

Ms. Chetna Bodke
[Chief Marketing Officer]

Ms. Chetna Bodke is a seasoned industry professional with **over 17 years of experience** across industry associations, manufacturing, international trade, marketing, administration and large scale event management. As **Chief Marketing Officer**, she plays a **key role** in shaping the Company's marketing strategy, strengthening brand positioning, fostering stakeholder relationships and advancing business growth initiatives.

Immediately prior to joining Maxwell, Ms. Chetna served as the **Secretary General** of The Institute of Packaging Machinery Manufacturers of India (**IPMMI**), where she acted as the **administrative and strategic head**, overseeing institutional growth, stakeholder engagement, membership expansion, revenue generation, advocacy initiatives and industry academia collaboration.

Earlier, she was associated with the All India Plastics Manufacturers' Association (**AIPMA**) for over three years, **leading national and international** conferences, exhibitions and webinars. She was the **Conference Head** for Plastivision India 2023 and led international delegations to **key global exhibitions** including Ruplastica (Moscow), ArabPlast (Dubai) and NPE 2024 (Orlando, USA). Her role included end-to-end event management, branding, sponsorships, marketing strategy and handling of government grant and funding applications.

She has also held senior roles at the All India Rubber Industries Association (**AIRIA**), where she progressed to Head-Marketing & Admin-HR, contributing to major industry events, membership growth, revenue initiatives and PAN India administrative and digital operations.

Earlier in her career, Ms. Chetna worked with Vipul Organics Limited and KTC Korea Co. Ltd. (Samsung Group), **gaining extensive experience** in international trade, import-export operations, executive coordination and corporate administration.

Ms. Chetna holds a Postgraduate Diploma in Business Management and a Diploma in Export Import Management from Welingkar Institute of Management, Mumbai, along with a Bachelor's degree in Mathematics. Her contributions have been recognised through several awards, including the **Best Leadership Award** (FY 2023–24) by AIPMA, recognition by IPMMI for initiatives in **Education and Skill Development** and **Distinguished Leadership Recognition** at the 9th Exhibition Excellence Awards 2025.

She is known for her strategic leadership, strong stakeholder management and revenue focused approach, with a proven ability to bridge industry, academia and institutions to drive sustainable growth.