



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

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

Master of Business Administration

Indira Gandhi National Open University (IGNOU)

Bachelor of Commerce (Hons)

University of Delhi

Diploma in Financial Accounting

Sharp Computers