

SHUBHANGI ARYAN

Product Manager | IIM Kozhikode | Hero Fincorp | BEL
shubhangiaryan1@gmail.com | +917970721277 | [LinkedIn](#)

EDUCATION

Indian Institute of Management (IIM) Kozhikode – MBA

Jun'23 – Apr'25

- Scaled a digital content platform from **0** to **0.9M+** views through audience research, SEO, and growth experimentation
- Generated **₹2L+** in revenue through YouTube monetization and **brand partnerships** with education and consumer brands
- Developed a product walkthrough for RapidBox's **1M+ user base**, highlighting user journeys and platform capabilities

Guru Nanak Dev Engineering College (GNDEC), Ludhiana, PTU – B.Tech. Electronics and Communication

Jul'17 – Apr'21

- Elected Student Representative for **150+** residents to led budgeting and operational governance of a **₹60L+** hostel fund
- Spearheaded a **12-member** radio team running 5 daily programs and generated **₹3L+ ad revenue** through partnerships
- Led planning and execution of 20+ inter-college events with 2,000+ attendees as Creative Head, ISTE Students' Chapter

WORK EXPERIENCE

Hero Fincorp | Product Manager

May '25 – Present

B2B Merchant App - E2E Product Ownership

- Achieved **80% digital penetration** by spearheading **0-to-1** product launch of Merchant App for **10K+ partner ecosystem**
- Drove **90% adoption** and **70% MAU** by owning the E2E product roadmap and shipping of **15+ features** across **6 LOBs**
- Built a **Gen-AI-based doc extraction** tool, reducing **TAT by 60%** and **error rates by 20%** for RC validation via **Vahan APIs**
- Reduced **query volume by 80%** and improved **FTR by 50%** through developing a **GenAI servicing chatbot** across workflows
- Grew dealer revenue **1.8X YoY** and **DAU 4X** through a Rewards & Loyalty program driving retention via personalized offers
- Reduced **partner churn by 30%** conducting user research, journey mapping, translating insights into **first-principles PRDs**

AI-Powered Collections - E2E Product Ownership

- Delivered **0→1 agentic AI voice infrastructure**, saving **₹2.34 Cr** annual cost (**↓81%**) by automating tele-calling operations
- Mitigated **~20%** collection risk by building an EMI-bounce predictor using **360°** profiling to forecast behavior 15 days early
- Drove **40%** better targeting and **99.99%** reach accuracy through smart contact sequencing across omni-channel workflows

B2C Customer App – UPI & Engagement

- Driving **IPL-linked UPI GTM campaign** via Delhi Capitals' sponsorship to accelerate adoption, **targeting 1 Mn+ transactions**
- Scaled **UPI daily GMV to ₹10M** and **transactions to 10K** within 1st month of launch while maintaining **>95% success rates**
- Lifted **organic installs by 30%** via Engagement Charter; Defined **success metrics**, ran **A/B testing**, iterated on **cohort data**
- Delivered **₹1.5 Cr. monthly organic growth** via referral program for **10L+ users**, contributing to **33% increase in revenue**

Bharat Electronics Limited | EVM Engineer

Dec'21 – May'23

Production Engineering & Quality Management

- ↑50% capacity utilization** by standardizing workflows in **5** critical manufacturing operations & reducing process variability
- ↓33% defect rate** across **2.2L+ EVMs** through identifying failure patterns and shipping corrective workflow interventions
- ↓20%** inventory carrying costs and **↓30%** stock-outs by redesigning inventory control and material planning workflows
- Spearheaded **100%** operational readiness during **Elections**, ensuring reliability, compliance and performance standards
- Honored by Government of Punjab among **50+ engineers** for delivering **0-defect** execution during Assembly Elections '22

INTERNSHIPS

Hero Fincorp | Strategy Intern

May '24 – Jul'24

- Designed an omnichannel servicing interface, driving **₹0.36M+** savings and **40%** lower **staffing cost** through automation
- Drove **↑20% acquisition** and **↑10% retention** by launching vernacular servicing and eliminating key funnel bottlenecks
- ↑20% customer satisfaction** and **↓25% call abandonment** through optimization of **50+ customer journey** touchpoints

PROFESSIONAL TOOLS/SKILLS

- Product & Strategy:** Product Roadmaps · PRD Writing · MVPs · Feature Rollouts · 0→1 Builds · Consumer Product Management · Enterprise B2B Products · Loyalty & Retention · A/B Experimentation · OKR/KPI Definition
- Project Management:** Program Execution · Project Management · Stakeholder Management · Agile Delivery · Scrum · Sprint Planning · Release Management · UAT · Risk Tracking · Governance · Change Management · Design Thinking
- Technical & Data:** API Integrations · System Scalability · Microservices · Automation · RCA · SaaS · Security & Compliance · AI Product Development · Agentic AI Workflows · SQL · Tableau · Power BI · Advanced Excel · Google Analytics · Postman · Jira · Figma · Relational Databases · Lovable AI · Google Workspace · Confluence