Nirmal Das
Senior Product Manager

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SUMMARY

Senior Product Manager with **8+ years** of experience in product management and operations, specializing in **AI-driven, end-to-end product development** and **user engagement strategies** in B2C companies. Key achievements include building an **AI-Mentor** product leveraging Generative AI (**Gen AI**), driving **₹1.2 Cr monthly revenue**, and achieving **~90% D30 retention** for free users.

EXPERIENCE

Senior Product Manager
Seekho

Bangalore, India
03/2025 - Present

Seekho is an edutainment platform that helps users learn new skills through bite-sized, engaging video content (B2C)
- Reduced churn rate from 15% to 11% by simplifying the post-payment experience—led to **₹1.43 Cr/month revenue gain.**
- Launched an **AI chatbot** to enhance discovery and instant support. Ran rapid A/B experiments to improve first-user experience.
- Led revenue pod from free to trial to paid users, managed junior PMs, and aligned cross-functional teams on roadmap execution.

Senior Product Manager
Vedantu

India
04/2023 - 03/2025

Unicorn education-tech startup specialising in **live** online tutoring and various educational aids & services. (B2C)
- Built **AI-Mentor** chatbot using **Gen AI** to offer personalized study help, **generating ₹1.2 Cr/month** revenue with ₹0.5 Cr margin.
- Improved **D30 retention to ~90% (18x** avg) by building a user playbook and training AI-Mentor for personalized engagement.
- Achieved **11% conversion** by launching 'Mentorship,' leading GTM, stakeholder collaboration, and value proposition experiments.

Growth Product Manager
Vedantu

India
04/2022 - 03/2023

- Achieved **95% of ₹7 Cr revenue from 25% leads** by filtering high-intent users via progressive profiling and engagement signals.
- Improved core **adoption** by **6.5%** (from 22.8%), D1 retention by 7.5% from 25%, master class adoption by 4% by **app revamp.**
- Increased serviceable user registrations **from 25% to 70%** and clicks-to-install from 16% to 25% by leveraging research insights.
- Achieved **8x growth** in video views within 90 days by optimizing content strategies through competitive analysis, user feedback.

Product Operation Manager
Vedantu

India
04/2021 - 03/2022

- Improved core adoption by 7% and **D7, D14 retention by 1.5x** by launching **Vedantu Community**, a peer-to-peer chat platform.
- Attracted **15M+ organic traffic** by publishing 3L top-searched Q&A pages, managing 20+ vendors, ensuring quality & launching.
- Achieved a 70% match rate of the doubts asked by students and **resolved 50% via OCR** suggestions, saving **₹1.05 Cr annually.**

Product Operation Lead
Vedantu

India
12/2019 - 03/2021

- Saved **₹3.6 Cr** by cutting Q&A page unit costs by **₹120** (₹200 to ₹80) for **3L pages**, optimizing efficiency across **20+ vendors.**
- Created 1300 quizzes to make '**practice problems**' appear in a special user experience in **Google Search results** to gain traffic.
- Led a team of **140 people**, with SME: 95, SEO Analyst: 15, Content Developers: 12, Quality Check: 10, SEO: 5 and Managers: 8.

Project Manager
Toppr

India
04/2017 - 12/2019

An online education platform offering personalized learning experiences for students across 8-12 grades (B2C)
- Ensured **97%** of student **doubts** were assigned to tutors **within 45 seconds**, resolving ~25k daily doubts across grades 8-12.
- Increased **4+ rated sessions to 85%** by launching a structured tutor onboarding with training, feedback, and test chats.
- Reduced cost per doubt by Rs 35 (from 55/-), resulting **0.5 Cr saving/month** by implementing **dynamic remuneration** strategy.

Associate Project Manager
Toppr

India
06/2016 - 03/2017

- Independently set up an office for more than 150 members, building a leadership team of 10 to manage 140 academic experts.
- Built and led **Toppr Tutor Community**, driving high-quality content. Managed 20 interns & contributed to a **1.5M+** question bank.
- Led various projects including Test Series, Mind-map, Toppr School, Teaching Unit Playlist, Syllabus Tree, Audio-video solution.

SKILLS

Product & Strategy: Product Lifecycle, Roadmap, GTM Strategy, Engagement & Retention, Monetization, Problem-Solving, GenAI
User & Growth: User Research, Funnel Optimization, A/B Testing, UI/UX, Data-Driven Decision, Behavioral Segmentation, Activation
Collaboration & Tools: Stakeholder Management, Sprint Planning, SQL, Amplitude, GA, Metabase, BigQuery, Figma, JIRA, ClickUp

EDUCATION

B. Tech.
National Institute of Technology, Warangal (NIT), GPA 7.1/10

Warangal, India
08/2012 - 05/2016