



# Vidhita Pande

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## Summary

Strategic thinker with 5+ years of experience, driving capital efficiency and unlocking product value through a customer-first lens. Skilled in reimagining CAPEX strategies and elevating product value through a balance of analytical rigor and creative problem-solving. Recognized for leading data-driven transformations and fostering collaboration across diverse teams to achieve strategic objectives.

## Professional Experience

### Senior Manager - CAPEX PMO, Product Line | Tata Motors Passenger Vehicles Ltd. | Pune

- Collaborated with 3 CEO-1s (Chief Product Officer, Plant Heads) and 5 CEO-2s across functions (Product Line, Engineering, Technical Services, Purchase and Supplier Quality) to align on strategic CAPEX goals, embedding cost-consciousness and driving organization-wide adoption of optimization strategies.
- Pioneered the CAPEX Excellence process, identifying ~30% reduction opportunities and delivering 15% savings in a pilot program, later institutionalized through the award-winning TATA Best Practice GEAR process for lifecycle management of cost-saving initiatives.
- Spearheaded the first-ever digitization of CAPEX management at Tata Motors, deploying advanced data tools for live tracking and monitoring of spend categories, enabling real-time decision-making and focused interventions through heat maps and analytical frameworks.
- Designed and implemented a program profitability framework to optimize customer realization, cost-to-value contribution, and ROI at critical program stages, ensuring profitability alignment across multiple new product lines.
- Conducted 200+ workshops to drive CAPEX reduction initiatives, fostering cross-functional collaboration and generating 75 optimization levers, resulting in category-wise savings of 4%–10% across multiple programs.

### Senior Manager - Value Management, Cost Engineering | Tata Motors Passenger Vehicles Ltd. | Pune

- Established the Value Management process and Customer Perceived Value (CPV) framework, driving product differentiation and customer-centric decision-making across the passenger vehicle portfolio.
- Conducted 200+ market research studies, including sentiment mapping and trend analysis, created value leaders shaping product strategy and marketing narratives for key launches like Safari Gold Edition, Nexon facelift, and Curvv.
- Planned and evaluated 150+ features using cost–value modelling, optimizing feature selection and improving acceptance rates for new programs through data-driven insights.
- Developed an online CPV book with 2,000 features and a dynamic value ladder tool, reducing manual effort by ~40% and enabling real-time insights for pricing and product positioning.

### PMO, Cost Engineering | Tata Motors Passenger Vehicles Ltd. | Pune

- Managed Balanced Scorecard (BSC) updates, aligning 50+ KPIs across cross-functional teams and facilitating executive reviews to ensure strategic alignment and performance tracking.
- Prepared 20+ strategic and operational reports for CXO-level reviews and transformation committees, enabling data-driven decision-making and enhancing visibility of the Cost Engineering function.
- Spearheaded cost reduction initiatives through Value Analysis/Value Engineering (VAVE), achieving measurable cost savings on current products while maintaining product quality and customer value.
- Conceptualized and implemented Capability Assessment Programs with structured scoring metrics, driving skill enhancement and strengthening the Total Value Management (TVM) function's capabilities.

### Graduate Engineer Trainee | Tata Motors Ltd | Pan India

- Managed a team for the upkeep of 78 CNG buses for Delhi Transport Corporation, achieving the lowest "Cost per km" and reducing breakdowns across 24 depots.
- Developed a web-based Owner's Manual for the Harrier vehicle, enhancing digital customer experience and reducing reliance on physical manuals.
- Designed colour circuit schematics for wiring harness service manuals, reducing errors and improving technician turnaround time during servicing.

## Education

BE – Electronics & Telecommunication – *Cummins College of Engineering* | Pune

## Accomplishments and Awards

- Awarded with the prestigious merit-based tuition scholarship, granted to the top profiles in the PGPX batch.
- Awarded Gold Medal as TBEM (TATA Business Excellence Model) practitioner.
- Finalist & Semi-finalist at TATA Innovista 2022 & 2023 (1,100+ teams) for pioneering work in Customer Perceived Value (CPV) of safety and Value- Cost modelling, representing innovation across Tata Group companies.
- Promoted within 2 years for my exemplary performance and acknowledged as Consistent High Performer (3 times in 5 years).
- 28+ awards for leadership excellence, including multiple Bronze Awards from CXOs recognizing strengths in customer centricity, cost optimization, agility, and owner's mindset.
- Honoured with EARTH award for embodying qualities like Energy, Altruism, Reliability, Teamwork, and Hard Work by Bhumi NGO.
- Top 50 out of 1,200 selected for Round 2 of TATA Motors' Fast Track Service Scheme.
- Selected for EmpowHer – Exclusive training for top 5% exemplary women employees.

## License & Certifications

- Google AI essentials, Google
- Brand and Product Management, IE Business School
- Corporate Strategy, UCL School of Management
- Leveraging Generative AI for project management, LinkedIn
- Strategy and Game Theory for Management, IIM Ahmedabad
- Marketing Foundations, LinkedIn
- Women in Leadership: Mastering key Leadership Competencies, TATA Motors

## Co/Extra-curricular

- Core Member of Profile Committee for PGPX2026 Batch.
- Volunteering for NGO BHUMI, Led and organized festive and community events across Pune centres (Christmas, Diwali, Birthdays, Daan Utsav).
- HR Coordinator, Mathematics Project, Pune – Successfully onboarded 200+ volunteers and co-organized the All Volunteers Meet with 100+ participants.
- Liaison Lead, Nakshatra Annual Fest – Coordinated participation of 300+ children from 12+ centres.