Ronak Dangar

+91 93288 33720 | ronakdangar04@gmail.com | LinkedIn | GitHub

SUMMARY

Product manager who starts in the field and ships the whole system. At Bull Agritech, took KOSHI, a second-brain app for agri-input retailers, from idea to Play Store launch in 10 weeks (700+ retailers signed up), after building the procurement, logistics and CRM systems the business runs on. Strong in problem framing, go/no-go calls and leading teams.

EXPERIENCE

Bull Agritech (21 Hectares Agrotech Pvt. Ltd.) Ahmedabad, India

Farm-to-factory commodity supply chain: farmers sell at Bull's village centres instead of the APMC mandi

Founding Product Manager, KOSHI **Aug 2026 - Present**

- Shaped KOSHI with the founder from first idea to Play Store launch: a second brain for agri-input retailers that tells the shop which farmer needs which product, on which crop and when, so the shop reaches out first; plus billing, credit and farmer books, 100+ crop calendars across 5 zones and label-checked Gujarati AI posters; 700+ retailers signed up.
- Reframed the problem through customer discovery with 50+ retailers (interviews and role-plays): the real pain is crop timing, not sales lost to rival shops; rebuilt the product story, onboarding and ads around it.
- Designed the go-to-market end to end: a scored Gujarati survey to pick pilot shops across 5 regions of Gujarat, story ads to position the product, a six-step activation path with a tutorial for each step, and a recovery ladder for retailers who stall.
- Built the launch-week funnel read-out from GA4, Firebase and the ops console: 570+ sign-ups, 81% finished onboarding, 1 in 3 did real work; found the retention gap (retailers stop once hand-holding ends) and ran a call-and-tutorial program that reached 300+ shops.
- Ran the product team day to day: owned the roadmap and requirements, prioritized and assigned developer work in Linear, field-tested each release and coordinated the cross-functional design, content and calling teams.

Associate Growth Manager **Jul 2026 - Present**

- Ran the feasibility study for expanding beyond castor into summer groundnut in Deesa: mapped acreage village by village and tested farmer-to-factory economics with processors; called a no-go on thin margins over mandi prices.
- Led the product-market-fit study for Bull's new farm-inputs line (Bhumi Doctor biostimulant): field surveys across 7 districts in North Gujarat, Saurashtra and Kutch to find where demand was highest.
- Opened a direct digital channel to farmers: click-to-WhatsApp Meta campaigns for the Bhumi Amrut organic manure range, A/B-tested by creative and platform, that bring farmers straight into a sales chat.
- Pitched state support for farm-to-factory procurement to Gujarat's Department of Agriculture: met the Principal Secretary and held 5-6 meetings with the Joint Director.

Founding Engineer Intern **Jan 2026 - Jul 2026**

- Built Bullion, which turned procurement from photos and "ok" replies in Telegram groups into a tracked flow (entry, approval, stock, payment) across 20 centres; it now runs 8,500+ purchases and INR 125 Cr+ of farmer payouts a year.
- Built Bull Connect, a farmer CRM built around how the business sold: every call logged, each farmer's crop stock, last offer and expected price on record, so the team calls the moment the market hits a farmer's price; supervisors' multilingual Telegram posts become leads.
- Built Bull Compass, a live heat map of castor acreage and trade volume across 5,000+ villages and 22 APMC territories, now used by the operations team to plan field coverage and track targets.
- Shipped Bull Logistic, tracking every truck from centre to factory so the office no longer rings drivers.

Python Developer Intern, BISAG-N (Ministry of Electronics & IT) **May 2025 - Jul 2025**

- Fine-tuned Llama 3.1 8B on 2.5M+ Kisan Call Centre records into a multilingual farmer assistant.

Vocational Trainee, Reliance Industries **May 2024 - Jul 2024**

- Built a server-health monitoring dashboard (Zabbix) for 9 manufacturing sites.

EDUCATION

Sardar Vallabhbhai National Institute of Technology (NIT Surat) 2022 - 2026
B.Tech, Computer Science and Engineering | CGPA: 7.1

Allen Institute, Ahmedabad | Class XII, GSEB: 82% | JEE Main: 97.7 percentile | JEE Advanced: AIR 17,777 2020 - 2022

Shri P.V. Modi School, Jamnagar | Class X, GSEB: 91.17% (99.85 percentile rank) 2018 - 2020

LEADERSHIP

Convenor and Sponsorship Manager, MINDBEND (SVNIT's tech-management fest) Jan 2024 - May 2025

- Managed an INR 34L budget and a 150+ member team; raised INR 13.2L in sponsorships (6x YoY) and grew footfall 75%.

SKILLS

Product and strategy: Customer discovery, user research, product roadmap, requirements, prioritization, go-to-market, A/B testing, metrics and KPIs, retention analysis, cross-functional leadership, stakeholder management

Tools: Linear, Google Analytics 4, Firebase, Meta Ads Manager, WhatsApp Business API, SQL, Google Sheets, Claude, Gemini

Technical: Python, TypeScript, Next.js, Django, PostgreSQL, Google Cloud, AWS | **Languages:** English, Hindi, Gujarati