

# Asmita Grover

Associate Product Manager (Bajaj Capital Ltd. Feb'19- Present)

2+ years of experience of working on Product and Business Analyst Domains. \*\*SimpliLearn Certified Agile Scrum Master.



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## WORK EXPERIENCE

### Associate Product Manager

#### Bajaj Capital Limited- Digital Transformation

02/2019 – Present Gurgaon

*Investors India Technologies Private Ltd Subsidiary of Bajaj Capital Ltd aims in achieving Digital Transformation of Financial platform.*

- Worked on Existing and New platforms(Bajaj Capital 2.0) of Health, Motor and Term Life Insurance domains for B2B/Sub-Brokers and for the modern customers.
- Designed Insurance and National Pension Scheme Wireframes/Layouts.
- Prepared Insurance and National Pension Scheme requirement documents(BRD) from scratch for developing of new platform for all the modules(B2B,end customer/B2C, Admin, CMS etc).
- Analyzed the product flow for Insurance to come up with enhanced processes for developing of New Platform.
- Transformed the existing manual process into CMS and CRM portals.
- Applied data driven approach, minimized and optimized user and B2B journeys.
- On the basis of daily MIS reporting management, reduced bounce rate from Leads to Conversions.

### Business Analyst

#### Spice Digital Limited - UMANG

09/2017 – 02/2019

*UMANG (Unified Mobile Application for New-age Governance) is envisaged to make e-governance 'mobile first'.*

- The platform was launched by Hon'ble Prime Minister of India Sh. Narendra Modi during GCCS 2017 for creating Digital India.
- Successfully handled 35 out of 60 departments over UMANG
- Conducting all primary and secondary market research with team of Ministry of IT to define the business needs.
- Create BRDs – Business Requirement Documents and FRD – Functional Requirement Documents for the product and communicating it to the development team.

## ACADEMIC

### BSc. (h) Mathematics

IP College For Women, Delhi University

2015

### Master of Computer Application

Jagan Institute of Management Studies, IP University

2018

## SKILLS

JIRA

Balsamiq - Wireframe Designing

MIS Management

Digital Transformation

Consumer Lifecycle

Eliciting Requirement

Business Cases Formation

Process Flow Designing

Documentation-FRD/BRD

Strategy Development

Planning and Monitoring

Estimation management

Customer Relation Management

## NOTEWORTHY PROJECTS

### Insurance and National Pension System

#### Bajaj Capital Limited

- Handled Insurance: Health domain, Motor domain and Term Life domain for B2B/B2C, CRM and CMS modules.
- Handled National Pension System, journey from requirement gathering till production.

### UMANG Application

#### Spice Digital Limited(National e-Governance Division)

- Successfully handled 35 out of 60 departments over UMANG, journey from requirement gathering till production.

## HONOR AWARDS

Star Performer Award by National e-Governance Division (2018)

*Credit of working on UMANG application with Ministry of Information and Technology, National e-Governance Division and National Information Center and making the application live.*

National Level SOFTBALL and BASEBALL player

*Name of the institution that issued/awarded it*

- Experience of captaining in various competition of National level teams