

Summary

Product Manager with 3.5 years of experience building 0→1 products across mobility, ad-tech, and consumer tech. I lead AI-led, data-driven product initiatives at Namma Yatri, with a strong focus on open platforms, revenue growth, and conversion at scale.

Skills and Technologies

Product Strategy & Roadmap, Data-Driven Product Development, Stakeholder Management, UX Design, A/B, User Research
AI Agents (for prototyping), Figma, Data Analytics (Python, SQL, Excel), Conversion Optimisation, Cohort & Retention Analysis

Education

Indian Institute of Management Ahmedabad, MBA, GPA: 3.29 / 4.33July 2018 – May 2020

Indian Institute of Technology Bombay, B.Tech in CSE, GPA: 8.31 / 10July 2014 – May 2018

Work Experience

Product Manager, Namma Yatri (formerly part of Juspay) – Bengaluru

Oct 2022 – Present

- Driver Subscriptions & Platform Fee Automation:
- Built 0→1 Revenue Product for NY & YS across 9 cities; achieved operational breakeven in Bengaluru within 18 months
 - Designed end-to-end Payment UPI Autopay flow, boosting execution success 86% → 92% via alerting and funnel optimisation
 - Owned the full product lifecycle—scaled to 4.5L drivers, sustained 22.7% avg. MRR growth, and ensured <10K driver blocks
- Multimodal Transportation Integration:
- Led multimodal transportation initiative, pioneering industry-first unified QR ticketing and in-app one-click UPI payments
 - Conceptualised extensible BE and modular UI systems to power multimodal journeys for 45L+ daily commuters in Chennai
 - Prototyped ‘Pay as you go’ bus booking via GPS/Bluetooth and launched Smart Alerts for smooth first/last-mile Auto transfers
- Open Data Platform & Data Function Lead:
- Designed and launched India’s first mobility Open Data Dashboard, leading the entire lifecycle from ideation to optimisations
 - Led NY’s 14-member data team; drove 8x Search→Ride conversion, 2L+ daily rides, and 70% driver/45% rider M3 retention
- Core Feature Rollouts – Driver and Rider:
- Driver track: Engineered rider-driver Matching(30% acceptance lift); built Yatri Points (25% ARPDAU lift) & D2R Referrals
 - Rider track: Launched core features—Repeat Rides, Pickup Hotspots, and Ride Reallocation, boosting DAU from 5K to 350K

Associate Product Manager, Media.net (former Directi) – Bengaluru

May 2020 – Dec 2020

- Led Programmatic Demand & Ad Exchange products—integrated DSPs (TTD, Amazon, Baidu), scaling spend to \$50K+/day
- Boosted cookie-match rate by 10% for 30+ DSPs through deep-dive analysis across publisher dimensions in US & EU markets
- Designed and executed A/B tests to refine DSP bidding strategies—achieved 7% win rate uplift and 15% bid CPM reduction

Internships

Product Management Intern, Media.net (former Directi) – Bengaluru

April 2019 – May 2019

- Conceptualised a Contextual Targeting DMP enabling advertisers to reach high-relevance inventory and maximise Ad ROI
- Secured PPO by showcasing end-to-end product thinking—ideation, benchmarking, UX prototyping, and feasibility analysis

Software Engineering Intern, Samsung R&D Institute India – Bengaluru

May 2017 – July 2017

- Developed UV monitoring feature with automated alerts on Samsung Watch; awarded PPO for concept-to-launch delivery

Software Engineering Intern, Reliance Jio Infocomm Limited – Gurugram

May 2016 – July 2016

- Designed and validated a resilient load-balancer deployment system using TCP and Firewall rules (>95% live traffic success)

Hobbies