

EDUCATION

PGDM - MBA
IIM Visakhapatnam
2024 - 2025

Bachelor of Engineering
Vishwakarma Institute of
Technology
2016 - 2020

Statistics
Georgia Tech
2020 - 2021

EXPERTISE

- Product Roadmapping
- Stakeholder Management
- Agile / Scrum adaption
- Wireframing and Prototyping
- BRD/PRD Preparation
- APIs & Integrations
- Cross-functional Collaboration
- Digital Lending
- Supply Chain Finance
- Transactions - Payment Gateway
- Conversational AI- Chatbots
- Business Process Management

SKILLS(TOOLS)

- Jira
- SQL, MongoDB
- API Creation- Flask, Django
- Power BI
- Python
- Mockups, Figma
- AWS - S3, Glue, Lambda, EC2, Sagemaker, EKS.
- API Testing - Postman
- BigData - PySpark (Databricks)
- LLMs - Azure OpenAI
- Camunda

PROFILE

Technical Product Manager with 5+ years of diverse experience across Fintech, NBFC, and Automotive industries, currently driving notification workflows and digital funnel solutions at Veefin Solutions. Adept at end-to-end Digital Funnel/LOS journey design, with 2+ years of experience in building Data and AI-driven products. Brings a proven track record of working with startups and high-functioning teams.

WORK EXPERIENCE

Veefin Solutions Limited

July 2024 - Current

Product Manager

- Leading Entire **Notification Stack of B2B SaaS Product in Supply Chain Finance domain (PSB Exchange)**, Designing cross persona Notification Engine workflows to increase churn rate and identity masking.
- Designed workflows for the digital onboarding journey of Corporates to avail loan facility via **dealer financing programs, vendor financing programs, factoring and reverse factoring**.
- Delivered platform to user email notifications across 146 touchpoints leading to **38% increased platform usage** and improved update mechanism.
- Designed (Onboarding, Notification, Transaction) External APIs** of platform to be consumed by Banks, NBFCs, DSAs, Corporates.
- Managing 8+ External stakeholders** to onboard on PSBx Platform with digital adaption and drive business by bringing in corporates to avail financing option in products range of **Dealer Finance, Vendor Finance, Factoring, Sales Bill Discounting, Invoice Discounting etc.** from PSBx Platform.
- Designed **Transaction workflow** for the disbursement of Invoice raised in **Dealer financing and Vendor financing facility**, **Processing** multiple invoices to be raised in single transaction API. **MSMEs** can avail the facility on the same day with the dynamic invoice raising option leading to **300cr business through PSBx Platform**.

Aditya Birla Finance LTD

Jan 2024 - July 2024

Product Owner

- Product Owner** for Instant **Personal Loan Digital Journey**, with customer base of **35k and 5k leads adding Monthly**.
- Wireframing and Creating PRD** for entire corporate personal loan journey with ticket size of less than 5 lakhs.
- Implemented Cross Sell Functionality in existing journey by providing general insurance with personal loan leading to **3 Cr+ business monthly only from insurance**.
- Revamped bank statement analysis with **Anumati's Account Aggregator**, enabling automated income verification. Replaced manual uploads with automated data fetching, improving accuracy and **user convenience**, leading to **reduced funnel drop by 23 %**

Product Manager - AI**Project 1 – Design and Deployment of Performance Chatbot for Sales Team using GenAI**

- Leading entire Technical and UI design for the Chatbot, Specifically based upon Piramal's Internal knowledge base , ranking parameters and live sales data.
- Leveraged Azure's Open AI API , Used dynamic few shots and prompt engineering technically leading to save infra structure cost (**From 10 lakhs to only 20k per month**) by avoiding In Prem AI Server and leveraging the pay as you go model.
- **Designed the cricket runs based interactive scoring system to engage sales team.** Bifurcations were available right from the National head, Geo head, zonal head to District manager to branch manager.
- Chat Bot adaption lead to improved performance analysis and clear AI prescribed responses on how to **achieve January, February and March Targets** which ultimately **led to achieve 2000Cr business collectively in Housing, Personal, MSME, Secured and un secured loan.**
- System Used simple and low cost technology Like **Open AI API (GPT Turbo 3.5)**, Python (Flask) as backend, Amazon API Gateway, AWS Lambda, Dockerized containers deployment using EKS and ECR to EC2. Frontend was entirely managed by React JS. Postman For testing purpose. **I led Team of 3 developers and 2 DevOps Intern's.**

Project 2 – Embedded Finance Dashboard (Power BI)

- Individual Contributor as Senior Data Analyst and single SPOC from **Business Intelligence Unit** responsible for the entire **Embedded Finance Dashboard (10 Pages)**. Batch refresh every 4 hours. **Managing 21 B2C portfolios** and designed entire data pipeline right from the **raw data(JSON) to business dashboard (Power BI)** reporting to Piramal Finance's Partnership head.
- Translating the Business requirements to dashboard specific KPIs like **(Attrition, Growth, Sanctions, Geo based disbursements etc.)** and acting as bridge between business team and Data Engineers to **visualize data insights for 800 Cr business.**
- Wireframing , Data Cleaning, Data Lake to Database ETL Pipelines used AWS Glue, PySpark, snowflake and power BI and wireframe.io

Project 3 – Piramal Finance personal Loan web Journey

- Orchestrated the **web-based personal loan journey** for the product **TATA AIG and HDFC Ergo**. This was basically the personal loan for less than 3 lakh ticket size of insurance amount on housing loan.
- Implemented Aadhar – Pan Seeding, Employment Check, OKYC, Geo-tagging, Liveliness check , hunter , ELMS, PEP and BRE Check before the drawdown and disbursement of loan **Leading to 5Cr monthly business.**

Product Manager - AI**Project 1 – Customer 360**

- **Data Engineer** responsible to manage entire ETL Pipeline for customer 360 project, this was to incentivize Michelin dealers in Asia Pacific Region by analyzing the NPS score of customers.
- Designed a GDPR-compliant data pipeline by ingesting data from Qualtrics API to Azure Data Lake, transforming it with PySpark, and storing it as business-ready tables in DBMS for seamless consumption.
- Enabled data-driven dealer incentivization based on NPS, **resulting in a 36% increase in dealer engagement and a 12% improvement in overall satisfaction scores.**