

Chetana Patgar



Personal details



Chetana Patgar



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Bengaluru, India Bengaluru



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Education

B.Tech in Computer Science and Engineering

2013 - 2017

BMS College of Engineering,
Bengaluru

- CGPA: 8.66

Skills

Brand Marketing

Vendor Management

Business Development

Strategic Planning

Leadership & Team Building

Consumer Insights

Achievements

- Worked on Redseer's e-grocery and COVID impact study, leveraged by top brands for

Chetana Patgar

Results-driven marketing and analytics professional with over 7 years of progressive experience at Bigbasket. Proven track record of driving revenue, improving brand performance, and delivering data-driven insights. Skilled in brand strategy, stakeholder engagement, and digital marketing.

Experience

Program Lead – Brand Connect Program

Sep 2024 - Present

Bigbasket, Bengaluru

- Leading a four-member team, managing brands of ~ **150Cr annual business**, driving the topline through marketing and operational excellence, achieved **75%+** success in accelerating brand sales.
- Identifying the non-spenders' brands and **scaled ad revenue by ~6X** annually for the program.

Deputy Manager – Accelerate Program

Jul 2021 - Present

Bigbasket, Bengaluru

- Pioneered ~**45 D2C brands (~100Cr business annually)**, supporting end-to-end growth—marketing, insights, campaigns, contributing **70%** of program ad revenue.
- Designed **targeted interventions** for brands with clear objectives: awareness, new customer acquisition, consumption increase, and lapsed customer re-engagement.
- Worked on the niche brand onsite event, which contributed the category growth by **20%+ growth** in single month.
- Collaborated with **VCs** and associated new age brands for nurturing them in the platform from on-boarding to marketing.
- Scaled niche brands by **15X in sales** and **14X in households**; **50%** stayed 12+ months with ~**50% higher investments** and shared **positive testimonials**.

Assistant Manager – Brand Intelligence

Apr 2020 - Jun 2021

Bigbasket, Bengaluru

- Managed inventory for **35+ brands**, optimizing stock flow and availability improved fill rates and forecast accuracy.
- Partnered with **COVID impact study** with Redseer, analysed shifts in consumer behaviour, impact on the business line and category performance.
- Single point of contact** between the team and the internal stakeholders like bbdaily team, bb instant team, onsite marketing team, T2 team, SCM team for creating the discoverability (visibility and availability) avenues for the program brand growth.

Associate Consultant – Brand Intelligence

Jun 2017 - Mar 2020

Bigbasket, Bengaluru

- Partnered with the Redseer's consultancy **e-grocery report (2019)**, analyzing online purchase patterns, consumer insights, category deep dive, SKU level price and grammage analysis level.
- Worked with analytics team for building **system ready reports** for the recurring brand analysis reports and campaign performance report.
- Executed monthly marketing campaigns, analysed impact and contributed to

marketing strategy.

- Led D2C growth initiative, doubling brand sales in 6 months and driving a 60% increase in ad revenue.
- Spearheaded outreach to 150+ brands under P1 project, converting ~40% into active marketing partners.

brand planning.

- Worked with the **top manufacturer brands** monthly reports, quarterly reports which contributed **ad revenue of ~40%** of the team.

Courses

Advanced Certificate in Digital Marketing & Communication

May 2024

- Topics: Facebook Campaigns, Google Ads, SEO/SEM, Email Marketing, Marketing Analytics

Pandas Course Completion

Nov 2024

- Covered: Basics of Pandas