

TOP 10 GLOBAL CFOs - 2023

AJAY KUMAR GOEL

CFO

Infosys Consulting
Singapore
infosysconsultinginsights.com

A performance driven professional with 17 years of rich experience in controlling, business finance, finance modelling, board meetings, investor relations, deal pricing, and others

JATIN DALAL

PRESIDENT & CFO

Wipro
Bangalore
wipro.com

A chartered accountant, held various roles in finance and leadership, led the development of internal shared services division of the firm

MADAME HO NGOC YEN PHUONG

VICE PRESIDENT &
GROUP CFO

Vietjet
Vietnam
vietjetair.com

A passionate leader with over 27 years of leadership experience in corporate finance & accounting fields at many reputable international corporations within various industries such as oil & gas, telecommunication, and others

RAJEEV KUMAR

CFO

Square Nine Group of Companies
Burnaby
squarenine.ca

A dynamic leader with over three decades of extensive experience, currently playing a pivotal role in designing and driving company strategy maintaining a high state of operational resiliency & efficiency

SRINIVASAN VAIDYANATHAN

CHIEF FINANCIAL OFFICER

HDFC Bank
Mumbai
hdfcbank.com

An experienced finance professional driving the business performance in collaboration with business partners and board, skilled in financial services, accounting experience across financial planning & analysis and others

BHUPINDER SINGH

CFO

Dalma Mall
Abu Dhabi
dalmamall.ae

An incredible leader with 35 years of extensive retail and shopping mall management experience, brings a new functional edge to real estate mixed-use, retail, entertainment, and hospitality

KRISHNAN RAMACHANDRAN

SENIOR VICE PRESIDENT &
CFO (APAC & US)

Sagility
Bangalore
sagilityhealth.com

A professional leader with 29 years of experience, specialized in finance automation and driving improvements by re engineering processes, implementation of ERP and other tools

RAJ KUMAR LEKHWANI

GLOBAL CFO & VICE
PRESIDENT FINANCE

ACG World
Mumbai
acg-world.com

A finance professional with more than 22 Years of experience, have worked in different areas of the value chain in different finance areas like analysis and strategy, planning & forecasting and others

SAMIR SEKSARIA

CHIEF FINANCIAL OFFICER

Tata Consultancy Services
Mumbai
tcs.com

An emerging leader with 24 years of experience with expertise in consulting assignments involving regulatory compliance and M&A spin-offs

SUSHIL AGARWAL

GROUP CFO & DIRECTOR

Aditya Birla Group
Mumbai
adityabirla.com

The apex management body of the company, serves as a director on the board of several listed and unlisted group companies across industries such as financial services, telecom, mining, carbon black, entertainment, and jewellery retail



RAJEEV KUMAR

CFO

SQUARE NINE GROUP OF COMPANIES

Having FCA from The Institute of Chartered Accountants of India, a CS (Inter) from The Institute of Company Secretaries of India, an IFRS Course, a TAX course from Canada, and over three decades of extensive experience playing an instrumental role in the success of various organizations across geographies, Rajeev is currently playing a pivotal role in designing and driving company strategy at Square Nine Group of Companies maintaining a high state of operational resilience and efficiency.

- **Awards & Recognition:** *Top 10 CFOs from Asia - 2022*

RAJEEV KUMAR

A TRAIL BLAZER, EMPOWERING ORGANIZATIONS WITH STRATEGIC IDEAS TO BE MORE AGILE, DYNAMIC, & SUCCESSFUL

Finance is the cornerstone of every organization. And given the ever-changing business environment, it is vital for organizations to have highly experienced CFOs who can go above and beyond in service to their organization and help guide and influence decision-making using the financial context as an integral driver of organizational growth. Rajeev Kumar, Chief Financial Officer, Square Nine Group of Companies is one such financial steward offering a rich, qualitative, and extensive experience of nearly 30 years across diversified business exposure into Finance, Accounts, Treasury, Operations, Planning & Budgeting, MIS, Compliance, Group Company Affairs, Project Financing, and Feasibility Study.

As a pioneer in implementing ERP systems like Oracle and SAP FICCO Module, Rajeev has streamlined operations, heightened productivity, and enhanced internal controls across organizations. Identifying bottlenecks and conceptualizing strategic plans, assessing compliance with regulatory requirements, financial accounting, and auditing standards to safeguard company assets, and finding a financial solution to a seemingly unsolvable financial crisis, Rajeev has stepped up and proved his mettle in every role that he has played throughout his career.

Currently, with excellent analytical & leadership skills, unmatched industry knowledge, and proven capability in planning & managing resources, Rajeev is making significant contributions to the growth of Square Nine Group of Companies, accomplishing challenging business objectives, and effectively driving its financial success.

CEO Insights' exclusive team recently engaged in a conversation with the industry stalwart. Below is a snippet of the same.

How has been your path to success? Mention some of the milestones that you have achieved in your previous roles within the industry.

I have spent over three decades working both in the Indian and global markets across various spectrums of the finance industry. The rich exposure to this segment has given me a holistic experience of achieving great milestones in different leadership roles. Prior to joining Square Nine Group of Companies, I have been the CFO at Dar Al Arkan where I was successful in implementing the new ERP (Oracle) system with global integration across the organization. Dar Al Arkan also gave me the opportunity to direct financial analysis, internal & regulatory reporting, accounting operations, budgeting & forecasting for achieving long-term improvements in cost savings, profitability, and productivity of the company. Before that, I was Finance Project Director at Fawaz Abdulaziz Alhokair where I delivered remarkable progress in implementing the financial part of the new ERP system, Master Data Management, and designed automated solutions for Consignment & Guarantee Margin deals. As the Financial Controller at Jarir Marketing, I played a key role in the installation of sound Internal Controls and ERP Software packages and successfully managed all commercial aspects (Tax, Zakat, Transfer Pricing, customs, Withholding Tax & Assessment) of the company. At Atlanta, in the role of the CFO, I was instrumental in raising funds worth 1.9 billion and 1.6 billion in addition to increasing working capital from 1.57 billion to 2.7 billion. I was selected to join Orbit Exports for offering remarkable contributions to the credit rating of the company. At Harley's, as the CFO, I was able to launch the concept of the New Stock Ordering Process that integrates the valuation of inventories. I even managed Narmadeshwar Pumps and Polytubes as a Promoter Director.

In all my roles, I have been deeply involved in the decision-making processes in adherence to financial regulations with my innate capability of driving business revenues via risk management, forecast,

and accurate analysis of financial data to lessen or eliminate losses incurred by organizations.



In all my roles, I have been deeply involved in the decision-making processes in adherence to financial regulations with my innate capability of driving business revenues

How would you define Square Nine Group of Companies as an organization and its current position in the market?

Square Nine is a real estate development company founded in 2008 with a focus on concrete high-rises and town homes, and investment properties. The company is equipped with experienced architects, engineers, and construction traders who bring creativity, commitment, and innovation to their work to empower new opportunities for the organization and provide best-in-class properties for clients. With the dedication that goes into all its projects, Square Nine Developments has been setting the benchmark in the real estate industry for the last 15 years.

Describe your Leadership Style.

Today's talent needs to grow and today's ideas need to develop for the organization to keep pace with change and succeed tomorrow. To enable this individual and organizational growth, I focus on acknowledging and building my team. I believe in the democratic approach to leadership; I welcome and value my team's input, rely on their participation, and facilitate discussions before landing on any decision. My leadership style is focused on boosting employee engagement and ensuring that people are heavily invested in their roles and the company. Moreover, I am a lifelong learner and am always open to change and fresh opportunities. 