



Aseem Jain

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Summary

Product manager with 6.5+ yrs experience. Having scaled fintech & payments with range across healthtech, IoT, Telematics & data science. With a strong grasp of blending analytics, business intelligence, execution and customer insights to drive revenue, retention & cost efficiency at scale.

Professional Experience

Product Manager | Wheelseye | Gurgaon, India

- Executed end-to-end GTM for a 0 → 1 FasTag credit product, reaching ₹2.5 Cr ARR in 3 months of launch at 0.3% NPA.
- Built BBPS-based payment infrastructure for FasTag recharge, unlocking ₹560 Cr annual transaction volume, ₹1 Cr revenue, and a 7% cross-sell lift.
- Built a toll-ticket analytics system (*GPS + FasTag anomaly detection with auto-ticketing*), cutting toll-dispute calls 34% and monetising it at ARR ~₹50L while reducing reimbursement TAT from 45 days to 3 days.
- Rebuilt the onboarding funnel, raising sales-to-activation conversion from 40% to 87% (+27% *monthly acquisition*) and cutting users dropping into minimum-KYC from 80% to ~0%.
- Enhanced payment success rate from 72% to 87%, cut completion time 54s to 27s, improved uptime from 94.3% to 99.2%, and reduced bank-downtime failures ~40% via automated UPI redirection, across 250K daily transactions.
- Cut annual payment-ops cost by ₹3.6 Cr by migrating external recharge flows through behavioural user segmentation.
- Lifted retention by 2% and NPS by 18 points via CX, tag-replacement, and auto-ticketing initiatives; reduced FasTag complaints from ~7K to ~3K/month.
- Resolved finance reconciliation exposure, cutting negative-balance liability from ₹5.2 Cr to ₹2.3 Cr and closing a ₹21L reconciliation gap with Axis Bank.
- Investigated a systemic payment-fraud issue, recovering ₹75L+ (~1K customers), driving a bank-side security upgrade.
- Designed a user-permission management system across platforms as the company scaled from 30 to 1,700 people, enabling access audit and preventing multiple data breaches.
- Built a vernacular engine across 8 Indian languages, lifting penetration in non-Hindi regions from 20% to 30%.

Product Manager | PCL Health | Noida, India

- Led product roadmap for remote-care and vitals-tracking at an early-stage startup; ran pilots across 10 NHS-affiliated hospitals, converting one hospital to a paid contract.
- Built an OCR-based device reader (*Google Vision*) that removed per-device Bluetooth-SDK integration, enabling instant onboarding of virtually any health device.
- Implemented agile scrum from scratch, cutting delivery cycles by 35% and redesigned onboarding flows to reduce activation time by 40%.
- Set up the India office and hired an 8-person tech team in 2 months, establishing the company's engineering hub.

Product Manager | Wheelseye | Gurgaon, India

- Raised same-day escalation resolution from 52% to 84% and cut call volumes by 50% through comms automation.
- Owned ops product across 3 apps for 50+ installer managers & 1,200+ installers handling 2.8K daily order fulfilments.
- Cut network/telecom cost by ₹8L/month and built a 60K-device inventory system that reduced pilferage by ₹20L/month.
- Improved installation quality by 23% through a guided wire-check install flow and cut relay-related escalations by 40%, reducing churn by 22% over 6 months.
- Built a geo-based auto-allocation engine, lifting daily order hit-rate by 27% and cutting cost-per-order by 22%.

IoT Engineer and Data Analyst | Wheelseye | Gurgaon, India

- Co-Founded IoT-Labs team, and grew it from 1 to 8 people, owning device performance and network reliability.
- Built a logistic-regression model predicting “No-Info Zone” exit within 1 km at 96% accuracy across 200K trucks, improving tracking reliability.
- Identified the best-performing components from 60+ device models, standardised procurement strategy and improved data quality by 30%; processed 16M+ sensor points/day.
- Built analytics POC that secured onboarding of TMF and ICICI Bank as commercial-vehicle partners; analysed FasTag cost structures across 150K GPS-enabled vehicles.
- Managed direct network relationships with Airtel, Vodafone, Idea & BSNL (~40K SIMs/month) and led hardware QC with Teltonika, Atlanta & Concox.

Education

MBA (PGPX) – *Indian Institute of Management, Ahmedabad* | *India*

B.Tech (ECE) – *Vellore Institute of Technology, Vellore* | *India*

License & Certifications

Advanced Certification in Data and Decision Science

Indian Institute of Technology, Delhi

Competent Leader & Advanced Communicator Bronze

Toastmasters International

Tabla Diploma (3-year)

Prayag Sangeet Samiti

Co/Extra-curricular

Fine Arts: Percussionist, Tabla (3-year diploma, Prayag Sangeet Samiti).

Public Speaking: Delivered speeches and mentored members as Super Mentor at Toastmasters International; held leadership roles across multiple chapters.