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Shefali Chhachhi interfaces with IMT Ghaziabad's PGDM Executive batch by [Esquared](#)

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PGDM Executive students welcomed the stimulation that their interactions with Shefali Chhachhi, Director - Marketing, Max India Group, offered.

For those of you reading publications like Corporate Dossier and Brand Equity, supplements with the Economic Times, Shefali Chhachhi's name would ring a bell. A marketing guru of many sorts she held her sway at the Kapil Mohan auditorium, IMT Ghaziabad as she spoke to the students of the PGDM Executive batch.

Beginning her career in Marketing after graduating from Jamnalal Bajaj Institute of Management Studies, Chhachhi cut her teeth in the industry, starting off her career with Lintas. Moving into FMCG, Shefali worked with Pepsico and jumped a couple of jobs till she landed with Max India Group.

Her experience has been varied and it has been rich. The lady has seen it all in Marketing. She was, however, greatly impressed by the attention and the kind of questions put to her by the PGDM Executive students. "I got some excellent questions," she said post her interface. "I was impressed to find that the domain knowledge on insurance was very good among the students."

Many of the PGDM Executive batch of students come with several years of experience in the industry. The profile they had worked on is radically different from the Marketing profile they are looking at switching to. The initial stages could be difficult and the transition "tough." "They have to be patient," Shefali Chhachhi said. "They must invest in themselves, build their profile, their professional network and a body of work that makes the future trajectory easier. What's great is that because of their sheer experience, they outshine their peers doing similar roles, due to personal and thought leadership." In short, she said that life in Marketing is anything but a cake walk.

Once you are convinced that Marketing is your calling, the world is your oyster. "Marketing functional skills are not very different between the domains. You have to be very curious to understand the business model that could differ, and adjust your marketing mix to the unique requirements and risk appetite of the business," Shefali said. And the lady should know as she has, herself moved from FMCG to Telecom and is currently in the Finance industry. All her roles have been in Marketing.

Right now, Chhachhi is marketing Health Insurance through customer education programmes. "Our direct channels lead generation activation is based on customers asking to buy Health Insurance "more pull than push," she revealed. The organization is concentrating on making selling systems more need and solutions driven instead of being pushed through irrespective of customer needs.

With the information and the experience she's had, Chhachhi is an authority on Marketing.

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