



Saksham Madaan

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Summary

Cross-functional leader with 7+ years of experience managing 50+ customer-facing sites and driving large-scale backend operations across critical supply chains. Skilled in leading data-driven business development, digital transformation, and infrastructure upgrades, unlocking significant revenue growth across the retail network and enhancing plant efficiency through enterprise technology and coordinated cross-functional execution.

Professional Experience

Assistant Manager - Retail and Business Development | Indian Oil Corporation Limited | Howrah

Strategic Growth and Business Development

- Led market share growth strategy across **50+ retail fuel outlets** on two high-volume highway corridors, leveraging **benchmarking and gap analysis** to identify outlet-level growth levers and driving targeted interventions that unlocked **₹120 Cr revenue** via 1.5% petrol and 4.1% diesel share gain.
- Spearheaded a **strategic network expansion** initiative identifying **27 high-potential locations** through market segmentation, ROI modelling, and feasibility assessment, optimizing site selection under allocation constraints and unlocking **₹250 Cr+** in projected incremental revenue.
- Drove 22% YoY volume growth and **₹50 Lakhs+ in B2B lubricant revenue** through **Key Account Management** of fleet operators, developing a **value-driven engagement model** using fuel purchase insights, dealer margin restructuring, and frontline sales training to expand channel penetration.
- Structured **ancillary service contracts** to launch F&B and emission testing partnerships at highway fuel stations, leading partner evaluation, commercial term design, and internal alignment—generating **₹50 Lakhs+ in annual recurring non-fuel revenue**.
- Enabled digital onboarding of fleet operators on loyalty platform across a broad dealer network, boosting platform usage, increasing **digital transaction share above 50%**, and enabling **₹2 Cr in downstream business value**.

Digital Transformation & Change Management

- Drove field pilot and feedback loop for **CRM-based dealer portal** across 50+ fuel stations; **collaborated with IBM** and internal IT to refine dealer-facing workflows and shape system design ahead of **pan-India rollout to 25,000+ dealers**.
- Led the adoption of **SAP-based auto-supply planning and invoicing** integrated with Terminal Automation System (TAS), streamlining tank truck prioritization and loading operations to **improve TAT (Turnaround Time) by 20%**.
- Orchestrated **capability-building for 200+ users across 50 dealerships** through 1000+ training hours during digital platform rollout, driving structured knowledge management that reduced support queries by ~30% and **improved dealer satisfaction by 15%** during early adoption.

Project Management and Leadership

- Led end-to-end rollout of **5 greenfield fuel stations** by negotiating **favourable lease terms** and aligning cross-functional teams to **fast-track statutory clearances** and **execute milestone-based delivery**—optimizing cost and timeline adherence to unlock **₹90 Cr+** in new revenue.
- Implemented **pilot initiative with BCG** as a proof of concept to revive underperforming rural fuel stations, co-designed and executed **root cause-based interventions** including layout redesigns and loyalty programs, delivering **15% sales uplift** across targeted outlets and enabling **pan-India network-wide scale-up**.
- Led **₹15 Cr flagship outlet modernization** by redesigning layout and **upgrading infrastructure aligned to projected demand**, improving operations and delivering 50% sales growth to establish **West Bengal's top-performing fuel station**.
- Executed **₹4 Cr alternate fuel infrastructure** rollout by sourcing **right-sized EV suppliers** for deployment at 20+ dealer sites and commissioning **2 CNG stations**, driving vendor coordination, site readiness, and **ESG-aligned execution**.

Retail Operations Lead - Company Owned Outlets | Indian Oil Corporation Limited | Kolkata

- **Sales Operations & Team Leadership**- Managed **₹120 Cr+ annual business** across **4 company-owned fuel stations**, leading **60+ team members** and driving 11% volume growth through **demand-forecast-led inventory planning** and targeted fleet engagement initiatives to drive service value.
- **Lean Process Improvement**- Implemented **Lean principles to optimize non-fuel revenue invoice** generation for 100+ fuel stations handling **₹1 Cr+ in annual billing**—ensuring contract compliance, reducing disputes, and enhancing financial traceability by standardizing agreements, rent structures, and SAP-based workflows.
- **Brand Marketing & Consumer Insights**- Launched customer-centric branded fuel campaigns based on feedback loops and behavioural insights, driving **25% category growth** and improved brand loyalty.

- **Retail Audit & Compliance Excellence-** Led third-party audit compliance for company-owned retail outlets under IOCL's Retail Transformation Project—Dhruva, achieving **100% Service Excellence and Facility Improvement scores** by standardizing operations, maintaining service benchmarks, and enhancing infrastructure readiness, positioning outlets as model retail sites.

Operations Officer - Howrah Terminal | Indian Oil Corporation limited | Howrah

Supply Chain Management and Plant Operations

- Led **16-member team** at Howrah terminal (1,500 TKL/year), ensuring uninterrupted **fuel dispatch to 400+ retail outlets** and key airports by proactively identifying and mitigating supply and safety risks through **SAP-driven inventory control**, dispatch coordination, and compliance-focused operations.
- Proactively led third-party ethanol receipts, coordinating with **10+ supply points to enable 10% ethanol blending in petrol**, ensuring timely supply through monthly demand forecasting.
- Mentored a team of **10 apprentices on SAP workflows**, preventive maintenance practices, safety protocols, and HR procedures, fostering operational readiness and adherence to compliance standards.

Education

- **Bachelor of Technology (Mechanical Engineering) – YMCA University of Science and Technology, Faridabad | India**

Accomplishments and Awards

- **Manjunath Award (2019, 2020) – Indian Oil Corporation Limited** - Sole recipient from the Retail cadre across IOCL for two consecutive years; recognized for outstanding performance in sales growth, operational efficiency, and customer experience, based on a holistic performance evaluation.
- **Awarded two consecutive fast-track promotions** for consistently exceeding performance benchmarks and delivering exceptional results, placing me in the **top 5% of employees at IOCL**.

License & Certifications

- Lean Six Sigma, Green Belt, KPMG
- Excel Skills for Business (Advanced) – Macquarie University
- Pre-MBA Statistics – Indian Institute of Management, Ahmedabad

Co/Extra-curricular

- **Speaker Cell Head, General Management & Leadership Club, IIM Ahmedabad** - Selected as **1 out of 158 students** to lead institute-wide speaker engagements and leadership sessions across PGP, PGPM, FABM & PhD programs under the General Management & Leadership Club.
- **Core Committee Member, Profile Committee, PGPM, IIM Ahmedabad** - Contributed to shaping and managing external branding, cohort representation, and stakeholder engagement strategy for one of India's most prestigious MBA programs.
- **Hindi Coordinator, IOCL Howrah Division (2017–19)** - Led initiatives to increase Hindi usage at the workplace by organizing events, conducting workshops, and supporting communication efforts across departments.
- **Centre Lead- Computer Education Initiative-Bhumi NGO (2019-2022)-** Spearheaded volunteer coordination and curriculum delivery for underprivileged students in Kolkata, impacting digital literacy and long-term learning outcomes.