

REPORT on Pre-placement talk  
On  
Organized By  
PRAYAS- Placement and Internship Cell

An initiative of Mata Sundri College for women in **Collaboration with Aditya Birla Fashion and Retail LTD.**

In today's competitive world, the right guide is crucial for success. With this notion, on **26th June 2023**, The Placement and Internship Cell, Mata Sundri College for Women in collaboration with **Aditya Birla Fashion and Retail LTD.**, hosted an interactive **pre-placement talk** on by the prestigious members of ABFRL, **Mr. Karthik Devanand**. The speaker for the session was welcomed by Ms. Manpreet.

ABFRL is a part of the Aditya Birla Group, a global conglomerate, in the league of Fortune 500. Anchored by an extraordinary force of over 140,000 employees, belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. Today, over 50% of Group revenues flow from overseas operations that span 36 countries in North and South America, Africa, and Asia.

A total of **19 students** attended the workshop. The session was held from **3 p.m. on Microsoft Teams**.

The session was inaugurated by the speaker with the announcement of a significant development: the introduction of the "Rising Star Program" (RSP) for the current year. RSP, a flagship initiative of Aditya Birla Fashion and Retail LTD, is dedicated to the identification and cultivation of young talent for prospective leadership positions within the organization. Notably, the company also proudly shared its recent investments in well-established brands such as Reebok and TCNS.

During the session, students were apprised of the ongoing recruitment drive for MFL Brands, encompassing esteemed names like Louis Philippe, Allen Solly, Simon Carter, Peter England, Planet Fashion, Forever 21, American Eagle, and Vanheusen. The speaker placed a significant emphasis on the core values upheld by Aditya Birla Fashion and Retail LTD, which encompass Integrity, Commitment, Passion, Seamlessness, and Speed.

A comprehensive presentation was delivered regarding the various job profiles offered by the company, with a particular focus on the roles within the Rising Star Program (RSP) and the corresponding compensation packages. A detailed comparison was made, providing insights into the career paths of RSP participants, regular employees with standard CTC packages, and those enrolled in the Retail Youth Trainee (RYT) program.

The session was marked by enthusiastic student participation, with all inquiries addressed by the speaker, offering students valuable insights into the company's culture and career opportunities, particularly within the esteemed Rising Star Program. The success of the session was acknowledged by Ms Ashema Hasti, Mrs Rouble, and Ms. Harshmeeta Soni, faculty members of the Placement Cell at Mata Sundri College for Women.

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ADITYA BIRLA  
FASHION & RETAIL

## values we value

KARTHIK DEWANAND

Participants

Share invite

- anoushka (Guest) Meeting guest
- etika (Guest) Meeting guest
- Kalpna Devi S (Guest) Meeting guest
- KARTHIK DEWANAND Organizer
- Kavya Thakur (Guest) Meeting guest
- Lavanya Chauhan (Guest) Meeting guest
- Margreet Kaur (Guest) Meeting guest
- Sania Parveen (Guest) Meeting guest
- Saryya (Guest) Meeting guest
- shalini (Guest) Meeting guest
- Tripti (Guest) Meeting guest
- Vibhuti Gupta (Guest) Meeting guest

24:35

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## ABG Values

- Integrity** - We define integrity as honesty in every action. We shall act and take decisions in a manner that these are fair, honest and follow the highest standards of professionalism
- Commitment** - Doing whatever it takes to deliver as promised. Each one of us shall take ownership for our own work, teams and the part of the organisation we are responsible for. Through this value, we shall build an even sharper results-oriented culture that is high on reliability and accountability
- Passion** - An emotional engagement with work which inspires each one to give his or her best.
- Seamlessness** - Thinking and working together across functional silos, hierarchy levels, across business lines and geographies. Each one of us shall demonstrate high level of teamwork through sharing and collaborative efforts and garner the synergy benefits from working together.
- Speed** - Responding to internal and external customers with a sense of urgency. We shall continuously seek to crash timelines and ensure expeditious completion of our tasks. Through this value, we hope to build an agile and proactive organisation that is prompt to respond to the present and future needs of our customers.

KARTHIK DEWANAND

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Participants

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