ANSHUL SHIVHARE

Senior Product Manager - Growth | IIT Gandhinagar | 5+ years building & scaling B2C & B2B products

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SUMMARY

Product & Growth leader with a founder-style bias for action. Scaled Kirana Club's Android platform from 0 → 5M+ installs and ₹100Cr+ annualized GTV from B2B Commerce. Deep experience in UX-led engagement loops, data-driven experimentation, and mobile monetization.

EXPERIENCE

Kirana Club - India's Largest Kirana Community & B2B Marketplace

Senior Product Manager - Growth (Growth Lead)   (May'23 – Present)

B2B Commerce and Monetization
- Built and launched the B2B marketplace MVP in 7 days with a 3-member team; achieved ₹50L GTV within 45 days and scaled to **₹100Cr annualized GTV**.
- Owned the **mobile commerce, loyalty & personalization roadmap**; transformed the app into a multi-brand platform with 20+ seller integrations, modular onboarding, and dynamic pricing APIs.
- Introduced a **tiered loyalty & rewards program** contributing **27% of monthly GTV** via repeat orders.
- Partnered with engineering to build **data & AI pipelines** powering personalized offers and seller-level recommendations, improving conversion +15%.

Mobile Product Growth & Engagement
- Scaled **Android app from 0 → 5 M+ installs**, driving ~25% QoQ user growth (MAU) and doubling retention through UX and lifecycle experiments.
- Designed and launched **retention-driving mobile features** (P2P Buy & Sell, Hyper-local interaction forums, Self-Merchandising), expanding active base to **750K+ MAU**.
- Built **AI-powered automations** using *n8n + LLM workflows* for push personalization and funnel analytics, reducing manual ops and improving CTR by ~25%.

UX & Platform Experience
- Rebuilt onboarding UX to gate non-kirana sign-ups and added lifecycle nudges, **boosting Day-7 retention by 32%** and Day-30 by ~18%.
- Launched a gamified in-app currency "Poonji" that **increased UGC by 9x** in six months.
- Embedded commerce natively into the community feed and deployed a **smart recommendation engine**, doubling first-time conversion and lifting weekly orders 2.3x.

Product & Growth Generalist *(1st product hire; pre-product launch)*   (Oct'21 – Apr'23)
- Conducted **350+ kirana interviews** to identify core user needs and define product specs.
- Conceptualized and shipped V1 of the Android app in <5 weeks, reaching 50K MAU within one quarter.
- Integrated **Mixpanel + WebEngage**, enabling **self-serve analytics, A/B testing, and funnel visibility** across teams.

Testbook.com — Entrepreneur in Residence   (Aug'20 – Oct'21)
- Built a gamified in-house CRM, boosting agent productivity by 15% through leaderboards and micro-bonuses.
- Deployed a **real-time analytics stack** – call tracking, funnel dashboards, cohort alerts using Google Apps Script, Redash, Metabase, Looker(Data Studio); giving leaders live visibility into 2000+ agents' performance.

EDUCATION

Indian Institute of Technology Gandhinagar - B.Tech., Electrical Engineering   (2016 – 2020)
- Elected as Student Welfare Secretary with 60% votes, built a 6-member student welfare committee.
- Travelled across 15 Indian states in 42 days as an Explore India Fellow. Interviewed and learnt about the journey of 15+ rural & social entrepreneurs and presented key insights to the full cohort.

SKILLS & TOOLS

Product: Mobile Strategy, PLG, Monetization, AI Personalization, A/B Testing, GTM | **Data & Analytics:** Mixpanel, Firebase, GA4, SQL, Looker Studio | **Design & Automation:** Figma, n8n Workflows, WebEngage