

BITS SCHOOL OF MANAGEMENT

Under the Aegis of BITS Pilani, an Institution of Eminence



Flagship MBA Programme | Admissions 2026-28

BITS Pilani Mumbai Campus

A NOTE FROM THE CHANCELLOR

The accelerating forces of digitisation, artificial intelligence, sustainability, and economic fragmentation are reshaping the world in more ways than one can imagine. Even in a world marked by uncertainty, there is certainty to these shifts. The template for success that had emerged over the last century was characterised by scale driven mass production, resource intensive growth, information asymmetry, and globalisation. Management education, too, studied these trends and trained graduates to solve these problems. That template is now being tested. Scale is being tested by agility, unbridled growth is being challenged by sustainability, and AI is turning into a general-purpose technology, with an impact on every aspect of life and business. But has management education evolved to keep pace with these competing tensions?

Management education needs to be reframed and reimaged. Now.

It is time to take the discourse from boardrooms into classrooms. It is time to introduce a new way of thinking. To understand how business models are being reshaped by technology; how consumer needs are being solved by design thinking; and how artificial intelligence and data

science are becoming an indispensable tool to accelerate growth. It is time to prepare young leaders for the new age of disruption.

Building leaders through contemporary education is not new to BITS Pilani. It has been a premier name in the education space for over six decades and is an alma mater to many distinguished industrialists, avant garde entrepreneurs and visionary leaders. Over the years, BITS Pilani has been continuously innovating to cater to the rapidly evolving needs of the industry. Differentiated offerings such as Practice School, Work Integrated Learning Programme and an Open learning atmosphere are a testament to the dynamism of BITS Pilani. Building on this legacy, we have established BITS School of Management (BITSoM) in the Mumbai Metropolitan Region (MMR), the business capital of India.

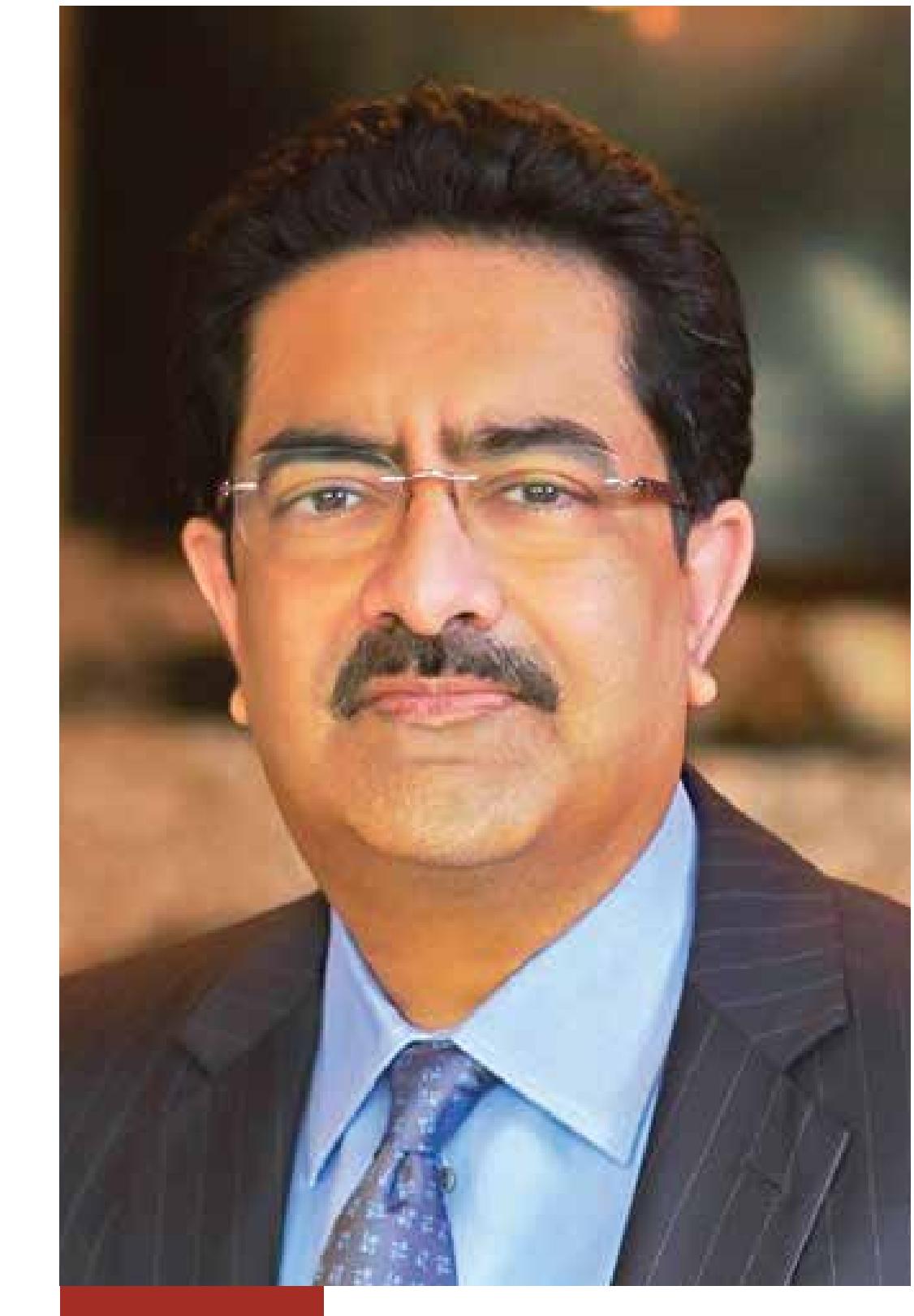
BITSoM will mould visionary game changers through a new age MBA programme that goes beyond management studies.

The innovative curriculum blends core management courses with an eclectic mix of mandatory courses on Design Thinking, Emerging Technologies including AI, and Soft

Skills. The curriculum will also be augmented by workplace essentials for holistic development. This will enable students to embrace an ever-changing business landscape with a new vigour and confidence.

BITSoM's vision of transforming business education in India is brought to life by holistic inputs from the industry, enabled by pioneering thought leaders and industrialists, an innovative pedagogy, experiential learning through deep industry immersions and meaningful partnerships with global business schools. This will be led by a stellar faculty, hand-picked from among the best business schools across the world.

The ambition is for BITSoM to be counted amongst the top management schools in the world that creates leaders who meaningfully impact business and society. We are looking for purpose driven individuals from diverse backgrounds who are willing to embrace change and embark on a two-year transformative journey with us. If your vision is as ambitious as ours, welcome to an exciting journey with BITSoM.



KUMAR MANGALAM BIRLA

Chancellor, BITS Pilani

Chairman, Governing Council, BITSoM

Chairman, Aditya Birla Group

A NOTE FROM THE DEAN

In the last four years, BITSoM has positioned itself at the forefront of shaping purposeful, industry-ready leaders for a changing world. We have proudly graduated three cohorts of forward-thinking professionals and this year we welcomed our fifth cohort – the Class of 2025-2027 – into our vibrant and ever-evolving learning community.

BITSoM is a new-age business school with a bold vision: to shape the future of leadership. At the heart of the BITSoM experience is transformation – driven by a future ready curriculum, an exceptional global faculty, and an industry integrated pedagogy. What truly sets us apart is the personalised attention we offer every student through the Personal Development Plan (PDP) and mentorship programme, alongside our signature Winning at the Workplace (WaW) courses that develop essential, career oriented and people skills for the modern business world.

The business world has never before been challenged with the potential for both disruption and abundance like AI is doing today. The ability of business leaders and managers to understand and harness this technology for the good of humankind will determine the direction it will take. We will soon launch our own AI Centre to be

a focal point in this effort—with a mandate for high quality, impactful research in AI, course material and content, case studies, and collaborative projects with industry. The MBA curriculum has been overhauled to ensure that BITSoM graduates are the best in navigating the exciting and arguably epochal times coming. Our curriculum itself is a live project—continuously adapting and evolving to stay at the forefront of technology and management, an advantage afforded by our visiting faculty model.

I look forward to welcoming you to The BITSoM Learning Experience.



SARAVANAN KESAVAN

Dean and Professor of Operations, BITSoM



**PIONEERING EDUCATION
PARADIGMS**



<p>1901</p> <p>Seth ShivNarainji Birla starts a 'Pathshala' in Pilani</p>	<p>1964</p> <p>BITS Pilani conceived as an Institute with G. D. Birla as Founder</p> <p>Chairman; Declared as a Deemed University by the GOI</p>	<p>1979</p> <p>Work Integrated Learning Programmes started</p>	<p>1983</p> <p>KK Birla took over as Chairman of BITS and expanded the infrastructure, faculty and student body</p>	<p>2000</p> <p>BITS opens a branch in Dubai, becoming the first Indian university with an overseas campus</p>	<p>2004</p> <p>BITS Goa campus opened</p>	<p>2005</p> <p>All India computer-based online entrance examination 'BITSAT' introduced</p>	<p>2008</p> <p>BITS Hyderabad campus opened</p>	<p>2018</p> <p>BITS Pilani K K Birla Goa Campus and BITS Pilani Hyderabad Campus get approval from UGC</p>	<p>2021</p> <p>BITS School of Management (BITSoM) launched</p>	<p>2023</p> <p>BITS Law School (BITSLAW) launched</p>	<p>2024</p> <p>BITS Design School (BITSDES) launched</p>
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THE LEGACY OF BITS PILANI

Birla Institute of Technology and Science, Pilani is a premier institute of higher education with a history spanning over a century. What started in the early 1900s as a pathshala has blossomed into a set of colleges for higher education, and was incorporated in its current form as BITS Pilani in 1964. It was one of the first few universities to be awarded the prestigious Institution of Eminence (IoE) title by the Government of India.

BITSoM, launched in 2021, was joined by BITS Law School in 2023 and BITS Design School in 2024 at the BITS Pilani Mumbai Campus. BITS Pilani has initiated a major new expansion under Project Vistaar that includes investments of over Rs 1200 Cr in its existing campuses, BITS Pilani Digital, and a new campus at Amravati in Andhra Pradesh.

BITSoM carries forth the pursuit of excellence and the entrepreneurial spirit that BITS Pilani represents. BITSoM students join an elite group of leaders who are proud to be associated with the BITS name.

BEING A BITSIAN

The entrepreneurial mindset and start-up ecosystem that has been fostered by BITS Pilani has been the crucible for successful and valuable corporations, many of which have gone on to become unicorns.

Being a BITSian means that students join and can connect with a legendary alumni community that is fiercely loyal, tightly knit and influential. The BITS Alumni are led and organised by the BITSAA (BITS Alumni Association) that has over 100 chapters in more than 30 countries across every inhabited continent.

60 years
of excellence

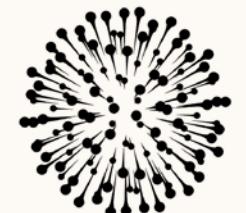
6400+
founders & co-founders

\$65bn
market-cap of top 10 BITSian ventures

201k
illustrious alumni

7400+
CEOs

A few of the successful ventures started by BITSians



PIXXEL



LEADERSHIP

Our distinguished Governing Council plays a critical role as the principal executive body of BITSoM. It provides strategic direction to the school and promotes an environment that advances a unique brand of education.



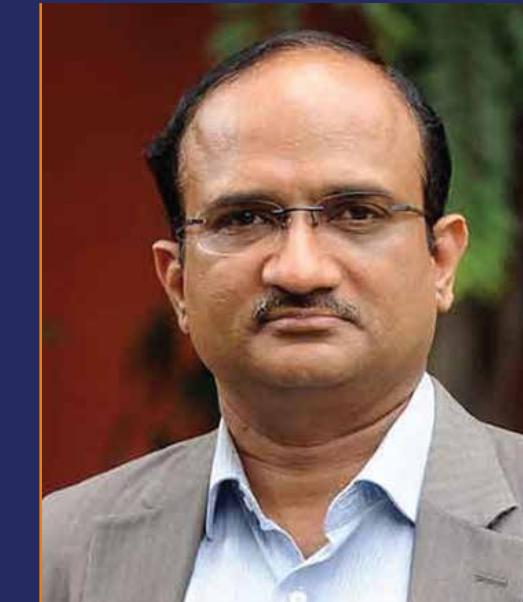
KUMAR MANGALAM BIRLA

Chancellor, BITS Pilani
Chairman, Governing Council,
BITSoM,
Chairman, Aditya Birla Group



SHOBHANA BHARTIYA

Hindustan Times Group,
Pro Chancellor, BITS Pilani



V. RAMGOPAL RAO

Vice Chancellor,
BITS Pilani



SARAVANAN KESAVAN

Dean and Professor
of Operations, BITSoM



BHARAT PURI

Managing Director,
Pidilite Industries Ltd.



DILIP GAUR

Director, Aditya Birla Management
Corporation Private Ltd (ABMCPL)



GEOFFERY GARRETT

Dean, USC Marshall
School of Business



HARI MENON

Chief Executive Officer,
BigBasket.com



NISHI VASUDEVA

Former Chairman & MD,
HPCL



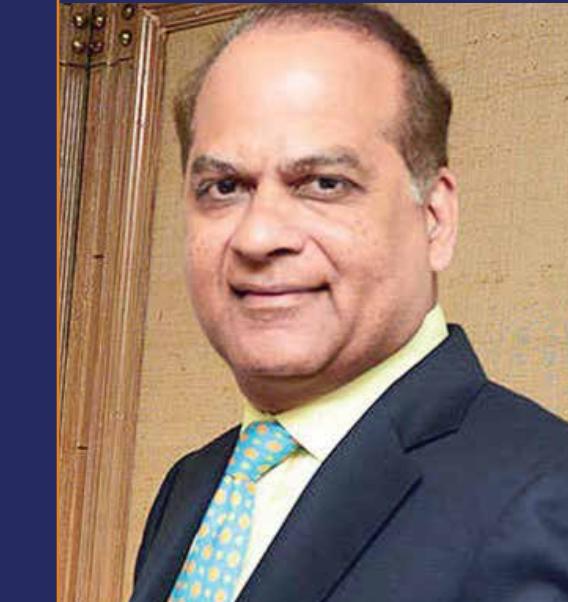
RAJAGOPAL RAGHUNATHAN

Professor of Business,
University of Texas at Austin



REVATHI ADVAITHI

Chief Executive Officer,
Flex



SP KOTHARI

Professor of Accounting and
Finance, MIT Sloan School of
Management



TULSI MIRCHANDANEY

MD, Blue Dart Aviation

OUR MISSION

To use holistic and future-forward pedagogy to mould visionary gamechangers and enable them to make a positive impact on the world.

OUR VISION

To redefine the paradigms of business education through evolutionary thinking and relevant knowledge, and thereby become a focal point for new age learning and leadership.



THE BITSOM LEARNING EXPERIENCE

The Flagship MBA programme is built on four pillars and designed to create leaders who will be ready to create an impact in the age of AI



A Rockstar Faculty from some of the best B-schools in the world



Agile and future ready curriculum with a focus on AI for business



Deep industry integration and engagement anchored by a professional team



Building leadership capability with individual attention



Graduates join the league of BITS Alumni who proudly uphold the legacy of excellence and entrepreneurship

THE ROCKSTAR FACULTY

BITSoM's unique block teaching model with a course taught over 2 or 4 weeks means that we can bring in the hand-picked faculty from some of the best schools across the world, such as Kellogg, LBS, Chicago Booth, Tecnológico de Monterrey, and SMU Singapore. The visiting faculty augments the core resident faculty to deliver a curriculum constantly updated with the latest and most relevant knowledge.



**SARAVANAN
KESAVAN**

Dean and Professor
of Operations, BITSoM



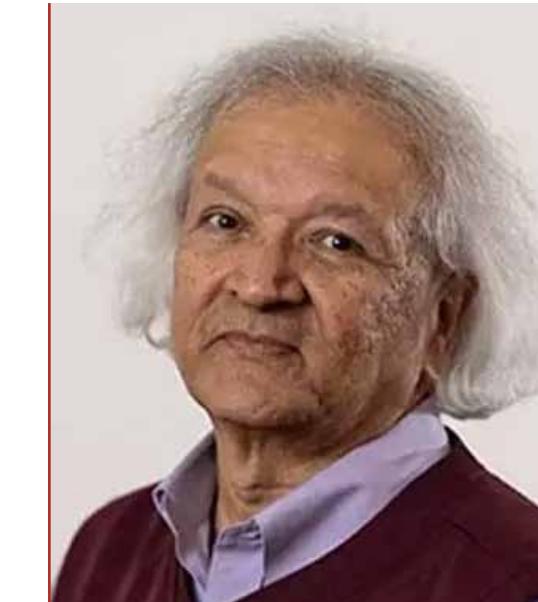
**ANDREW
GERSHOFF**

Professor of Marketing and
Marketing Department Chair
at the McCombs School of
Business



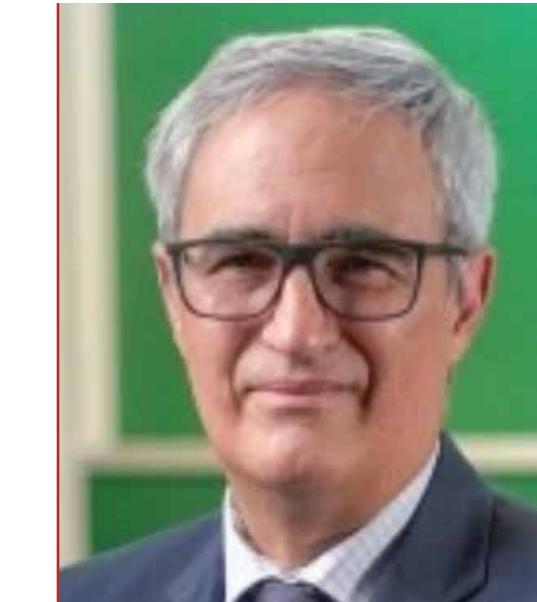
**DANIEL SIMON
CORTSEN**

Associate Professor
of Operations Management,
IE University



**LIL
MOHAN**

Adjunct Professor of Marketing,
London Business School, The
University of Chicago Booth
School of Business



**LUIS
LOPEZ**

Professor of
Operations Management,
INCAE Business School



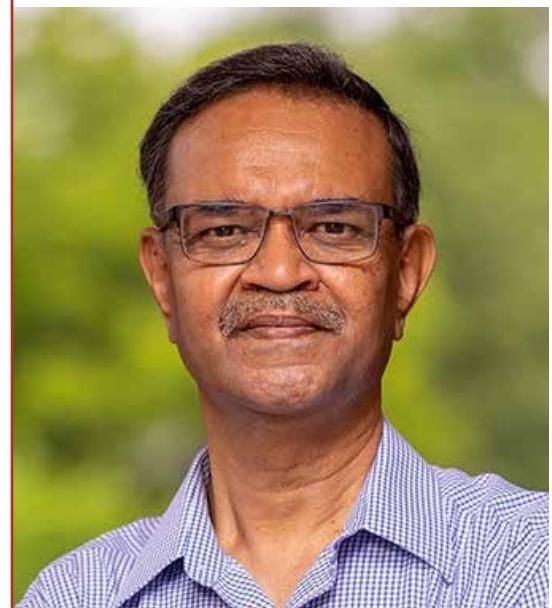
**MARK
FINN**

Clinical Professor of Accounting,
Kellogg School of Management



**PALLAVI
VYAS**

Associate Professor of
Economics, BITSoM



**PIYUSH
KUMAR**

Associate Professor
of Marketing,
Terry College of Business



**RAJAGOPAL
RAGHUNATHAN**

Professor of Business,
University of Texas at Austin



**SANDEEP
CHANDUKALA**

Associate Professor of Marketing
Singapore Management
University (SMU)



**SANTIAGO
KRAISELBURD**

Director of Research Operations/
Vice Rector of Research,
Tecnológico de Monterrey



**SRIKANT
SASTRI**

Chairman, Geospatial Data
Promotion &
Development Committee



**SHAILENDRA
JAIN**

Professor of Marketing and
International Business,
Foster School of Business,
University of Washington



**SRINIVAS RAO
PINGALI**

Adjunct Professor
and Head of BRAIN
(BITSoM Research in AI
and Innovation) Lab

THE BITSOM CURRICULUM

The MBA curriculum blends core business fundamentals with leadership capability and technology to prepare students for a rapidly evolving, AI-powered world.

- » Year 1 (terms 1-3) builds foundational management knowledge in areas such as marketing, finance, operations, and strategy.
- » After term 3 students take up summer internships to experience theory in action and to help them decide on their specialisations.
- » Year 2 (terms 4-6) begins with an opportunity in term 4 to participate in international immersion programmes. This is also when students decide on up to two specialisations, choosing from a wide range of electives
- » BITSOM's signature Winning at the Workplace (WAW) track runs through both years with mandatory courses on soft skills, leadership, and workplace essentials.

This agile and forward-looking curriculum ensures that graduates are business-savvy, tech-aware, agile, and ready to navigate the evolving demands of leadership.

A few of the courses offered with an AI/ML focus are:

- » Machine Learning (Elective)
- » Business Application of AI (WAW)
- » AI in Finance (WAW)
- » AI in Marketing (WAW)
- » AI Live Project

For detailed course catalogue, visit our website <https://www.bitsom.edu.in/curriculum/#cosm>



Distinctive Specialisations

- » Entrepreneurship & Innovation
- » Finance & Investing
- » Ecommerce & Digital Leadership
- » Leadership & Strategy
- » Marketing & Consumer Insights
- » Operations & Supply Chain Management





IMMERSION PROGRAMME

- » EGADE Business School, Mexico
- » IE Business School, Madrid
- » London Business School (LBS)
- » ESMT Berlin

*The 2-week Immersion Programme is subject to a minimum number of students opting in. Not included in tuition fee.

DEEP INDUSTRY INTEGRATION

The Industry Partnership and Career Services (IPCS) team is a professional, dedicated team that plays a pivotal role in building deep and long-term relationships with industry, bringing top recruiters to the placements process, and ensuring that students are well-prepared to convert opportunities into outcomes.

The team works on

- » A practice-oriented curriculum featuring corporate live projects, guest lectures and workshops.
- » Leveraging our governing and advisory councils comprising senior business leaders
- » Engaging with BITS Pilani's expansive and influential alumni base
- » The placement readiness programme (PRP) that helps students perfect their resumes, prepare for interviews and group discussions, and build resilience to navigate the intense placement process.



INDUSTRY PARTNERSHIP & CAREER SERVICES TEAM



MANDAR DESAI

VP & Head
Industry Partnership &
Career Services



PRACHI PAWAR

Senior Manager
Industry Partnership &
Career Services



SWAPNIL SAWANT

Senior Manager
Industry Partnership &
Career Services



ARUSHI SINGH

Manager
Industry Partnership &
Career Services



NIKITHA MALLYA

Manager
Industry Partnership &
Career Services



TUSHAR MOHITE

Manager
Industry Partnership &
Career Services



RAJESHREE GAWDA

Associate
Industry Partnership &
Career Services

LEADERSHIP CAPABILITY

Preparing students for the leap from being managers to leaders is central to the BITSOM Learning Experience. We aim to do this with a mix of classroom teaching on diverse subjects to broaden world views and one on one attention that recognises each student's potential, life goals and unique development needs.

WINNING AT THE WORKPLACE (WaW)

WaW courses aim to empower students with key skills and perspectives to thrive in the workplace by augmenting their communication, social and interpersonal skills.

Some of the courses under the WaW track

- Personal Growth and Transformation
- Critical Analytical Thinking
- Design Thinking
- Smart Problem Solving
- Presentation Skills
- Data Visualisation and Storytelling
- Performance Management
- Positivity Skills and Leadership
- Expression through Theatre
- Systems Thinking

PERSONAL DEVELOPMENT PROGRAMME (PDP)

PDP is an intensive, student-centric journey where individuals co-create a personal development plan with the faculty. Aimed at building self-awareness and a growth mindset, the intervention helps students identify and work towards filling gaps between their future and current self.

MENTORSHIP

There is no substitute for lived experience. And the structured Mentorship Programme is an opportunity to connect with an experienced business leader who can offer guidance on leadership, career choices, and interpersonal skills.



BITSoM'S AI CENTRE – BRAIN LAB



BITSoM's AI Centre – BRAIN Lab is aimed at positioning the school at the frontier of education and research on AI applied to Business. The centre will work on developing practical, high-impact use cases of AI across key managerial domains and industries. It will be the hub to refine, augment and update the curriculum to deliver on our ambition of building BITSoM to be the best b-school to prepare for the AI future.

VISION

To create a hub for thought leadership, innovation and education in applied Artificial Intelligence (AI). The Centre will bring together academics, students, and corporate leaders to shape the future of AI for business.



INDUSTRY FOCUS

- » Manufacturing
- » Financial Services
- » Retail and Healthcare
- » Global Capability Centres (GCCs)



FOCUS AREAS

- » Academic Research
- » Education
- » Experiential Learning
- » Industry and Government Collaboration

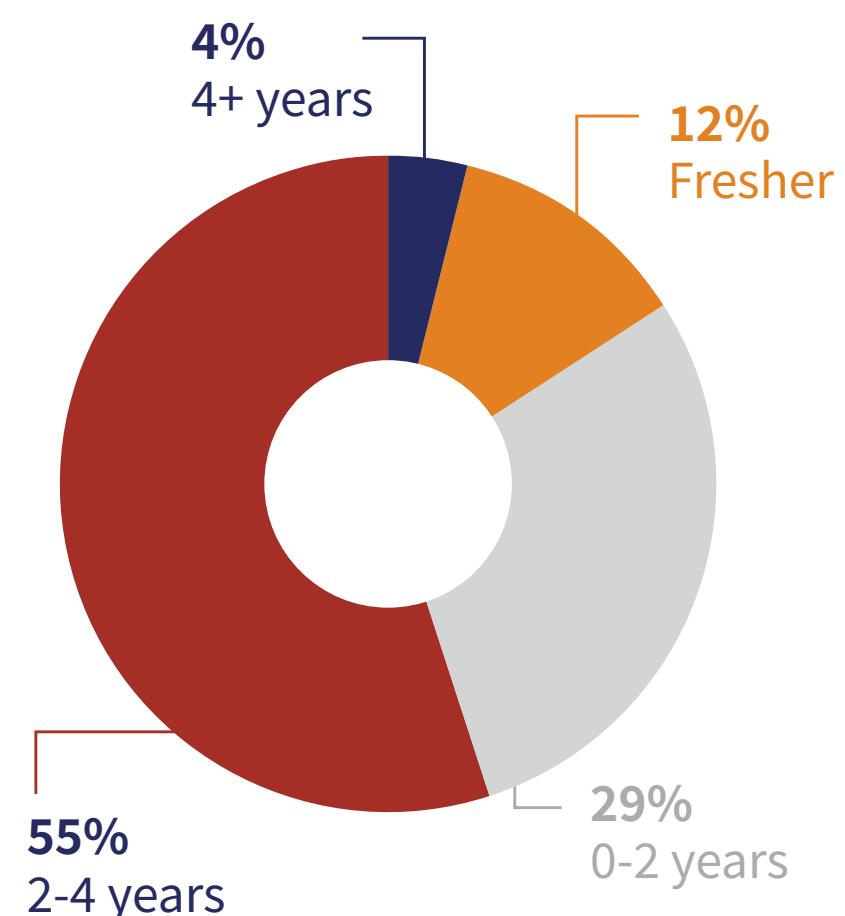
OUR STUDENTS

GENDER RATIO

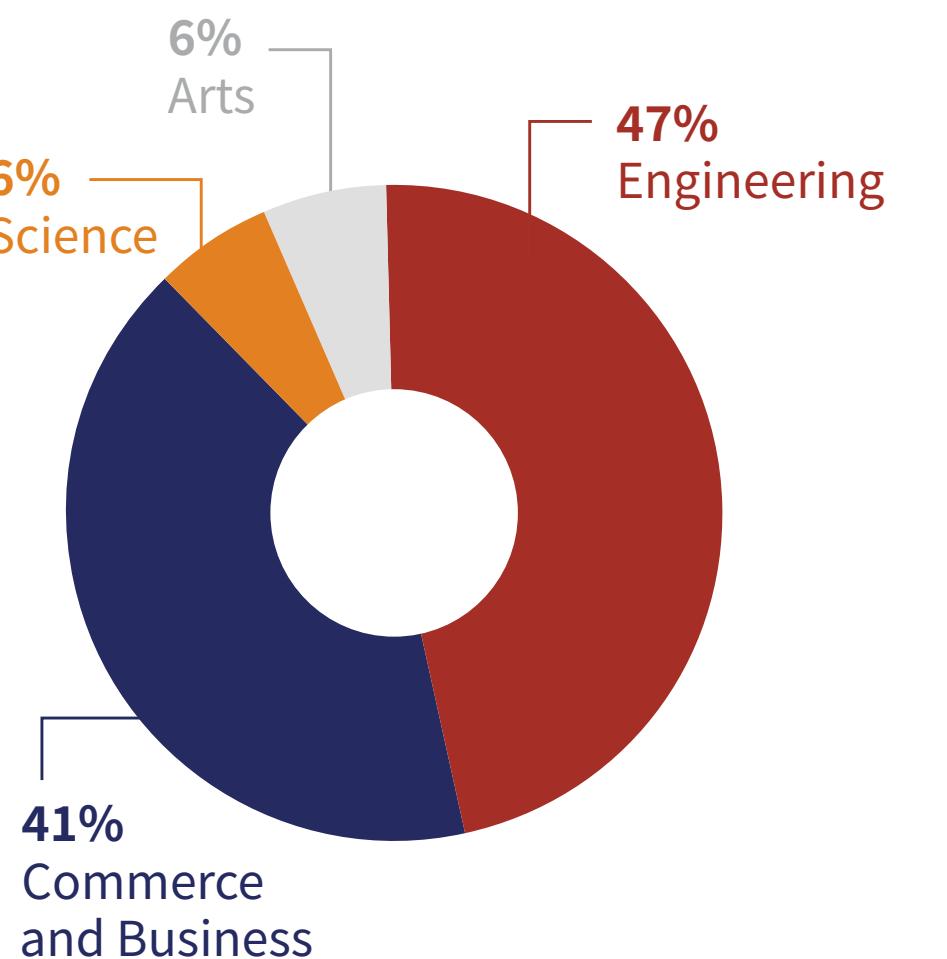
51% Female

49% Male

WORK-EX DISTRIBUTION



ACADEMIC BACKGROUND



EDUCATIONAL INSTITUTES

- IITs
- NITs
- BITS Goa
- NIFTs
- St Xavier's, Kolkata
- Fergusson College, Pune
- DTU
- Christ University
- SRM
- Loyola College, Chennai
- VIT

*all figures are for the Class of 2027

STUDENT ACHIEVEMENTS

BITSoM students have made a mark on India's case competition circuit, winning top honours within just a few years of its inception. Their innovative, impactful, and well-reasoned solutions reflect the school's focus on real-world problem-solving.



Akash Bhansali (Co26), Aastha Pundhir (Co26), Rohak Shah (Co26), Shefali Goyal (Co26), Nishant Hinge (Co26) - emerged as one of the **Top 10 finalists at the Global Case Competition at Harvard 2025**.



Prakhar Jain (Co25), Tanvi Lulla (Co25), Satish Kumar (Co25), Ridhi Saraf (Co25), and Sandeep Gadihok (Co25) - Finalists of the **2024 Cornell EMI Corning Case Competition**.



Geethika Simma (Co25), Gowtham Gnanamoorthy (Co25), Himansu Sekhar Bandha (Co25), Shruti Malpure (Co25), and Gargi Sethia (Co25) - declared **National Winners in the NEST by Novartis India case competition**.



Darshil Shah (Co24), Gauravi Gaikwad (Co24), Nanda Kishore D (Co24) - **won the L'Oréal Sustainability Challenge 2023**.



Geethika Simma (Co25), Sreehari S. (Co25), and Gargi Sethia (Co25) - won the **National Title in the Product Pillar of the L'Oréal Sustainability Challenge 2024**.



Kabir Bhatia (Co23), Saurabh Chhajed (Co23), Srikar Chintalagiri (Co23), Chaitanya Patel (Co25), Sreeparna Majumder (Co25) - among 100 young leaders from across the world chosen to attend the **St Gallen Symposium in Switzerland** based on a highly competitive global essay competition.



Gargi Srivastava (Co24), Prachi Agarwal (Co24), and Qushagra Sheersh (Co24) - emerged as the campus winners of **Flipkart WiRED 7.0**, which is the flagship case-study competition of Flipkart.



CAMPUS

Sprawling across 63 acres of land with 80% of space dedicated to lush greenery near Kalyan in the Mumbai Metropolitan Region (MMR), our campus is fully residential and can accommodate up to 2000 students. Designed by renowned architect Hafeez Contractor, the digital-first campus has a zero-discharge scheme with 100% recycled water utilisation, energy-saving lighting systems, and solar power to work towards a zero-carbon footprint.

Some of key facilities and amenities of the campus include:

- » Learning Infrastructure: AI Centre, Learning Resource Center (Library), Digitally Equipped Classrooms, Startup Incubation Center, Video and Podcast Studios
- » Student Life: Gymnasium, Sports Complex, Cafeteria/Dining Hall, Medical Room, 24-hour Ambulance, Campus to City Shuttle, ATM, Salon. Restaurants, a supermarket, a bank branch, and pharmacy are to be added soon.

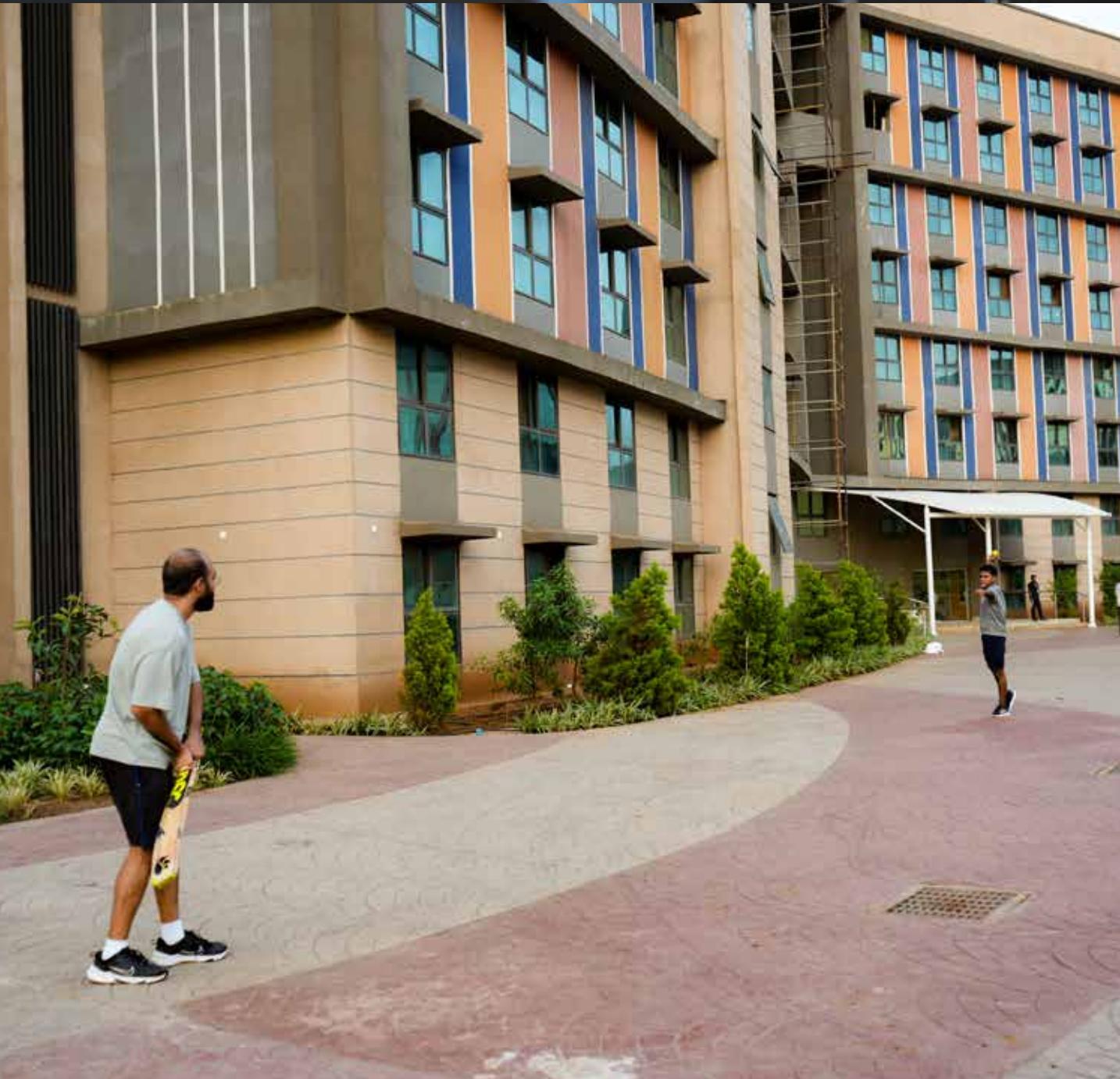


LIFE AT BITSoM

At BITSoM, we nurture well-rounded individuals who excel both academically and in their personal pursuits. The unique learning experience with a future ready curriculum and a transformative experience prepares students to be lifelong learners and thrive in an ever-changing business landscape. The global experience at the campus extends beyond academics with a diverse array of student led clubs and committees, each offering unique opportunities to grow and explore.

Students stay in fully furnished, single occupancy hostel room on campus with access to amenities such as cafeteria, library, indoor gym, first aid, wellness center, an outdoor sports court, doctor on call and paid laundry services. The Learning Resource Center (LRC) or Library offers a gateway to a vast collection of print and digital resources in the field of management and allied fields.

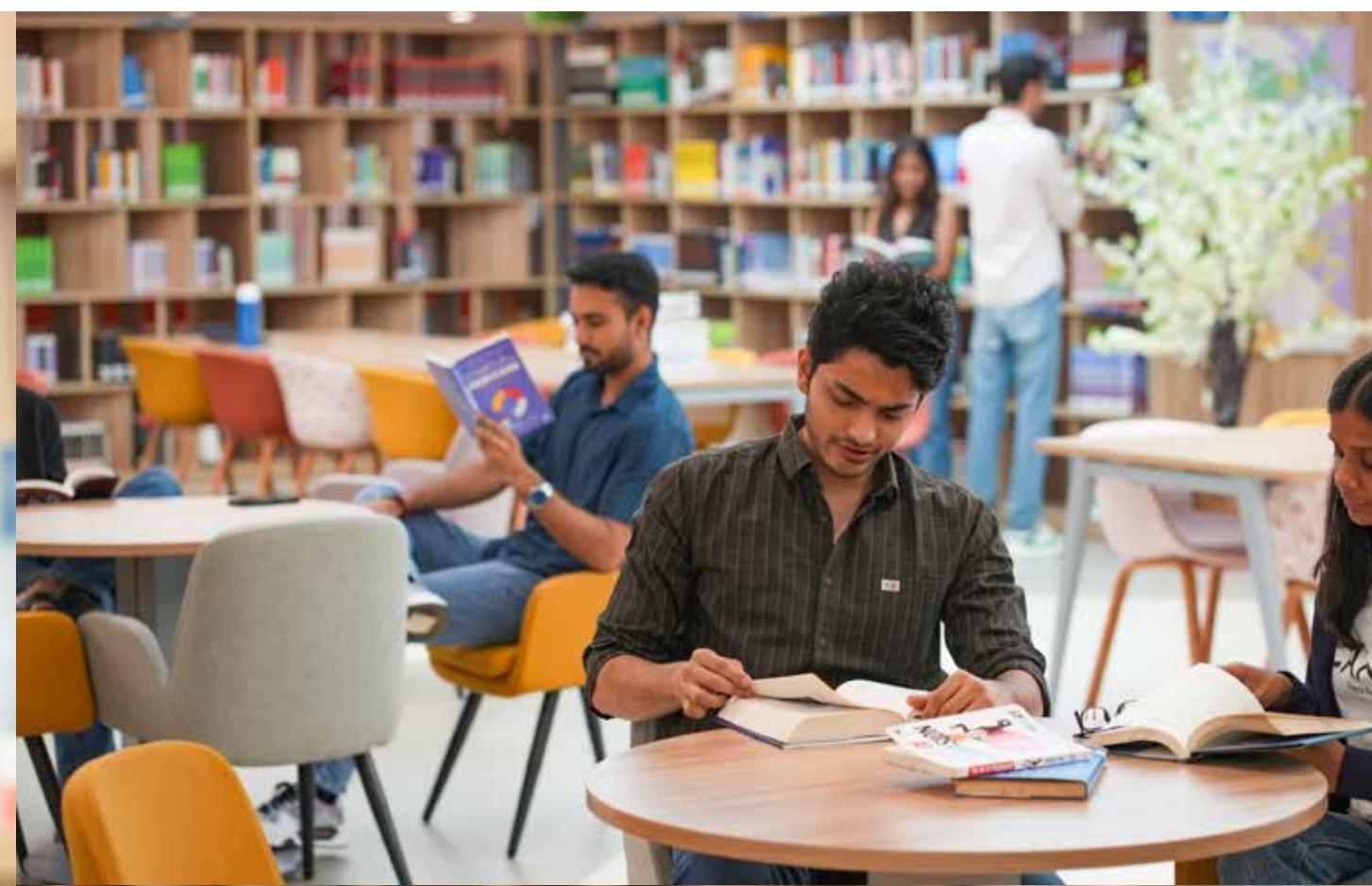
The MBA programme is intense and demanding. While these may be some of the best years of your life, we also have a mental health initiative on campus - M-Power - committed towards promoting and supporting mental, emotional & personal well-being of the students where students engage with qualified counsellors for motivation, steering through and ensuring all aspects of their well-being.



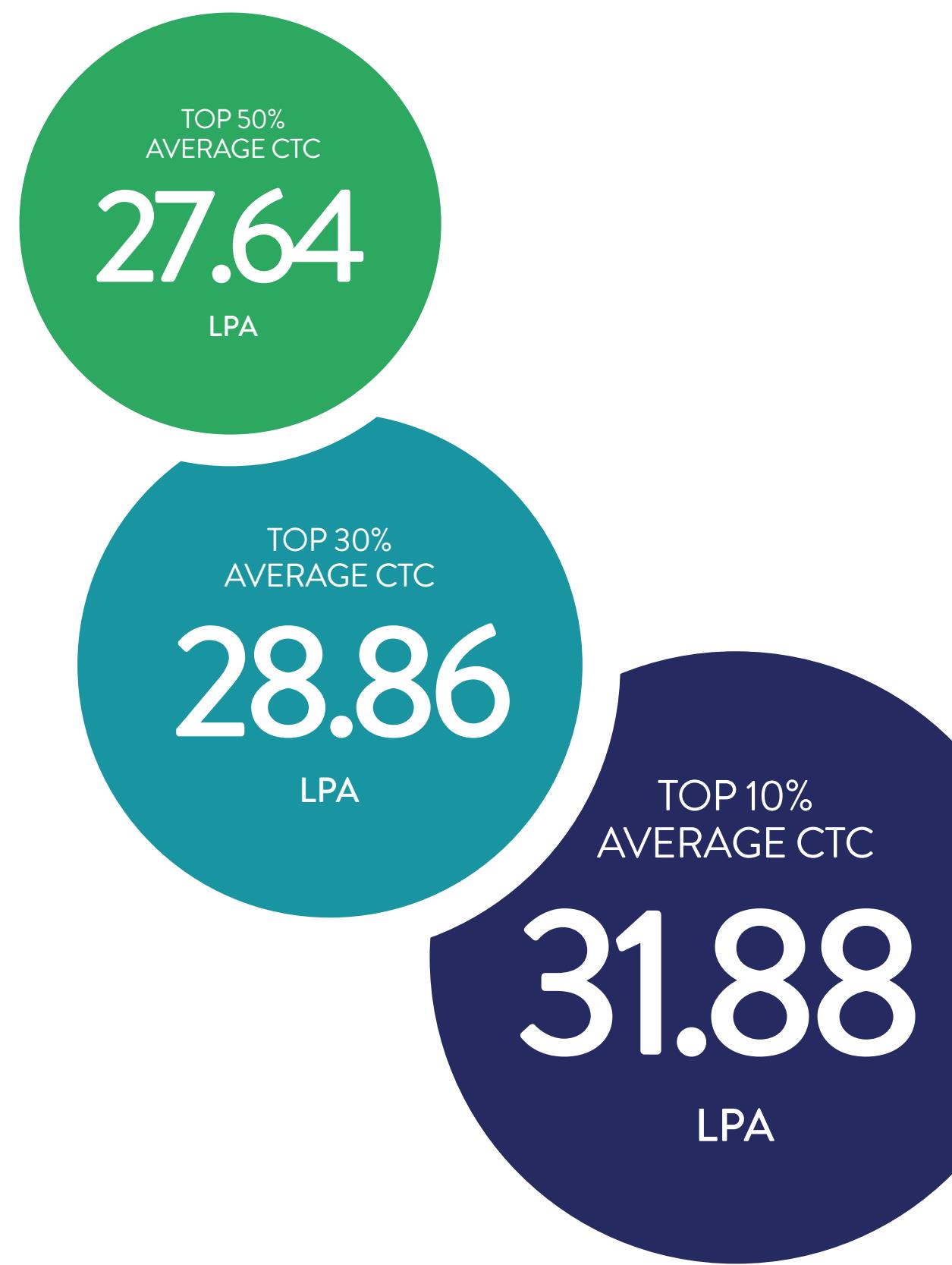
LEARNING RESOURCE CENTRE (LIBRARY)

The LRC supports knowledge and creativity through user-focused services in a collaborative and innovative environment. Aligned with global B-school standards, it provides access to extensive print and digital resources in management and related fields.

Here are some of the collections and resources from the LRC:



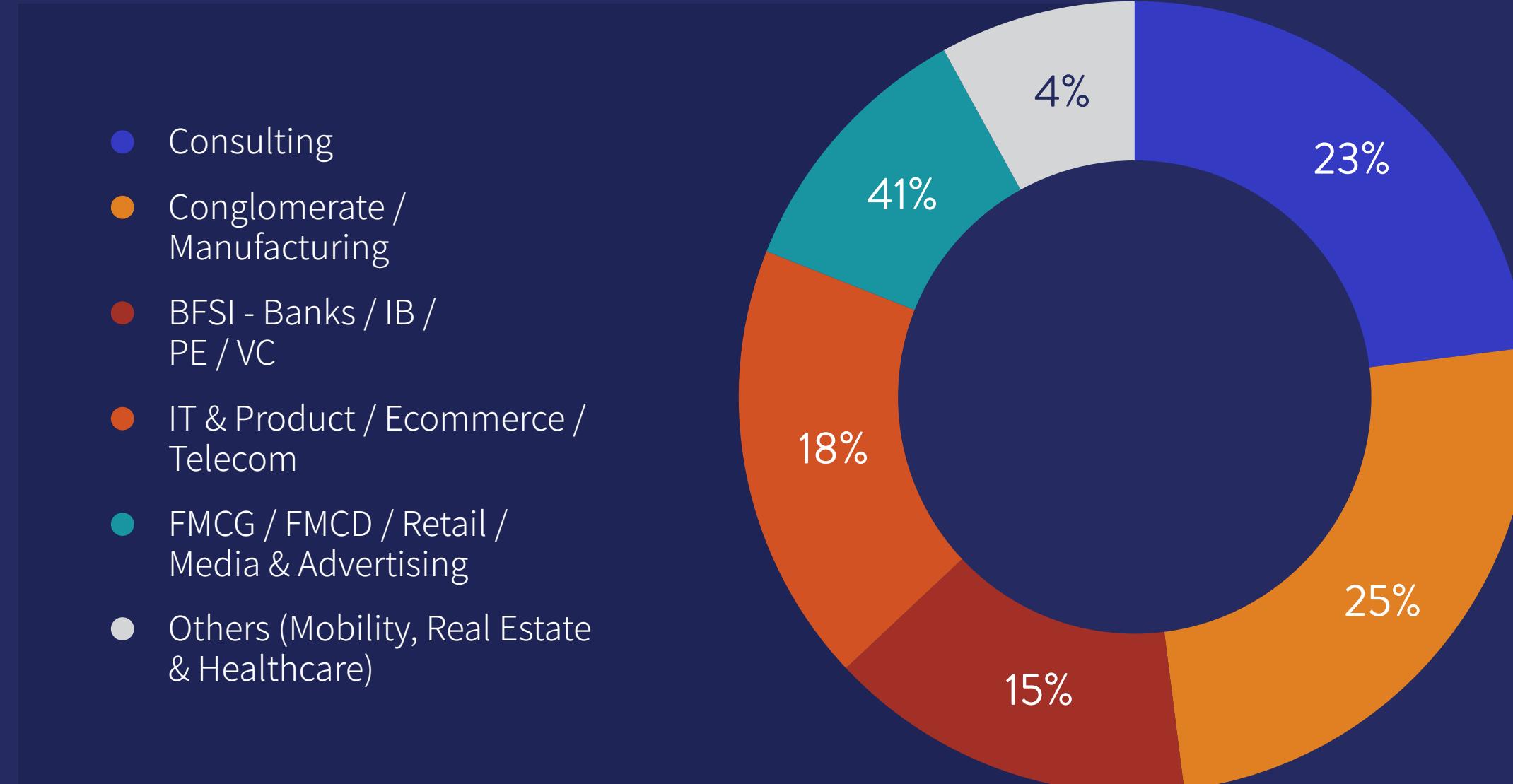
PLACEMENT STATISTICS FOR THE CLASS OF 2024



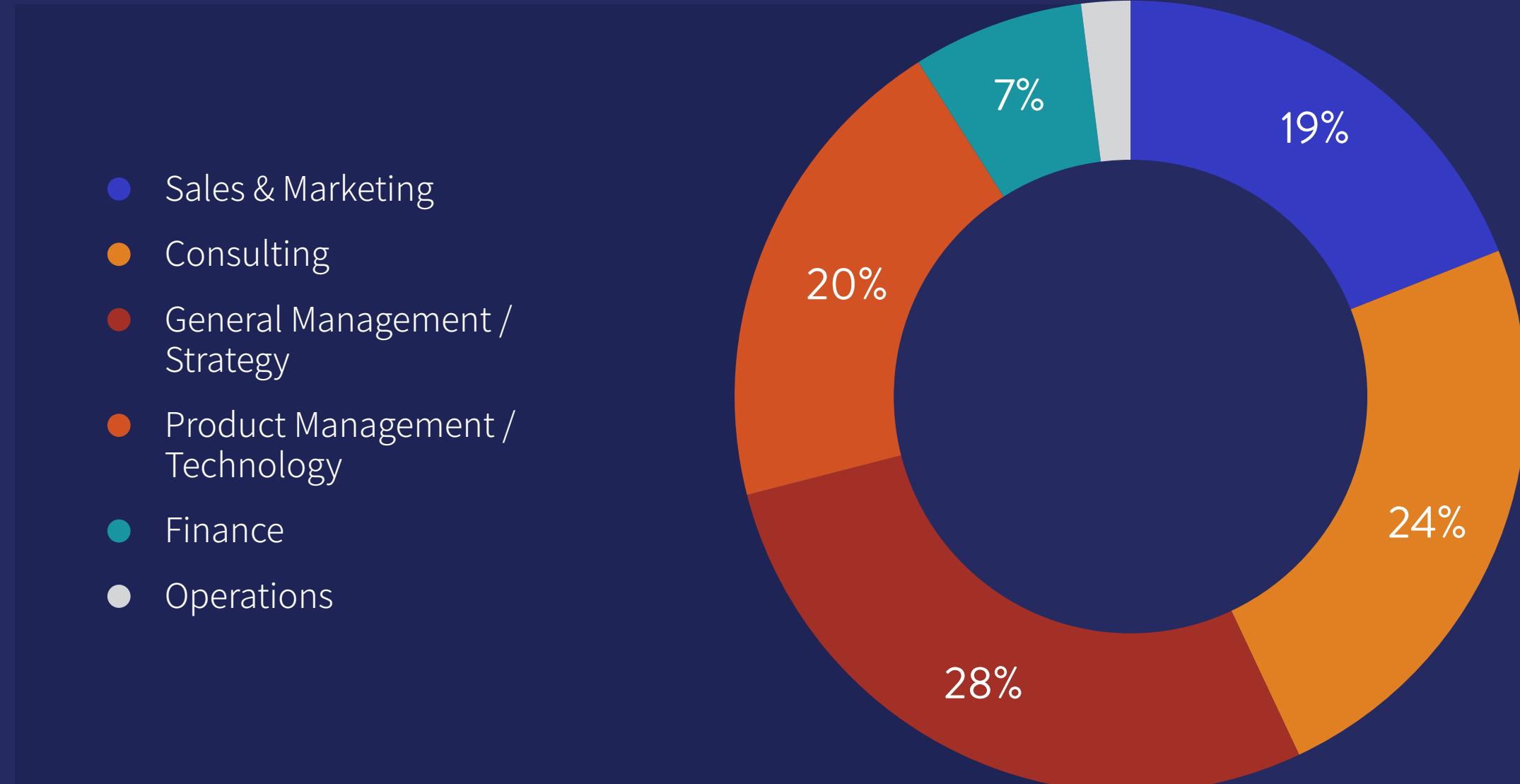
*the final placement figures for the current year will be published once the report is audited

PLACEMENT STATISTICS FOR THE CLASS OF 2024

INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



*the final placement figures for the current year will be published once the report is audited

PLACEMENT STATISTICS FOR THE CLASS OF 2024

RECRUITING ORGANISATIONS

Consulting

Accenture strategy	Arthur D. Little	BCG	EY	KPMG	McKinsey & Company	MXV Consulting
Praxis Global Alliance	pwc					

Conglomerate and Manufacturing

Aditya Birla Group	Century Pulp & Paper	Ultratech	Wockhardt
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BFSI-Banks /IB/PE/VC

Aditya Birla Capital	ICICI Bank	IDFC First Bank	JP Morgan	Kotak Mahindra Bank	SBI Life Insurance	Somerset Indus
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FMCG/FMCD/Retail/ Media & Advertising

Hawkins	Hindustan Unilever Limited	HT Media Group	Jubilant Foodworks	Kerala Ayurveda	Media.net	More Retail
Pidilite	Signify					

IT & Product/ E-commerce/Telecom

Avalon Technologies Ltd	Flexiloans	Flipkart	Freyr	iLink Digital	Merilytics	o9 Solutions
VI	Volters Kluwer	[x]cube Labs	Zapcom			

Others

Birla Estates	Siemens Healthineers
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*the final placement figures for the current year will be published once the report is audited

ADMISSIONS PHILOSOPHY

An extraordinary MBA programme requires extraordinary talent. Our admissions philosophy seeks out non-conventional thinkers with the capacity to succeed on a global scale, who are independent-minded, and come from diverse backgrounds. This is reflected in our approach to evaluating the candidates for the programme. The evaluation process is holistic and looks for qualities beyond test scores. While we accept CAT, GMAT, and GRE scores, we give substantial weightage to exemplary records of academic and extracurricular achievement, leadership potential, and strong written and verbal communication skills. We also focus on the applicant's strengths, determination, and passion. We seek those who believe in the core BITSOMian values of integrity, innovation, and excellence, so that the school and the scholar can stand stronger together.



KNOW MORE ABOUT ADMISSIONS

The Pre-requisites

- A recognised undergraduate or postgraduate degree in any discipline from a recognised Indian institution or international university (you may be a final year student, or have work experience)
- Scores from any one of the following tests – CAT, GMAT, GMAT Focus, GRE GRE Code: 2855
- Exemplary record of academic and extracurricular achievement
- Leadership potential
- Strong written and verbal communication skills

How To Apply

- Online application – it includes questions needing long form answers that require time and clear thinking.
- Personal interview – a conversation with senior leaders from the BITSOM network, including the BITS Pilani Alumni. Interviews typically last for 30-45 minutes and the interviewers would like to understand the candidate holistically.
- Offer letter - You can track the status of your application on the application portal. You will be informed of our final decision by email.

Dates & Deadlines

For more info, please visit our website: www.bitsom.edu.in

Fees And Financing

We seek to assist our students with financing by ensuring easy availability of education loans. We have collaborated with several banks such as State Bank of India, IDFC First Bank, Axis Bank, ICICI Bank, HDFC Credila, and TATA Capital Ltd to offer customized education loans to our students at attractive rates.

Fee Structure

Given below is the fee structure applicable only for the Class of 2027 and is subject to change for the next batch of students:

Application fee	INR 2,500
Programme fee	As below
Tuition fee	INR 23,85,000
One time admission fee	INR 1,50,000
Accommodation	INR 3,00,000
Security deposit (refundable)	INR 20,000
Total cost to student	INR 28,55,000

Scholarships

BITSOM provides merit-based, women's scholarships and need-based scholarships to deserving candidates. Finances should not hinder a deserving student's path to success. As we are an inclusive and thoughtful community, we will be providing the most eligible students with need-based scholarships. Those applying for a scholarship would submit an additional essay and certain relevant financial/ other documents.

Contact

For further information, please reach out to admissions@bitsom.edu.in

BITS School of Management,
Murbad Road, Village Kamba, Taluka Kalyan, Thane 421301

IMPORTANT CONTACTS:

Contact: +91-8050012004

Admissions: admissions@bitsom.edu.in

Media: media@bitsom.edu.in

www.bitsom.edu.in



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