Dhairya Mehta

Director of Growth & Marketing · Subscription P&L Owner · Builds with AI

Delhi NCR, India · hi@dhairyamehta.in · dhairyamehta.in · linkedin.com/in/dhairya-mehta

SUMMARY

Growth and marketing leader with 5+ years of experience, owning a ₹100Cr+ subscription P&L at Testbook, India's largest exam-prep platform with 3.5M paid subscribers at a 50% renewal rate. Scaled revenue from ₹49Cr to ₹100Cr+ in 3 years (28% CAGR, 48% peak YoY) through pricing, channel expansion and product innovation.

Lead a 15-person team and ₹5Cr+/month budget across performance, influencer, brand, CRM and OOH. Ship AI growth products solo without an engineering team, with six built so far. Deep understanding of India's tier 2-3 market: how those users trust, pay and refer.

CORE COMPETENCIES

P&L Ownership · Subscription Growth · Performance Marketing · Influencer & Creator Strategy · Brand & OOH · Pricing & Monetisation · Referral & Community · CRM / Mar Tech · Category & D2C Building · Product Innovation · Product-Led Growth · Team Leadership · Applied AI for Growth

PROFESSIONAL EXPERIENCE

Testbook — Jun 2021 – Present

EdTech · India's largest government exam-prep subscription · 3.5M paid subscribers

Director of Growth and Marketing — Jul 2025 – Present

P&L Owner · ₹100Cr+ revenue · 15-person team across 6 functions · ₹5Cr+/month budget

- Own the P&L of India's largest exam-prep subscription: revenue plan, pricing, contribution margin and blended CAC across paid, organic, referral, lifecycle and influencer channels. Report business outcomes to the founders.
- Scaled revenue from ₹49Cr to ₹100Cr+ in 3 years (28% CAGR, 48% peak YoY) through pricing architecture, AOV strategy and full-funnel growth.
- Ran FOMO-led sale campaigns generating 1.62 lakh transactions in a single day, 1 lakh of them in the first hour: roughly 3.7% of annual platform transactions in 60 minutes.
- Built the books business from zero to ₹7Cr ARR across marketplaces, D2C and the app ecosystem.
- Led national brand campaigns: 100 hoardings across 50 cities and front-page Hindi-belt newspapers in a 6-day execution window (35% transactor recall); sports and digital media across JioHotstar, Sony LIV and IPL reaching 1Cr+ eyeballs per match; creator partnerships with Dhruv Rathee, Nitish Rajput and The Desh Bhakt.
- Ship AI growth products hands-on without engineering dependency: a live AI study mentor with 10,000 users (Custom GPT + MCP server + OpenAI API) and an automated current-affairs video generator.

Associate Director — Aug 2023 – Jun 2025

Rebuilt the growth engine from scratch · owned Performance Marketing, Product Marketing and the Subscription P&L

- Quadrupled referral revenue from ₹16L/month to ₹70L/month while cutting payout costs 45%, and built a verified 7,000-strong referrer community. Referrals per referrer improved from 1.5 to 2.2.
- Built and scaled the UPSC acquisition funnel around an existing free mentorship programme: ₹40 CPL, 10% form-fill, 7% paid conversion at a ₹30,000 ticket, 5x ROAS, ₹3Cr MRR from zero in 6 months.
- Built marketing automation and reporting infrastructure: SQL, MongoDB, Apps Script, WebEngage catalogs and middleware, with zero engineering support.

Digital Marketing Manager — Jun 2021 – Jul 2023

Built two channels from zero, simultaneously

- Built influencer marketing from near zero to ₹1.4Cr/month at 2.6x ROI: a network of 1,000+ influencers producing 1,500+ videos/month at peak.
- Launched Testbook's first e-commerce product. SmartBook hit Amazon #2 in Banking within 4 months: 50,000 copies, 2,500 cities, influencer-led GTM through giveaways, reviews and unboxing.
- Scaled SuperCoaching UPSC from zero to ₹1Cr revenue in 5 months at a ₹30,000 ticket through performance marketing, WebEngage nurture journeys and a telecaller handoff pipeline.

EDUCATION

B.Tech, Electronics & Telecommunication, IIIT Bhubaneswar · 2017–2021

RECOGNITION & SPEAKING

- **Panelist**, WhatsApp Business Summit 2025, alongside Domino's and Meta
- **3× Case Study Feature**, WebEngage (gamification, survey-led conversion, lifecycle marketing)
- **Winner, Best Innovative Digital Campaign**, Branch Mobile Growth Awards 2024
- **Top Marketer**, Google Online Marketing Challenge (2020 & 2021)
- **World Rank 11**, International Digital Marketing Competition, Purdue University, USA (only Indian team in the global top 20)

SELECTED AI PRODUCT BUILDS

- **AI Smart Analysis Mentor**: 10,000 users · Custom GPT + MCP server + OpenAI API · personalised test analysis and study roadmaps
- **AI Current Affairs Video Generator**: Python + ElevenLabs + OpenAI · complete video from a quiz ID in ~5 minutes
- **Telegram Mentorship Automation**: 5,000+ users, 200 channels · Apps Script + Telegram API + WebEngage · zero engineering dependency