



Subhasri Sengupta

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Summary

Retail sales and business development leader with **10+ years** at Indian Oil Corporation Limited, **carrying direct revenue and market-share ownership** across B2B and B2C fuel markets of **~₹2,500 Cr**. Have managed **50+ channel partners**, opened greenfield territories end-to-end, and closed high-value institutional accounts. Brought new-product launches, fleet loyalty and EV/CNG go-to-market strategies, also have plant operations foundation connecting demand generation to supply reliability.

Professional Experience

Divisional Office Manager – Retail Sales | Indian Oil Corporation Ltd. | Mumbai (May '25 – Apr '26)

- Owned a **₹2,500 Cr** annual revenue territory in the Mumbai city hub - India's most competitive multi-brand fuel market and delivered **1.5% petrol and 2.1% diesel market share gain** against private and PSU rivals in a flat-demand market.
- Ran the dealer channel across the hub: territory-wise volume targets, scheme and pricing rollouts, and a monthly performance review cadence that lifted throughput at under-performing outlets.
- Built the forward growth pipeline by leading site scouting and business-case approval for new outlets and **EVCS/CNG infrastructure**, converting saturated-market whitespace into committed network additions.
- Steered key **modernisation projects at high-footfall outlets** to defend premium-fuel share and improve customer experience at the forecourt.

Manager – Retail Sales | Indian Oil Corporation Ltd. | South 24 Parganas (Jun '23 – Apr '25)

- Grew the bulk diesel business in South Bengal's fishing-trawler belt to **80% market share on ₹1,000 Cr annual turnover**, holding the account base against sustained price-led attack from private marketers and grey-market supply.
- Authored a **5-year network expansion blueprint** from demand mapping and competitor whitespace analysis; shortlisted **27 high-potential sites** with a projected **~₹500 Cr revenue addition**, adopted as the divisional growth plan.
- Delivered **5 greenfield fuel stations** end-to-end - land acquisition, dealer selection, statutory clearances and commissioning, creating permanent new demand nodes in previously unserved catchments.
- Conceptualised and commissioned **India's first floating petrol pump**, unlocking an unserved trawler-operator segment by solving for fuel access and quality at the point of demand; a national-first that generated significant brand visibility for IOCL.
- Partnered with local police and administration to curb illicit cross-border diesel inflow in the 24 Parganas belt, recovering volumes lost to the informal market.

Assistant Manager – Retail Sales | Indian Oil Corporation Ltd. | Kolkata (Jun '20 – May '23)

- Managed a 50+ outlet dealer network** across the Kolkata market and added new high-volume channels contributing **₹400 Cr** in annual revenue.
- Won and serviced West Bengal Government depot supply through Covid when competitors could not deliver - a **₹180 Cr** annual institutional account secured on service reliability rather than price.
- Led go-to-market for the XP100 premium petrol launch** alongside EV charging, solarization, forecourt automation and N2 air rollouts, building the premium and alternate-energy mix in the territory.
- Spearheaded the XTRAPOWER fleet loyalty programme** to acquire and lock in B2B fleet customers, converting transactional buyers into contracted, repeat volume.
- Delivered sustained growth across the full portfolio - petrol, diesel, XP95/100, lubricants and Diesel Exhaust Fluid - through outlet-level target setting, dealer capability building and cross-sell of premium and non-fuel categories.

Assistant Manager – Paharpur Lubricants Plant | Indian Oil Corporation Ltd. (May '19 – May '20)

- Executed ₹165 Cr modernization tenders**, negotiating scope and terms with vendors and commissioning advanced filling lines and supporting infrastructure.
- Ensured a seamless transition to the new facility with no interruption to lubricant supply, protecting order fulfilment for the regional distributor and sales network.

Operations Officer – Budge Budge Lubricant Plant | Indian Oil Corporation Ltd. (Sep '15 – Apr '19)

- Directed a 30-member maintenance team** and achieved **100% utilization of annual CAPEX** alongside zero reportable incidents across 18 months.
- Managed **15+ Annual Maintenance Contracts** and cut plant downtime by **30%**, improving on-time dispatch reliability to the lubricants sales channel.

Education

B.Tech (Electrical Engineering) – NIT Durgapur (Silver Medalist)

2015

Accomplishments and Awards

- The Manjunath Award (2020 & 2021)**, Kolkata Divisional Office — awarded for exceptional performance in Retail Sales

across IOCL.

- **Special Recognition for Extraordinary Bravery** for managing a midnight fire crisis at a key Kolkata outlet, coordinating with local authorities, the West Bengal government and the media.
- **National Suggestions Scheme Award 2022** for contributing the highest number of implementable solutions across the organisation.
- **Srishti National Award 2018** for Best Idea for Technology Adoption and Srishti 2016 Award for Most Innovative Process Improvement.
- Recognized for **Outstanding Contribution to Project Lakshya**, a pan-India operations improvement initiative run with AT Kearney.

Positions of Responsibility

Cultural Secretary, PGPX 2026-27, IIM Ahmedabad — elected to lead cultural affairs for the cohort; conceptualised and delivered flagship events including Ghazal Night and Musical Night.

Co/Extra-curricular

- **First Division with Distinction in Bharatanatyam**; awarded the title "**Sangeet Bivakar**" (7th year) by Bangiya Sangeet Parishad - 18 years of formal training with multiple stage performances.
- **Fourth-year certificate holder** in Fine Arts and **third-year certificate holder** in Vocal Classical Music & Rabindra Sangeet, Prachin Kala Kendra; self-taught guitarist for 7 years.
- Active in strength and endurance training, including **powerlifting** and half-marathon running.