



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

- 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