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Summary

Experienced manager with 10+ years in Sales, Digital Transformation, Project Management and Operations in Oil and Gas Industry. Drove LPG sales growth of 4.9%, led projects cumulatively exceeding ₹55 crore, and excelled in stakeholder and team leadership roles.

Professional Experience

Area Sales Manager | Hindustan Petroleum Corporation Limited | Satara

- Accelerated multi-product B2B and B2C LPG sales in 2 districts of Maharashtra, leading to a 4.9% growth in LPG sales and achieving market leadership with 53.72% Market Share in FY 2024-25.
- Led strategic distributor coordination and supply chain optimization, directly influencing a 27.23% YoY increase in DBC conversions, surpassing AOP by 56%.
- Formulated and executed marketing campaigns for brand recognition, by planning and coordinating effectively with stakeholders.
- Analyzed sales data and segmented high-potential low consumption consumers for targeted double bottle conversions boosting retention and consumption

Manager-Digital Initiatives | Hindustan Petroleum Corporation Limited | Office of Director Marketing- Marketing HQO Mumbai

- Led the Connected Enterprise (enterprise data lake) initiative across 7 business verticals managing end-to-end implementation of enterprise dashboards.
- Managed integrations from disparate data sources from multiple OT/IT systems through ETL pipelines to deliver business KPIs through dashboards to enable executive-level decision-making across verticals.
- Piloted and led Drone Surveillance for underground pipelines which was India's first polit for industrial use case for drones
- Directed development and rollout of RFID based asset management system across 10,000 refueling stations in India.
- Drove implementation of Lubricants Track & Trace system from conceptualization to execution.
- Authored concept papers on feasibility and developed use cases for emerging technologies in downstream oil and gas sector (AI/ML for reduction in false positives in pipeline PIDS systems, blockchain for land records)

Assistant Manager-Operations and Projects | Hindustan Petroleum Corporation Limited | Pipeline SBU

- Managed project worth ₹45.8 Cr across 7 concurrent projects from concept to delivery to drive cost optimization, revenue growth and enhancing safety and security of the assets for multiple business verticals.
- Executed capital-intensive brownfield projects such as Optical fiber based telecommunication upgradation across 21 sites spanning 500 KM.
- Led procurement activities for multiple projects across the value chain from finalization the specifications, negotiations, budget appropriations and contract finalization to asset capitalization.
- Onboarded Tech Mahindra for enterprise data lake project after multi-stage commercial and technical evaluation. Achieved ₹2.3 Cr in cost savings through strategic negotiations and scope optimization during vendor selection and evaluation stage

Education

B.Tech. – Instrumentation and Control Engineering | NSIT Delhi

Accomplishments

- Fastest in the batch to get promoted from Salary grade A to Salary grade B and Salary grade B to Salary grade C in the minimum prescribed time of 3 years each.
- Outstanding Achievement Award-2021 by C&MD HPCL: A recognition reserved for the top 0.5% performers in the company.
- Among selected candidates from an internal pool of 9000 officers to drive Digital Initiatives department of HPCL
- Runner Up Award-Young Engineer's Conclave by C&MD HPCL-2018: Cost Optimization in Pipeline Operations

Certifications

Lean Six Sigma Green Belt

6 Months Course on Data Analytics by IIM Amritsar (FY 2021-22)