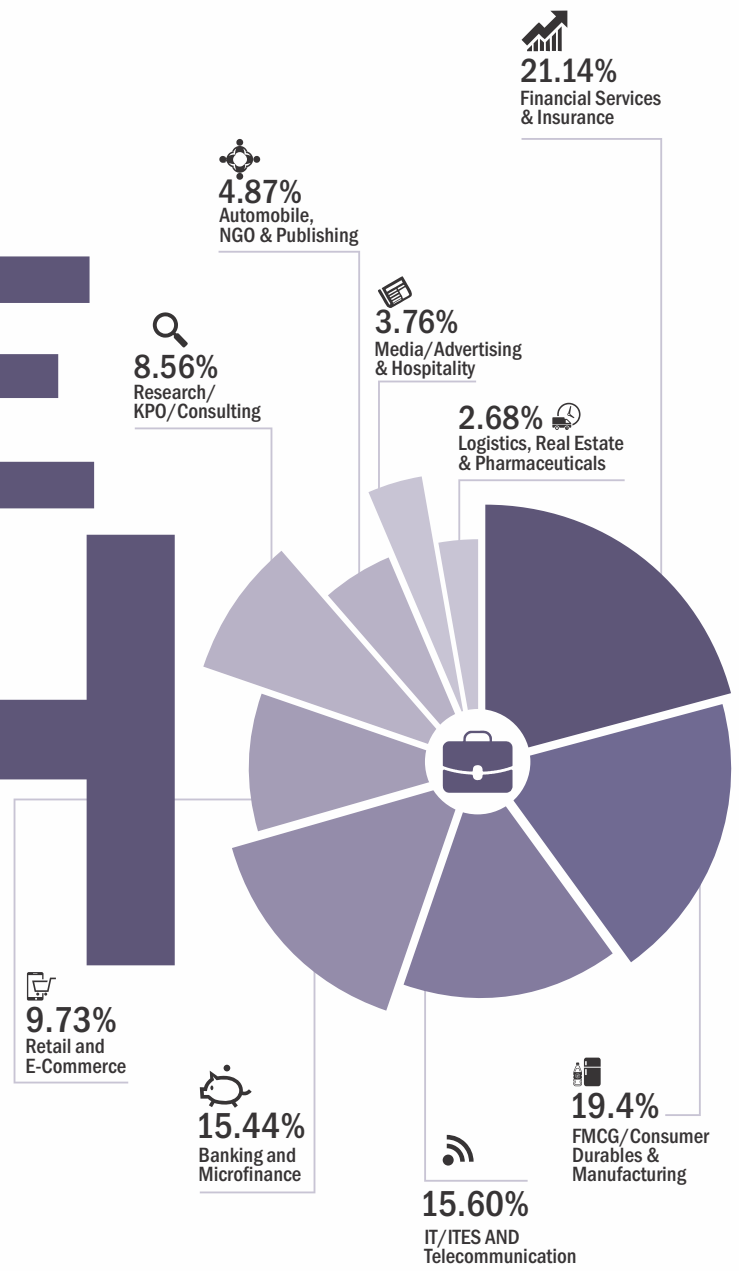
These also help in real-time situations at the workplace. These not only help you to adapt to a new set of people, but also teach you to be a good team player. Jaipuria was a great all-around learning experience.

**Gaurav Tripathi**  
HR Manager, Pantaloons  
Batch 2007-09

- > TRAINING FROM EMINENT FACULTY
- > PERSONAL ATTRIBUTE DEVELOPMENT
- > INDUSTRY EXPOSURE
- > MANAGERIAL SKILLS DEVELOPMENT
- > FUNCTIONAL KNOWLEDGE
- > ADVANCED PROFESSIONAL NETWORK
- > LIFELONG MENTORSHIP
- > LIFE SKILLS
- > CAREER GOALS
- > RESULT ORIENTED MINDSET
- > BROADENED VISION

## REWARDING CAREER

# BE CH



Jaipuria's rigorous curriculum and intense industry training open up immense opportunities for you. You will benefit from a pre-placement and post-placement support to help you transition to the next role with ease. Jaipuria's placement record has been unbeaten. You will get to choose from a diverse range of profiles, sectors and geographies.



*The 24x7 learning environment, peer group learning helped me explore myself to the best and the IDP program helped me hone my skills required in professional life.*

**Chetna Joshi**  
Placed with Emami Ltd.

# SEN TO LEAD

# SOME OF OUR RECRUITING PARTNERS



## INTERNATIONAL



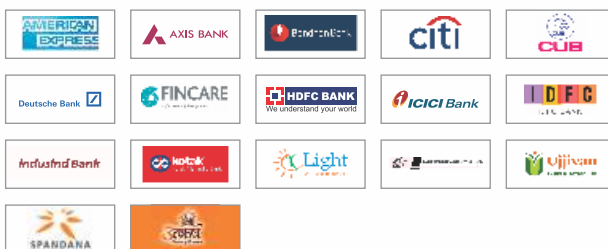
## AUTOMOBILE, NGO, PUBLISHING & OTHERS



## FMCG/CONSUMER DURABLES & MANUFACTURING



## BANKING & MICROFINANCE



## FINANCIAL SERVICES & INSURANCE



*Experience at Jaipuria - a wholesome package of good learning, perfect guidance and excellent placement.*

**Vedika Tewari**  
Placed with Orient Electric  
Batch 2013-15



## IT/ITES AND TELECOMMUNICATION



*I came here with a dream, a passion to achieve something and achieved more than I had dreamt of.*

**Vivek Misra**  
Placed with Asian Paints  
Batch 2013-15



## LOGISTICS, REAL ESTATE & PHARMACEUTICALS



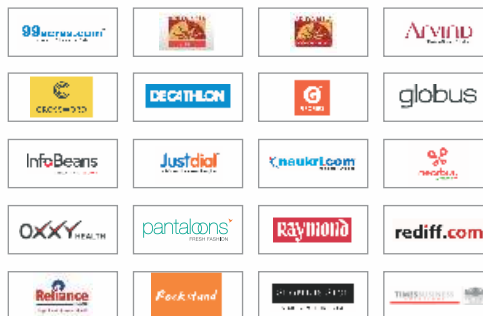
## MEDIA/ADVERTISING & HOSPITALITY



## RESEARCH/KPO/CONSULTING\*



## RETAIL & E-COMMERCE



\*Also includes HR Consultant

# BE HERE TO MAKE A DIFFERENCE

Discover what is it to be ready at Jaipuria.  
Learn, imbibe, apply and make a change. Here's how:

## IF YOU ARE

An enthusiastic student having successfully completed a Bachelor's Degree or equivalent with at least 50% aggregate marks or equivalent CGPA in any discipline from a University recognized by Association of Indian Universities or AICTE. If you are appearing for the final year of graduation in 2017, you too are eligible, provided you complete all the formalities before June 2017. Such an admission is provisional and will stand cancelled if you do not have 50% aggregate marks in the examination once the results are published.

## YOU CAN APPLY

**Mobile:** Application form can be submitted online along with a fee of ₹500 through our mobile app Jaipuria ONE, available on play store.

**Online:** Application form can also be filled and submitted online on our website along with an online payment of ₹750.

## CHOOSE A VENUE

Selection process will be conducted at Agra, Ahmedabad, Allahabad, Alwar, Amritsar, Bareilly, Bhopal, Bhubaneswar, Bikaner, Chandigarh, Dehradun, Gorakhpur, Guwahati, Gwalior, Indore, Jamshedpur, Jabalpur, Jaipur, Jodhpur, Kanpur, Kota, Kolkata, Lucknow, Noida, Patna, Ranchi, Sikar, Udaipur and Varanasi.

You can choose the centre for selection process according to your convenience in the application

form. The admission team will intimate you with the date and venue.

All the above locations are tentative. The Institute reserves the right to cancel any of the above outstation centres.

## GET SELECTED

The selection to the Post Graduate Diploma in Management program is purely based on the cumulative performance in CAT\*/MAT/XAT/CMAT/ATMA score followed by case analysis and personal interview.

The case analysis and personal interview are integral components of the admission process. The objective is to identify and assess interpersonal skills in addition to the overall knowledge. Due weightage is given to past academic achievements and work experience respectively, apart from the above mentioned parameters.

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\*Jaipuria Institutes use CAT for short-listing the candidates for our post-graduate program(s) in management/MBA. IIMS have no rule either in the selection process or in the conduction of the program.

## FEE STRUCTURE

PGDM at Jaipuria is an excellent and affordable investment for your future. On an average, graduates earn more than the tuition fees during their first year of employment after the PGDM. Most candidates fund their studies with a mix of personal funds, loans and scholarships.

The program fee includes tuition fee and other related costs. Essential courseware will be provided from the well stocked book bank of campus library for the duration of the course on returnable basis. The fee is payable in

6 installments across the period of the course. Hostel fee is payable for the year along with the first installment and fourth installment of the program fee. The selected candidates must pay their first installment of fee within the stipulated time as mentioned in the admission offer letter. Hostel is compulsory for outstation students at Lucknow, Noida and Jaipur. As Jaipuria Indore being a completely residential campus, the hostel is compulsory for all the students.

PROGRAM	YEAR I	YEAR II	CAMPUS
PGDM	₹440,000	₹430,000	LUCKNOW
PGDM (FINANCIAL SERVICES)	₹420,000	₹400,000	LUCKNOW
PGDM (RETAIL MANAGEMENT)	₹360,000	₹350,000	LUCKNOW
PGDM	₹440,000	₹430,000	NOIDA
PGDM (MARKETING)	₹420,000	₹400,000	NOIDA
PGDM (SERVICE MANAGEMENT)	₹420,000	₹400,000	NOIDA
PGDM	₹320,000	₹320,000	JAIPUR
PGDM	₹310,000	₹310,000	INDORE

A refundable security deposit of ₹10,000 to be paid at the time of admission along with the first installment of the fee. For details of hostel fee, visit our website [www.jaipuria.ac.in](http://www.jaipuria.ac.in)

## SCHOLARSHIP

We view education not only as a gateway to personal development, but also as a pathway for improving the society. We encourage meritorious students with a number of scholarships.

This enhances our diversity and enables us to enroll outstanding candidates from various backgrounds.

Visit our website for details: [www.jaipuria.ac.in/admissions/scholarship](http://www.jaipuria.ac.in/admissions/scholarship)

## EDUCATIONAL LOAN

Arrangements are made with selected National and Private Banks for education loan at lowest possible interest. Requisite documents should be provided by the selected student for assistance in obtaining the loan. Jaipuria has tied up with State Bank of India nationally for facilitating education loan to its students.

## REFUND POLICY

The refund policy of the Institute in case of withdrawal/cancellation of admission is as per the rules of AICTE vide its Public Notice Advt. No. AICTE/Legal/04(01)/2007

## CORPORATE OFFICE

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E. admissions@jaipuria.ac.in

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## JAIPUR

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## INDORE

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**Campus:** Dakachya, Indore-Dewas Highway,  
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