

PROFESSIONAL EXPERIENCE

Product Lead, Reliance Retail (JioMart)

(Oct'20-Present)

- Revamped JioMart's Customer Experience Journey, increasing GMV by 2 Cr/month. Oversaw a cross-functional team and worked from ideation to market launch for the revamp
- Introduced features like "Suggested Items to Add" on Cart Page and "Minimum Order Quantity" for Products, helping increase the Average Order Value by 37%
- Successfully led Reviews and Ratings launch across JioMart, JioDigital, and Urban Ladder platforms, resulting in an increased 13% conversion boost from PDP
- Innovated "Exchange Offer" and "Add to Compare" functionalities for Phones, driving a robust 22% sales growth, enriching choices, and fostering heightened customer engagement
- Pioneered No Cost EMI feature on Debit & Credit Cards for Electronic Items, catalyzing a substantial 27% sales upswing, enhancing affordability, and broadening customer purchasing horizons
- Championed the Buybox implementation, enabling informed customer decisions and default preference for highly rated sellers and quicker delivery, resulting in a swift 10% return reduction within 15 days of launch
- Led strategic JioMart App integration within My Jio App through the App in App feature, yielding a notable 12% JioMart App traffic increase and a remarkable 58K rise in App Downloads
- Developed a comprehensive Category Hierarchy Tree for all the Products on JioMart, assisting with Product Discovery for customers which led to an 8% increase in CTR
- Diligently oversaw the migration of JioMart's Tech Stack to the New Tech platform, introducing market parity features and improving Customer Satisfaction by an impressive 98%

Senior Product Manager, Tata Play Ltd

(June'18-Sept'20)

- Innovated Tata Play Binge, enabling OTT subscriptions via DTH, yielding 1 Cr/Month. Led cross-functional execution, earning Employee of the Year accolade for exceptional contribution
- Directed the successful rollout of Tata Play Telugu Channel, driving 50K + new subscriptions within a week and adding INR 20 lakhs/month in incremental revenue. Conducted insightful Need Gap Analysis through FGDs
- Transformed and executed Tata Play's Partner Onboarding System, slashing onboarding duration by 60% for 93% of partners. Resulted in an 8% partner surge over 2 months and a commendable 92% satisfaction score.
 - o Rewarded with 1,00,000 Rs as Winner for the CEO Project of 2019-20
- Innovated Tata Play Channel Packs for North India, amplifying retention by 1.8% and yielding INR 15 lakhs/month in increased revenue from previously inactive subscribers
- Engineered Tata Sky Recommender, elevating NPS by 87% and generating INR 1 Cr in additional revenue through personalized channel pack recommendations, enhancing subscriber retention
- Developed Tata Play Optimizer to reduce subscribers' bills, resulting in a 13% retention rise across the platform

Intern, Coca-Cola

(Apr'17-May'17)

- **Secured Pre-Placement Offer (PPO)** from Coca-Cola. Achieved an exceptional **67%** sales upswing via the pioneering pilot program for new Iced Tea and flavored Milk Products in Modern Trade stores
- Analyzed consumption patterns of 75K+ customers in Karnataka Circle. Conducted comprehensive quantitative and qualitative market research, encompassing 100+ interviews.

EDUCATION BACKGROUND

Indian Institute of Management, Ahmedabad

2016-18

- PGP, CGPA of **3.37/4.33**, Scored **99.99%** in Common Aptitude Test, 2015
- Winner of HUL-LIME, Nestle, Deloitte, and Mahindra Case Study Competitions among **2000+** students

University of Petroleum & Energy Studies, UPES

2012-16

- B.Tech. in Petroleum Engineering, scored 86% (Department Rank 1/140)
- **Gold Medalist** for Best All-Round Performance in University (1/1500)