



Akash Pattanshetti

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Summary

High-performing business leader with 5+ years of experience driving growth and digital transformation across a ₹1000+ Cr retail portfolio. Proven expertise in executing data-driven GTM strategies and aligning stakeholders and technology to deliver measurable outcomes at scale.

Professional Experience

Senior Sales Officer- Retail | Hindustan Petroleum Corporation Limited | Udupi, Karnataka

- Managed a network of 74 retail outlets across two districts, driving 9,000+ KL monthly throughput and delivering ₹1,000+ Cr in annual revenue through disciplined execution, dealer engagement, and network-level performance monitoring.
- Boosted petroleum products market share by 4.26%, generating ₹96 Cr in incremental revenue through targeted customer acquisition driven by competitor and trading-area analysis.
- Formulated and drove the GTM strategy for industrial diesel supply, leading targeted account acquisition, supply planning, and commercial negotiations to secure 9 enterprise accounts and ₹60 Cr in annual revenue.
- Spearheaded digital transformation by driving cross-stakeholder alignment and training initiatives, successfully achieving 90% Integrated Transaction Processing System (ITPS) activation across the network.
- Conceptualized 50+ outlet-level sales campaigns and executed 10 regional initiatives to drive product premiumization, achieving a 9.8% branded petrol conversion rate, the highest in the zone for three consecutive years.
- Accelerated digital payment adoption through dealer training, incentive alignment, and targeted campaigns, elevating overall digital conversion from 35% to 56% and achieving the 3rd highest HPPay conversion in the zone.
- Diversified retail income streams to generate ₹20+ lakh in annual non-fuel revenue through commercial space leasing and promotional partnerships while accelerating ancillary sales of fuel additives, packaged water, and Diesel Exhaust Fluid.
- Coordinated with banks/NBFCs and dealers to reduce credit exposure of HPCL by increasing electronic dealer funding scheme adoption from 15% to 75%, thereby improving liquidity by 85% (₹12 Cr)
- Elevated district diesel market position from 3rd to 2nd by expanding the retail network, issuing 35+ Letters of Intent to prospective dealers based on competitive gap analysis and strategic site identification.
- Directed the end-to-end launch of 24 retail outlets, driving cross-functional alignment among internal teams, channel partners, and statutory authorities to deliver approximately ₹200 Cr in incremental annual revenue.
- Spearheaded modernization across 35+ outlets through ₹7+ Cr capex deployment, aligning engineering and vendor teams to resolve critical infrastructure gaps, achieving 30% topline growth.
- Led HPCL's first-ever regional rollout of Kalibrate Location Intelligence platform as part of a five-member pilot team, pioneering modern data-driven retail network expansion and site selection.
- Advanced HPCL's sustainability roadmap and clean-energy adoption by commissioning CNG facilities at 14 outlets, EV charging stations at 11 sites, and solarizing 95% of the retail network.
- Served as District Level Coordinator for three PSU oil companies, liaising with district administration to ensure operational compliance and resolve regulatory challenges.

Sales Officer- Retail | Bagalkot, Karnataka

- Led data-driven demand forecasting for the sales area by analysing historical consumption patterns, regional seasonality, and market spikes, achieving 90% forecast accuracy to optimize inventory management and operational planning.
- Executed the rollout of quick oil-changing facilities across 26 outlets and deployed performance-linked incentives, achieving the region's highest 12% CAGR in lubricant sales and ₹3+ Cr in annual revenue.
- Led quarterly inspections and safety audits across 70+ retail outlets, standardizing operating procedures to close compliance gaps, ensuring 100% adherence to statutory guidelines.
- Spearheaded operational excellence through capability-building programs for 70+ dealers and 600+ frontline associates in safety, operations, and customer service, ensuring a zero-incident record.
- Elevated customer retention across 70+ outlets by institutionalizing a strict 24-hour grievance resolution SLA, achieving zero reopenings.

Education

Bachelor of Technology, Mechanical Engineering – National Institute of Technology Karnataka | Surathkal 2016-20

Accomplishments and Awards

- HP Outstanding Achiever Award (FY 2024-25)- Received HPCL's highest performance award by the Chairman & Managing Director for outstanding contribution to revenue performance, stakeholder management, and transformation initiatives in fuel retail operations.
- Best Performance Power Sales (FY 2023-24 and FY 2024-25)- Awarded by the Executive Director (Retail) for achieving the highest branded petrol conversion in the South Western Zone across two consecutive financial years.
- Best Performance Lubricant Sales (FY 2024-25)- Awarded by the Executive Director (Retail) for achieving the highest lubricant sales volume in the South Western Zone.
- Best Sales Officer Award (FY 2024-25)- Awarded by the General Manager- South Western Zone for outstanding sales performance, proactive dealer engagement and consistent business results.
- Best Team Award (FY 2024-25)- Recognized at the South Western Zone Officer's Conclave for developing and presenting a best in class business case to strengthen Non-Fuel Revenue streams.

License & Certifications

- Excel Skills for Business: Advanced, Macquarie University
- Generative AI Fundamentals, Databricks