Prakash Badukundu

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Professional Synopsis:

Proactive and result oriented finance professional with more than 11 years of experience in Financial Planning & Strategic Analysis (FP&A), Pricing Governance, Revenue Assurance, Internal Audits, corporate finance, reporting, budgeting, forecasting and team management. Solid planning and organizational skills with real world experience, coupled with Master level studies.

An MBA (Finance) holder and ICWA Inter level candidate with proven ability to engage across geography, functions and cultures at all levels. Team player with a strong work ethics. Result oriented, possesses strong analytical skills and highly adaptable in the new environment.

Professional Experience

Position	Company Name	From	То	Yrs. of Exp.
Manager	Vodafone Idea Ltd.	Mar 2014	Till date	5 Years+
Consultant	Ernst & Young Pvt Ltd.	Nov 2011	Mar, 2014	2.4 Years
Assistant Manager	Tata Tele Services Ltd.	Jun, 2008	Oct, 2011	3.4 Years

Key Achievements

Vodafone Idea Ltd:

- o Implemented innovative competition based pricing model for New Postpaid Plan launch resulted in enhancement of Enterprise postpaid business Profitability.
- o Enhanced postpaid business profitability by initiation of plan-wise impact with their contribution in acquisition & base mix resulted into profitable product portfolio management.
- o Impactful business partnering by enhancing product efficacy to attain high retention & acquisition, led to 3% churn reduction.
- Transformed several negative EBITDA stores in positive through efficiency building in cost items by leading circle wise benchmarking & corrective steps.

Ernst & Young Pvt Ltd:

- o Initiation of Standard Telecom SOP Documents and process standardization as per approval process.
- o Implementation of Daily and Monthly Dashboards for reconciliation activities and highlighting to management for critical decision making.

Tata Tele Services Ltd:

- o Initiation of the performance improvement of circle by benchmarking active gross on addition resulting in the improvement of prepaid revenue as well as Customer life cycle.
- o Implementation of site wise profitability dashboard with in-depth analysis of low utilized sites of circle providing better visibility and focus area for the management.
- Automation of Revenue compilation process for revenue worth INR 1800Cr annually resulting into lower day latency by 3 days.
- o Revision and Implementation of countrywide sales incentive policy worth INR 12Cr annually.
- Holds the merit of receiving ABG Spot Light, Excellence awards in Vodafone Idea for various initiatives and Business
 Excellence award in E&Y and best employee of the year and best six sigma Green Belt project in Finance in TTSL.

Vodafone Idea Ltd, at AP&T circle office, Hyderabad, Mar 2014-Present

Business Analyst (Reporting to Circle FP&A Head)

Finance business partner to provide revenue analysis & forecasts, new products & plan pricing and evaluations, management reports & presentations to apprise management of the process operations and assist in critical decision-making process.

Analytics

- Analysis of circle business basis trend of all key metrics and competition movements to provide key inputs to senior management.
- o P&L A/C (DB vs Actual) preparation for the circle and segments with depth variance analysis and mitigation. Circle retail Profitability analysis with insights on increasing efficiency while optimizing costs.

Reporting

- o Preparation of weekly/monthly business review and providing timely segment wise financial & operational information to the senior management for review.
- Responsible for Subscribers reporting, TRAI reporting, postpaid P&L finalization of circle worth revenue approx. INR30Cr/Month &ad-hoc management analysis reports.
- o Managing the annual planning and budgeting process. Ensuring annual budgeting and quarterly forecasting and analysis requirements are achieved accurately, completely as per SLAs.
- o Providing meaningful, concise and clear analysis, including variance analysis to senior management on financial issues and performance of actual versus budget along with variance analysis.
- o Responsible for Pricing of new product launches and help in management decision making. Analyzing pre and post launch performances and performing variance analysis. Business case scenario analysis as per adhoc requirements.

Ernst & Young Ltd, Mumbai, Nov 2011-Mar 2014

Consultant (Reporting to Director internal audits)

Key analyst to provide financials & operational insights in critical decision-making process.

o Analytics&Reporting

- o Analysis of Wireless Business for Mumbai circle, analyzing top FRC / STVs & reporting of Financial, KPIs and Operating Profit & Expense.
- o SPOC for Quarter/Annual Function Audits covering Revenue, Billing & Collection, Waivers & Processes.
- Monthly revenue finalization, site wise profitability & analysis& Flash & Forecast.
- o Preparation of weekly/monthly business review and providing timely financial & operational information to the senior management for review.
- o Incentive administration validation for Sales, Presales and Delivery along with suggesting the process improvement mechanisms.
- o Responsible for helping with Solution identification, Knowledge transfer docs, training of team, query resolution, stabilization of teams post transition.
- Understand and incorporate industry specific metrics into reports to highlight relevant trends and support factbased business decisions.
- O Produce clear, well-formatted reports that communicate a clear, compelling message for their stakeholders. Identify commercial risk involved and propose risk mitigation framework
- o Critically reviewing the Investment decisions and providing the feedback and risks involved.
- o Prepare strategic plan for contractual and commercial negotiation with customer, vendors and alliance partners

Tata Tele services Ltd, Hyderabad June 2008 – Oct 2011

Assistant Manager (Reporting to Revenue assurance Head)

Analytics, Compliance and Process optimization

- o Responsible for preparing Business process document by understanding the Business Requirement. Responsible for interfacing with IT Development team and getting the desired solution by checking the feasibility.
- o Responsible for new products validation and testing from Revenue assurance perspective.

- o Responsible for Reconciliations of vendor invoices vs Bank statements and variance analysis.
- o Core Responsibilities included Corporate P&L A/C (AOP vs Actual), Cash Flow, Debtors movement and Capex Utilization report for the business, circles and segments.
- o Assisting and closely working with top management for AOP planning and Strategy on PAN India basis for FY 2012
- o Preparation of Management reports & presentations with analytical view to assist the management in critical decision-making process.
- o Implementation & validation of country wide employee Profit Linked Incentives (PLI's), Sales, Retention Incentive & Channel partner's Commission scheme.

Educational Qualification

Examination	College/University	Year of Passing	Result
MBA - Two-year degree specializing in Finance & Marketing Management	GITAM Institute of Technology & Management – Visakhapatnam, India	2008	First Class-67%
BSC -Three-year degree specializing in Chemistry.	M.R. College –Vizianagaram , India	2006	First Class-80%
Board of Intermediate Education	M.R. College- Vizianagaram, India	2002	First Class-83%

Other Professional Skills

- Expert Knowledge of Microsoft Office including Access, Excel, Word and PowerPoint.
- Data Science-R Studio.
- Oracle-SQL, C-Language.
- Capital Market & Derivative Modules, NSEIL (National Stock Exchange of India)
- Kenan-Billing, Prepaid IN Billing, Comptel-Mediation
- SAP, COGNOS BI, HFM & HPM Tools.

Personal Information

Languages known : English, Hindi and Telugu.

Gender : Male.

Interests : Reading Books.

Playing Chess& Cricket.

Strengths : Zeal to learn new things.

Self-Motivated. Analytical skills.