UDAYAN DAS CHOWDHURY

PRODUCT MANAGER | MARTECH & CPAAS | WHATSAPP BUSINESS API

CONTACT

- 9823329163
- My Website
- [Udayan's LinkedIn](#)

SKILLS

Product Strategy	Growth
CPaaS	Onboarding
Roadmapping	User Experience
Martech	AI Agents
Chatbot	Automation
WhatsApp Business API	API

EDUCATION

MBA-Tech, Finance & Marketing

BITS Pilani (2019 - 2021)

Passed as Silver Medalist

Bachelor's in Electronics & Telecommunications Engineering

VIIT, Pune

Passed First class with distinction

KEY PROJECTS & USE CASES

Magic Cart Checkout: 1-click checkout flow integrated with WhatsApp Payments.

Cart Abandonment Automation: Personalized re-engagement via text, rich media, and carousels.

Chatbot Platform: Built AI-driven conversational commerce, leveraging ChatGPT.

Omnichannel Stack Expansion: Integrated WhatsApp, RCS, Viber, Zalo, and TikTok into Martech automation.

PROFILE

Dynamic and results-driven Product Manager with 6+ years of experience in B2B SaaS, specializing in Martech and CPaaS solutions. Proven track record of scaling omnichannel marketing platforms, driving revenue growth from ₹1.5 CR to ₹100 CR ARR. Expertise in WhatsApp Business API, chatbots, journey automation, and customer engagement. Strong technical foundation from BITS Pilani with a passion for cross-functional collaboration and delivering measurable ROI.

WORK EXPERIENCE

Senior Product Manager

Netcore Cloud | Mumbai, Maharashtra   *(Mar 2023 - Present)*

- Led the end-to-end development of the **WhatsApp Business API Ecosystem**, making Netcore a market leader in WhatsApp-based Martech solutions.
- Spearheaded **Magic Cart Checkout** and **Cart Abandonment journeys** on WhatsApp, boosting conversion rates.
- Integrated **WhatsApp Payments**, enabling revenue attribution in ROI dashboards.
- Built and launched a scalable **Chatbot** Platform, driving conversational commerce and automated customer engagement.
- Led omnichannel expansion by integrating **WhatsApp, RCS, Viber, Zalo, and TikTok**, increasing messaging revenue to ₹75 Lakh MRR.

Product Manager

Netcore Cloud | Mumbai, Maharashtra   *(Aug 2021 - Mar 2023)*

- Owned the **Journey Automation Platform**, doubling user-created journeys from 8,500 to 16,000.
- Developed **Payload Personalization** and **Unified Template Management**, enhancing CPaaS effectiveness.
- Scaled **WhatsApp business revenue from ₹24 CR ARR to ₹52 CR ARR**, achieving 22% QoQ growth.

Product Consultant

Capgemini Invent | Gurgaon , Delhi NCR   *(Jan 2021 - Aug 2021)*

- Worked with **BYJU's** as a client, closely collaborating with their product and engineering teams to enhance digital learning solutions.
- Defined and implemented **product strategies t**hat improved **user engagement**, learning outcomes, and platform scalability.

Assistant Product Marketer

Ola Electric | Pune , Maharashtra   *(Jun 2018 - Jul 2019)*

- Performed due diligence and synergy analysis supporting **Ola Electric's early-stage strategy**, including the acquisition of **Etergo**—the foundation of the **Ola S1 e-scooter.**
- Collaborated directly with **Bhavish Aggarwal** on go-to-market planning and **product positioning** during the company's formative phase.

ADDITIONAL INFORMATION

- Open to relocation: **Mumbai, Hyderabad, Pune, Bengaluru**
- **Personal Interests**: Licensed **pilot** with a passion for flying, enjoy **hosting gatherings**, and love **experimenting** with new **recipes** when time permits.