



# Chirag Doshi

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## Summary

Strategy and business leader with 12 years of experience driving business transformation, profitability, and large-scale operational turnarounds across fast-growing consumer, digital, and service industries. Proven track record in designing data-driven strategies, managing ₹80 Cr monthly P&L, and leading a 400-member team. Skilled at solving complex business problems, influencing senior stakeholders, and building scalable operating models that translate strategic intent into on-ground results.

## Professional Experience

### Operations Head – Quick Commerce and Aknamed | Pharmeasy | Gurgaon

- **Spearheaded the launch of Pharmeasy's Quick Commerce** vertical with Swiggy Instamart — designed operating blueprint, regulatory model, and rollout plan across four metros.
- **Scaled to ₹1.2 Cr monthly GMV** within four months while achieving an average order readiness time under 2.5 minutes, establishing Pharmeasy's fastest new-format business.
- **Directed ₹80 Cr monthly P&L** across 21 Aknamed warehouses; redesigned governance and audit frameworks covering ₹76 Cr inventory.
- **Optimized core KPIs** like same-day delivery SLAs (from 76% to 92%) and outstation dispatches (from 65% to 84%) through analytics-driven route and stock planning; reduced operating costs by 16%.
- **Enhanced service performance** for global pharma clients (Roche, Cipla) in the Patient Assistance Program by achieving zero escalations through strengthened governance, process discipline, and SLA adherence.

### Business Head - Retail, Docon and Health Partner Network | Pharmeasy | Gurgaon/Mumbai

- **Formulated and executed growth strategy** for Pharmeasy's retail, Docon EMR, and health partner network verticals, managing multi-city P&L.
- **Launched franchise-owned, company-operated (FOCO) retail chain** across 4 cities; achieved CM2 profitability within 8 months and doubled GMV to ₹80 Lakh in 9 months, driving omnichannel strategy.
- **Built standard operating playbook** for store setup, vendor design, and process audits, reducing CapEx and pilferage by 50%.
- **Improved first-fill procurement** from 63% to 92% via data-backed inventory planning, cutting stockouts by 40%. Drove digital innovation through in-house mPOS and audit-tracking tools.
- **Oversaw a network of 800+ health partners**, generating additional business worth ₹4 Cr+ monthly for the Pharmeasy app. Doubled revenue in 4 months, reaching CM2 break-even.
- **Revived Docon EMR** performance, managing 3,500+ monthly active doctors; tripled doctor payment collections, cut issue tickets by 66%, and built analytics dashboards for performance tracking.

### Head of Operations - Docon | Pharmeasy | Mumbai

- **Launched PharmeasyOne**, a doctor-led distribution platform spanning 500+ clinics across 27 cities with a team of 400+; scaled to ₹60 Cr annual GMV within 12 months, establishing a new B2B channel for Pharmeasy.
- **Implemented** a multi-pronged cost-optimization program encompassing process redesign, procurement efficiencies, automation, and tighter governance — reduced overall losses by 40% and improved contribution margin by 8 percentage points.
- **Built automated procurement engine** using 9-Box analytics to forecast demand and align ordering; optimized inventory-to-sales ratio from 3.5 to 0.6 and shortened the working capital cycle by 83%, freeing up tied capital and improving cash flow.
- **Instituted a digital audit and governance framework** that brought inventory leakage below 1% of inventory value and standardized controls across all locations.
- **Developed a comprehensive training module** for 300+ pharmacists across 27 cities. Managed payroll for 300+ pharmacists, ensuring timely and accurate disbursement.
- **Implemented lead management platform** (Leadsquared) to enhance sales efficiency and streamline onboarding processes.
- **Deployed PAZO** — daily operations management software and ClickUp — daily task management software to improve operational and team efficiency.

### Vice President - Operations | Medtrail Technologies | Delhi

- **Directed operations** across five verticals — doctor-led distribution platform, digitization, HR, administration, and tech support — driving scalability and operational transformation across functions.
- **Improved prescription digitization** efficiency from 50% throughput (150 Rx) in 30 mins to 90% (250 Rx) in 5 mins; optimized net digitization cost by 66% to ₹5 per prescription in 10 months; led a team of 200+ digitizers.
- **Designed and implemented** the operating blueprint for doctor-clinic pharmacies; scaled to ₹25 Cr annual GTV across 120 stores with 95% customer satisfaction, establishing a sustainable B2B2C distribution model.
- **Strengthened** the supply network via strategic negotiations with pharmaceutical companies and distributors, improving procurement margins by 5% and ensuring consistent availability.
- **Re-engineered last-mile delivery operations** through route-optimization algorithms synced with clinic schedules, cutting workforce and logistics costs by 33%.

- **Built automated ordering workflows** ensuring zero stockouts and optimizing inventory ratio between 0.6 to 1 at stores. Streamlined store audits by creating new SOPs to ensure zero pilferage and reducing audit time by 50%.
- **Upgraded digitization product** by integrating doctor-level auto-suggestions and doubt-sheet automation, reducing per-prescription turnaround time to less than 60 seconds and improving accuracy.
- **Developed an in-house LMS** platform that shortened new-hire training cycles by 30 days, improving onboarding efficiency.
- **Co-developed** tech-enabled solutions — including the Smart Dispensaries App and POS software for doctor clinics, as well as logistics app, order placement portal and audit app for internal teams, enabling real-time visibility and process accountability.
- **Structured a centralized data architecture** for 2.5 lakh+ SKUs and built a validation tool to eliminate duplicates, update product data, and align with distributor catalogues, standardizing the medicine master database.

#### Founder and CEO | TOIKIT | Mumbai

- **TOIKIT was a D2C brand** formed to create hygienic products for use in public toilets in India.
- **Launched** the first-ever disposable toilet kits for the Indian market. **Introduced 7 products** in the most reasonable price band to help consumers confidently use public toilets.
- **Attained** rapid growth in monthly revenue, reaching ₹2 Lakh in less than 6 months, primarily through online marketplaces such as Amazon, Flipkart, Netmeds, Paytm Mall, and Shop Clues. Established offline presence across major retailers in Mumbai.
- **Onboarded** Central Railways, with the product launched by Shri Piyush Goyal in Mumbai Rajdhani Express.

#### MM CEO - CyberHub Gurgaon | OYO Rooms | Gurgaon

- **Owned** P&L for Cybercity (Gurgaon) market; orchestrated revenue turnaround by redesigning channel strategy and pricing levers, scaled online GMV from ₹55 Lakh to ₹1.7 Cr and built a ₹50 Lakh offline business within six months.
- **Improved core KPIs** like Shifting by 60% and NPS by 12% through process diagnostics and incentive realignment; **eliminated ₹10 Lakh/month leakage** via audit-driven revenue controls.
- **Positioned** Cybercity as the fastest-growing market pan-India and the first to achieve a positive take rate, setting the benchmark for OYO's profitability model.
- **Ranked 1** nationwide with the highest monthly revenue of ₹4.34 Cr through a 5X increase in Sellable Room Nights.
- **Negotiated** 50+ partner contracts in one month to transition to a zero-minimum-guarantee (MG-free) model, improving margin structure and risk alignment.
- **Partnered** with the product team to co-create digital tools — a corporate booking portal, Tout App, and offline channel platform, automating B2B sales and improving conversion tracking.

#### Assistant Manager - Aftersales | General Motors | Gurgaon

- **Supervised service and spare-parts divisions** for 11 dealers across UP, Haryana, Rajasthan, and Delhi NCR.
- **Handled the highest number of job orders** for the day among all after-sales managers across India, totalling 800+ orders, and grew month-over-month (MoM) revenue by 20%.
- **Ranked 1** in Extended Warranty and Roadside Assistance sales, showcasing proficiency in sales and customer service.
- **Designed and launched 20 subsidized Mobile Service Vans** to facilitate remote servicing and reduce the breakdown time of vehicles, improving customer satisfaction and retention.

## Education

**MBA (PGPX) – Indian Institute of Management Ahmedabad**

**B.Tech (Mechanical Engineering) – VNIT Nagpur**

## Accomplishments

- Promoted from AVP to VP Operations within 10 months at Medtrail in recognition of exceptional performance and leadership.
- Promoted from Business Development Manager to MMC CEO in 5 months. Ranked 2nd among the 53 MM CEOs for two consecutive quarters in the internal sales championship, OYO Champions League, and OYO Premier League.
- Received an award for upgrading 4 key dealers to the Grand Master category within a year in General Motors, demonstrating excellence in dealer development.
- Won the Fastest Formula Car award at the first SUPRA SAE INDIA event in 2nd year of college.
- Winner of the Science Model Competition at the district level.
- Ranked 2nd at the Oxford Find Out Quiz Contest organized by Barry O'Brien.

## Extra-Curriculars

- Consistently organized multiple cultural events during my undergraduate college.
- Active member of Food Temple, a not-for-profit organization, which provides meals at ₹10 in Kota.
- Vice President of the SAE club of the college.