

ANCHIT TANDON

Assistant General Manager – Product Management | Consumer Tech (Fintech/B2C) | Subscriptions

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SUMMARY

0 to 1 product builder with 5+ years of B2C experience and a proven record of delivering business targets. Executes effectively in ambiguity. Strong at problem identification, solution design, and end-to-end execution. Drives growth and conversion funnels through data-driven experimentation, and has scaled paid subscription products across fintech and content.

EXPERIENCE

Vahdam India

Assistant General Manager – Product Management | Apr 2026 – Present

D2C Growth

- Spearheading D2C growth across US, UK, and global markets, overseeing product performance, customer experience, experimentation, and revenue optimization initiatives.
- Designing and executing cross-functional product and CRM experiments that elevate average product ratings from 2.4 to 4.0 while driving sustained growth in revenue from daily lifecycle marketing campaigns through Klaviyo and WebEngage.

Times Internet

Senior Product Manager | Apr 2025 – Apr 2026

Product Manager | Oct 2023 – Mar 2025

Associate Product Manager | Jun 2022 – Oct 2023

0→1 Product Builds & New Consumer IPs

- Building the **Times Internet Half Marathon (Mar 2026)** as a 0→1 consumer product, owning discovery, registration, acquisition funnels, and on-ground runner insights for a first-time consumer IP.
- Launched **paid wellness subscriptions** for Times Health Plus, designing freemium-to-paid journeys and retention-led monetization.

Growth, Funnels & Monetization/ Assisted Sales

- Scaled an **assisted consumer conversion channel** into one of Economic Times' most profitable growth engines, growing monthly revenue 5× (₹15L → ₹80L) through funnel redesign and continuous experimentation.
- Delivered **400%+ ROI within six months** by building a structured assisted conversion funnel for **ET Prime**.
- Drove **A/B experimentation** across onboarding and engagement flows, improving subscriber retention by **10%**.
- Built an **AI-powered telesuite** enabling call transcription, quality scoring, and pitch assistance to improve conversion consistency across high-intent traffic.
- Introduced **Assisted Buying features** for Economic Times users, increasing qualified leads from **~30 to 150+ per day**.

Consumer Platforms: ET Markets

- Led a **revamp of ET Markets (Web & mWeb)**, improving engagement by **27%** and unlocking **₹3 Cr+ incremental annual revenue**.
- Revamped **ET Markets Android and iOS apps**, increasing **DAU by 25%** and **average session duration by 15%**.
- Launched **discovery and decision-support features** (Stock Recommendations, Screeners, Portfolios), improving screen views by **19%**.

EARLIER EXPERIENCE

Software Engineer, Citymall | Mar 2022 – Jun 2022

- Supported data pipelines and backend systems for consumer commerce platforms.

Software Engineer, Tuple Technologies | Apr 2020 – Mar 2022

- Built and scaled backend services for consumer-facing applications
- Built an early stage live sports commentary product as the Product Owner

EDUCATION

B.Tech in Computer Science & Engineering

Vellore Institute of Technology, Vellore | 2016 – 2020