



Pavithra Charan

BA Economics – 1996 - 1999

Pavithra is a Marketing & Management professional holding PGDBM from Xavier Institute of Management, Bhubaneswar (XIMB) and BA (Economics) from Stella Maris College, Chennai. After a 8 year career in Banking & Wealth Management at ICICI Bank and HSBC, Pavithra gave up her position as Vice President at HSBC to become an entrepreneur in 2010. For the last 5 years, she has successfully founded & run a marketing consulting & services business called Inception Business Services with operations in Chennai & Gurgaon.

Pavithra was the project leader of the team that worked on the new website of the college in 2014 along with Rima, our alumna from the Dept of Fine Arts, who designed it.

Working with start-ups, Brand management, Customer engagement, marketing strategy, and Content creation are among areas of work that most excite her. She loves music across multiple genres including Carnatic music & Classic rock. She enjoys reading, movies and travel.

Featured here is Pavithra addressing the students on The Student Union Day when the old order gave way to the new. Pavithra herself was President of the Student Union 1998-99.