

EXPERIENCE**Olacabs****Bengaluru, India****Manager, Strategy & New Initiatives | Ola Electric****Nov 2019 – Present**

- Part of the founding team at Ola Electric, I work with the strategy head, holding a three pronged charter comprising of strategy, new initiatives, and strategic partnerships for Ola's Electric Mobility spin off
- Streamlined and structured market entry strategy for Ola Electric; Tested market hypothesis, Go-to market scenarios, and designed growth projections for the upcoming electric mobility business lines
- Developed long term product strategy for Ola Electric, using learnings from on-ground pilots; Identified slow development areas and structured strategic partnerships with goal to reduce time to market
- Driving PMO operations for relevant investments, partnership and acquisition opportunities

Product Marketing Manager | Ola Money**Apr 2019 – Nov 2019**

- Launched 2 new financial services categories (Credit cards and Insurances) on the Olacabs platform; Responsible for segmentation, hypothesis tests, acquisition roadmaps, and growth of overall conversion funnel of the categories
- Defined and oversaw the implementation of product instrumentation for the categories, worked closely with data engineering and dev-ops teams to structure the customer acquisition data flow
- Created new properties and internal tools to cross-sell, up-sell and promote new categories on Olacabs platform, maintaining ~35% increase in traffic MoM and enabling customised communication for segmented audience

Xiaomi Corporation**Bengaluru, India****Assistant Manager | Product Marketing, Smartphones****Sep 2017 – Apr 2019**

- Led Go-to-market strategy for \$300+ smartphones across mi.com, Flipkart, and offline channels; initiated product lifecycle based customer targeting, capturing 22.4% market share in \$300+ smartphone market in India
- Conceptualised and executed the famous "Do the Math" guerrilla campaign; successfully planned 360 degree outreach, generating more than ~150M impressions and ~11M video views, creating huge buzz on social media
- Led a team of ~100 executives; created online presence for Xiaomi's exclusive retail stores (Mi Home), increasing average daily footfall by 200%; awarded best launch campaign in retail segment by World Marketing Congress
- Mentored a 2 tier team of 32 customer service agents and social media specialists, driving 83% reduction in number of inbound calls, and optimizing online response time to 3 min; added 1.3M social media followers

IFB Industries Ltd. (Home Appliances Division)**Bengaluru, India****Entrepreneur in Residence | IFB Digital****Mar 2017 – Sep 2017**

- Designed IFB's omni-channel shopping experience integrating retail and e-commerce operations; Achieved 130% of planned quarterly revenue
- Developed mobile-adaptive e-commerce portal for better customer experience and engagement; Established as largest user acquisition channel with 54% monthly growth in total visits

Blaffer Technologies Pvt. Ltd**Chennai, India**

An Indian online marketplace that connected inbound tourists with experiential activity providers. Blaffer has connected more than 8000 tourists from 27 nationalities to ~120 activity providers

Co-founder & Product Lead**Jun 2015 – Mar 2017**

- Designed both consumer and merchant apps; enabled 4x faster merchant onboarding, increasing bookings by 20x
- Piloted with 3 service providers; structured the processes, scaling operations by 15x within 6 months to 3 cities in India
- Partnered with Marriott International & Hilton Hotels; scaled the platform to ~900 Tickets/month with regular leads from the chains, generating a revenue of ~\$10,000/month
- Developed unique business model with company owned activities; streamlined operations, improving profits by ~130%

EDUCATION**INDIAN INSTITUTE OF TECHNOLOGY MADRAS (IIT Madras)****Chennai, India****B.Tech & M.Tech in Engineering Design (Automotive Engineering)****Jul 2011 – Jul 2016**

- Head, International & Alumni Relations Student Council, Led Branding and Media 2014 -15
 - Co-ordinated and strategized alumni outreach, fundraisers for student led projects and competitions 2013 -14
 - Started and established IITM TV Official YouTube Channel of IIT Madras which received 1.2Mn+ views 2013 -15

XII – CBSE (Annie Besant School, Indore, India)**2009 -10****X – CBSE (NDPS, Indore)****2007-08**

- Merit Certificate from CBSE for securing 100/100 in Mathematics in class X, among top 0.1% in India 2008

ADDITIONAL INFORMATION

- **Patent:** *An inflated hot air bag design for washing machine and uses thereof* (6045/CHE/2014, Dec 02,2014)
- Won the Global Marketing Excellence Awards by World Marketing Congress Dec 2018
- Won The Mobbys Awards for best smartphone launch campaign by World Brand Congress Dec 2018
- Languages: Fluent in English, Hindi, and Marathi. Conversant in **Japanese**