



Vinay Ginotra

Senior Executive Finance

📍 Delhi, India
📞 (91) 9811311156
✉ vinayginotra@gmail.com
🌐 <https://vinayginotra.com/>

Profiles

[in](#) [Vinay Ginotra](#)

Skills

Strategic Financial Planning

Cash Flow Management

Stakeholder Relationship Management

Performance Matrix Analysis

Financial Controls

Variance Analysis

Financial Reports

Audit Management

Financial Statement Expertise

Budget Management

P&L Management

SOA Management

Team Management

Certifications

People Management Skills

Flipkart

Entrepreneurship Foundations

Linkedin

Introduction to generative AI

Google cloud skills boost

* Currently pursuing ACCA certification

Transforming Financial Operations into Strategic Business Advantages

I don't just manage numbers - I architect financial systems that scale. With 7+ years navigating high-velocity e-commerce environments at Noon and Flipkart, I've mastered the art of turning complex vendor ecosystems into streamlined profit centers.

Experience

Noon E-Commerce India Pvt Ltd

April 2024 to Present

Senior Executive Finance

- Oversee end-to-end **vendor payment operations** exceeding **AED 200M monthly** across a network of **400+ suppliers**, ensuring accuracy, compliance, and timely disbursements.
- Implemented **process automation via Google Apps Script**, enabling bulk SOA request emails, performance tracking, and summary reporting – improving efficiency and visibility.
- Conduct detailed **reconciliations and statement of accounts (SOA) reviews**, resolving variances and maintaining vendor ledger accuracy.
- Partner with **commercial, operations, and treasury teams** to streamline financial workflows and strengthen control frameworks.
- Manage **progressive rebate data** and agreement tracking for management reporting and audit purposes.
- Ensure **adherence to internal controls and audit requirements**, supporting accuracy and compliance across the accounts payable function.

Instakart Services Pvt. Ltd. (FLIPKART)

September 2022 - April 2024

Executive

- Planning, Procurement and Distribution of consumable items for over 1600 hubs including 3PL for entire North Zone.
- Reconciliation with the Finance team for procurement of consumables and gunny bags.
- Implemented an automated query tool to solve escalation with better efficiency.
- Preparing reports, presentations and dashboards to share with the senior leadership.
- Effectively managed a team of 9 members to maximize ground operations efficiency.

R.K. Automobiles Pvt. Ltd.

March 2021 - September 2022

Accounts Executive

- Collaborating with internal teams to ensure that the projects are delivered on time and within budget.
- Managing Inventory accounting and helping in managing Warehouse.
- Providing exceptional customer service to clients.

Fox I Vision Screening Services Pvt. Ltd.

August 2019 - March 2021

Backend Executive

Education

Currently pursuing ACCA certification

Association of Chartered Certified Accountants

Master of Business Administration

Indira Gandhi National Open University (IGNOU)

Bachelor of Commerce (Hons)

University of Delhi

Diploma in Financial Accounting

Sharp Computers