



PRINCE SONI
CA, Insolvency P, ID

Motherson Group | Whirlpool
of India Ltd. | Xerox |
Goodyear | Thomas Cook |
Agilent Tech.

CONTACTS

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QUALIFICATION & EDUCATION

- **Graduation B.Com (H)** 1995 Delhi University
- **Chartered Accountant (C.A.)** 1997, I.C.A.I.
- **Diploma in RDBMS** 1999, Software Solution Integrated Ltd. (SSI) Oracle 8 With Dev. 2000
- **Six Sigma** 2006 MoreSteam Univ. Green Belt Certification
- **General Management Principals** 2008 IIM, INDORE
- **Insolvency Professional –** 2021, IBBI
- **LLB Graduate** , 2021-2024 CCSU
- **Forensic Audit and Fraud Detection, 2024**, I.C.A.I.

AREAS OF CORE COMPETENCE

- Set up of Green field , Start up
- Fund raising
- Treasury Strategy, Hedging, M&A, Investor relation
- Financial planning, Management Reporting, Accounts consolidations, System Controls, Commercial Function , credit control policy
- Designing of financial policies & procedures
- Process Improvements , Controls, SOX
- Capable of resolving multiple & complex issues & motivating team for high performance.
- Outstanding presentation & communication skills
- Supported businesses by Cross-functional business exposure
- Participation in task forces for new acquisitions,
- Management by exception, communication, leadership and supervisory skills.
- Proactive and result driven approach.
- Worked with diverse group of people.
- Team Management –handle large and diversified team.
- Managing Customers/stake holder relationships
- Direction in continuously improving business performance in an environment of rapid change

PROFESSIONAL EXPERIENCE SUMMARY:

- **Regional Treasury, Tax and Consolidation-**
- **Manage, Govern and Enhance Financial Infrastructure; Mergers & Acquisition - Lead Accounting & Governance of Inter-company & Investment-Equity operations; - Drive enterprise-wide transformation of financial process and technology infrastructure;**
- **Rich experience of ~25 years, Corporate Planning & Finance, Treasury, Finance and Accounts, Budgeting & MIS,**
- **Customers Handling, Process Improvements, Receivables / Payable Management, Fund Management, Audits, and Project Management.**

PRINCIPLE QUALITIES:

- Ability to work with cross- functional and diversified group.
- Accepted as excellent Team Leader by Peers, colleagues, supervisor and Team members.
- Efficient Working and Crisis Management skills.
- Ability to work with strict deadlines and delivering the expected results.

AREAS OF EXPERTISE: -

- **Treasury transformation projects** across seven key pillars of the treasury function,: debt management, risk management, working capital management, ratings management, capital structure management, controls and compliance, and policy and governance.
- **Monthly / Yearly Accounts/ MIS** : Finalization / Scrutiny of Trial Balance on monthly basis and preparation of Monthly and Annual Profit & Loss A/C and Balance Sheet. MIS segment wise sales , direct / indirect costs , product profitability and projections based on trends , historical data and general business outlook.
- **CSR**
- **GST / IND-AS**
- **Risk Management – FX and Insurance management**
- **Costing and price negotiations:** Prepared per product costs and negotiated best price from suppliers
- **Budgets and Cost Control:** Preparation and follow up of quarterly and annual budgets, and taking corrective / control measures.
- **Direct Tax Litigation**, prevention, Transfer Pricing, APA, Corporate Reporting, FIN 48 reserve Tax Audit. Inter Company and RPT transaction
- **Business tax advisory** – tax related advisory to the business team and structuring of the transactions in most tax efficient perspective.
- **Transfer Pricing** – Responsible for formulation of transfer pricing policies and application of the same in various business transaction. Also, responsible for maintenance of TP Documentation for various APAC geographies.
- **Business Structuring** – Responsible for all the tax related restructuring activities conducted in a particular geography which is consistent from corporate governance and local law perspective.
- **Direct tax compliances** – Responsible for preparation, review and finalization of Corporate Income Tax returns, Withholding Tax returns and other direct tax filings for all the APAC geographies
- **Global Transfer Pricing Planning**

ORGANISATION	KEY RESPONSIBILITIES AND ACHIVEMENTS
<ul style="list-style-type: none"> • Development Alternatives • TARA Applied Research Centre <p>Motherson Electronic Components Private Limited – 100% Subsidiary of Samvardhana Motherson International Limited</p> <p>Whirlpool of India Limited (Listed NSE entity), subsidiary of Whirlpool Corporation, US is a leader of the \$20 billion global home appliance industry. Our appliances are marketed in nearly every country around the world. Whirlpool manufactures appliances across all major categories, including fabric care, cooking, refrigeration, dishwashers, countertop appliances, garage organization and water filtration.</p> <p>Whirlpool Asia LLP (earlier Pvt. Ltd.) Shared Knowledge Centre set up Whirlpool Corp. In 2010 in India under Asia Head Qtrs. Serving Asia, NAR & EMEA for functions like Finance, Accounts & specialized functions like MIS, FP&A, Tax, Treasury, MDM etc.</p>	<p>Professional Coach and Advisory since Dec 2023 onwards</p> <ul style="list-style-type: none"> • Insolvency Laws Advisory <ol style="list-style-type: none"> 1. Role of Authorised Representative of Real Estate project Elveor of Imperial Private limited Gurugram 2. Filing of applications under section 7 for many clients 3. Work and assisted senior IP professional for CIRP/ Liquidation process 4. Good communication skills and interpersonal skills for coordination between all the stakeholders during the cirp process 5 Rich experience in understanding of the various voluntary cases • CSR Impact Assessment • Risk Management – FX and Insurance management • Ind AS and IFRS including Quality Review of Financial Statements and Audit Reports • Statutory, Internal and Forensic Audits • Corporate (Companies Act, SEBI Laws, NBFC Norms, FEMA) • Fund Raising, Supply Chain, SME IPO <p>Vice President, CFO, at Chennai. (Jul 2023 – Till Nov 2023). Reporting to COO, Setup of green field project of high-capacity production. Project planning, financing, approvals, Incentives of GOI, business plan, sourcing – capex, material. Team building, compliance complete set up and co ordination with stakeholders.</p> <p>Director – Treasury & Tax – at Asia Head Qtrs. at Gurgaon. (Feb 2012 – Jul 2023). Reporting to Global VP-Treasurer, Tax & Accountant & Sr. Director - Finance:</p>
<p>Goodyear India Ltd. presence in India is over 80 years old, with two modern plants, one each in Ballabgarh and Aurangabad. Goodyear tyre and Rubber company Akron, Ohio entered the Indian Market in 1960. Goodyear India has been a pioneer in introducing tubeless radial tyres in the passenger car segment. In the farm segment, Goodyear tyres are supplied to all the major Tractor manufacturers like PTL, ITL, TAFE, Eicher and Escorts. Goodyear commands a major market share in the Off The Road (OTR) segment</p>	<p>Head - Treasury & Commercial controller– at Corporate office at New Delhi. (Oct 2009 – Sep 2011). Reporting to Executive Director - Finance:</p>
<p>Thomas Cook India Ltd. (Subsidiary of Thomas Cook Group plc) is the largest Travel and Financial Services Company in the India offering a broad spectrum of travel-related services that include Foreign Exchange, Corporate Travel, Leisure Travel, and Insurance. The Company launched its Indian operations in 1881.</p>	<p>General Manager – Business Strategy at Corporate office at New Delhi. (July 2007 – Oct 2009). Reporting to Executive Director - Finance:</p>
<p>HT Media Ltd. founded in 1924 is today India's largest publicly-listed integrated media company, expansion into electronic media, Mint, a business newspaper with Wall Street Journal.</p>	<p>Deputy General Manager –Finance at Corporate office HT House, K.G. Marg. (February-2007 – June 2007).</p> <ul style="list-style-type: none"> •
<p>Xerox India Ltd. subsidiary of Xerox Corp USA –January 2004 – February 07 Financial Controller for Production System Group (PSG) & Corporate Treasury at Corporate office at Gurgaon</p>	<p>Financial Controller –Production Solution Group & Senior Manager – Treasury (US\$ 20 Mn group) at corporate office (January-2004 – February 2007). Reporting to CFO & Director (PSG) job profile consists of: - Financial Controller and Treasurer</p>
<p>AGILENT TECHNOLOGIES INDIA PVT. LTD. Spin</p>	<p>Global Financial Reporting (GFR) Oct 2000 – Nov 2003 Finance Officer</p>

off Co. of HEWLETT PACKARD , world Leaders in electronic test and measurement for telecommunication and chemical analysis in Global Financial Reporting (GFR) department	and handling the following areas :- •
TECHDRIVE SOFTWARE LTD, & PRAKASH IND LTD. A diverse group of Global clients is headquartered in New Jersey, USA to provide State -of -the art Software services (Same management)	Manager-Finance & Accounts (Aug 98-Oct 00), a diverse group of Global clients is headquartered in New Jersey, USA to provide State -of -the art Software services and products. Job profile consists of dealing with all Statutory & commercial agencies, preparation of monthly MIS statements, preparation & compilation of Financial Results dealing with Banks & FIs, Funds Mgt, Income Tax matters, STPI and day-to-day Accounting functions. Project feasibility for the co. and valuation of co., pricing of co. projects. basic knowledge of US GAAPS. PRAKASH INDUSTRIES LTD. , as Asst. Manager (Corp. Accts.) at Corporate Office. (Aug 98 -Sept 99). Job profile consists of Income Tax matters, preparation of monthly MIS statements, preparation & compilation of Financial Results dealing with Banks & FI's Liaison work with statutory & commercial agencies
M/S THAKUR, VAIDYANATH AIYAR & CO., CHARTERED ACCOUNTANTS NEW DELHI (Jan97 - Aug98)	Statutory & Tax Audits Of Public & Pvt. Ltd. Companies. Including Manufacturing, Service, Finance & Trading. Statutory Bank Audits. Internal Audits Project Financing: Income Tax Matters Relating To Returns & Assessment Etc. Investigation . ABC Audit (Audit Bureau Of Circulations) Consultancy Service (a) BHARAT PETROLEUM CORP. LTD.