



Aseem Jain

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Summary

Product Manager with 6.5+ years of experience building and scaling technology-led businesses across fintech, payments, telematics, healthtech, IoT, and data. Proven track record of driving revenue growth, improving customer retention, and delivering operational efficiencies at scale. Combines strong product judgment, data-driven decision-making, business acumen, and customer insight to align cross-functional teams, influence senior stakeholders, and solve complex problems to deliver measurable business outcomes.

Professional Experience

Senior Product Manager | Wheelseye | Gurgaon, India

Feb 2022 – Jul 2025

- Owned the FasTag vertical roadmap and OKRs end-to-end, a ₹3,600 Cr annual transaction volume, 1.5M-vehicle business, directing a 12-person cross-functional pod across engineering, QA, design and analytics, with APMs reporting in and product decisions sign offs from CFO, CRO and Founder.
- Led end-to-end GTM for a 0→1 FasTag credit product, aligning engineering, design, legal, finance and an external bank partner to a single launch date; reaching ₹2.5 Cr ARR within 3 months at ~0.3% NPA.
- Built BBPS-based payment infrastructure for FasTag recharge on NPCI rails, converting external cost leakage into a revenue line, unlocking ₹560 Cr annual transaction volume, ₹1 Cr revenue, and a 7% cross-sell lift.
- Owned the horizontal payments platform serving 10 business verticals across 250K daily transactions, lifting payment success rate from 72% to 87% and uptime from 94.3% to 99.2%, and halving transaction completion time, via success-rate-based gateway routing and negotiating SLA terms with the payment gateway partners.
- Built a toll-ticket analytics system (*GPS + FasTag anomaly detection with auto-ticketing*), cutting toll-dispute calls by 34%; priced it as a paid capability rather than free support, creating a ~₹50L ARR line, and negotiated a bank partnership that shared costs for quick dispute resolution and reduced reimbursement TAT from 45 to 3 days.
- Re-engineered the onboarding funnel across sales, tech, analytics and introduced real-time sales support along with bankside escalation SPOC, raising sales-to-activation conversion from 40% to 87% (+27% *monthly acquisition*) and eliminating minimum-KYC drop-offs.
- Cut annual payment-ops cost by ₹3.6 Cr by migrating external recharge flows through behavioural user segmentation.
- Ran a multi-workstream retention programme across CX, tag-replacement and auto-ticketing initiatives; lifting NPS, improving retention by 2% and reducing FasTag complaints by 57% to ~3k calls/day.
- Acted as the product-finance interface with two banking partners on a multi-crore exposure, recovering ₹2.9 Cr of negative-balance liability and closing a ₹47L reconciliation gap through transaction-level analysis.
- Led a four-month investigation into a systemic payment-fraud issue affecting ~1K customers, recovering ₹75L+ in refunds and resulting in a major bank-side security upgrade.
- Designed a user-permission management system across platforms (*the company scaled from 30 to 1,700 people*), enabling access audit and preventing multiple data breaches.
- Built the business case for an off-roadmap vernacular engine across 8 Indian languages and won Group PM approval, a market-expansion call that lifted penetration in under-served non-Hindi regions by ~10pp

Product Manager | PCL Health London | Noida, India

Aug 2021 – Jan 2022

- 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.

Associate Product Manager | Wheelseye | Gurgaon, India

Apr 2020 – Aug 2021

- 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

Nov 2018 – Apr 2020

- 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*

Lean Six Sigma - Green Belt | *KPMG*

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.

Positions of Responsibility at IIM A: Outreach Cell Head, Speaker Series. Events team Member, Decibel.