

MONIKA PONNURU

Chartered Accountant

Results-driven Finance Professional with a strong background in financial management, reporting, and strategic planning. Seeking a challenging role as a **Financial Controller** to leverage my expertise in optimizing financial processes, ensuring regulatory compliance, and providing strategic insights to enhance financial performance. Proven track record of successfully leading teams and collaborating with stakeholders to foster a culture of financial excellence and contribute to the continued growth and success of the organization; preferably in **Hyderabad**



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Senior Manager
WebileApps (India) Pvt. Ltd.

Profile Summary

Personal Details

Date of Birth:
11th May 1987

Languages Known:
English, Telugu and Hindi

Address:
Hyderabad - 500045

Core Competencies

Financial Controllership
Financial Planning & Analysis
Budgeting & Forecasting
Financial Strategy Development
Variance Analysis
Financial/MIS Reporting
Balance Sheet Analysis
Risk Management
Regulatory Compliance
Process Optimization
Stakeholder Engagements
Cross-functional Collaboration

- **Credible and Influential Professional, with 14 Years of** rich industry experience spanning senior level roles in the field of Finance & Accounts, SEZ Operations, Taxation (Foreign Currency Transactions, International Taxation, IRS Forms) with strong team management credentials
- **Currently working with one of a leading Software company:** WebileApps (India) Pvt. Ltd (subsidiary of Kfin Technologies Limited).; spearheading a high-empowered team of **10+ Professionals** towards growth and success within the organization
- **Applied advanced skills in financial analysis** such as budget setting, expense variance analysis & financial consolidation; investigated & resolved potential project revenue leakage areas
- **Provided insight to the financial decision-making process** through analysis, financial projections (planning, budgeting and forecasting) and reporting; effectively maintained steady cash flow & fund flow and found innovative means to fund financial needs of the organization at difficult times
- **Front-led major role in devising & formulating** financial strategies in coordination with management also implementing company procedures and practices
- **Significant experience in managing the payroll processing** functions included payments of payroll taxes and other statutory deduction
- **Expertise in preparation of MIS reports** & analyzing the same to provide feedback to the top management on business performance, monthly turnover, profitability, turnover & quarterly group comparison thereby improve P&L scenarios
- **Strong understanding of** Generally Accepted Accounting Principles (IGAAP) and International Financial Reporting Standards (IFRS) with track record of producing accurate and timely financial statements and reports
- **Proven track record of managing Tax matters** including GST, VAT, Service Tax, Income Tax & TDS returns, computation of total income along with Internal & Statutory Audit; successfully handled refund claims
- **Excels in streamlining financial processes** to enhance efficiency & effectiveness and consistently identifying areas for improvement and implementing the best practices to achieve cost savings and operational excellence

Organizational Experience

Oct 2015 – Present: WebileApps (India) Pvt. Ltd. (Wholly owned subsidiary of Kfin Technologies Ltd.) as Senior Manager

Key Result Areas: Services to SEZ Unit:

- Documenting and submitting comprehensive monthly, quarterly, and yearly reports to SEZ authorities while securing necessary approvals.
- Liaising with SEZ authorities to obtain necessary endorsements for the import and export movements of goods and export transactions
- Facilitating acquisition of Export Bank Realization Certificates (BRCs) through effective document submission and coordination with banking personnel
- Successfully orchestrated the exit process of a unit from the SEZ by securing essential approvals from SEZ authorities
- Ensuring adherence to the SEZ policies, rules, and regulations set by the government authorities
- Managing and maintaining the records required for the SEZ compliance, including approvals, licenses, and permits.

Academic Details

2014: CA from Indian Institute of Chartered Accountants of India, New Delhi

2007: B.Com. from Acharya Nagarjuna University, Guntur, AP, India

Chartered Accountant:**Organization and Management:**

- Oversaw the financial performance analysis of the client's services and goods, assessed profitability
- Managed daily oversight and operational control of the company's financial systems and budgets
- Orchestrated the organization and accuracy of the company's accounting records.
- Analyzed financial data, formulated financial statements, generated accounting reports for management, and offered strategic recommendations.
- Detected and addressed financial irregularities while proposing enhancement measures.
- Collaborated with banks and financial institutions when required.
- Supervised junior staff and trainee accountants.
- Conducted comprehensive analysis of revenue, margins, operating expenses & actively engaged in forecasting & budgeting
- Took part in budget preparation and continuous monitoring of the company's profit and loss.
- Conducted routine assessment of company investments and financial health.
- Provided valuable insights for expenditure control within the business.
- Reviewed expense reports, investigated variances, and presented actionable suggestions.
- Compiled and delivered detailed reports, budgets, business plans, commentaries, and financial statements.
- Coordinated financial management reports, encompassing financial planning, budgets, forecasting, and was responsible for generating MIS reports.

Accounting and Taxation:

- Documented and maintained the accurate tax returns and meticulously maintained books of accounts
- Managed payroll processing, proficiently handled stock control and credit control tasks
- Functioned as a trusted advisor to the clients on tax planning and GST matters
- Conducted thorough cash book management and proficiently reconciled bank statements
- Strategically planned and implemented the accounting systems and streamlined processes
- Efficiently managed the payment processing and vendor management functions
- Administered payrolls and exercised effective control over income and expenses
- Provided adept tax planning services in alignment with prevailing legislation
- Conducted financial forecasting and comprehensive risk analysis
- Skillfully prepared and filed Business Tax returns
- Proficiently managed the statutory filings including TDS, GST, 3CA & 3CD, 15CA, 15CB, etc.
- Developed, produced, and enhanced project reports for diverse business financing proposals
- Analyzed financial data to formulate effective strategies for achieving business objectives
- Conducted regular reviews of accounts and results to guide plan revisions when necessary
- Thoroughly tested the design and efficacy of internal controls through complex business process walk-throughs
- Represented clients in income tax and GST matters before relevant authorities
- Prepared & meticulously reviewed financial statements, conducted Statutory audits and tax audits to rectify discrepancies
- Assisted clients in transitioning to GST, providing comprehensive support in filing and reconciling GST returns
- Prepared and submitted various forms mandated by the Registrar of Companies (ROC) for corporate entities
- Demonstrated expertise in auditing, management accounting, taxation, and other relevant fields of work

Foreign Currency Transactions, International Taxation and IRS Forms:

- Orchestrated the management of foreign remittances through effective coordination with banking institutions
- Ensured meticulous tax compliance for foreign currency transactions
- Coordinated with the banks and financial institutions for seamless cross-border transactions
- Skillfully prepared comprehensive accounting records and various IRS forms for the US entity
- Conducted thorough audits of foreign payments
- Demonstrated proficiency in the intricacies of the Federal Tax system
- Possessed in-depth knowledge of Transfer Pricing methodologies
- Prepared and filed various IRS forms, including Form 5471, Form 8865, and Form 8858 for foreign entities

Previous Experience

Oct 2014 – Sep 2015: M Anandam & Co. as Audit Manager

Internal Audits: Bhubaneswar Power Projects Ltd. and Broadridge | **Statutory Audits**

Oct 2011 – MM 2013: Ramakrishna & Co. as Trainee (Articleship)**Oct 2007 – Oct 2011: S&P Capital IQ as Senior Research Associate**