



CMA Pawan Kumar Gupta

Resi. : Flat-I1003, Prateek Laurels, Sector-120, Noida-201307, UP

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A hands-on Finance Professional with 15+ Years multi-cultural experience in steering Financial Operations, Reporting and Controllershship, Financial Planning & Analysis, Budgeting, Cost Control, Taxation, Compliance and Internal Control across various organizations. Successful at providing timely regular updates to executive leadership related to Finance. Equipped with strong academic, highly committed with hardworking and focused on continuous improvement via quick learning, ability in team management problem-solving, cross functional collaboration and presentation skills developed over 15 years in the field of Business, Finance and Accounts.

Have handled Cost optimization initiatives, Margin improvement and Pricing strategy, Investment Decision support, Mergers and Acquisitions, Compliance, Standalone and consolidated, quarterly and annual book closure including liaising with Internal and external Auditors from Big-4, Budgeting and forecasting, supported Business team on different pricing policy and strategies for growth in EBITDA.

Present Assignments

Presently engaged with SITI Networks Limited (a listed entity with BSE and NSE) as Senior Manager – Business Finance, my assignment includes the followings.

- Overall looking after financial functions of 5 subsidiary units located in India with combined turnover of around 350 Crores and subscribers base of apx. 16 lacs. the major task involved in this function is getting quarterly and annual Financial Books Closure of all 5 Companies including getting it audited by the respective auditors, in full compliance of accounting policies which includes IND AS application and applicable laws with the help of respective Finance Head of the Subsidiaries units.
- To prepare and provide the consolidated financial on quarterly and annual basis to the corporate finance team for book closure of the holding company with ration analysis, variance analysis of numbers in comparison with budget or catch-up budget.
- To help COO in control of overall operation and financial functions of the 5 subsidiary units which includes analysis of financial numbers, analysis of different monthly MIS, annual budgeting, variance/deviation reporting and getting business process note approved by COO. My role also includes liaising with Partners to arrange Broad meeting of the units and help COO and CFO on the financial numbers reported in the board meeting. Attend Board meeting of subsidiary units with COO, CFO and other departmental head.
- To do tax planning, have complete control of the 5 Subsidiary units, with the help of unit Finance Head, for all the statutorily compliance on time which includes GST, TDS, Annual ITR with Tax Audit Report, Cost Audit Report, liaising with Tax professional and lawyers for the pending legal cases related to Taxes and others.
- To have complete control on the cash flow Management of the 5 subsidiary units and arranging required conflict redressal meeting between partners and COO as and when required with relates to cash flow and operations.
- To do Monthly Business Review Analysis for the Business speared in different part of India apart from the business done through subsidiary units, which combined have a turnover of around 300 crores with subscriber base of apx. 13 lacs. Work closely with COO on Pricing Strategy and Margin improvement.
- To prepare Annual Budget and operating plan, KPI with the help of departmental heads for business done directly as mentioned above.
- To do financial impact analysis, preparation of ROI / Payback period for new business plan and acquisition opportunities as and when it comes. which includes M&A activities i.e. liaising with legal team and big-4s for due diligence and shareholders agreements.



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Overall Past Experiences

- Finalization of Books of Accounts with application of respective accounting policies and standards
- Consolidation of Group Financial with notes and complete variance analysis.
- Getting Clear Audit Report, Tax Audit Report, ITR filling of Limited Company done and audit queries cleared.
- Fixed Assets Management & Control, tagging, coding, recording, reporting.
- Handling of Internal and other auditors as and when appointed by Management and outside statutory body / landers (which includes Big-4s).
- Receivable & Payable Management, including revenue assurance, fund management liaising with banks for funds and other activities like LC, forex transaction for foreign vendors in compliance with FEMA guideline and RBI rule, providing CMA data and others.
- Preparation and presentation of Cost Sheet, product wise costing, process costing, inventory valuation (including stage wise), complete book finalization of Jute Bag Manufacturing Units, KPI and Ratio Analysis.
- Wage Register checking, PF, ESI calculation and verification, Store and Spares cost verification and inventory valuation of manufacturing units.
- Handled GST Return Compliance, TDS Compliance, Service Tax Compliance, ITR of companies with 3CD and 3CA report, VAT Compliance, CERA Audit, handled compliance up to the level of appellant authorities for old service tax cases.
- Handled MIS preparation of Manufacturing units with all the relevant Cost data, process flow analysis.
- Preparation of Budget based on forecasted data from different department after collecting the same, also push up for catch-up budget if any unprecedented event occurs and management wants to change the budget estimates. Performance Analysis and KPI evaluation.

Employment Timeline

Organization	Place	Designation	Reporting	Period	
				From	To
SITI Networks Limited (A Zee Network, BSE & NSE listed entity)	Noida	Sr. Manager – Business Finance	CFO	Dec-18	Till date
Axom Communications & Cable Pvt. Ltd.	Guwahati	Finance Head	Director-Finance	Aug-16	Nov-18
Indian Cable Net Company Limited	Kolkata	Manager – F&A	VP-Finance	Sep-15	Jul-16
Wire & Wireless India Limited	Kolkata	Ast. Manager – F&A	GM-Finance	Aug-13	Aug-15
	Kolkata	Sr. Executive – F&A	ZFC	Jan-10	Jul-13
	Kolkata	Executive – F&A	ZFC	Mar-07	Dec-09
Maheshwari Ispat Limited	Durgapur	Accountant	Head-Finance	Sep-06	Feb-07
Sembcorp Logistics (India) Pvt. Ltd.	Jamshedpur	Executive – F&A	ZFC	Apr-06	Aug-06
SunBio Manufacturing Pvt. Ltd. (Jute Bags Manufacturers, Katihar Jute Mill)	Kolkata	Manager-F&A	Group Head – F&A	Mar-05	Mar-06

Accomplishments

- During my engagement with ICNCL, I had been successful in post-acquisition integration of business operation of Axom Communication with ICNCL (ICNCL acquired controlling interest in Axom) and implementation of SOP of ICNCL in Axom.
- Successfully completed cost reduction drive and saved huge cost by use of micro level cost analysis and breakeven even analysis for those business locations where revenue was not up to the mark and had no future improvement prospect at EBITDA level.



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- To Increase Subscriber Base of SNL, I have been able to convince the management to introduce MJV concept based on "right to use" concept of INDAS 116, this has contributed towards increase in revenue.

Software & Skills

Software exposure : SAP-FICO, Tally-ERP, MS Office (includes Excel, Word)

Key Skills : Ability to work & communicate with cross functional team, analyze financial & operational information, Cost benefit analysis, business strategy, Direct & Indirect Taxation, Budgeting, Ration Variance Analysis, focused, hardworking, team management.

Educational Qualifications & Certifications

<u>Qualifications/Certifications</u>	<u>Institute/University</u>	<u>Qualifying Year</u>	<u>Percentage</u>
Advance Diploma in Management Accounting	Chartered Institute of Management Accountants (CIMA) UK	Dec-2014	66%
CMA-Final	Institute of Cost Accountant of India	Jun-2013	54%
CMA-Inter	Institute of Cost Accountant of India	Jun-2011	56%
M. Com	Netaji Subhas Open University	Dec-2010	60%
B. Com	University of Calcutta	Apr-2005	47%

Academic Glimpse

Corporate Financial Reporting, Capital Budgeting, Cost and Management Accounting, Indirect Taxation, Direct Taxation, International Taxation, Strategic Performance Management, Business Analysis, Corporate Law and Compliance, Strategic Financial Management, Strategic Cost Management, Financial Accounting, Industrial and Business Law, Performance Analysis, Capital Structure and Risk Management, Merger & Acquisition with Business Valuation, International Finance, Strategic Management.

Certifications

- Perusing Diploma in IFRS (including IND AS) from ACCA through Contetra

Vocational Training/Internship

I have completed 3 years full time vocational training as Audit Clark with A. K. Jatia & Co. (a Chartered Accountants firm located in Kolkata), during my assignment as audit Clark I had been engaged with Auditing of Jute Bags Manufacturing Units, Fisheries Processing Units, Import Export Organization. Which give me a vast experience in the field of operational flow and financial & accounts functions, Cost Management functions across the organization.

Personal Information

Father's Name : Late Rajendra Prasad Gupta

Spouse's Name : Sangita Gupta

Date of Birth : 15th January 2021

Language Known : Hindi, English, Bengali, Assamese

Date :

Place:

(Pawan Kumar Gupta)