

Gour Mohan Das

DOB: 22nd May, 1973

Phone: +91 9819710404, +91 7208415500

Email: malhar_2002@yahoo.com

Mumbai Resident.

PROFILE SUMMARY

A dynamic, results-driven and accomplished Finance, Commercial & Logistics professional with progressive & diverse experience of over 21 years in Sales Accounting, Accounts Closing, Budgeting, P&L management, Credit Control, Receivables & Inventory Management, Logistics & Distribution including Warehouse, Transportation & Customer Management, Depots & CFA Operation, 3rd Party & Job Work Production, System Solution & ERP Implementation, Indirect Taxation, Ancillary Laws such as Customs & Legal Metrology. Proficient & successfully executing New Product Development (NPD) Process, Cost Control & Cost Reduction process.

In-depth working experience of end-to-end Commercial functions, including Finance, Logistics & Distribution as well as sales support for Industries such as FMCG, Consumer Durables, Oil & Gas & Paint Industries in Indian Market for MNCs & Leading Domestic Companies. Have worked with Kansai Nerolac Paints Ltd, Eureka Forbes Ltd, Kores India Ltd, Apar Chematek Lubricants Ltd, and Henkel India Ltd.

Accountable for supporting Business to deliver sales targets across all channels , geographies in Indian Markets, by setting required warehousing structures , Distributors Management to achieve AOP, long term strategic plans, driving profitability with cost optimisation, pricing & category profitability.

Master in Business Administration (MBA) from Madurai Kamraj University & Intermediate of Institute of Chartered Accountants of India (ICAI).

Possess successful background in building high-performing teams. Managing / hand holding with cross functional teams of sales & marketing, procurement, Logistics & Distribution to deliver business objectives. Effective in strategizing, planning and implementation of new Businesses Initiatives, Sales Channels & various support functions strategies.

Strong analytical & organizational abilities with adeptness in handling business issues in the given framework of company's policies and procedures. Knowledge & skills in ensuring statutory compliances with various regulatory bodies & institutions. Proficient in streamlining procedures, formulating effective solutions for enhancing & encashing business opportunities.

An effective & articulate communicator with ability to establish rapport with individuals across geographies at all levels & ages.

PROFESSIONAL EXPERIENCE

Kansai Nerolac Paints Ltd, Mumbai

Japanese MNC in Paint Segment.

Reporting to Head of Finance.

Senior Manager Commercial

July'17 – Till Date

Team Size – 44 – (10 Direct)

Heading end to end Commercial responsibilities for INR 6,400 Cr Business on a Pan India Level spanning across the locations. Accountable for Periodic Accounts Closing, Credit Control, Working Capital Management (Inventory & Receivables) , Margin & Scheme management, Budgeting & Business Reviews, Customers/Sales Support, Logistics, Distribution, RDCs / Depots & CFA Operation, Primary & Secondary Transportation, Various Audits .

Responsibilities:-

Sales Accounting, Accounts Closing, Internal Control, Taxation & Audit –

- Ensure Periodic Accounts Closing (Monthly/Quarterly & Annual).
- Monitor, supervise & prepare moth – end & adhoc statement.
- Cash Flow & Forecasting of Financial Position.

- Ensuring Statutory & regulatory compliances related with GST, Legal Metrology, Labour Laws & other regulation affecting the operations are strictly complied.
- Conducting Internal, Statutory, ISO & IATF Audits.

Credit Control

- Periodically review existing customers' credit limit & giving revised impact in system (Static & Dynamic).
- Ensure that Credit Policies & procedures are uniformly & properly followed.

Working Capital Management & Customer Support

- Formulate Receivables & Inventory Management Strategies and advise management for effective decision making on Working Capital Management.
- Ensure Periodic Balance Confirmation & No Claim Certificate.

Margin & Scheme Management -

- Scheme Management by considering the cost effectiveness and market acceptability.
- Proposing the new process such as consolidation of requirements, vendor rationalisation and product substitute with cost benefit analysis.

Budgeting, Forecasting & Business Reviews

- Analysing and Reporting on Sales Margins with respect to Budgets & Targets - Periodic.
- Preparation of Sales & Commercial Budgets & tracking the performance against the same.
- Support Management on Commercial & Logistics initiatives - Conceptualize strategies/ performance review and deliverables to ensure support function drivers for high business performance.

Logistics, Distribution & Sales Support -

- Design & Develop effective warehousing strategies supporting scalability of Business.
- Ensure cost effective primary as well as secondary movement of stocks with at most capacity utilisation.
- Ensure Customer order servicing & driving On Time in Full (OTIF) across depots as per alignment with business requirements.

RDCs / Depots & CFA Operation

- Selection of RDCs/ Depots / CFAs - Based on Business Requirement and Operation.
- Cost Benchmarking for Depots and CFAs.

Transportation - Primary & Secondary -

- Ensure Cost Effective Primary & Secondary Movement of Stocks with at most capacity utilisation of vehicles.
- Freight rate finalisation by conducting reverse auction.

Achievements:-

- ❖ Spearheaded Commercial Functions (Logistics & Distribution), driving Business Strategies & financial planning to achieve Business Objectives & Long Term Plans.
- ❖ Re-Alignment of Credit Limits to reduce the Daily Sales Outstandings - by 7 days.
- ❖ Re-Structuring of Major Depots - **Reduction in Rent cost by 10%+(INR 5.25 Cr.)** in the FY 20-21.
- ❖ Revising the Indenting process to **reduce the Number of Days stocks at depots - by 10 Days.**
- ❖ Bench Marking of CFA Cost & Secondary Freight Cost - **Results in 5% saving.**
- ❖ Strategizing of New Depots/RDCs & logistics for geographical expansion & enhancement of Market Share based on the AOP.
- ❖ Realising Better Margin by **effective scheme management - 3 to 4%.**
- ❖ ARC implementation for Gifts Procurement - **Cost reduction by 3 to 5%.**
- ❖ Reducing the volume of Non-Valued Inventories - **~10%+Improvement in Working Capital.**
- ❖ Deep Drive analysis of Travelling Cost - **Resulted in Reduction by 4%.**
- ❖ Balance Confirmation process . (For Q II of FY 22-23, **collected 85% of the business**).
- ❖ Monitoring operation of 107 depots & 7 RDCs. Customer Satisfaction Index (CSI) which is **> 95% .**
- ❖ VAT Audits/Assessments - (Assessment Completed till FY 16-17)
- ❖ Implemented Warehouse Management System (WMS) & Transport Management System (TMS)
- ❖ Operational Review of Depots, Divisions & Submission of Repots to Top Management.

Eureka Forbes Ltd, Mumbai
Indian MNC in Consumer Durable Segment.
Reporting to CEO& CFO.

Deputy General Manager Commercial
May'12 - June'17
Team Size - 20 - (8 Direct)

Eureka Forbes Ltd is an Indian Multinational Company and is the global leader in Home Care Solutions like Water Purifiers, Vacuum Cleaners, Fire Extinguishers, etc. Heading end to end Commercial responsibilities for INR 1,500 Cr Business on a Pan India Level spanning across multiple locations. Accountable for Periodic Accounts Closing, Credit Control, Working Capital Management (Inventory & Receivables), Various Audits, Margin & Scheme management, Trade Spend & Marketing Promotions, Budgeting & Business Reviews, Customers Support, Logistics, Distribution & Sales Support.

Responsibilities:-

Sales Accounting, Accounts Closing, Internal Control, Taxation & Audit –

- Actively Involved in Sales Accounting, Finalization of Accounts & Periodic Financials.
- Analysis & Controlling of CAPEX & OPEX.
- Preparation of All Financial Statements including Cash Flow Statement.
- Conducting Internal, Statutory & ISO Audits.

Credit Control

- Actively monitor credit performance & limit of all customers. Recommend any disciplinary actions against customers in payment defaults or credit difficulties.

Working Capital Management & Sales Support

- Formulate Receivables & Inventory management Strategies and advise management for effective decision making on Working Capital Management.
- Periodic review with Sales Team on Receivables and initiating actions to clear overdue.
- Reducing the Quantum of Slow Moving Stocks & Reducing the carrying cost

Budgeting, Forecasting & Business Reviews

- Budget Preparation & Budgetary Control (Yearly / Monthly)
- Preparation of Sales & Finance Budget, periodic estimates & monthly variance analysis.
- Periodic Commercial & Logistics performance review & driving for improvement.

Costing, Pricing, Margin & Scheme Management –

- Arriving of Price Lists for Different set of Customers.
- Scheme Management by considering the cost effectiveness and market acceptability.
- Workings of Product Costing & Margins.
- Ensure Timely releasing of Credit Notes against schemes.

Trade Spend & Marketing Promotions

- Analysis of Marketing Spend, pre & post promotions spends evaluations & support to management on benchmarking the results based on the ROI, Market Shares etc.

Vendor / Payable Management

MIS Reporting/Profitability of Business

- Review on Periodic Business performance, variance & profitability analysis, Brand wise, Segment wise, and SKU wise Gross Margin.
- Preparation of Profitability statement for Branches & Regions.

Achievements:-

- ❖ Developing Business forecast for short term / long terms scenarios for various business decisions, such as brand/category portfolio, Sales Channel Management & development.
- ❖ Re-Alignment of Credit Limits to reduce **Daily Sales Outstanding by 10 Days.**
- ❖ Implementation of Channel Finance for Working Capital Enhancement. DSO reduce by 7-10 Days.
- ❖ Direct Replacement Process – **Reduction in Damaged Stocks at Distributors' point to Zero.**
- ❖ Price Negotiation with Morden Trade (MT), Regional Retailers & Armed Force Business Partners – **Improvement in Margin 3 – 5 %.**
- ❖ Successfully implemented Employees Incentive Module–Timely Collection of Outstanding.
- ❖ Realising better margin by effective **scheme management – 2% to 3%.**
- ❖ Reducing the Non-Valued Inventories – **15% + improvement in Working Capital.**
- ❖ Timely Settlement of legal cases u/s 138 – **Full amount recovered from 57 Customers.**
- ❖ Implemented Various Process like ,
 - Region Level P&L.
 - Daily Activity Report for Front Line Sales Team
 - Business Associates Management System

Kores India Ltd is an Indian Company dealing in manufacturing & marketing in various sectors in India. Heading end to end Commercial responsibilities for INR 700 Cr Business on a Pan India Level spanning across multiple locations. Accountable for Finance & Commercial activities PAN India. Managing a team of 18 employees.

Responsibilities:-

Accounts Closing, Finance, Taxation & Audit.

- Spearhead in finalisation of Books of Account & periodic Financials.
- Responsible to deliver support in P&L management by way of accurate reporting.
- Compliance & Assessment of Indirect Taxation such as VAT, Excise & Service Tax.
- Conducting Audits with Action Taken Reviews.

Working Capital Management

Improvement in Banking Activities.

Vendor & Payable Management.

- Ensure smooth release of funds based on the defined credit terms to domestic & foreign suppliers.

System & Process Improvement.

Productivity & Profitability of Call Centre.

Inventory Management.

MIS Reporting.

- Analysing and reporting on monthly/quarterly/yearly business performance, variance & profitability analysis, Brand wise, Segment wise, SKU wise Gross Margin.

Achievements:-

- ❖ Timely Submission of Monthly, Quarterly, Yearly P&L to Top Management.
- ❖ Timely Closure of Statutory & Tax Audit.
- ❖ Managed & Analysed Budgets, P&L and Balance Sheet & Sales Report.
- ❖ Branch wise Profitability Statement to Top Management.
- ❖ Liaise with Bankers & successfully implemented Electronic Mode of Collections.
- ❖ Implementation of LC & Buyers Line of Credit.
- ❖ Developing various processes in SAP in coordination with SAP Team :
 - Buy Back Process
 - FOC Billing
 - Spares Management.
- ❖ Coordinating with Business & Logistics to develop the process for clearing the old stocks.
- ❖ Streamline the Operations by implementing Commercial Policies.
- ❖ Cross-Functional collaboration to support Business Planning for all P&L Lines (Sales & Operating Income) – Dash Board Review.

PRIOR EXPERIENCE

Commercial Manager	Apar Chematek Lubricants Ltd, Mumbai	Nov 2007 - Apr 2008
Finance Executive	Henkel India Ltd, Mumbai	May 2001 - Oct 2007
Accounts Executive	KGN Global International Ltd, Mumbai	May 1999 - Apr 2001
Management Consultancy Projects and the Articles with Chartered Accountants May'93 – May'99		

IT SKILLS

Applications:	MS Office (Word, Excel, PowerPoint, Teams)
Accounting & Reporting Software:	SAP R/3 – FICO/SD & MM Module. ORACLE Financials, Tally Package, TMS & BI reporting Tools,

ACADEMIC PROFILE

MBA – Finance – Madurai Kamraj University – 2006
Institute of Chartered Accountants of India - Intermediate, 1998
Utkal University - Bachelor of Commerce (Hons), 1992