

LISHA KOTHARI

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SUMMARY

I love building products that add value. At Fam, I've gone from intern to owning 0-1 initiatives and retention programs at scale - shipping fast, killing what doesn't work, and doubling down on what does. Looking for the next high-growth environment to do the same, ideally one where AI is a first-class citizen

WORK EXPERIENCE

Fam (previously FamPay)

Product & Growth

Jan 2024 - Present

- **Increased M6 retention by 10%**, leading the 18+ retention program end-to-end - defining OKRs, running user research, redesigning key flows and rapid experimentation
- Scaled Fam's TPAP (bank UPI) platform to from **0 to 1M+ users within 7 months**
- Improved **TPAP onboarding conversion by 30% and D30 activation by 25%** through funnel redesign and structured A/B experimentation
- **Increased transaction success rate by 50%** by resolving key failure points
- Launched KYC-less onboarding flow and UPI Circle to **address 40% KYC drop-offs**, enabling users to directly onboard to TPAP - currently live and measuring impact
- **Led external partner relationships** across NPCI, Juspay and banking partners - driving compliance, integrations and roadmap prioritisation to unlock new UPI features
- **~₹1.2Cr ARR from Custom UPI ID**, a 100% margin monetisation product built on user insight around personalisation
- **Doubled subscription revenue** by building Flexi subscription for high-spending users

Growth Intern

Jan 2023 - Dec 2023

- Generated **₹1Cr revenue for Fam and ₹5Cr partner GMV** by supporting Fam's early D2C partnership ecosystem - closing 50+ brand partnerships (PhysicsWallah, Snitch, etc.)
- Onboarded first 100 users for NamasPay, a UPI app for foreign travellers, working on 0→1 growth

Mentor

Founder's Office

Dec 2022 - Jun 2023

- **3rd hire at a pre-revenue startup** - worked across product strategy and execution, contributing to PMF exploration and early roadmap decisions
 - **₹5L MRR from a bundled course offering** built from scratch - onboarded 3 leading tech influencers, curated content and set up the LMS, pricing and landing page funnels
 - Helped scale early hiring and managed founder & company distribution across LinkedIn and community channels
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EDUCATION

BE - IT (Hons - AI & ML), Fr. C. R. Institute of Technology, Navi Mumbai

2020 - 2024

- **Founding Member & President, E-Cell** - Led a 40+ member team, helped student startups get incubated under a DST incubator, and organised the first E-Summit on campus
- **President, CSI** - Led a 55+ member team at the official CSI campus chapter, organising 100+ tech and coding events and sessions