

PROFESSIONAL EXPERIENCE SUMMARY:

- Regional Treasury, Tax and Consolidation-A. South, Center of Excellence and Financial Close for Asia;
- Manage, Govern and Enhance Financial Infrastructure;
- Lead Accounting & Governance of Inter-company & Investment-Equity operations;
- Drive enterprise-wide transformation of financial process and technology infrastructure;
- Rich experience of ~20 years, Corporate Planning & Finance, Treasury, Finance and Accounts, Budgeting & MIS, Customers Handling, Process Improvements, Receivables / Payable Management, Fund Management, Audits, and Project Management.

PROFESSIONAL EDUCATION

- (a B.Com (H) 1995, March Delhi University
- (d C.A. Final (Both Group) 1997, NOV. I.C.A.I.
- (e Diploma in RDBMS 1999, JULY SOFTWARE SOLUTION INTEGRATED LTD. (SSI) Oracle 8 With Dev. 2000
- (f) Completed **Yellow Belt Certification**-& **Green Belt online Certification** in Lean six sigma.

TRAINING

INSTITUTION	FROM	TO	WITH
● INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA	Aug. 93'	Aug. 96'	M/S R. K.BATRA & Co. CHARTERED ACCOUNTANTS
● IIM, INDORE	OCT 08		General Management Principals

AREAS OF CORE COMPETENCE:

<ul style="list-style-type: none"> ● Hands on experience in Financial planning, Management Reporting, Accounts consolidations, System Controls, Commercial Functions like pricing, credit control and development of policies & procedures and Process Improvements. ● Subject matter expert (hands on experience) in all Finance processes. ● Capable of resolving multiple & complex issues & motivating team for high performance, outstanding presentation & communication skills 	<ul style="list-style-type: none"> ● Actively supported businesses by Cross-functional business exposure through participation in task forces for new acquisitions, ● Superior Management, communication, leadership and supervisory skills. Proactive and result driven approach. Worked with diverse group of people excellent Team Management – Ability to handle large and diversified team. ● Managing Customers Relationships ● Adept in providing leadership and direction in continuously improving business performance in an environment of rapid change
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The details of responsibilities held in previous jobs are as under: -

- **Treasury transformation projects** across seven key pillars of the treasury function,; debt management, risk management, working capital management, ratings management, capital structure management, controls and compliance, and policy and governance.
- **Monthly / Yearly Accounts/ MIS** : Finalization / Scrutiny of Trial Balance on monthly basis and preparation of Monthly and Annual Profit & Loss A/C and Balance Sheet. MIS segment wise sales , direct / indirect costs , product profitability and projections based on trends , historical data and general business outlook.
- **GST / IND-AS**
- **Review of Accounts Receivables** and controlling the collection schedules including the review of operation for various financial functions relating to marketing and follow up for remittances. Supervision of Employee and Vendor Disbursements.
- **Costing and price negotiations:** Prepared per product costs and negotiated best price from suppliers
- **Fixed Assets:** Capitalization of Assets as per Company Law and Income Tax, providing monthly depreciation. Having control on capex / revenue expenses against their approved budgets.
- **Budgets and Cost Control:** Preparation and follow up of quarterly and annual budgets, and taking corrective / control measures.
- **Direct Tax Litigation, prevention, Transfer Pricing, APA , Corporate Reporting, FIN 48 reserve Tax Audit.**

PRINCIPLE QUALITIES:

- Ability to work with cross- functional and diversified group.
- Accepted as excellent Team Leader by Peers, colleagues, supervisor and Team members.
- Efficient Working and Crisis Management skills.

Ability to work with strict deadlines and delivering the expected results.

OCCUPATIONAL JOURNEY & EXPERIENCE

ORGANISATION	KEY RESPONSIBILITIES AND ACHIEVEMENTS
<p>Whirlpool Asia LLP (earlier Pvt. Ltd.) Shared Knowledge Centre set up Whirlpool Corp. In 2010 in India under Asia Head Qtrs. Serving Asia, NAR & EMEA for functions like Finance, Accounts & specialized functions like MIS, FP&A, Tax, Treasury etc. Whirlpool Corporation is a leader of the \$120 billion global home appliance industry. Our appliances are marketed in nearly every country around the world. Whirlpool manufactures appliances across all major categories, including fabric care, cooking, refrigeration, dishwashers, countertop appliances, garage organization and water filtration.</p>	<p>Director – Treasury & Tax – at Asia Head Qtrs. at Gurgaon. (Feb 2012 – Till Date). Reporting to Global VP-Treasurer, Tax & Accountant & Sr. Director - Finance: Key Responsibility Areas: Treasury Operations :-Ensure timely mobilization of working capital and term funds on optimum terms. Enforce disciplined approach to working capital management. Monitor foreign exchange and interest rate exposures and recommend hedging strategies. Finance costs through innovation, negotiation and efficient use of funds. Streamline treasury operations. Awarded by The Asset Asian Awards- Triple A for Best Cash Management Solution – India. Cash repatriation – Strategic options for cash repat to Global HQ . FX & Commodity Hedging for India & Australia \$ 300 MN. Regional Cash Pool Program – BOA. Working Capital Assessment and arranging of Credit lines. Rs. 1200 Cr Co ordination with Corp Treasury & core banks in region for Credit lines. Corporate Treasury Portal – e-Treasury. Drive systems & automation of various trade & cash management activities. , Supplier & Customer finance programs. Local Legal compliance – RBI, FEMA , Credit Rating – CRISIL. Bank Account Reduction program. Interest cost & earning optimization - Bank Borrowings / Investments. Repatriation of cash to parent Tax (Direct) Operations Improve – Effective Tax Rate (ETR). Proactive Transfer Pricing Documentation / Assessments’ Development of e-library for digitalization of tax & legal records. Responsible for India Corporate Tax Assessments, Litigation and various interactions with Government Tax Authorities. Dealing with Various Tax consultants to drive best solution on various tax litigations. Dealing with Big 4 firms on International tax matters. Able to evaluate and recommend Tax optimization strategy for company. Asia HQ Consolidation (Management Accounting) Asia Regional consolidation (BCS/ BPC & GDR). Co-ordination & control on Mgt adj. & FMV BCS Closure confirmation to corp .Regional Treasury and tax package. Ensures Global Policy compliance at market level. Co-ordination with Markets for Plan & forecast data. Market level Plan & forecast in BPS & GDR system. Monthly dashboard for month end closing 10 Q & 10 K regional submission to corp.</p>
<p>Goodyear India Ltd. presence in India is over 80 years old, with two modern plants, one each in Ballabgarh and Aurangabad. Goodyear tyre and Rubber company Akron, Ohio entered the Indian Market in 1960. Goodyear India has been a pioneer in introducing tubeless radial tyres in the passenger car segment. In the farm segment, Goodyear tyres are supplied to all the major Tractor manufacturers like PTL, ITL, TAFE, Eicher and Escorts. Goodyear commands a major market share in the Off The Road (OTR) segment.</p>	<p>Head - Treasury & Commercial controller– at Corporate office at New Delhi. (Oct 2009 – Sep 2011). Reporting to Executive Director - Finance: Key Responsibility Areas: Key Achievements :- DSO Reduction from 90 days to 30 days. All regional projects implemented on time 100% implementation of e-payments / collection CMS. Achieved and maintained of negative working capital. Off balance sheet borrowings on suppliers. Economic balance sheet and hedging / natural hedge. Arbitrage of interest – discounting & investments. Cash surplus management. Reduction in legal and bad debt provisions. Cash Discount policy optimization. Working Capital credit lines terms renegotiated with out corporate guarantee Repatriation of surplus cash – RSC, Dividends, Royalty , Trademark - TP compliant Credit Management: Approve annual credit policy (DSDS, CHF, courtesy credit); review of customer credit appraisals; monitor past due accounts, monthly collection and strategies on recovery steps on bad debts; coordinate with SC for C&F agreement and payments. Authorize and initiate legal proceedings and other recovery actions. Coordination with Sales. Treasury Operations: Monitor all company receivables and payables; review all credit line documentation; oversee all commercial borrowings and payments; arrange funds for any capital requirements; develop and submit all financial and account report to local management and region; deploy idle funds profitably in order to ensure efficient cash flow, profitable fund management and policy compliance. Assessment of funding requirements of business in support of Group treasury., FX pricing & hedging. Branch Financial Management: Oversee branch financial operations for compliance with set norms, monitor inventory, check reversals and zonal office local spends inclusive of vendor payments, approve sensitive transactions & closing cut-off's, approve 26 C&F audits in order to ensure sound financial health and high policy compliance at each field location</p>

	<p>Import/Export Operation: Imports and exports operations as per Customs, RBI, FEMA, FRIC rules and regulations; monitor all documentation and actual physical arrival/departure of goods; negotiate best exchange rates advise operations on Import/Export policy changes and select options beneficial to Goodyear in order to ensure efficient and profitable imports/export operations and customs/RBI compliance.</p> <p>Payroll and SAG budget management: Oversee payroll management, inclusive of PF, pension trusts and final settlements; consolidate fund requirement for Sales Administration and General (SAG) capital budget; develop AOP and allocate final outlay; monitor and approve general miscellaneous budget in order to ensure optimum payroll and SAG budget planning and allocation.</p> <p>Direct Tax: Ensure compliance of corporate, local policies. Formulation of business agreements complying Transfer Pricing in consultation with local consultants & regional / corporate team. Review of orders and Appeals for direct Taxes.</p>
<p>Thomas Cook India Ltd. (Subsidiary of Thomas Cook Group plc) is the largest Travel and Financial Services Company in the India offering a broad spectrum of travel-related services that include Foreign Exchange, Corporate Travel, Leisure Travel, and Insurance. The Company launched its Indian operations in 1881.</p>	<p>General Manager – Business Strategy at Corporate office at New Delhi. (July 2007 – Oct 2009). Reporting to Executive Director - Finance:</p> <p>Key Achievements :-</p> <p>Successful setting of profit centers. Successful implementation of expansion initiative- Luxury Train .Monthly monitoring and actual versus budget variance analysis.</p> <p>Develops detailed understanding of business environment including regulatory environment, competitive strengths and challenges, and other business issues.</p> <p>Detailed understanding of subsidiary budget modeling practices and procedures, spreadsheets, key assumptions, KPIs and other factors needed for the maintenance and monitoring of budgeting function and outputs. Assessment of funding requirements of business in support of Group treasury., FX pricing & hedging. Builds and maintains internal valuation models to support Group accounting and finance functions (financial control, audit, debt others as necessary). Using proven and validated analysis techniques supports corporate finance and business development activities in evaluation of investment opportunities, including due diligence, budgeting, financial modeling, financial structuring and others as needed.</p> <p>Assists in preparation of papers, presentations, spreadsheets and other materials for monthly Board of Directors, internal senior management meetings, external meetings with lenders.</p> <p>Assists in discussions/negotiations for potential medium and short term investment opportunities from a financial perspective in conjunction with Group senior managers.</p> <p>Conduct special projects concerning internal and external benchmarking, support ERP implementations, compile reports and provide reports on a weekly/monthly/quarterly and annual basis as required.</p>
<p>HT Media Ltd. founded in 1924 is today India's largest publicly-listed integrated media company, expansion into electronic media, Mint, a business newspaper with Wall Street Journal.</p>	<p>Deputy General Manager –Finance at Corporate office HT House, K.G. Marg. (February-2007 – June 2007). Reporting to CFO: -</p> <p>Cash Management of Rs. 1200 Cr, Fund raising for new projects – Rs 500 Cr, Setting up of working capital lines with Banks – Rs 200 Cr, Credit rating for NCD, Investments of surplus and float – Rs 400 Cr, FX exposure hedging – US\$ 60 Mn.</p> <p>Finance Strategy and Analysis, Establish financial systems and processes to enable growth and control at the same time: Establish and monitor effective controls</p> <p>Work with the CEO on new alliance, joint venture opportunities Closing and structuring opportunities for high growth .Knowledge of IPO guidelines and can independently handle preparation of company for IPO from legal, SEBI, Corporate Governance, Treasury and Finance perspective.</p>
<p>Xerox India Ltd. subsidiary of Xerox Corp USA –January 2004 – February 07 Financial Controller for Production System Group (PSG) & Corporate Treasury at Corporate office at Gurgaon.</p>	<p>Financial Controller –Production Solution Group & Senior Manager – Treasury (US\$ 20 Mn group) at corporate office (January-2004 – February 2007). Reporting to CFO & Director (PSG) job profile consists of: -</p> <p>Financial Controller :- Financial Planning & Analysis, Strategy function for Product Solution Group (PSG) line of business. Setting up of Strategic / operational financial plan and reporting actual performance to Xerox –US (XING Group) based on US set of books for PSG. Developing monthly, quarterly business outlook and monthly assessment in terms of Revenue, Margins and Overheads. Exceptional pricing approval through web-based application for PSG. Receivables Management, Ensuring compliance to Statutory requirements, contract rules, Distributor financing and working capital management Review and streamlining of processes, Planning and Forecasting, Budgeting and review of Budget Vs Actuals, financial systems and processes to</p>

	<p>enable growth and control parallel. Working closely with Sales team to ensure finance support to grow direct business. Risk analysis and management (Insurance) of the company for all insurance policies renewals at competitive cost, claim management and risk minimization efforts.</p> <p>Treasury :-Analyzing, procurement of the long term, short term and non-fund based requirements of the company. Cash management solutions. Management of all banking instruments, such as LoC's, corporate and bank guarantees. Management of banking credit facilities and drawdown and optimization of banking and related costs. Designing and implementing banking processes and procedures including cash flow movements, security and reconciliation. Creating efficiencies in collections and payment products. Institute control mechanism in banking operation. Laisioning with banks for negotiations for financial products and services. Investments of surplus funds in various instruments, Forex products (forwards and Options) are key areas of operation. Customer financing for Xerox high-end equipments from FI's. Credit evaluation, financial analysis for the customers seeking funding.</p>
<p>AGILENT TECHNOLOGIES INDIA PVT. LTD. Spin off Co. of HEWLETT PACKARD, world Leaders in electronic test and measurement for telecommunication and chemical analysis in Global Financial Reporting (GFR) department.</p>	<p>Global Financial Reporting (GFR) Oct 2000 – Nov 2003 Finance Officer and handling the following areas :-</p> <p>SALES , INVENTORY AND SUPPORT ACCOUNTING Handling Inventory and Support accounting for the country and local legal reporting to Asia Pacific region HQ Singapore for Sales Accounting, Inter Corporate Accounting. Statutory compliance of Income Tax , Sales Tax for all India , annual filling of returns</p> <p>SALES COMMISSIONS , PAY ROLL AND INCOME TAX Supervising payroll processing for 300+ employees, Country Lead for Payroll (Taxation & Employee Retrials Benefits) outsourcing</p> <p>SALES TAX Good experience in handling the Sales Tax and Service Tax. The routine filling of returns and deposit of tax and issue and receipt of Forms is handled by consultants.</p> <ul style="list-style-type: none"> ● LISIONING WITH STATUTORT AUDITORS , BANKS Working closely with Auditors for Statutory, Tax and Transfer Pricing Audits. Interactions with banks on regular day to day operations. ● ORACLE IMPELMANTATION Implementation team in corporate for India specific requirement and participated in tele-conferences for Oracle. ● EXPORT ORIENTED UNITS AND STPI ACIVITIES Set up of STPI entity in India by name Agilent International Pvt. Ltd. Interaction and Laisioning with departments like Banks, Sales Tax, Income Tax , Customs and DGFT.
<p>TECHDRIVE SOFTWARE LTD, & PRAKASH IND LTD. A diverse group of Global clients is headquartered in New Jersey, USA to provide State -of -the art Software services (Same management)</p>	<p>Manager-Finance & Accounts (Aug 98-Oct 00), a diverse group of Global clients is headquartered in New Jersey, USA to provide State -of -the art Software services and products. Job profile consists of dealing with all Statutory & commercial agencies, preparation of monthly MIS statements, preparation & compilation of Financial Results dealing with Banks & FIs, Funds Mgt, Income Tax matters, STPI and day-to-day Accounting functions. Project feasibility for the co. and valuation of co., pricing of co. projects. basic knowledge of US GAAPS.</p> <p>PRAKASH INDUSTRIES LTD., as Asst. Manager (Corp. Accts.) at Corporate Office. (Aug 98 -Sept 99). Job profile consists of Income Tax matters, preparation of monthly MIS statements, preparation & compilation of Financial Results dealing with Banks & FI's Liaison work with statutory & commercial agencies.</p>
<p>M/S THAKUR, VAIDYANATH AIYAR & CO., CHARTERED ACCOUNTANTS NEW Delhi (Jan97 - Aug98)</p>	<p>Statutory & Tax Audits Of Public & Pvt. Ltd. Companies. Including Manufacturing, Service, Finance & Trading. Statutory Bank Audits. Internal Audits Project Financing: Income Tax Matters Relating To Returns & Assessment Etc. Investigation . ABC Audit (Audit Bureau Of Circulations) Consultancy Service (a) BHARAT PETROLEUM CORP. LTD.</p>

LANGUAGE & OTHER INTEREST Fluent in English, Hindi, Punjabi, Listening Music, Reading Newspaper & interacting with people.

PINNACLE AWARD WINNER -2014, TOP CONTRIBUTOR for the month Agilent India for Mar.02. Active Participation in N.C.C. Awarded BEST N.C. C. CADET Award. Participated in STATE LEVEL HANDBALL CHAMPIONSHIP, DELHI.

CONTACT INFORMATION

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14th November 1973

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(PRINCEE SONI)