

Hari Chandan

Product Manager · Consumer health, AI & payments

dhchandan999@gmail.com · +91 70939 77607
Bengaluru, India · [linkedin.com/in/hari-chandan-aba70934](https://www.linkedin.com/in/hari-chandan-aba70934)
harichandan.co.in

Product manager with 8+ years across consumer health, AI, payments and fintech. Shipped conversion, cart and delivery improvements for an online pharmacy serving millions of users a month (₹1.75 Cr+ added monthly revenue), built an AI health companion from 0→1 and tap to pay across 7 countries for a smart ring, and ran a \$158K crowdfunding launch. IIT Madras engineer, IIM Lucknow MBA.

EXPERIENCE

Muse Wearables · AI health wearable & ring payments · Bengaluru

Jan 2026 – Present

Product Manager

- Rio, AI health companion (0→1):** analysed ~1,100 posts across Oura, Whoop and biohacking communities and found users care about change from their own baseline more than absolute scores. Made insight relative to each user's own baseline the core product principle for an LLM coach built on ring biometrics.
- Architected and built Rio's first version from scratch, then partnered with engineering to take it to production scale. Live proof of concept with 120 beta users.
- Tap to pay ring:** restarted a Mastercard production certification that had stalled for 5+ months. Own the launch across 7 countries by Oct 2026 (US, Europe, India, Canada, UAE, Australia, Singapore) with Mastercard, RuPay/NPCI, issuers (Usio, SBI, Curve) and chip vendors (Infineon, G+D).
- When an intermediary's expired Mastercard waiver cut payments on rings already sold, traced the failure to that single dependency, took the Mastercard relationship direct, filed a new waiver covering up to 20,000 devices and moved provisioning to our own TSM, restoring payments on 8K+ rings with no hardware replacement.
- Drove US entry through Usio's card issuing APIs (KYB, bank due diligence), decided card funding, KYC and automatic wallet reload, tiered Muse Wallet scope, and prototyped onboarding and KYC in SwiftUI to align leadership before engineering committed.
- Ring One Gen 2 on Indiegogo:** led the launch, raising \$158K from 715 backers in 30 days against a target of 600 (\$118K in the first 4 days). Turned ~1,200 people who had reserved for \$1 into ~300 pledges on day one, and ran an audit before launch of Gen 1 promises vs delivery that led to a public transparency page with live shipping dashboards.

Apollo Health Co · online pharmacy, millions of monthly users · Hyderabad

Mar 2022 – Oct 2025

Product Manager

Mar 2023 – Oct 2025

- Onboarding:** found new users believed a prescription was mandatory and couldn't tell how long a doctor consult would take. Surfaced the consult route and showed expected wait times for ~250k new users/month: **+3.7% conversion, +₹90L revenue.**
- Cart drop off:** traced drop off to long delivery times and A/B tested suggesting alternative brands that deliver faster (+12% add to cart in test). Cut cart drop off 2.5% for ~300k users/month, **+₹65L monthly revenue.**
- Same day delivery:** forecasts used only past orders; added search and browsing signals for the top 6 cities, lifting same day delivery from 80% to 85% (+1,200 carts/day) and **+₹34L monthly revenue.**
- Designed a gamified cart "Value Ladder" guiding users to free delivery and discounts: **+₹57 AOV** on ₹3.2 Cr monthly revenue. Added a gamified cross sell unlocking personalised discounts at cart thresholds: **+₹77L monthly revenue.**

Associate Product Manager

Mar 2022 – Feb 2023

- Launched a personalised "Buy Again" section for ~4M monthly chronic care users, curated by predicted refill dates.
- Rebuilt the out of stock journey with an alternatives modal for ~480k users/month, cutting funnel leakage 3%.
- Redesigned product pages from user interviews, UXCam and Hotjar insights: **+8% add to cart.** Built automated funnel dashboards (SQL, Python).

Indxx Capital Management · fintech, index & strategy products · Gurugram

Jun 2018 – Feb 2022

Associate, Product Development

- Cut the time to launch new equity strategies from 1 to 2 months to days (95%+) by unifying strategising, backtesting and publishing into one B2B platform.
- Owned the roadmap for an internal backtesting tool that replaced vendor licences such as FactSet entirely.

Coromandel International · Kakinada

Jun 2013 – May 2015

Deputy Manager

- Planned and executed mechanical installation for a new production line; reworked spares planning to cut breakdown downtime from 30 to 26 hours; trained 23 apprentices.

EDUCATION

IIM Lucknow · MBA

2018 **IIT Madras** · B.Tech, Mechanical Engineering

2013

SKILLS & BEYOND WORK

Product & data User research, root cause analysis, A/B testing, GTM · SQL, Python, GA, UXCam, Hotjar, Figma, SwiftUI
AI & payments LLM product design, prompt design, agent memory · EMV certification, PCI DSS, KYC
Beyond work Chess: 1748 rapid rating on chess.com (top 1%) · Dota 2, 4,637 MMR · paid demand tests on own ideas (getstackd.in)