







INDRANI ROY

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-  [story so far](#)

PROOF OF WORK

-  [product portfolio](#)
-  additional works
- [smallcase](#)
- [TrackPay](#)
- [Dunzo](#)

EDUCATION

B.Tech | Electrical Eng.
**B.P Poddar Institute of
Management & Technology**

2013-2017
GPA - 8.53/10
Rank - 2/ 56

SKILLS & TOOLS

Tech SQL, HTML, Object
Oriented
Programming, ABAP,
SAP MDG

Tools JIRA, Notion, Wix,
Uizard, Miro, Figma,
Servicenow, Krita,
Canva, Wordpress,
Clevertap, Gupshup

WORK EXPERIENCE

Product Manager

Ninjacart

May 2023 - Present

1. Cross-border lending

- Implemented a credit application module for cross-border lending in Malaysia, freeing up the ground team's bandwidth to focus on new leads
- Spearheaded the rollout of a base LMS system for international lending, enabling seamless loan processing for non-India trades and contributing to a **40% reduction** in processing time
- Collaborated with business team to evaluate the potential of the chat-based disbursement offering, ultimately deciding to **shelve** the idea temporarily in order to monitor traction
- Executed end-to-end marketing campaigns to drive user engagement for our live lending product in Malaysia resulting in a **60% increase** in click-through rates

2. International e-KYC launch

- Evaluation of 10+ global e-KYC partners to finally locking one partner and leading the deal closure by negotiating down the annual commitment by **20%** of original volumes

3. Beyond the "defined" role

- Donned the hat of content creator, product marketer, sales executive when required, lead digital customer acquisition widening top of funnel by **10%**

Associate Product Manager

Ninjacart

August 2022 - April 2023

1. Freight Forwarding offering at Ninja Global (cross border agri-trade platform)

- Owned the roadmap for product vertical of freight forwarding for Ninja Global, one of the core revenue making verticals for the platform as of now
- Revamped the reverse-bidding platform for freight forwarding with a highly effective and refined strategy, resulting in improved vendor participation
- Launched price-search feature which saw a decent adoption and drove up booking enquiries by **30%**

2. Cross-border payments

- Led the R&D project for cross-border payments, rolling out the first integrated solution for cross-border agri payments (pitched and shelved the project due to lack of traction)
- Rolled out a VAN account based payment solution for domestic payments use case which has been used to disburse loans **upwards of 50lakhs** till date

Consultant

Accenture

January 2021 - August 2022

- Owning delivery for critical client to segue their expansion into **6 new countries**
- Negotiating** delivery timelines with the solution owners from client end
- Assessing** tech difficulty in coordination with SAP product and development team
- Leading a team to handle high impact prod defects with **100% timeline** adherence for last two quarters

Developer

Infosys Limited

October 2019 - December 2020

- Made initial tech difficulty assessments for features for SAP custom requirements
- Developed backend tailored solutions for streamlining process flows marking their transition to SAP Master Data landscape increasing the process **efficiency** by **70%**

SAP training facilitator

Infosys Limited (L&D team)

April 2018 - October 2019

- Trained 8000+ new recruits in multiple technical competencies achieving an average feedback of 4.8/5