

# RONAK SETHIYA

+91 - 8454881721 | [job@ronaksethiya.com](mailto:job@ronaksethiya.com) | [ronaksethiya.com](http://ronaksethiya.com) | [linkedin.com/in/ronaksethiya/](https://linkedin.com/in/ronaksethiya/)

## EMPLOYMENT

|                 |                                    |                    |
|-----------------|------------------------------------|--------------------|
| Product Manager | Digital Banking, Yes Bank (Mumbai) | Jan 2023 – Present |
|-----------------|------------------------------------|--------------------|

### Product – UPI Collections and Virtual Accounts

- Led the development of a comprehensive UPI based **API Stack to streamline payment collections**
- Achieved scale of **1M+ daily transactions** and **600+ active partners** across fintech and enterprise merchants
- Built and deployed scalable multi-rail collections infrastructure (QR Code, UPI Intent, Virtual Accounts, Mandates)
- Responsible for **Yes Bank's Android merchant collections app**, driving growth through strategic partnerships
- Leveraged feedback from FOS agents and merchants to develop features and improve app experience
- Developed a **Virtual Account Management (VAM)** solution to handle trade transactions with monthly throughput of 1000+ Crs.

### Product - Supply Chain Finance

- Launched an **AI enabled Lead Management system** internally for timely closure of leads for SCF.
- Delivered a **fully digital dealer finance journey**, reducing underwriting TAT from 6 days to 2 days
- Integrated **13+ external API's (Cibil, GST, ITR, Banking)** for automated underwriting of DF Cases
- Integrated an **NeSL based E-signing/Stamping** journey to reduce operations overhead for DF cases
- Awarded the "**Emerging High Impact Star in CMS Product**" award in Yes Bank for 2022-23

|                        |                   |                      |
|------------------------|-------------------|----------------------|
| Portfolio Risk Manager | IDFC Bank, Mumbai | Sept 2020 – Dec 2022 |
|------------------------|-------------------|----------------------|

Risk Manager responsible for ensuring the health of the Two Wheeler Loan Book of the bank.

- Managed a two-wheeler asset portfolio of **8000+ Cr** to achieve lowest ever NPA since inception
- Formulated and launched policy for **electric registered and unregistered two-wheeler assets**
- Streamlined the policy to enable a seamless **digital loan journey** for new electric TW manufacturer
- Created an EV framework and onboarded **10+ EV manufacturers** on the system for loan disbursals
- Ideated and launched a "**War-on-bounces**" contest to reduce portfolio monthly loan default
- Launched an affluence-based grid to increase STP in high value asset segment from 5% to 45%

|                          |             |                    |
|--------------------------|-------------|--------------------|
| Senior Engineer - Design | L&T, Mumbai | Jul 2015- Jul 2018 |
|--------------------------|-------------|--------------------|

Mechanical Design Engineer in L&T EAIC (Electrical and Automation IC)

- Developed **world's smallest 800A circuit breaker** with projected market size of ₹10 crores
- Awarded the "**Star Team Award**" for launching the product six months ahead of schedule
- Filed a **patent for "Novel Rotary Operating Mechanism"** for a new range of circuit breaker for L&T

## EDUCATION

|                     |                     |             |
|---------------------|---------------------|-------------|
| Mumbai, Maharashtra | IIT Bombay - SJMSOM | 2018 – 2020 |
|---------------------|---------------------|-------------|

Master of Business Administration, General Management

- Class Representative SJMSOM, IIT Bombay

|                     |                   |             |
|---------------------|-------------------|-------------|
| Mumbai, Maharashtra | Mumbai University | 2011 – 2015 |
|---------------------|-------------------|-------------|

B.E. in Mechanical Engineering

## AI PROJECTS (Selected Work Relevant to Payments and Product)

**AI Chat Widget (RAG):** Built and deployed a [RAG-based chatbot](#) to query a complex knowledge base (e.g., product documentation, API specs). Validated for reliable, low-latency responses —skills applicable to building fraud-detection or customer-support automation

**Multi-modal AI Agent:** Engineered an AI agent optimized for low-latency inference and persistent memory. Explored real-world applications for conversational commerce, multi-modal KYC, or voice-based payment initiation