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PepsiCo focuses on PPOs for hiring

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Placement in food and beverage player PepsiCo is a dream job for any MBA graduate. And the company is making this easier for young graduates at the institutes it visits. The company's focus on pre-placement offers (PPOs) has increased over the years. "We now hire 60-70% of our freshers through PPOs, while this component was just 20-30% three years ago. Through this process, the freshers already have an understanding of the company even before their joining, as they have worked with us as summer interns," says Samik Basu, chief peoples officer, PepsiCo India.

PepsiCo takes in 25-30 summer interns every year and the PPOs are made to students amongst these only. The salary ranges from ₹14.5-16.5 lakh per annum. "We go to campuses for summer interns in September each year, students join us in April for internship and ideally by September-October of the same year we make the PPOs," says Basu.

Ideally, campus cycle starts with the summer's process where organisations go to campus to select summer interns who join them for internship of 8 weeks in April of each year.

Most of the organisations build rigour at this stage of the process with the intent of converting these interns into final hires after their course is over. "Another reason for us to make higher number of PPOs is that most of our competitors and even global companies have been following this trend in the past aggressively," adds Basu.

PepsiCo also has an organised way of hiring freshers. Nagina Singh, director-talent acquisition, PepsiCo India, says, "About 60-70% of our future leaders come from the previous batch of summer interns. The balance 30% come from the Become Indra's Advisors contest where the winners are entitled to PPOs and the runners-up to pre-placement interviews."

Over the last few years the company has taken this approach where September of each year it goes to campuses and participates in the summers process which starts with making a pitch on campus through a pre-placement talk. This interaction gives the students an understanding of the organisation and its programme. Post which the windows open for recruitment, where it follows a very rigorous recruitment process that entails an online test, bio forms and interviews.