



ATMA/ATC/70/16-17

18.11.2016

From
Dr Apoorva Palkar
Chairperson, AIMS Test for Management Admissions (ATMA) Committee

To
All Management Institutions

Dear Dean/Director/Principal,

Sub: Participation in ATMA Tests for PGDM/MBA Admissions of 2017-18

At the outset, let me express my heartfelt thanks to all those institutions who have supported ATMA during last year.

AIMS Test for Management Admissions (ATMA) is one of the six (ATMA, CAT, CMAT, GMAT, MAT and XAT) National Level Tests recognized by the AICTE / MHRD, GoI for admissions to MBA/PGDM (and in some states MCA also) courses. The national level status of ATMA has been confirmed by the Supreme Court also during 2011.

Starting from February 2017 till July, 2017, AIMS Test for Management Admissions (ATMA) is planned on the following dates at about 30 cities across the country:

- **Sunday, 12th February, 2017** .. **Paper based Test with online Regn**
- **Sunday, 28th May, 2017** .. **Online Test (Internet Based Test)**
- **Sunday, 23rd July, 2017** .. **Online Test (-do-)**

The test results (except for the Paper based) will be announced in about five working days from the date of conduct of the Internet Based Test and the scores of the candidates opting for your Institution will be made available through website, with an individual password or direct email to the head of the institution.

Any participating Institution having good computer facilities for at least 30 candidates (normally only one shift) can opt to be a Test Center for an IBT. Further, institutions also can opt for distribution of the ATMA Bulletins and AIMS will pay some remuneration for the distribution and also for testing of candidates. Details of payment for Distribution of Booklets/Test Centers will be sent later to those who indicate their interest in the Participation Form attached herewith.

About ATMA

Started in 2000, ATMA tests the candidate's verbal, numerical and analytical abilities. The scores in each of these abilities are supplied to the participating institutions to assist them in the selection process. There are over 200 institutions that accept ATMA scores and they have expressed satisfaction of the quality of the test. They have shown appreciation of the total transparency of the process that we follow.

The sample questions available at www.atmaaims.com will give you an idea of the nature of the test. The list of participating institutions arranged by regions and cities will facilitate the candidate's choice. All information on the test, for institutions and candidates is available on our website at www.atmaaims.com.

Participation by Institutions in ATMA

To cover a part of the cost of advertising in the major national and local dailies and direct and web marketing and through posters and handbills for the information of students, we are charging the institutions a modest participation fee (details in the attachment).

If you wish to have one or more advts published on the website, please send a clear softcopy of the advertisement (A4 size – W 17 cms and H 24 cms in .JPEG or .PDF format, with not more than 500 pixels) as an email attachment to atma.secretariat@gmail.com.

In case you wish the advertisement to appear in the hard copy of the bulletin, please send your participation fee and advt tariff of Rs.10,000/- per page **on or before 15th December, 2016**, so that the hard copies can get distributed from 02nd January 2017. For those institutions joining after the deadline, only website advertisement is available.

I am requesting you to send us your filled-in PARTICIPATION FORM along with the fee to reach us by 15th December, 2016.

If you desire to have any further information or clarification, please call us at Tel. 040 – 23417875/76, or e-mail us at atma.secretariat@gmail.com.

I look forward to hearing from you.

With warm personal regards,



Dr Apoorva Palkar
Chairperson - ATMA