

# Baskar Ganesan

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## SENIOR MANAGEMENT PROFESSIONAL

*Strategy Planning ~ Finance & Accounts ~ Commercial Operations*

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### PROFESSIONAL PROFILE

**Senior Management Professional**  
With over **37** years of comprehensive experience in the areas of:

<b>Financial &amp; Business Modeling</b>	<b>Financial Management &amp; Control</b>	<b>Budgeting</b>
<b>Auditing / Taxation</b>	<b>Cost Accounting</b>	<b>Commercial Affairs</b>
<b>Excise / VAT/GST</b>	<b>Project Accounting</b>	<b>Working Capital Management</b>
<b>Accounts Payable / Receivable</b>	<b>Payments</b>	<b>Contract Management</b>
<b>Financial Reporting</b>	<b>Stores Management</b>	<b>Pricing / Negotiations</b>
<b>MIS &amp; Reporting Framework</b>	<b>System Implementation</b>	<b>Dealer Management</b>
<b>Statutory Compliance</b>	<b>Land Acquisition</b>	<b>Administrative Contracts</b>
<b>Liaison / Coordination</b>	<b>SAP FICO &amp; MM Environment</b>	<b>Secretarial Functions</b>

- A seasoned professional with strong technical skills and good operational experience;
- Domain expertise in **Accounting, Project Accounting, Budgeting, MIS, Planning & Control, Regulatory and Commercial Functions.**
- A strategic planner with proven ability to improve operations, impact business growth to maximize profits through affiliate, partner management & finance management.
- Deftness in enhancing financial processes and systems, reviewing complex financial data to facilitate strategic financial growth of organisations.
- Sound **commercial and relationship management** skills and abilities in liaising with affiliates, partners, banks, financial institutions, regulatory authorities and other external agencies.
- A keen analyst with active role in business operations providing strategic and commercial advice in evaluating new opportunities and analyzing current activities providing tactical business solutions.
- Well versed with modern accounting systems, formulation and implementation of policy, procedures and compliance with tax; statutory reporting requirements.

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### CORE COMPETENCIES

**Accounts and Auditing:** Designing & implementing systems, procedures and manuals for the preparation and maintenance of statutory books of accounts and financial statements; ensuring compliance with time and accuracy norms. Coordinating in the preparation, maintenance and filing of CMA Data, projected P&L Account, Bills Discounting and Balance Sheet as required by bank authorities and financial institutions. Coordinating internal and statutory audits; evaluating internal control systems / procedures with a view to highlight shortcomings and implementing necessary corrective measures.

**Statutory Compliances:** Risk Mitigation, Arranging for licences and renewals for Telecom Infrastructure/Retail Stores, maintaining and monitoring licences, ensuring licence conditions fulfillment, preparation of compendium of licences.3

**Commercial Operations:** Communicating technical specifications, negotiating with Vendors, monitoring Vendor performance to ensure cost effective supply of quality material. Negotiating & assessing the performance of the vendors based on various criteria such as prices, quality improvement rate, timely delivery, credit terms etc. Carrying out storehouse & inventory management and monitoring the replenishment of stock items by raising purchase indents and delivery advices & scrutinizing purchase indents. Streamlining the system and procedures for effective inventory control for ensuring ready availability of materials to meet targets.

**Strategic Financial Planning & Budgetary Control:** Heading finance function involving designing and implementing financial plans; formulating need-based business plans; policies and procedures to facilitate internal

financial control; for maximizing profitability, revenue generation and realize organizational goals. Acting as an agent of change and reworking business/finance models to achieve organizational and growth objectives; improving information systems to support strategic and operational management decisions. Formulating budgets and conducting variance analysis to determine difference between projected & actual results and implementing corrective actions.

**Tax Management:** Formulating tax plans and effective tax and legal structuring considering tax implications to achieve minimum overall tax impact. Preparing Tax plans and ensuring timely assessment and filing of direct & indirect Tax returns / TDS; ensuring compliance with GST.

**Costing:** Implementing effective costing systems for determining costs at various stages, monitoring various overheads and achieving optimum cost control. Monitoring and presenting costs of products vis-a-vis prices along with participation in make or buy decisions and participation in pricing policies. Formulating budgets for material consumption, establishing norms for fixing standards for the year, review of performance of the abnormal costs borne and direct cost and detailed variance analysis.

**System Implementation & MIS:** Designing and implementing systems to ensure smooth functioning of finance & accounting operations across the organization. Supervising the preparation of MIS reports to provide feedback to top management on financial performance, viz, fund management, risk control, profitability, etc.

**Secretarial Functions:** Ensure compliance of Company Law matters and statutory provisions. Taking part in Board meetings

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## CAREER HIGHLIGHTS

### Currently Practising Cost Accountant Since May 2021

RELIANCE JIO INFOCOMM LIMITED, Mumbai

Jan 13 – Apr-21

#### **Circle Finance Head and AVP**

*The largest Private Sector Group in India with presence in the field of Petroleum, Petrochemicals, Retail, Energy and other sectors*

#### *Career Path;*

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|-----------------------------|---|------------------|
| ⇒ DGM –Finance ,            | Reliance Petroleum, Jamnagar                                  | Oct 97 – May 00  |
| ⇒ State Commercial Manager, | Reliance Infocomm Bhubaneswar                                 | May 00 to Apr 06 |
| ⇒ GM (Commercial)           | <b>Reliance Retail , Ahmedabad</b>                            | May 06 to Jan 13 |
|                             | <b>Circle Finance Head &amp; AVP    Reliance Jio Infocomm</b> | Jan 13 to Apr 21 |

- Heading the Finance Functions of Gujarat Circle with customer base of 10 Mn.
  - Handling Telecom infrastructure projects of over Rs.4000 crores
  - Handling dealer base of 300 + 44000 retailers.
  - Complying with Complaine and Regulatory framework including filing of returns
  - Essaying the chief role towards handling of all Finance and Accounting functions, Project Commercial Activities of the Company.
  - Reviewing the **Company's Policy and Procedures** periodically and evaluated the financial and operational procedures for adequacy and effectiveness of internal controls.
  - Pivotal in **Cost Management** viz determining the daily stage wise Integrated Costing of various final products produced and comparison with plan cost for variance analysis.
  - Controlling finance functions involving determining financial objectives, designing & implementing financial plans and systems, policies & procedures to facilitate internal financial control.
  - Served as Chief Licensing Officer of Reliance Retail handling over 20000 Licences for over 1500 Retail stores
  - Served as In charge of Project Accounts for Telecom and Petroleum Retail Outlet Projects.
  - Actively involved in accounting in SAP environment, capitalisation of Project Expenditure, contractors payment, coordinating with Auditors.
  - In Refinery, was monitoring the budget vs actuals for Project Cost.
  - Worked in Captive Power Plant, reporting on optimum vs actual operations and on the downtime hours.
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## **PREVIOUS ASSIGNMENTS**

<b>Jun'96 – Sep'97</b>	<b>Voltas- Air International, Pune</b>	<b>Manager Finance</b>
<b>Apr092 – May 96</b>	<b>Tube Products of India, Shirval</b>	<b>Dy. Mgr- Finance</b>
<b>Oct 90– Apr 92</b>	<b>Netlon India, Baroda</b>	<b>Asst. Manager Finance</b>
<b>Jul 89– Sep 90</b>	<b>Thermax, Pune</b>	<b>Officer-Finance</b>
<b>Apr 85 – Jun 89</b>	<b>TI Cycles, Chennai</b>	<b>Accountant</b>

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## **Consultancy Work**

Oct 21 to Mar 22      At a Startup Manufacturing Company in the field of Waste Water Treatment.

## **Voluntary Work**

Since June 2021 Working as a Sevak at Chinmaya Swasthya Kendra, Chinmaya Mission Ahmedabad  
Working out Social Impact Assessment for Documentation for Urban Slum dwellers .

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## **EDUCATION**

**B.Com** from Chennai University in 1983

**Fellow Member of Institute of Cost Accountants of India (ACMA)** in 1985

**Associate Member of Institute of Company Secretaries of India (ACS)** in 1989

**Cleared Independent Directors Exam in 2022**

**Social Auditors' Examination by NISM in 2023**

### **Computer Proficiency:**

Computerized Accounting / SAP / Excel / Word / Power Point

**Currently Holdng Certificate of Practice from ICAI.**

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## **PERSONAL VITAE**

Date of Birth: 17th April, 1963

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