

Professional Experience Matrix

Bhartendra Singh | 15+ Years in Insurance, ecommerce. Mutual Funds, Fintech & Capital Markets

Organization	Role	Key Deliveries	Impact
NSDL Database Management Ltd. (Current)	Head – Digital Products & Pre-Sales	<ul style="list-style-type: none"> MF/PMS/Demat onboarding solutions Fixed Deposit digital platform NIR Edge subscription platform 	<ul style="list-style-type: none"> ✓ 2 New Product Launched. ✓ Revamped existing products.
Aditya Birla Capital	Product Development & Marketing	<ul style="list-style-type: none"> MyUniverse Wealth App Native MF App for Mutual Fund Distributor Platform for ABC 	<ul style="list-style-type: none"> ✓ 6 New Digital products developed.
Wishfin (Franklin Templeton)	Founding Member	<ul style="list-style-type: none"> India's first MF SIP on WhatsApp Full-stack MF platform 19+ AMC partnerships 	<ul style="list-style-type: none"> ✓ 100 Cr AUM
ICICI Prudential AMC	Digital Sales & Marketing	Setup a team and acquisition channel	<ul style="list-style-type: none"> ✓ 16x digital transaction growth ✓ 500 Cr+ AUM
Canara Robeco AMC	Digital Sales & Product	Setting up a digital business for the mutual fund.	<ul style="list-style-type: none"> ✓ 150 cr AUM ✓ Built early digital infrastructure ✓ 50,000+ customers ✓ Rebranding.
ICICI Lombard	Digital Sales & Product	Digital products & Digital sales	<ul style="list-style-type: none"> ✓ Accelerated digital sales ✓ Go to market execution for health insurance ✓
thecamisa.com (Venture)	Founder	Self Funded Ecommerce platform	<ul style="list-style-type: none"> ✓ Full-cycle e-commerce – Sold

			70% inventory.,
Podcast – personal.	Host & Creator	• Youtube channel for personal finance	✔ Building Content for retail investors.

-