

# NIRAJ KUMAR

Product Manager • B2B SaaS, Healthtech & Partnerships

[nirajkumar4598@gmail.com](mailto:nirajkumar4598@gmail.com) | +91 98710 87544 | [linkedin.com/in/nirajkryadav](https://www.linkedin.com/in/nirajkryadav)

Mumbai, India • Open to relocation (UAE / Europe / US / AU) and remote roles globally

## SUMMARY

---

Product Manager with **7+ years across healthtech and B2B partnerships**. Currently leading partnership products at **PB Health** — the \$218M-funded healthcare venture of PB Fintech (Policybazaar group, India's largest health-insurance marketplace) — following its August 2025 acquisition of **Fitterfly**, a leading Indian digital-therapeutics platform for diabetes and obesity. Previously co-founded **Legex** (legaltech, **Y Combinator W19 final round**, acquired Mar 2022). Comfortable across product strategy, partnerships, lifecycle growth, and engineering.

## EXPERIENCE

---

### Product Manager, Partnership Products (Preventive Care)

Aug 2025 – Present

#### **PB Health (PB Fintech / Policybazaar group)** • Mumbai, India

*\$218M-funded healthcare venture building India's preventive-first integrated care ecosystem; acquired Fitterfly in Aug 2025.*

- Lead partnership products for the preventive care division, integrating chronic-disease management programs (diabetes, obesity, cardiac) into PB Health's pan-India insurance and digital health ecosystem.
- Own end-to-end product strategy for **6 enterprise partners**: HDFC, Aditya Birla Health Insurance, Star Health, PharmEasy, Docprime, and Policybazaar.
- Scaled monthly revenue **from \$36K to \$60K (67% growth) in 2 months** by redesigning partner onboarding and tightening integrations.
- Lifted user onboarding conversion **by 30%** through ops process redesign and communication-flow overhaul.
- Drove lifecycle engagement and retention via **MoEngage and CleverTap**: notification orchestration, segmentation, and behavioral cohorting.

### Product Manager II

May 2022 – Aug 2025 (3 yrs 3 mos)

#### **Fitterfly** • Mumbai, India

*\$12M Series A healthtech startup; India's leading digital-therapeutics platform; acquired by PB Health in Aug 2025.*

- Launched in-app **Store MVP**, enabling users to browse and purchase Fitterfly programs directly, generating **\$48K+ in revenue within first 6 months** of rollout.
- Owned B2B insurance partnerships and shipped a custom PWA that **onboarded 10,000+ new policyholders monthly**.
- Led design and launch of the **DTx (Digital Therapeutics) backend platform**: overhauled UI/UX and **reduced coach handling time by 50%**.
- Owned end-to-end product lifecycle for the Prime program (discovery → PRD → GTM), **lifting program sales by 10%**.
- Designed the **Therapy Design Engine**: coach-less, adaptive interventions for diverse user segments.

### Co-founder, Tech & Product | YC W19 Finalist

Jan 2019 – Mar 2022 (3 yrs 2 mos)

#### **Legex (Legaltech)** • Delhi, India

*Bootstrapped legaltech startup serving Indian law firms; acquired by Sublime Consulting in Mar 2022.*

- Bootstrapped and scaled to **\$120K+ in revenue within 24 months**, with **3% MoM MRR growth**.
- Selected among the **top 5% of 10,000+ startups** for the final interview round of Y Combinator W19.
- Led product development of an **AI-powered legal search engine** that cut research time by 2.5 days per case.
- Built automation tools for legal documentation and compliance, **reducing service turnaround by 30%**.
- Scaled team to 8 engineers and 13 interns before acquisition.

### Fullstack Developer

Jan 2019 – Aug 2019

#### **Keysight Technologies** • Gurugram, India

- Contributed to the **PathWave end-to-end automation framework** for components and plugins; built PVP verification and IPC connectivity for plugin-to-plugin communication; set up Jenkins CI/CD with Kubernetes-based container management.

## EDUCATION

---

## Program in Product Management

Jul 2022 – Jan 2023

**Masters' Union School of Business** • Gurgaon, India

- **1st Place**, Nationwide Startup Weekend (8 teams). Built SODASHI, a decentralized data-sharing marketplace.
- **2nd Place**, Internal Startup Weekend (16 teams). Built TRIAL ROOM, a metaverse hiring platform.
- **All-Rounder Award**, cohort of 60 PM students.

## B.Tech, Information Technology & Mathematics

2015 – 2017

**Delhi University, Cluster Innovation Centre** • Delhi, India

- Score: 74% (First Class).

## Y Combinator Startup School

2020

### Online

- Finalist for the YC Seed Fund (Legex). Engaged with 50+ ventures and YC alumni for peer consulting.

## SKILLS

---

**Product:** Product Strategy, Roadmapping, PRD/GTM, Stakeholder Management, B2B SaaS, Partnership Integrations, Activation & Retention, Wireframing, Prototyping, Business Model Innovation.

**Tools:** Jira, ClickUp, Figma, Mixpanel, Metabase, Google Analytics, MoEngage, CleverTap.

**Tech:** Python, React.js, Angular, GraphQL, Tailwind, AWS, Docker, Kubernetes, Git, Jenkins.

## RECOGNITION & SELECTED PROJECTS

---

- **YC W19 Finalist** — top 5% of 10,000+ startups (Legex), 2019.
- **1st Place**, Overnight Hack-the-Website Challenge, IIT Delhi Hackathon (2015).
- **1st Place**, Embedded Systems / Line-Following Robot, LNMIIT Jaipur Techfest (2017).
- **Published Research**, National Symposium on Ethics & Values (2017): how understanding employees can empower an organisation's ethics.
- **Blockchain-based HR ERP**: built using IBM Hyperledger with smart-contract payslip automation; led a team of 3.
- **3D-Printed Prosthetic Limbs**: Delhi University-funded (\$90K) research on IoT-enabled prosthetics.