

# Saurabh Gandhi

Senior Product Manager - Upstox

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## Profile

- A dynamic Product Leader with extensive experience in fintech, particularly within the wealth and investing domain.
- Proven expertise in collaborating with cross-functional teams to drive product strategy, design, and execution, fulfilling key market needs and achieving substantial growth.

## Professional Experience

**Upstox,** Dec 2020 – Present | Mumbai, India

**Associate Director- Group Product Manager** 

- **Led Upstox's Investor Mode**, an industry-first initiative designed specifically for investors catering to DIY and DIFM investors, **now serving 37% of the platform's monthly active users**.
- Launched Mutual Funds Investing on Upstox, resulting in a remarkable **48% improvement in 6-month user retention**.
- Introduced a range of financial products including Sovereign Gold Bonds, IPOs, Fixed Income Investing, and Mutual Fund Pledging, contributing to a **7% increase in broking revenue**.
- Elevated **activation rates by 700 basis points** through enhancements by gamification of Stock Discovery and optimizing Order Placement funnels.
- **Managed a team of four Product Managers** responsible for overseeing the building and launching of Investment Products, including Mutual Funds, Sovereign Gold Bonds, Government Securities, Insurance, and Loans.
- Redesigned the Login & First Time User experience, increasing the **Lead to Customer conversion by 300 basis points**.
- Led Customer support bot initiatives, **reducing Contact center queries by 30% and boosting satisfaction scores by 12%**.
- Consistently received the highest performance ratings, achieving a score of **5 (Outstanding)** and **4.5 (Exceeded Expectations and High Potential)** in consecutive performance appraisals.

**Ola Electric Mobility, Product Manager** 

Jul 2019 – Dec 2020 | Bengaluru

- Established the Battery-as-a-service business line, achieving a **70% market share and maintaining a 90% retention rate**.
- Developed a UPI-based product, reducing cash management costs by **90% at 5 Ola Electric Stations**.

**Krishi Ex, Co-Founder** 

Sep 2015 – Feb 2018 | Pune

- Launched a mobile commerce platform for farmers, transacting over **Rs. 2 crore worth of agricultural products across 1100 pincodes**.
- Assembled and mentored a **25-member team across Engineering, Sales, Logistics, and Support**.

**Zlemma Analytics, Software Engineer**

Jan 2015 – Sep 2015 | Pune

Skills: Microservices, RDBMS, Web App development, Python, SQL, Django, Flask.

## Education

**S.P. Jain Institute of Management and Research** 

2017 – 2019 | Mumbai, India

PGDM (Equivalent of MBA), GPA 3.1/4 (Top 20%)

**Walchand College of Engineering** 

2011 – 2015 | Sangli, India

B.Tech. Information Technology GPA 8.72/10, Bronze Medal (Top 3)

**Reforge** 

2021 – 2022 | Online Cohort Courses

Cohorts: Growth Series, Advanced Growth, Product Leadership