

ATMA/ATC/70/15-16

06.10.2014

From

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

To  
All Deans/Directors/Principals of Management Institutes

Dear Dean/Director/Principal,

**Sub: Participation in ATMA Tests for PGDM/MBA Admissions of 2015-16**

At the outset, let me express my heartfelt thanks to all those institutes who have supported ATMA during the last one 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 courses. The national level status of ATMA has been confirmed by the Supreme Court also.

Starting from November 2014 till July, 2015, AIMS Test for Management Admissions (ATMA) is planned on the following dates at about 30 cities across the country:

- **Sunday, 14<sup>th</sup> December, 2014 .. Online Test (Internet Based Test)**
- **Sunday, 08<sup>th</sup> February, 2015 .. Paper based Test with online Regn**
- **Sunday, 24<sup>th</sup> May, 2015 .. Online Test (IBT)**
- **Sunday, 26<sup>th</sup> July, 2015 .. Online Test (IBT)**

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

Any participating Institute having good computer facilities for at least 30 candidates (normally only one shift) can opt to be a Test Center for an IBT. Further, institutes also can opt for distribution of the ATMA Bulletins and AIMS will pay some remuneration for the distribution and also for testing candidates. Details of payment for Distribution of Forms/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 Institutes that accept ATMA scores and they have expressed satisfaction of the quality of the test and of other services provided by ATMA. They have shown appreciation of the total transparency of the process we follow.

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

### **Participation by Institutes 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 Institutes 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 .GIF format, with not more than 500 pixels -- as an email attachment to [atma.secretariat@gmail.com](mailto:atma.secretariat@gmail.com).

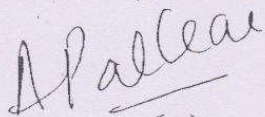
In case you wish the advertisement to appear in the hard copy of the bulletin, please send your participation fee advt tariff on or before 15<sup>th</sup> October, 2014, so that the hard copies get distributed from 1<sup>st</sup> November 2014. For those institutes joining after the deadline, only website advertisement is available.

I am requesting you to send us your filled-in PARTICIPATION FORM along with the fee to reach us by 15th October, 2014.

If you desire to have any further information or clarification, please call us at Tel. 040 – 23370034/24, or e-mail us at [atma.secretariat@gmail.com](mailto:atma.secretariat@gmail.com).

I look forward to hearing from you.

With warm personal regards,



**Dr Apoorva Palkar**  
Chairperson - ATMA