

RANKED AMONG TOP 50 BUSINESS SCHOOLS IN INDIA

2023-25

FULL TIME AICTE APPROVED **PGDM+BUSINESS ANALYTICS** WITH DUAL SPECIALIZATION

TAXILA BUSINESS SCHOOL

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FULL TIME AICTE APPROVED **PGDM+BUSINESS ANALYTICS** WITH THREE SPECIALIZATION

FULL TIME AICTE APPROVED **PGDM (BUSINESS ADMINISTRATION)** WITH DUAL SPECIALIZATION

FULL TIME AICTE APPROVED **PGDM (FINANCIAL MANAGEMENT)**

AXILA Placement Highlight - Batch (2021 - 2023)

Companies Offered Campus Placement	Package
TAS [Tata Administrative Services]	25.8 LPA
S & P Global	Not To Be Disclosed
Hindustan Unilever Limited	24 LPA
Asian Paints	Not To Be Disclosed
Berger Paints	Not To Be Disclosed
VE Commercial Vehicles [A Volovo Group And Eicher Motors Joint Venture]	10 LPA
Property Pistol, DUBAI	24 LPA
Decathlon	14 LPA
Appcino Technologies	7.5 LPA
Smart Serve	Not To Be Disclosed
Jaro	8.5 LPA
E & Y	Not To Be Disclosed
AU Bank	Not To Be Disclosed
Hero Moto Corp.	20 LPA
Vedanta	14.90 LPA
Microtel New Zealand	24.76 LPA



Advisory Board

Academicians

S. No.	Name	Designation	Institution/Business
1.	Dr. Himanshu Rai, Ph.D IIM-A	Director	IIM Indore
2.	Dr. Bhimaraya Metri, Ph.D IIT-Mumbai	Director	IIM Nagpur
3.	Dr. Sanjay Verma, Ph.D IIM-C	Professor	IIM Ahmedabad
4.	Dr. Kamal Kishore Sharma, Ph.D IIM-A	Director General	Taxila Business School

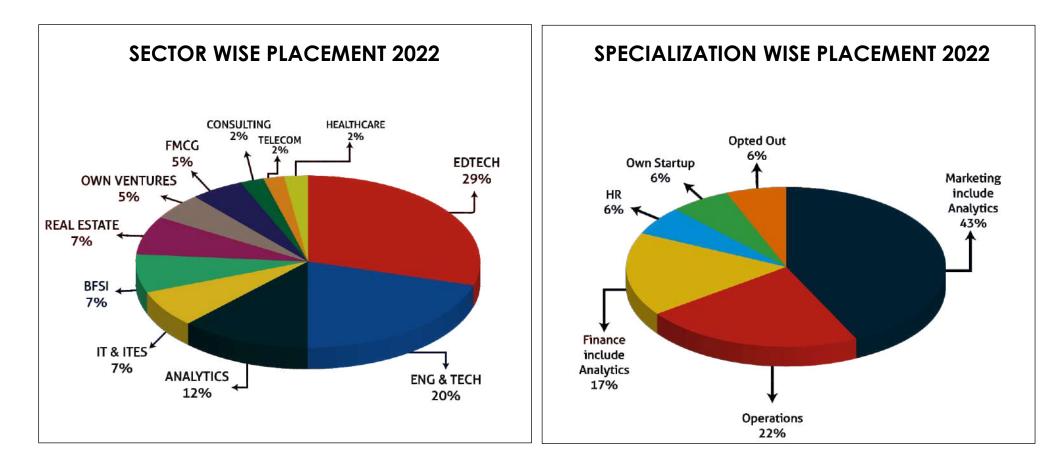
Practitioners

S. No.	Name	Designation	Institution/Business
5.	Dr. Ashok Aggarwal, Ph.D IIM-A	Ex-CEO	Escorts Securities Ltd.
6.	Shri Pavan Choudary	CEO & MD	Vygon India Ltd.
7.	Shri Nand Kishore Chaudhary	Chairman & MD	Jaipur Rugs
8.	Shri O. P Agarwal, IIM-A	Industrialist	President- IIM Ahmedabad Alumni Association Rajasthan



Placement Report 2022

International Placements	29% of the Batch
Highest International Package	28.60 Lakhs(as per Indian Standards)
Highest National Package	15 Lakhs.
Average Package	11.50 lakhs+



BATCH 2020-22 RITUJA UJAWANE FROM MAHARASHTRA PLACED AT DUBA Rs. 28 60 A K H P.A



BATCH 2021-23 AUSTIN THOMAS CHAKKUNNY FROM MAHARASHTRA PLACED AT DUBAI RS. 11+11 LAKH PA

BATCH 2021-23 HRUSHABH DHONDE FROM MAHARASHTRA PLACED AT NEW ZEALAND RS.24.76LAKH PA

BATCH 2020-22 SHUBHAM R. CHAUHAN FROM UTTARAKHAND PLACED AT DUBA Rs. 28 60 A K E PA

BATCH 2020-22 BIDISHA DAS FROM WEST BENGAL PLACED AT DUBA Rs. 28 60 AKEPA



BATCH 2019-21 **CHAHAK SHUKLA** FROM MADYA PRADESH PLACED AT TANZANIA Rs. 1650 LAKE PA



BATCH 2020-22 SAURABH PANDEY FROM UTTARAKHAND PLACED AT DUBA Rs. 28.60 A K H PA

BATCH 2020-22 MAYANK AGRAWAL FROM UTTARAKHAND PLACED AT DUBA Rs.28.60 A K I PA

BATCH 2020-22 VENKATA SRIRAJ FROM ANDHRA PRADESH PLACED AT DUBA Rs. 28 60 LAKHPA **ALSO IN BERGER PAINTS**

BATCH 2020-22 ARUN RATHORE FROM RAJASTHAN **PLACED AT** DUBA Rs. 28 60 LAKE PA

BATCH 2019-21 **ASHISH P. AHER** FROM MUMBAI **PLACED AT** DUBA Rs.21.50 LA KEPA **ALSO IN BYJU'S**

BATCH 2019-21 **AVIRAL KAUSHAL FROM PUNJAB** PLACED AT DUBA Rs.2150 LAKE P.A **ALSO IN BYJU'S AND JARO**



BATCH 2019-21 **YAKSH REDHU FROM CHANDIGARH** PLACED AT DUBA Rs.2150 LAKH PA



SALIENT FEATURES TO JOIN

- **1. Superb Academic Team :** 2 Former Vice Chancellors, 3 CEOs, Faculty with PhD/Alumni from IIMs.
- 2. Excellent Industry Interface : Regular academic seminars, Multiple Projects & Paid Internships.
- 3. Mentor & Mentee Scheme : For hand holding, guidance & care.
- 4. Strong Alumni Network: 2000+ Alumni working across the globe.
- 5. Excellent Placement Record :
 - a. Consistent 100% Placements for last 10 years.
 - b. "Best Placements" Award consecutively for last three years from ASSOCHAM.
- 6. Excellent Startup Environment and Progressive Ecosystem :
 - a. More Than 20 Startups in last 3 years.
 - b. "Rajsthan Udyog Ratan" Award Bestowed to Taxila Startup by Rajasthan CM.
- 7. Finest Infrastructure : High-Tech Classrooms, Auditorium, Library, Indoor Swimming Pool, Gymnasium etc.





PLACEMENTS 2021-22

PROMINENT RECRUITERS

S&P GLOBAL DEUTCHE BANK ERNST & YOUNG ICICI BANK AXIS BANK RELIANCE INDUSTRIES TIMES OF INDIA IDFC FIRST INFOSYS HINDUSTAN UNILEVER CANARA HSBC RELIANCE NIPPON ICICI PRUDENTIAL HDFC ERGO HINDUSTAN ZINC ITC LIMITED

BOSCH SIEMENS GENPACT XL DYNAMICS GRAVITA LTD. INFOEDGE PVT. LTD. BYJU'S HOTEL HILTON GODREJ ASIAN PAINTS FORTIS HEALTHCARE AVATA CLUB MAHINDRA OYO ROOMS ALIBABA INDIAMART

RECRUITING COMPANIES OVER THE YEARS

SECTOR : BANKING & FINANCE	SECTOR : IT & ITES, ED-TECH SERVICES	SECTOR : MANUFACTURING, REALTY & CONSULTING	HR, LOGISTICS, ECOMMERCE & SERVICES
S&P GLOBAL	THINK & LEARN PVT. LTD	HINDUSTAN UNILEVER LTD (HLL)	ALADDIN TECHNOLOGIES
BANK OF NEW YORK	EXTRAMARKS	BOSCH	SATGURU TRAVELS LLP
AMERICAN EXPRESS	TOPPR	SIEMENS	BERGER PAINTS
CRED	INFOSYS	RELIANCE	PROPERTY PISTOL
DEUTCHE BANK	NIIT	GODREJ BOYCE	TREEBO
ORIX	E-BIX	ASIAN PAINTS	ALIBABA
ICICI BANK	TCS	HINDUSTAN ZINC	INDIAMART
BIRLA SUNLIFE	WIPRO	ITC LIMITED	VIVO
Equitas bank	COGNUS INFOTECH	VAN HEUSEN	OPPO
ANAND RATHI	ORANE CONSULTING	VYGON INDIA LTO.	CAR DEKHO
AAVAS FINANCE	TDS EDU-INNOVATION	GRAVITA LTD.	PINCLICK
ERNST & YOUNG	ACS SOLUTIONS	LINENWALAS LIMITED	FORTIS HEALTHCARE
EMPAXIS	I-DISHA INFOLABS	FENESTA	CLUB MAHINDRA
CANARA HSBC	INFOEDGE PVT. LTD. (NAUKRI)	ORIX CORPORATION	EXPRESSO LOGISITICS
IDFC FIRST	BYJU'S	SYNERGY MARKETING INC	99 ACRES
AXIS BANK	JARO EDUCATION	STONEAGE	SQUARE YARDS
RELIANCE NIPPON	PLANETSPARK	RD CONCRETE	THRILLOPHILIA
ICICI PRUDENTIAL	GENPACT	OUTLOOK	TIMES OF INDIA
HDFC ERGO	XL DYNAMICS	EASEMAKERS	HOTEL ROYAL ORCHID
APPOLO MUNICH	LIDO LEARNING	EASY DINNERS	TREEBO
au small finance bank	LEARNING POUTE	RADIO MIRCHI	ANANTA RESORTS
NAV	SCHOOL LOG		



Prof. Rajat Bohra, Dean, IIM-A Alumni

- Serial Entrepreneur, as CEO
- Interest Area- Business Management and Entrepreneurship

Prof. Anil Kumar Pathak

• 25 years of experience in HRM, Industrial Relations, Project Management & Administrative Functions.

Sin

- His key interests have been in fields of Recruitment, Training and Compensation.
- Handled operations on behalf of Government of India for agreements between INDO-US, INDO-FRENCH, INDO-UK, INDO-GERMAN and INDO-Switzerland.





Dr. Harvinder Soni, PhD

- A Passionate faculty with Two and a half decades of experience
- 2 Books & 20 Research papers
- Certified Trainer in Transaction Analysis
- Guided 5 Research Scholars
- Domain expertise in Organizational Behavior & Human Resource Management

Dr. Alka Jain, PhD

- 25 Years of experience in teaching & Research
- 5 Books, 37 National & International Journal Publications, 40 Research Papers
- Specializes in domains of Marketing Management & Human Resource Management







Prof. Kishore Sharma, MBA

- Invited to Develop Management education in Malaysia and Nepal by respective Prime Ministers
- Acknowledged by Press Club of India
- His core competence is managerial communication and personality development

Prof. Jitendra Nigam, MBA

- 28 Years of Corporate experience including as Vice President, "AVERY" (MNC)
- Passionate and very competent in Marketing & Sales Management
- Director at Modern Petrofils Baroda and Board Advisor to Shahpura Hotels





Prof. Lavina Khilnani, PhD (Pursuing)

- A very passionate and popular teacher with 9 years of teaching experience
- Her academic Interest lie in Human Resource Management & Marketing Management
- Passionate researcher with 5 Publications

Prof. Anuradha Mehta, MBA

- A Dedicated Edupreneur.
- A great Motivator and proven Institution Builder.







- A journalist by profession and academician by passion.
- An MBA with specialisation in Marketing that is accompanied by her forte in ever evolving Advertising, Brand communication and management.
- Industrial experience of more than two decades in white goods industry, media house and academia.
- Conferred upon by several awards including Maharaja Ishwari singh award for outstanding contribution to journalism.

Dr. Sanjoli Jain, PhD

- 8 Years of experience in Corporate Sector (HDFC Bank & Citifinance) & teaching
- A Passionate faculty member deft at Business Statistics, Applied Economics & Research Methodology





Dr. Vivek Joshi PhD

- 20 Years of experience with 14 years in Corporate Consulting and training.
- He is empanelled trainer with LIC, Mutual Funds, NSE, Indian Institute of Corporate Affairs.

Prof. Pallavi Biyani, CS

- She is an emerging & strong faculty in area of Business Law
- 8 Years practice and teaching experience





Prof. Nitesh Saxena, M-Tech CE

- A dedicated educationst
- Pioneer in various programming languages.
- Passionate Information Technology professional with 10 years of teaching experience

Dr. Riddhi Tambi, PhD

- A passionate academician having experience of more than 8 years.
- She has done her Doctoral research in Marketing.
- She has published research papers and Books in areas of HR and Marketing
- His core area includes HR, Marketing, Research etc.





Prof. Purushottam Khandelwal, BE [BITS Pilani]

- Rich Corporate experience of over 36 years in Instrumentation Limited, LML, Shriram Fertilizers, Bosch Limited etc
- An Expert in Supply-Chain Management, Lean Management, TPM & Quality Management

Prof. Bharti Arora, M.Com, FRM (USA)

- 10 Years of experience (4 years in Industry, 4 years in Academics)
- A proven Finance faculty known for simplifying complex finance contents





PGDM+BUSINESS ANALYTICS

The program is PGDM+ Business Analytics with Dual Specialization. This means Business Analytics is compulsory Specialization for every one and apart from that, students need to take two more major Specializations.

THREE SPECIALIZATION PROGRAM

- Consultancy
- Entrepreneurship
- Financial Management
- Operations Management
- Human Resource Management
- Marketing & International Business Management
 - Agri Business





PROGRAM DETAILS

Total Credits For PGDM + Business Anaytics = 139

FIRST YEAR COURSES

TERM - 1

- Management Economics
- Financial Accounting
- Marketing Management
- Computer Applications For Business
- Human Resource Management
- Business Statistics With SPSS-1 (Descriptive)
- Entrepreneurship
- Managerial Communication-I

TERM - 2

- Macro Economics & Indian Financial System
- Management Accounting
- Consumer Behaviour
- Operations & Project Management
- Strategic Management
- Organizational Behaviour & Design
- Business Statistics with SPSS-II (Inferential)
- Communication & Collaboration-I
- Managerial Communication-II



TERM - 3

- Corporate Finance
- Technology Management
- Managerial Skills for Effectiveness
- Decision Sciences & Business Analytics
- Corporate Social Responsibility & Sustainability
- Market Research Methods
- Legal aspects of Business
- International Business Management
- Managerial Communication-III.

Entrepreneurship / Internship

• 3 Internships of 8 Weeks Each

SECOND YEAR (Specializations & Courses)

Operations Management

- Service Operations
- Total Quality Management
- Advanced Inventory Control
- Production Planning and Control
- Advanced Operations Research
- Logistics and Supply Chain Management



Marketing & International Business

- International Marketing
- Service Marketing
- Retail Management
- Advertising and Sales Promotion
- Product and Brand Management
- Sales and Distribution Management

Human Resource Management

- Training & Development
- Manpower Planning
- Recruitment & Selection
- Organizational Change & Development
- Managing People & Global Environment
- Performance Management & Appraisal

Business Analytics

- Marketing Analytics
- HR Analytics
- Finance Analytics
- Computer Application in Management Part -1
- Computer Application in Management Part -2
- Advanced Business Analytics using Alteryx and Power BI

Financial Management

- Corporate Finance
- Financial Derivatives
- Corporate Taxation
- Risk Management & Insurance
- Marketing of Financial services
- Security Analysis and Portfolio Management

* The Subject May be changed, edits, Deleted on the decision of the Taxila Business School



100% EDUCATION LOAN FACILITY IS AVAILABLE

FOR TWO YEARS 2023-25

PLAN - 1	AMOUNT IN INR
REGISTRATION FEE	50,000.00
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
LUMP SUM (ONE TIME)	8,00,000.00
TOTAL	8,50,000.00
PLAN - 2	AMOUNT IN INR
REGISTRATION FEE	50,000.00
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
1ST INSTALLMENT	4,50,000.00
2ND INSTALLMENT	4,10,000.00
TOTAL	9,10,000.00
HOSTEL FEE: BOARDING AND LODGING PER SEAT	AMOUNT IN INR
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
HOSTEL FEE (BOARDING AND LODGING INCLUDED)	
YEARLY PLAN	1,35,000.00/PA

* ANY GOVERNMENT TAXES LIKE GST OR OTHER TAXES IF LEVIED AT ANY TIME WILL BE PAID BY THE STUDENT.

* 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

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PGDM (BUSINESS ADMINISTRATION)

The program is PGDM - Business Administration with Dual Specialization. This Program aims at developing business management acumen among the aspiring managers.

You will start with an orientation week, which includes the leadership and team building weekend workshop, introducing some basic concepts and techniques, as well as giving you a chance to get to know your tutors and fellow students.

DUAL SPECIALIZATION PROGRAM

- Financial Management
- Operations Management
- Marketing Management
- Human Resource Management
- International Business Management





FIRST YEAR COURSES

TERM - 1

- Managerial Economics
- Financial Accounting
- Marketing Management
- Human Resource Management
- Business Statistics
- Managerial Communication-I
- Profit Management

TERM - 2

- Macro Economics
- Management Accounting
- Consumer Behavior
- Operations & Project Management
- Strategic Management
- Organization Behavior
- Business Statistics-II
- Communication & Collaboration-I
- Managerial Communication-II



TERM - 3

- Corporate Finance
- Managerial Skills for Effectiveness
- Profit Management-II
- Corporate Social Responsibility & amp; Sustainability
- Market Research Methods
- Principles and Practices of Management
- International Business Management
- Managerial Communication-III

ENTREPRENEURSHIP / INTERNSHIP

• 3 Internships of 8 Weeks Each

SECOND YEAR

HR-I

- International HRM
- Performance Management
- Organizational Change and Development

HR-II

- Recruitment and Selection
- Training and Development
- SHRM

Marketing-I

- Integrated Marketing Communication
- Retail Marketing
- Service Marketing



ABOUT PROGRAM

SECOND YEAR

Marketing-II

- Sales and Distribution Management
- International Marketing
- Product and Brand Management

Finance-I

- Security analysis and Portfolio Management
- Corporate Taxation
- Merger and Acquisition

Finance-II

- Marketing of Financial Services
- Financial Derivatives
- Risk Management

Operations-I

- Supply Chain Management
- Quality Management
- Service Operation Management

Operations-II

- Logistics Management
- Project Management
- Enterprise Resource Planning (ERP)



FEE & FUNDING

100% EDUCATION LOAN FACILITY IS AVAILABLE

FOR TWO YEARS 2023-25

PLAN - 1	AMOUNT IN INR
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
Registration	50,000.00
Academic Fees:(One Time Payment)	4,50,000.00
TOTAL	5,00,000.00
PLAN - 2	AMOUNT IN INR
Caution Deposit (Refundable)	5,000.00
Registration	50,000.00
2 Installments (2 X 2,45,000)	4,90,000.00
TOTAL	5,40,000.00
HOSTEL FEE: BOARDING AND LODGING PER SEAT	AMOUNT IN INR
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
HOSTEL FEE (BOARDING AND LODGING INCLUDED)	

YEARLY PLAN

1,35,000.00/PA

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ABOUT PROGRAM

FIRST YEAR COURSES

TERM - 1

- Management Economics
- Marketing Management
- Human Resource Management
- Business Statistics
- Management Accounting
- Advanced Excel

TERM - 2

- Macro Economics
- Consumer Behavior
- Organisational Behaviour and Design
- Strategic Management
- Corporate Finance
- Security Analysis and Portfolio Management

TERM - 3

- Leadership
- Profit management
- Market Research Methods
- International Business Management
- Financial Management
- Financial Derivatives



ABOUT PROGRAM

ENTREPRENEURSHIP / INTERNSHIP

• 3 Internships of 8 Weeks Each

SECOND YEAR COURSES

TERM - 4

- Working Capital Management
- Risk Management
- Merger & Acquisition

TERM - 5

- Taxation
- Marketing of Financial Services
- Modern Finance(Block chain, Crypto currency, NFT etc)

TERM - 6

- Financial Analytics and Modeling
- International Finance
- Retail banking/Microfinance management



FEE & FUNDING

100% EDUCATION LOAN FACILITY IS AVAILABLE

FOR TWO YEARS 2023-25

PLAN - 1	AMOUNT IN INR
CAUTION DEPOSIT (REFUNDABLE)	5,000.00
Registration	50,000.00
Academic Fees:(One Time Payment)	4,50,000.00
TOTAL	5,00,000.00
PLAN - 2	AMOUNT IN INR
Caution Deposit (Refundable)	5,000.00
Registration	50,000.00
2 Installments (2 X 2,45,000)	4,90,000.00
TOTAL	5,40,000.00
HOSTEL FEE: BOARDING AND LODGING PER SEAT	AMOUNT IN INR
CAUTION DEPOSIT (REFUNDABLE)	5,000.00

HOSTEL FEE (BOARDING AND LODGING INCLUDED)

YEARLY PLAN

1,35,000.00/PA

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INFRASTRUCTURE





ADMISSION PROCEDURE

The admission procedure for PGDM (Post Graduate Diploma in Management), TWO Years FULL TIME

Program	PGDM (Post Graduate Diploma in Management)
Duration	2 Years, Regular, Full Time
Approval	AICTE, Min of HRD, New Delhi
Eligibility Criteria	Graduate with 50%. (Final year result awaited can also apply) and a valid CAT/MAT/CMAT/XAT/ATMA Score
Fee Structure	AICTE, Min of HRD, New Delhi

Eligibility Criteria for Admission to PGDM

Applicants with Bachelor's degree with 50% marks or equivalent in any discipline recognized by the UGC/AICTE. Final year appearing can also subject to submitting evidence to that effect latest by 30th November 2023.

It is recommended that a candidate has to complete all requirements for eligibility for the program prior to joining the program to permit them to keep swiftness with the severity and internal assessment process of the program.

Selection Criteria

X Score (10) + XII Score (10) + Graduation Score (10) + Qualifying Test Score (10) + Case Study (20) + Personal Interview (20) + Work Experience (10) + Communication (10) = Total (100)





BASED ON ENTRANCE EXAM & COURSE

Scholarship is only applicable for PGDM+BUSINESS ANALYTICS with Triple Specialization

Category	Scholarship Amount		
Wards of War Martyrs	No Tuition Fees		
CAT 95% and Above	50 % of Tuition Fees		
CAT/XAT 75% and Above	2 Lakh		
MBBS, BDS, CA, CMA, CS	50% of Tuition Fees		
MAT/CMAT/ATMA 80% and Above	2 Lakh		

BASED ON ACADEMIC PERFORMANCE

Category	Scholarship Amount		
Student Scored more than 75% in 10th, 12th and Graduation (3yrs Degree)	1 Lakh		
Student Scored more than 75% in 10th, 12th and B.Tech (4yrs Degree)	1.5 Lakh		
Graduation 90% And Above	2 Lakh		



SCHOLARSHIP & Grants

BASED ON OTHER CRITERIA

Category	Scholarship Amount		
Wards of Defence Personal	50,000		
Orphans	50 % of Tuition Fee		
Sibling Scholarship	20 % Tuition Fee		
Single Girl Child	50,000		
Single Parent	50,000		
Blood Relative of alumni	50,000		

BASED ON CORPORATE EXPERIENCE

Category	Scholarship Amount
36 Months of Experience After Graduation.	3 Lakh

BASED ON STARTUP

Category	Scholarship Amount		
36 Months	3 Lakh		
48 Months And Above	4 Lakh		



RANKING OF TAXILA BUSINESS SCHOOL DURING LAST 10 YEARS			
2022	SILICON INDIA B-SCHOOL SURVEY	A+++	OVERALL
2022	IIRF RANKING	34	OVERALL
2021	IIRF RANKING	2021	2021
2021	IIRF RANKING	2021	2021
2021	CAREER360	2021	2021
2021	CAREER360	2021	2021
2020	IIRF RANKING	2020	2020
2019	IIRF SURVEY THE EDUCATION POST	10	OVERALL
2019	BY CHRONICAL	43	OVERALL
2018	IIRF SURVEY THE EDUCATION POST	45	OVERALL
2017	IIRF SURVEY THE EDUCATION POST	30	OVERALL
2016	CHRONICLE	39	OVERALL
2018	IIRF SURVEY THE EDUCATION POST	10	WESTERN INDIA
2017	IIRF SURVEY THE EDUCATION POST	41	OVERALL

2016	CHRONICLE	20	OVERALL
2013	COMPETITION SUCCESS REVIEW	A++	OVERALL
2013	BUSINESS AND MANAGEMENT CHRONICLE	45	OVERALL
2012	COMPETITION SUCCESS REVIEW	A++	OVERALL
2011	LAKSHYA (DAINIK BHASKAR)	02	EMERGING SCHOOL OF EXCELLENCE
2011	BUSINESS WORLD	21	OVERALL



TAXILA BUSINESS SCHOOL

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