


# Srinivas Naik Bhukya

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## Summary

Product Manager with 3+ 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 / 4.33 July 2018 – May 2020

Indian Institute of Technology Bombay, B.Tech in CSE, GPA: 8.31 / 10 July 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% ARPPDAU** 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

Fitness Training | Badminton | Cooking | Podcasts and Movies | Biking