

Vipul Kothari

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TECHNICAL EXPERIENCE

Sr. Product Manager, Lokal App

Jan 2025 – Sep 2025

• Leadership and Influence

Led 30-member pod (Engg, Design, Analyst, Ops, CX), mentored 2 PMs, and established experimentation framework (20+ A/B tests/quarter) adopted org-wide.

• Revenue/LTV Maximisation

Spearheaded the launch and leading the end-to-end Roadmap of Dostt App, a **micro-transactional product** - targeted at revenue & growth with an **ARPU of \$10** and **ROAS of 100%** at scale.

Boosted **CM2%** to **+50%** with monthly **revenue of \$3mn** within 12 months of product launch by optimizing conversions and repeat purchases enhancing overall profitability while ensuring continued user growth.

Engineered a behavioral-driven LTV & AOV-based personalized offer system, driving **75% revenue retention**, boosting **repeat purchases by 40%**, and elevating **ARPU to \$12** for different cohorts.

Launched an In-Call Recharge ecosystem, gamifying top-ups to reduce call drop-offs from **15% to 2%**, **increase talk time**, and drive **13%** of daily revenue.

Expanded global operations to **10+ countries**, adapting the product with local regulations, achieving early traction with **2X LTV** of active users.

• Retention & Engagement

Gamified user retention through free coin incentives, reactivating dormant users, increasing **P-DAU by 8%**, and reducing blended **CAC by 12%**

Orchestrated the creation of a **Trust & Safety team**, deploying **AI-powered moderation** to detect and remove **bad actors**, cutting NSFW incidents **<1%** while saving **15L/month** in AI tool costs.

• Supply-Demand

Developed Supply Prioritization Call logic, increasing call connectivity from **65% to 80%** and reducing call connection TAT from **13s to 7.5s**, enabling faster and more reliable matches.

Product Manager, Lokal App

Jan 2022 – Jan 2024

- Launched New App leading to reduction of Job Seeker **CAC by 50%** by improving Onboarding, Profile Completion, FTUE

- Developed the **SEO-optimised** website for job seeker, identified Technical SEO initiatives and content opportunities driving our organic traffic up by **150k MAU**

- Launched payment recording, and payment on product module leading to a **70% decrease** in job live TAT and **45%** of jobs getting auto-live

- Led user research initiatives that informed product improvements, enhancing user experience and satisfaction.

Associate Product Manager, OTO Capital

Aug 2020 – Jan 2022

- Owning the complete life cycle of the App with a team of 3 Android, 2 Backend developer and 1 Analyst and QA.

- Developed model mechanism to track user rides and improved **accuracy of Ride Tracking to 94%**

- Used **Alternate Device Data Analytics** for better User Profiling/Underwriting.

- Built a Decision Engine for soft approval/rejection to filter leads which improved the **approval rate by 60%**

EDUCATION	Vellore Institute of Technology , Vellore B. Tech in Electronics and Communication Engg July 2016 – April 2020
SKILLS	<i>Methodologies:</i> Product Management, Go-To-Market Strategy, UX Design, A/B Testing, Data Analysis, User Research, Agile, Prototyping, Vibe-Coding <i>Tools:</i> Replit, ChatGPT, Lovable, Mixpanel, MoEngage, Clevertap, Google Analytics, SQL, Redash, Jira, Confluence, Firebase, Excel, Slack, Miro, Trello, Adjust MMP, Meta/Google Ads
AWARDS AND RECOGNITION	<ul style="list-style-type: none"> ● Fast-track Promotion/Level change in 6 months (compared to an average of 12 months) [Lokal] ● Awarded GD Naidu Young Scientist Award, 2019 and research grant of Rs.10,000/- under Fast Track Research Initiative ● Awarded 3rd prize at Innovent event held in IIT Gandhinagar ● Awarded 1st prize nationally at Western India Science Fair ● Awarded 1st prize at State and District Level at DST Science Competition