



ShefaliGajjarKhalsa

Presently working as Unit Head – Brand, Communication and Social Media Marketing, HDFC Ergo General Insurance Company Ltd., since 2010.

With a **Background of BA (Psychology) and MBA (Marketing)** from Gujarat University, she started her Marketing career with K&D Communication as a Marketing Manager. She was instrumental in creating a niche annual exhibition **ENGIMACH** in Ahmedabad which still continues to be very successful.

There was a big turnaround in her career when she joined **HDFC Bank as a Regional Marketing Manager** where her main focus was on creating brand visibility of all HDFC Bank Branches to increase footfalls. She initiated an innovative branding strategy for the company known as Society Branding where branding campaigns were targeted to residential colonies, which was a **First Time ever** for Gujarat in entire Banking Sector.

Her interest and zeal in Brand Management increased exponentially when she shifted to Mumbai after marriage and worked as Marketing and Communication Manager at Tata Teleservices Limited, Mumbai, where she was responsible for developing all the marketing communication strategies. She was a Key member in the **Product Launch Team of Tata Photon + (wireless internet connection)**. She also handled complete designing of Blackberry User Manual.

Currently, she is working with HDFC Ergo General Insurance Company Ltd. as the head of Branding, Communication and Social Media Marketing. Here she is into Strategic Brand Planning as well as handling all the Media Planning and Buying Activities. She conceptualizes creative online campaigns and enhancing Brand Awareness along the social media platforms. She is also behind the successful launch of the insurance interactive portal www.hdfcergoknowledge.com