



## Vinay Ginotra

Senior Executive Finance

📍 Delhi, India

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### 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