

PRANAV SINHA

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Summary

Impact-driven Product Manager with 8+ years blending customer-centric product thinking, competitive strategy, and cross-functional leadership across Tata Motors and Mahindra. Skilled in leveraging market insight and program execution to deliver flagship launches — Nexon, CURVV, Sierra, Safari and Thar — from concept to market. Distinguished by the ability to convert ambiguity into scalable, high-impact products that drive sustained business and customer value.

Professional Experience

Senior Manager, Vehicle Engineering | Tata Motors Passenger Vehicles Ltd

Pune

Sep 2022 – Apr 2026

- Spearheaded calibration development for Tata's first-ever DCT transmission on the Nexon — a feature that contributes to ~15% of total model sales volume.
- Scaled learnings and calibration strategies to the CURVV platform, accelerating Coupe SUV segment development while aligning to its distinct market requirements.
- Key stakeholder of the team that created India's record for constant-speed fuel economy on the Sierra — creating a tangible brand differentiation anchor for the premium SUV segment.
- Identified a critical supplier constraint well before SOP and drove a mitigation strategy that averted a potential launch delay on a flagship program.
- Partnered with global suppliers to co-develop a market-first proprietary transmission feature, defining a new company USP in automatic powertrains.
- Executed rigorous competitor benchmarking against segment rivals — delivering a 10% acceleration improvement on DCT applications and better performance in real world trials with AT on Sierra compared to competitors.
- Defined persona-based product experiences — Sport, City, and Eco drive modes — translating distinct customer needs into differentiated in-vehicle tuning across the Nexon, CURVV, Sierra, and Safari portfolio.
- Led 0-to-1 delivery of four flagship vehicle programs (Nexon, CURVV, Sierra, Safari) — orchestrating a 20-day, 1,500+ km validation program across 25+ stakeholders and 5+ global suppliers, achieving 100% on-time delivery with zero schedule slippage.

Senior Engineer, Powertrain Development | Mahindra & Mahindra

Chennai

Aug 2017 – Sep 2022

- Led the ground-up repositioning of the Thar — identifying an untapped urban lifestyle segment and redefining its product proposition, a strategic pivot that revived a legacy nameplate into a segment leader.
- Synthesized voice-of-customer insights from cross-functional evaluation panels — translating post-drive feedback into structured product enhancements that lifted customer value and satisfaction.
- Led competitive intelligence on global EV portfolios, shaping market requirements and early-stage product futuring for Mahindra's next-generation vehicle pipeline.
- Drove a customer-first quality push — deploying 8-D root-cause frameworks that cut customer complaints and production defects by 30%, lifting post-launch NPS across the portfolio.
- Built a predictive analytics platform (PowerBI) integrating real-time telemetry from a 40+ vehicle test fleet, enabling data-driven product decisions through continuous health monitoring and failure prediction.
- Architected a scalable platform strategy for a shared 2.2L diesel engine, enabling rapid multi-variant deployment across Scorpio N, Scorpio Classic, and XUV700 — compressing time-to-market across the portfolio.
- De-risked product-market fit across Scorpio N, Scorpio Classic, and XUV700 by orchestrating 1.5M km of real-world durability testing spanning the full customer usage spectrum.
- Defined a product strategy that cut diesel exhaust fluid consumption by 10%, lowering customer total cost of ownership while sustaining full emissions compliance across the portfolio.

Education

B.Tech, Mechanical Engineering – National Institute of Technology, Silchar | India
2017

Accomplishments and Awards

- **Silver Award – Owner's Mindset, Tata Motors:** Recognised for demonstrating ownership leadership in spearheading the Nexon DCT — a first-ever transmission launch contributing to ~15% of model sales volume.
- **Silver Award – Passion for Customers, Tata Motors:** Awarded for driving customer-focused validation and successful launch of the CURVV DCT, bridging subjective driver expectations with objective engineering benchmarks.
- **Excellence Award, Mahindra & Mahindra:** Recognised for CAFE D22 technology evaluation that enabled critical powertrain decision-making for future vehicle programs.
- **SAE Published Author:** Co-authored 3 peer-reviewed technical papers with SAE Mobilus (USA) on advanced combustion optimization and BS6 emission compliance strategies for next-generation powertrains.
- **Prime Minister's Scholarship:** Recipient under the National Defence Fund (Rashtriya Raksha Kosh) — awarded ₹24,000 per annum for 4 years (2015).

License & Certifications

- Pre-MBA Statistics, IIM Ahmedabad (via Coursera), Apr 2026
- Excel Skills for Business: Advanced, Macquarie University (via Coursera), Apr 2026

Co/Extra-curricular

- Organized a company-wide Track & Demo Event for the Chairman's Visit at Tata Motors; recognized with the Bravo Champion (Team Recognition) award by VP & CTO, TMPV Engineering, for exemplifying the culture credo "Solve Together."