



Summary

Manager with 10+ years of experience driving **large-scale digital transformation, cross-functional programs, sales, projects, and operations across complex commercial networks**. Known for forging strategic partnerships, influencing senior stakeholders, and building scalable mechanisms that improve processes, accelerate adoption, and elevate customer experience. Strong at organizational planning, time management, stakeholder engagement, and solution design to deliver measurable business impact.

Professional Experience

Hindustan Petroleum Corporation Limited

Area Sales Manager-B2B and B2C Sales

April 2024-Feb 2025

- Led a network of 45 distributors servicing **750,000+ customers** across two districts from 4 supply locations; **delivered 4.9% growth** while maintaining a **dominant 53.7% market share**.
- Mobilized plants, distributors & marketing teams to **deliver 7,575 New Connections and 7,032 double bottle connections in 6 months**, exceeding target by **56% and 27% respectively**.
- Converted two major industrial clients from coal/diesel to LPG by independently **diagnosing their energy economics, building the business case, and negotiating commercial terms, adding 95 MT ND volume**
- Scaled Appu (5-kg LPG) volumes **33.77%** by coordinating plants, distributors, and marketing teams to **improve availability, reposition the niche product, and activate high-demand customer pockets**.
- Streamlined refill booking workflows with Supply & Distributor teams to **sustain <1-day turnaround** reducing backlogs and eliminating peak period delays
- Resolved customer complaints with proactive distributor coordination, **achieving zero reopening**.
- Ensured **65,243 customer safety checks** despite monsoon disruptions maintaining **compliance and customer safety**.
- Led district-level partnerships with district administration to execute the Ladaki Behen Yojana, ensuring on-time delivery of 3 free refills to all eligible households and **eliminating service bottlenecks across the region**
- Scaled cashless adoption from **47% to 76%** by influencing distributor behavior, **mobilizing delivery staff toward QR-first payments, and conducting targeted customer awareness drives**.

Manager-Digital Transformation

April 2021-Mar 2024

- Architected and launched an **enterprise-wide Data Lake** powering real-time dashboards across 7 business verticals, elevating **decision-making efficiency by 60%** and standardizing analytics consumption for **1000+ internal users**
- Orchestrated OT/IT integration with Ops & Tech teams, saving 40% reporting time and enabling faster decision cycles.
- Facilitated **50+ requirement workshops** across **6 business verticals** to translate operational needs into **25+ KPI frameworks** for the *Connected Enterprise* initiative, improving prioritization accuracy and shortening decision cycles by **30%**.
- Developed investment cases exceeding **₹45.8 Cr** for initiatives such as *Digital Nerve Centre* and *RFID-QR Asset Tracking*, strengthening financial transparency and reducing approval turnaround time by **30–35%**.
- Evaluated **10+ emerging technologies** including applications for *Drone Surveillance* and *Predictive Analytics* resulting in a **₹75+ Cr** funded transformation roadmap with clear ROI and risk profiles.
- Designed **8+ analytical models** and **10+ automated data pipelines** for the *Connected Enterprise* program using insights from **50+ operational and financial datasets**, improving reporting accuracy by **40%** and manual effort efficiency by **50%**.
- Identified **40+ workflow bottlenecks** across business verticals and integrated improvements into enterprise platforms like *Central Automation*, increasing process throughput by **15–20%** and reducing error rates.
- Led execution governance across **7 simultaneous strategic programs**, delivering **10+ dashboards, 5+ prototypes, and 3 pilots**, and improving delivery velocity by **25%** through structured milestone tracking.
- Obtained approvals from **5+ regulatory bodies** for the field deployment under the *Drone Surveillance* initiative, enabling a landmark **50+ km operational trial** with zero compliance deviations.
- Produced insight reports and strategic assessments across **8+ themes** including *Track & Trace*, *Process Analytics*, and *Digital Control Centres*, influencing a **₹20+ Cr** forward investment pipeline.
- Delivered **30+ executive-ready presentations, 10+ strategy briefs, and 7+ deep-dive reviews** covering programs like *Connected Enterprise* and *Central Automation*, improving leadership visibility into ROI, risks, and dependencies.
- Aligned **75+ stakeholders** across business, technology, finance, compliance, and vendors to de-risk delivery for initiatives such as *RFID-QR Tagging* and *Track & Trace*, improving issue-resolution cycles by **35%**.

- **Led procurement and tendering for multiple contracts up to ₹20 Cr** through competitive bidding processes, multi-team commercial evaluations, and vendor negotiations, delivering **5%+ cost savings** while maintaining scope, timelines, and service level agreements
- Owned delivery of a **₹130 Cr project portfolio** by managing end-to-end procurement cycles, stakeholder alignment, vendor performance tracking, and contract execution, achieving **100% on-time completion and zero commercial disputes**
- Directed a **500 KM network infrastructure upgrade** across 21 sites through coordinated procurement, vendor management, and cross-functional execution, improving communication reliability by **80%** and enhancing enterprise operational resilience

Operations Officer

Dec 2014-Mar 2018

- Conducted **short-term and medium-term demand forecasting for pipeline operations** using consumption patterns, supply schedules, and throughput data.
- Performed **root-cause analysis on operational deviations** (pressure, flow, capacity utilization) to improve network reliability and mitigate downtime risks.
- Collaborated with supply, refinery, and terminal teams to **optimize inventory management, pipeline scheduling, and logistics coordination, ensuring zero stockouts**.
- Implemented cost-efficiency initiatives by analyzing pumping cycles, batch configurations, and energy usage.
- Enhanced leak-detection analytics using simulation models, improving detection accuracy to 99%.
- Maintained end-to-end supply chain continuity for multiple pipeline segments **with zero quality failures**.

Education

MBA-PGPX IIM Ahmedabad 2026
B.E. – *Instrumentation and Control Engineering* | Netaji Subhas Institute of Technology, Delhi University 2013

Accomplishments

- **Winner – StratEdge 2.0 Case Competition, IIM Lucknow 2025 | Ranked 1st among 280+ teams**
- **Fastest in the batch to get promoted** from Salary grade A to B and B to C in the minimum time of 3 years each.
- **Outstanding Achievement Award-2021** by C&MD HPCL: A **recognition for top 0.5%** performers in the company.
- Among 5 selected candidates from an internal pool of 9000 officers to drive Digital Transformation in HPCL..

Certifications

Lean Six Sigma Green Belt 2025