

About Tushar

Seasoned Product Manager with 7 years of experience in delivering impactful products across B2B, B2C and Retail verticals. I bring strong expertise in Research, PLM, Strategy and Entrepreneurship.

Experience

Associate Product Manager

Razorpay, India (Feb 2023 - Mar 2024)

- Led the digitisation of Razorpay's Merchant Onboarding for POS & Offline business vertical.
- Designed a Web App that enabled Sales, Risk & Bizops to process 90% of onboarding requests digitally.
- Launched auto KYC verification features that reduced the onboarding TAT by 50%.
- Designed an innovative SOP that enabled RISK to process 75% onboarding requests as-approved in a single attempt.
- Designed an Order Creation process which completely automated the management of merchants with their device orders.
- Launched Onboarding Status Tracker, which reduced telephonic status update requests from merchants by 25%.
- Led amalgamation of POS & Offline Merchant Onboarding with Razorpay's PG Onboarding.

Product Analyst

Ezetap by Razorpay, India (Sep 2021 - Feb 2023)

- Led the development of Ezegro (0 to 1 MVP), a social commerce app solving pain points of businesses selling products on social media.
- Enabled 250+ unique businesses collect 5000 feedback from their buyers.
- Successfully enabled shipment of close to 4000 orders with 100% cargo protection for the businesses.
- Developed a Negative Wallet Balance feature that ensured recovery of ₹ 1,25,000 from over 500 disputed shipments.
- Designed a user research process for Ezetap's product team that enabled PMs conduct 500+ user interviews.

Founder

Sangeeta Enterprises, India (Apr 2017 - Dec 2021)

- Founded Sangeeta Enterprises, an e-commerce retail store with an objective to provide high quality affordable products in sports & fitness, home & decor and kitchenware categories.
 - Delivered close to 75000 orders across India with 98% on-time delivery.
 - Reduced Ad Spend to 50% by studying SEO, Product Behaviours and Buying Behaviours.
 - Rated as 4.6/5 by more than 5000 verified customers on Amazon for Sports & Fitness, Kitchenware and Home & Decor categories.
 - Ranked as no. 1 amazon retailer for 15 months in Sports & Fitness and Kitchenware categories.
 - Successfully launched the D2C vertical of business by building an online store on no-code tool WIX.
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Education

M.Sc Management



The University of Birmingham, England (2015 - 2016)

B.B.A



CCS University, India (2012 - 2015)

Skills

Product Lifecycle Management • Product Roadmap • Stakeholder Management • Product Strategy • Prioritisation • User Research & Interviews • Collaboration • JIRA • No Code Website Builder • Program Management • Wireframing (Balsamiq, Lucidchart)