**Objective:** An innovative highly organised Director with a history of profound success in General/ Project Management and senior managerial Food and Beverages / Fresh Fruits/ Import & Export of Bulk Agro Commodities / Cement Manufacturing / Retails Operations / Trading Houses.

Customer centric, performance-driven with more than 22 years of management experience, Team leader having varied and across functional expertise with proven track record to play the pivotal role in an organisation in which I can utilize strengths in Operations and Commercial management, Strategic Planning, managing P & L of Operations, Potential Savings and Improvement, Strategic Planning and Communications to provide long term relationship and positive outcomes for the organisation and stakeholders and increase the revenue and earnings for the business unit

**SNAPSHOT**

* A seasoned and successful leader with a track record of producing, presenting and managing the implementation of innovative business solutions.
* Experienced in converting every opportunity into success and of driving profit and growth, well networked and highly successful in implementing business process improvements, defining company direction, achieving company goals, change and optimising business procedures.
* Extensive **background in Finance Management**; including Financial Planning, Finance & Accounts, Sales & Marketing, Business Development, Export & Import Operations, P & L Management, Training & Recruitment, Team Management, etc.
* Interact easily with people of diverse backgrounds, cultures, and professional levels. Excellent understanding of and ability to accommodate individual learning styles.
* Having excellent communication skill and able to build strong relationship both within and outside of a finance department as well as effectively communicating financial information to non-finance colleagues, possessing strong financial control and reporting skills and rigorously ensuring that all statutory and corporate obligations are met.

**Highlights of Credentials**

* Expertise in heading operations and finance functions involving determining financial objectives, designing & implementing systems, policies & procedures to facilitate internal financial controls.
* Spearheading the turnaround of $60,000,000 of Agro commodities conglomerate despite formidable international and economic challenges.
* Build a state of art technology 200MT CA store for keeping fresh fruits & vegetables at Vashi , Navi Mumbai , Build a new retails store for shoppers stop at Jaipur (Rajasthan)
* Handled Financial Gamut such as Voucher Entries, Reconciliations, Ledger Scrutiny, Bank Records, Debtors & Creditors Ageing, Capital Management, Fixed Assets Registers, Depreciations, Insurance, Auditing, Monthly Profitability, Balance Sheet, Budget Making, Cash Flow, ERP Implementations etc.

**AREAS OF EXPERTISE**

**Drive Innovations Strategic Planning Full Cycle Project Management**

**Collaborate with System, Customers and Key Stakeholders MIS and Reports**

**Act like an Owner Forecast & Budgeting Continuous Control**

**Develop & Inspire Others P&L Analysis Fraud & Risk Management**

**CURRENT ORGANISATION**

**Feb’20 to Present: Superior Group of Industries (An Authorised Bottler of the Coca-Cola Company, Atlanta – USA)**, posted at their Nagpur Plant as Executive Director – In charge and Unit Head reporting to Chairman

Plant is having annual capacity to produce 4 million physical cases of Carbonated Soft Drinks ,Water & Juices

*Team Size: 550*

**Key Duties / Responsibilities:**

* Lead and manage all aspects of Plant financial operations functioning as Head of operations & Finance, Commercials, HR & Administration Departments
* Responsible for making tough decisions and providing directions , guidance and support to a team
* Responsible for major cost cutting at various cost avenues , we are currently operating at 20% EBIDTA and comparable with our competitors of same technology
* Recruitment of manpower on company rolls and outsourced manpower and its optimization
* Freezing of KPI & KRA’s of self and subordinates based on monthly business plan and balance scorecard
* Planning and execution right from planning of raw material, spares, and consumables till finished goods dispatch
* Conduct analysis on problems independently, research and recommend solution alternatives, and execute remedial steps to address business process gaps, data issues and external interface issues
* Helping to determine the future direction of the company

**CAREER SCAN**

**Jul’15 – Jan’20: Suri Agro Fresh Private Limited (Total Produce PLC Ireland), Mumbai as Business Head reporting to Chairman**

*Team Size: 150*

**Role:**

* Functioning as Head of operations & Finance, Commercials, HR & Administration Departments.
* Monitoring monthly financial closings, tax audit, statutory audit.
* Handling all statutory, legal & claim related issues of the company.
* Carrying out software developing for catering modern retail for the entire group.
* Payroll management with complete reconciliations & HR Related Statutory Matters.
* Sourcing project related requirement and negotiation hard to bring savings as much as possible in the group.
* Handling purchase, sales, strategy making, recruitments, discount schemes, distributor appointment, warehousing management, etc.
* Facilitating KRA designing of all roles plays, reviewing performances and subsequent rewarding.
* Managing New Marketing Initiatives, Promotions, Visibility, Modern Retail Trade, Project Evolutions.
* Increased productivity by 20% while simultaneously reducing head counts by 10%.
* Fast debtors’ recovery and efficient working capital management.

**Attainments:**

* Successfully expanded sales by 15% through innovative selling techniques.
* Fund raised from Kotak Mahindra of 18 Crore exclusive for cold store in India.
* Resolved 95% of customer enquiries and complaints.
* Successfully developed & implemented Software to see hourly business information across the nation.
* Achieved best tax payer award from Commissioner of Income Tax Mumbai.
* Instrumental in converting rented space to company own cold /frozen chambers that resulted in saving of 10M INR.
* Identified organizational opportunities and implemented system to correct behaviours and standards to drive company core value and mission

**Jan’ 12 – Jul’ 15: Orbit Multi Activities Company Limited, Sudan as Head of Operations – Finance & Commercials reporting to Chairman**

*Team Size: 25*

**Role:**

* Managed & Supervised entire business of around INR 300 Crores (50M USD).
* Formulate annual budgets/ plans for business across geographies in terms of sales, cash flows, profitability, costs, working capital etc.
* Identify growth opportunities (potential markets, customers, new products/ services).
* Facilitated development of direct relationships with key business contacts.
* Resolving contractual and commercial issues and disputes.
* Developing positive direct relationships with key business contacts.
* Ensuring best practice is followed in safety, legality and quality of service.
* Assisting company accountants in the formulation of forecasts and budgets.
* Maintaining excellent relationships with clients and suppliers.
* Handled inventories as well avoid shortage of all existing products & brands
* Identify critical positions and successors in collaboration with Chairman Key performance indicators:
* Financial: 3% variance from budget Revenue Profit Y-o-y growth Y-o-y cost improvements
* Customer: Y-o-y 40% change in market share in region Y-o-y 80% change in market penetration in region
* Internal: up-gradation of self-Knowledge and increase in competency levels in Reportees 0.5% attrition in own department Training & performance coaching to the juniors and subordinates.

**Attainments:**

* Efficiently augmented revenue by 800% and market share by 40% through the implementation of relationship management techniques.
* Developed strategic and operational sales plans that resulted in 800% increase in overall sales and 30% in gross margin.
* Amplified customer base by 375% through maintaining effective relationships.
* Explored Gold Mine lease to become Highest Sugar Selling Company in the country.

**Jun’ 11 – May’ 12: JJ Kothari & Company Limited, Republic of Djibouti – East Africa as Financial Controller reporting to Managing Director & Indian Consulate**

*Team Size: 12*

**Role:**

* Review business processes, company structures etc. and recommend changes to support better financial management and profitability.
* Prepare and present monthly financial reports to Board of Directors, ensuring clear & accurate P&L’s and Balance Sheets.

**Attainments:**

* Developed system to recover 100% money spends on behalf of the clients.
* Special compliments received from SALINI Constructions, Italy to manage their cargo in time and agreed budgets.
* Designed Payroll System and Excel Template for Faster Recovery and systematic Invoicing.
* Reconciled old accounts to recover 50000 USD.
* Tally (an Accounting Software) structured as per the business needs.

**Jan’ 10 – May’ 11: SBC Tanzania Limited (FOBO of Pepsi International), Mbeya Tanzania – East Africa as General Manager/Plant Financial Controller reporting to CFO & CEO**

*Team Size: 150*

**Role:**

* Oversee completion of Actual / Rolling Estimate / Annual Business Plan, FICOPA in line with agreed CPA Monitor completion of tasks in line with deadlines and flag issues / noncompliance to get back on track
* Ensure enough analyses of variance for Actual vs. LY/BP/RE as it relates to volume mix/pricing/GP, COE, OP, Capex, to advise management of trends/risks/opportunities timely.
* Provide decision support for adhoc /routine queries and presentations particularly from CFO, GM & Functional Directors.
* Ensure accurate and timely booking of Revenue, Accrual, Inventory, and Account Receivable & Expenses.
* Recommend changes in the credit policy and maintain and uphold the corporate credit policy.
* Supervising the Account Receivable, Claims, Credit Control and Settlement & Billing activities in their regions.

**Attainments:**

* Successfully Implemented Microsoft Navision.
* Achieved lowest fleet maintenance by introducing lucrative incentives to drivers and cleaners.
* Achieved error free cash operations of 10M USD in Africa was remarkable achievement.
* Successfully Implemented- ERP (Navision). Formulated several processes to take financial controls.
* Define Authority levels, RFA’s implemented. Conducted Poly-Graphics tests to find guilty parties.

**Jul’ 08 – Jan’ 10: Unifrutti India Private Limited, Gurgaon as Manager – Finance & Accounts reporting to CEO**

*Team Size: 85*

**Role:**

* Proactively anticipate any risks to cash flow including currency liquidity and fluctuations.
* Provide decision support to adhoc/routine queries and presentations particularly from CEO and Global CEO.
* Set and achieve key performance targets for sales, delivery, cost, expenses and other measurements.
* Identify, create, and develop new market opportunities, taking the lead on constructing robust and successful business proposal that secure new deals, contracts and long-term relationships.
* Manage sales related activities covering setting and strictly monitoring of sales targets and ensures accurate delivery of products in all sales channels.
* Represented organization at trade exhibitions, events, demonstrations and other related activities
* Devise system to ensure bills are approved / payments are released and accounted only towards authorized expenditure; establish an effective system for identification and reporting of various elements of costs.
* Ensure compliance under taxation and other laws in terms of deduction of tax, payment of tax, filing of returns, maintenance and updating of relevant registers, initiate periodic audit of system, procedures, and business models.

**Attainments:**

* Successfully established Imported Fresh Fruits Trade in India. Invited world best Banana Growers in India.
* Started company from scratch worked closely with CEO to export more than 500 containers of raw banana & other fresh fruit to Middle East /Europe.

**Aug’ 06 – Jun’ 08: SAB Miller India Limited, Gurgaon as Regional Finance Manager – North reporting to India Finance Head & ROD**

*Team Size: 60*

**Role:**

* Control & Consolidation of entire North Sales Accounting including Credit and Collections, Schemes and Claims Disbursements.
* Managing Depots in 17 States of the Country. Ensured timely closing of books at Branches for proper consolidation.
* Reviewing& reconciliation of Stock Transfer, Sale, Sales Tax, Expenses and Budgets, General Ledger Scrutiny, etc.
* Preparation of Annual Budget for S&D Expenses, Monthly MIS.
* Dealing with Government bodies such as Sales Tax, Income Tax, Excise & Service Tax Range, Labour Departments, ESI/PF / Shop & Establishment /Banks, etc.
* Coordinating Internal & External Audits.
* Monitoring correct and appropriate deduction of TDS under various Expense heads, their timely deposition and subsequent filing of TDS returns for the region.
* Preparation and Consolidation of Fringe Benefits Tax reports. Coordination of all legal and taxation matters for the region – TDS / TCS /Sales Tax returns, ‘C’ Forms F Forms Issuance & Collection, Excise Verification Certificates (EVCs) / ST1 forms tracking.
* Agreement Drafting for Depots, Distributors, Vendors. Coordinating with the Insurance Companies.

**Attainments:**

* Successfully started business in Bihar /North East.
* Brought Online Connectivity of all 16 depots with Regional Office.
* Developed MECS (Marketing Expenses Commitment System).
* Got an additional responsibility as Decision Support Manager.

**Sep’ 04 – Jul’ 06: Shoppers Stop Limited, Delhi as Unit Accounts Head & Administration – Jaipur & Delhi NCR Stores reporting to Reginal Finance Head & Unit Head**

*Team Size: 60*

**Role:**

* Unit Accounting on "ORACLE" Financial Package.
* Control debtor’s outstanding & subsequent payment. Monitor complete area of loss prevention & risk management.
* Flash unit MIS on monthly basis, Monitoring PICS (Perpetual Inventory Control System) of the unit.
* Monitoring & Control all the Operational Expenses, dealing with all National / Multi National Banks.
* Coordinating with all Government Bodies such as Sales Tax, Labour Departments, ESIC, etc.
* Responsible for Facility Management i.e. Plant & Machinery, Security & House Keeping, Arrangement for press conferences/seminar or any event.
* Preparation of Annual Capital & Revenue Budget. Vendor Development / Contractual Labour Agreements.

**Attainments:**

* Successfully got Insurance claim worth Rs. 4.26 Crore and setup new store post fire accident.
* Build Jaipur Store from scratch with project team co-ordination
* Introduced revenue based rentals modules

**May’ 99 – Aug’ 04: Coca Cola India, Jaipur as Finance Officer reporting to Plant Finance Manager**

*Team Size: 80*

**Role:**

* Project Accounting, Preparation of Per Case Analysis, Report Monthly Closing & Accurate Reporting to HO at Gurgaon /Atlanta, USA.
* Variance Analysis, Preparing Final Accounts as per US GAAP & Indian GAAP.
* RFA Raising & Budget Tracking with actual Spends,
* Assisting in Annual Budget preparation & Rolling Estimates.
* Reconciliation bet' all Inter unit, supplier’s customer balances.
* Prepared various MIS reports specially Per Case Analysis.
* Payroll Reconciliation covering PF / ESIC / Professional Tax /Income Tax / Gross Reconciliation between current months’ salary to last month salary.

**Attainments:**

* Accomplished 100 hours of continuous working while special reporting to Coke -Atlanta.
* Attained Star Associate Award in recognition of Best VRS settlement during Coca-Cola India.
* Created excel templates covered each information agreed under VRS scheme inclusive, provided all Income tax Act effects to have one pager information.

**Oct’ 97 – May’ 99: JK Udaipur Udyog Limited, Udaipur as Accounts Officer reporting to Deputy Manager and GM**

*Team Size: 2100*

**Role:**

* Responsible for pan India Sales & Debtors Accounting.
* Payment of EMD in the Govt. Bodies & its reconciliation and follow up for timely recovery.
* Stock Transfers and Freight Reconciliation.
* Monitored Bills related to Go down Rents, Depot Expenses, Advertisement, Security, Freight etc.
* Scrap Accounting and Follow ups functions relating to scrap sale.
* Managing all account Credit/Debit Notes with the proper supported documents.
* Dealers Accounts Reconciliation’s & Physical Verification of their Stocks.
* Compliance of Sales Tax department quarterly / annual returns filing or any assessment proceedings.

**Attainments:**

* Recovered an old recovery of Rs. 65 Lakhs from Meghalaya Coal Company.
* Devised Computerized TDS Deduction, Payment & Certification System, Depot Claims Tracking system & Freight Reconciliations to find out Missing Trucks.

**ACADEMIA**

1997 M.Com (Finance) from CCMS, Mohan Lal Sukhadia University, Udaipur, Rajasthan, India

1995 B.Com(Audit & Management Accounting) from CCMS, Mohan Lal Sukhadia University, Udaipur, India

1993 PG Diploma in Computer Science from IICT, Udaipur, Rajasthan, India

**IT Forte:** Proficient in MS Office applications including Word, Excel, PowerPoint, ERP Tally, Man easy, Total, HRMS, Syspro, Oracle11i, Micro Navision, SAP Financial Modules, Microsoft Dynamic 365

Advance Excel from Pentasoft Udaipur (Rajasthan) India.

**PERSONAL SNIPPETS**

Date of Birth : 4th April 1976

Language Skills : Hindi, English, Manageable Arabic, Manageable Swahili

Communication Address : Flat No. 706, Building No. 10B, Mahindra Bloomdale,

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Permanent Address : 15, Central Area, New Adarsh Nagar, Behind Maharana Pratap Public School,

Udaipur – 313001, Rajasthan (India)