



Product leader with 7+ years in gaming & digital platforms and an MBA from IIM Bangalore; drove end-to-end product strategy to scale A23 Poker to ₹24Cr+ MRR, lowered CAC by 10%, and improved D7/D30 retention by 10–30% through growth levers, UX innovations, and risk controls.

| WORK EXPERIENCE | | (7 years 6 months) |
|--------------------------------|---|---|
| Jan 2022 – Now | Head Digital Works Pvt. Ltd | <i>Principal Product Manager</i> |
| <i>A23 Poker</i> | <ul style="list-style-type: none"> Launched A23 Poker from scratch, owning research, GTM, and roadmap; scaled to ₹24Cr monthly revenue within 24 months, achieving 6.5k+ DAUs and 15% MoM growth. Boosted engagement and monetization by 25% through Leaderboards, Missions & Loyalty Programs, improving D30 retention by 7% and ARPU by 22%. Enhanced player trust and fairness by deploying fraud-detection and anti-bot controls, reducing flagged accounts by 8% and safeguarding 15–20% of topline revenue from bonus abuse, collusion and chip-dumping risks. Expanded offerings with 4 game variants, 6 sub-variants & 10+ tournament formats, improving player liquidity by 33% and driving 30% growth in MAUs. Launched Affiliate Growth Platform, scaling affiliate-driven revenue to 20% of topline within 3 months by streamlining partner onboarding, tracking & payouts. Rolled out Rakeback Program, increasing weekly rake by 28% & D30 retention by 10%. Redesigned game entry with Auto-Seating flow, reducing drop-offs by 15% in cash games and improving lobby → table join conversion. Led Adda52 integration with A23 Poker, migrating 20L users with <5% churn in 6 weeks, one of the fastest large-scale migrations in the industry. Promoted 2 times in 3 years for top-tier performance (rated 4+) and impact delivery. | |
| <i>Fantasy</i> | <ul style="list-style-type: none"> Launched A23 Fantasy app in record time, reducing CAC by ~10% and reactivating 30% dormant users, while improving install-to-first-game conversion by 11%. Enhanced activation & retention loops by launching Recommended Teams (↑ new-user conversion, ↓ TTFX) and revamping Player Stats with advanced insights, boosting D7/D30 cohort stickiness by 5%. Implemented Fantasy-specific fraud checks engine (multi-entry & collusion detection), safeguarding 15–20% of revenue and ensuring fair gameplay integrity. | |
| <i>Call Break, Ludo</i> | <ul style="list-style-type: none"> Owned end-to-end launch of Callbreak & Ludo, defining GTM, roadmap & acquisition strategy to target new user segments. Drove 4-month rapid development cycle to launch, demonstrating lean execution; though later impacted by 28% GST regulation, insights fed into future GTM & product design. Enhanced Game Join Experience with estimated wait times, reducing drop-offs by 34% and increasing games per hour, significantly boosting engagement. | |
| Oct 2020 – Dec 2021 | EPIC Group, Dhaka | <i>Manager - Business Analytics</i> |
| <i>Key Initiatives</i> | <ul style="list-style-type: none"> Overhauled ERP system across CXOs, Merchandising, Design & Ops, rolled out to 1k+ employees and 20+ leaders, improving process efficiency by 7% Developed Power BI dashboards for CXOs, enabling faster, data-driven strategic decisions and cut CXO decision cycle from days to hours. Optimized raw material supply chain, delivering 13% cost savings and a 25% reduction in lead times. Implemented chemical traceability system for incident management, preventing \$0.7M in potential liability from defective products. | |
| Apr – May 2019 | Pall Biotech (Danaher Corp.) | <i>Market Research & Analytics Intern</i> |
| <i>Biotech Market Research</i> | <ul style="list-style-type: none"> Designed turnaround strategy to improve customer satisfaction, leveraging 100+ user surveys to address negative NPS & brand perception. Built market-share estimation model (Python, SPSS, IMEX data) and conducted competitive mapping (5 segments, 4 players), identifying opportunities for new product innovation. | |

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| Sep 15 – May 2018 | Indian Oil Corporation Ltd. | Production Engineer |
| <i>Accolades</i> | <ul style="list-style-type: none"> Recognized among top 5% of 2000+ employees with consecutive performance awards, including Team Excellence Award (1/300 teams) for ensuring uninterrupted operations and record zero-breakdown run. | |
| <i>Initiatives</i> | <ul style="list-style-type: none"> Led 10-member team to design & commission Fuel Mgmt System, saving ₹130+ Mn annually. Improved process efficiency by 175%, enabling record 316-day unit run and generating ₹770+ Mn in incremental revenue. | |
| EDUCATION | | |
| <i>MBA</i> | IIM Bangalore <ul style="list-style-type: none"> National Runner-up in two Financial Valuation & Stock Pitch competitions (IIT-Delhi, IIM Udaipur), showcasing advanced financial modeling and equity research expertise. Chief Editor, IIMB Investment Fund Newsletter – curated market insights for 500+ peers. | 2018-2020 |
| <i>B. Tech</i> | RGUKT-Basar, Telangana <ul style="list-style-type: none"> Rank 2/150+; minor in Bioengineering. | 2010-2014 |
| AWARDS & ACHIEVEMENTS | | |
| <i>Certifications</i> | <ul style="list-style-type: none"> <i>Earned Investment Analyst Pro (NCIAP) certification</i> from NSE with >85% score, validating advanced financial modeling & market analysis skills. <i>Completed Bloomberg Market Concepts (96% score)</i>, building strong grounding in Equity, Forex & Fixed Income analytics. | |
| <i>Notable Achievements</i> | <ul style="list-style-type: none"> National Runner-up (Top 2/120+ teams) at IIMU Stock Pitch Competition '19, presenting financial valuation of Britannia Industries Ltd. National Finalist (Top 6 of 300+ teams) – proposed Tier-2/Tier-3 market expansion strategy in ACT Fibernet B-Case Competition. Secured AIR 285/15,000+ candidates in GATE Chemical Engineering '15, earning selection as Production Officer (Grade-A) at IOCL. | |
| EXTRA CURRICULAR ACTIVITIES | | |
| <i>Notable Achievements</i> | <ul style="list-style-type: none"> Secretary, IIMB Investment Fund – managed a ₹2L+ equity portfolio, analyzing Pharma & Energy sectors for investment decisions. Organized publicity for IIMB's inaugural cultural festival (1/15 selected), managing a ₹2.6L budget and driving 600+ attendees. Winner – Dramatics at IIMB, led a 6-member team to deliver a performance promoting LGBTQ awareness to an audience of 400+, recognized for social impact. | |