



Institute of  
Management Technology  
Ghaziabad, Delhi NCR



# STRATEGIC PRICING FOR VALUE MAXIMIZATION V2

## About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

## Program Context

In most firms a significant proportion of time and organizational efforts are directed at product development, packaging design, advertising campaigns, promotional programmes and distribution expansion. In effect 3 out of 4 Ps consume most of the firm's management bandwidth. Interestingly the only P that brings in revenue, Price, receives less than its fair share of attention.

Across Marketing and Sales teams, Price is often a discounting weapon that can effectively and rapidly build additional volume for a firm facing pressure to meet aggressive sales revenue targets, combat price cutting competitors, stimulate demand in a downturn. It is also used to block low priced substitutes, especially for materials and inputs in B2B environments where performance specs are pre-defined and branding has low importance for the Strategic Sourcing teams.

This programme is designed to bring back a serious focus on Price as a strategic pillar in a firm's overall business strategy whether from the standpoint of brand positioning to build positive quality and image perceptions or as a driver of long-term business profitability. It is relevant and applicable in all environments where volume and unit margin are unfortunately seen as an "Either – Or" trade off.

Using a structured set of conceptual tools and frameworks this course will open up new possibilities for firms to drive profitable business outcomes involving techniques ranging from customer value-based pricing, price-based customer segmentation and the use of price discrimination that reflects value expectations and value delivery.

## Learning Objectives



- Appreciate the true strategic value of Pricing to the firm
- Understand alternative approaches to Price setting such as Cost Plus, Perceived Value Based, Market Penetration Pricing, etc.
- How to price strategically at different stages of the Product Life Cycle
- Framing a strategic response to competitive pricing moves



## Deliverables



- Managers will use Price as a critical strategic lever in brand positioning and for enhanced profit delivery
- Design a comprehensive price setting process that balances cost structure, competitive price levels and customer value delivery
- Maximize both brand profit and customer value through price-based segmentation
- Managing the firm's P&L while facing intense price competition using a strategic approach
  - When, How and at what cost to respond

## Pedagogy



The instructors will use lectures, case studies, real life examples and application of conceptual frameworks to business problems. Participants will have opportunities to relate concepts learnt in class with their own business experience. Individual and group-work problem solving is involved.

## Target Group



Entry level to middle level Managers who are involved in pricing decisions either directly or indirectly. Managers from front line Sales, Marketing and Customer Management as well as Managers from Finance, Administration and Operations who work on cross-functional business teams with accountability for Sales Revenue and Profit.

## Program Directors



**Prof. Jishnu Changkakoti**

Faculty

Area: Marketing  
Management

Changkakoti teaches various courses in Marketing. In addition to his teaching duties, he is also a marketing consultant and trainer, and is a member of the consultant's panel for Stanford University's Seed programme.

Prof. Changkakoti is a marketing professional with over 23 years of experience in companies such as Johnson & Johnson and Samsung across multiple countries around the world. He is a graduate of NIT Calicut, IIM Calcutta, and of the Executive Program in Mastering Design Thinking from MIT Sloan School of Management. In IMT Ghaziabad, Prof.



**Prof. Elkana Ezekiel**  
Faculty  
Area: Marketing Management

Prof. Elkana Ezekiel is an MBA from XLRI Jamshedpur with 28 years of FMCG industry experience in Marketing, Sales and General Management. He has worked in multiple product categories such as food, personal care, baby toiletries, feminine hygiene and OTC handling respected brands such as Parle-G, Stayfree, Johnson's Baby, Band-Aid, Anacin, Savlon, Sugar

Free and Nutralite. His work experience includes companies like Parle Products, Johnson & Johnson, Samsung and Zydus Wellness. In the course of his career Elkana has worked both in India and in the Asia-Pacific Region and held leadership positions such as VP (Marketing) at Johnson & Johnson India and Regional Marketing Director Johnson's Baby Asia-Pacific based in Singapore. His last full-time industry role was as Managing Director of Zydus Wellness Limited. Since 2015, Prof. Elkana has been pursuing a career in teaching and business consulting. He has been with Institute of Management Technology Ghaziabad as an Adjunct Faculty in the Marketing Area since July 2016 and teaches students in the MBA full time program. His courses include Pricing for Value, Marketing Management, Product and Brand Management and New Product Management.

## Administrative Details

**Mode:** Offline

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

*Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.*

## Management Development Program Office

### **Dr. Shailja Agarwal**

Professor: Business Communications  
Chairperson: Management Development Programs  
☎ Ph.: 0120-4083260  
✉ [mdp@imt.edu](mailto:mdp@imt.edu), [sagarwal@imt.edu](mailto:sagarwal@imt.edu)

### **Ms. Nidhi Singh**

Manager: Corporate Relations  
☎ Ph: 9818036700 ; 0120-4083305  
✉ [mdp@imt.edu](mailto:mdp@imt.edu), [nsingh@imt.edu](mailto:nsingh@imt.edu)

🌐 <https://www.imt.edu/executive-learning-development/>