



Sreenivas Nadarajan

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Summary

Dynamic Chartered Accountant, CFE & CMA(US) with over 7 years' experience in international business finance, digital transformation, and internal audit. Spearheaded deployment of a digital workflow system across 85 countries and managed MIS and treasury for TVS Motor's ~Rs. 7500 Cr. global business. Skilled in finance, strategy, risk management, and digital transformation across automotive, manufacturing, real estate, and service sectors, with a proven track record in international business projects.

Professional Experience

Senior Manager – Finance | Manager – Finance | TVS Motor Company Ltd | Hosur

- **Drove digital transformation** and change management by leading the implementation of an Order Management System, adopted by distributors across **~85 countries**.
- Developed global pricing and **commercial strategies for market expansion** into Europe and Australia.
- Conducted on-ground market assessment and delivered a comprehensive proposal to the CEO and CFO, collaborating with **cross-functional** teams to develop a business case for **3W EV introduction in Egypt**.
- Liaised with government and export promotion agencies (DGFT, Customs, EIA, SIAM, ACMA) to advance Free Trade Agreements and ensure regulatory compliance. Worked on **EU-India FTA** along with SIAM.
- Led a 4-member team overseeing FPA and treasury for TVS Motors' **~Rs. 7500 Cr.** international business.
- Strengthened global receivables management, collaborating with legal and business teams in Ethiopia and conducting due diligence in Turkey to ensure distributor compliance, **minimizing financial risks**.
- **Pioneered an ECGC policy for TVSM**, a first in the history of ECGC, by liaising with government agencies to streamline recovery and reduce administrative efforts. The policy structure is being extended to exporters across India by ECGC.s
- Ensured regulatory compliance by liaising with Customs, DGFT, and ECGC, while reducing Export Data Processing and Monitoring System open cases (Nepal: 5,601 to zero; Overall: **7,328 to 138** in FY 2023–24).

Deputy Manager (II) – Internal Audit | Assistant Manager | Sundaram Clayton Ltd| Chennai

- Carried out Risk assessment across Automotive, Manufacturing and Real Estate Industry. (Revenue- **USD 8.5 Billion**)
- Investigated commission irregularities, identifying **~Rs. 1.5 Cr.** in potential revenue leakage and conducted IFC validation.
- Drove **43** process improvements, identifying potential savings and risks worth **~Rs. 10.97 Cr.** across multiple years.
- Spearheaded audit planning and designed comprehensive audit programs.
- Led preparation for Audit committee meetings across various companies in the group.
- Worked on GST reconciliation and set up necessary processes and checks in places for the same.
- Designed and developed Power BI based **analytics** tools for real time monitoring and gap identification.

Education

Chartered Accountant – *Institute of Chartered Accountants of India* | India

Bachelor of Commerce – *Indira Gandhi National Open University* | Distant Education

Accomplishments

- Represented TVS as part of delegation to Indian Embassy in Egypt to discuss on business opportunities and market landscape. Met with Mr. Ashesh Gupta (Deputy Chief of Mission) and Mr. Nahas Ali (Second secretary, Commerce)
- Emerging Leader Accolades
 - Selected for Emerging Leader Program 2, tied up with IIM Ahmedabad (2025)
 - Completed Emerging Leader Program 1, tied up with Indian School of Business (2023)
- Rapid Promotions: Two Promotions in 3 years, due to the work carried out on digitalisation of International Business Operations and work on various International Business Cases.
- Top Performance Recognition: Awarded as Exemplary Performer in Annual appraisal, highest rating at TVS Motor Ltd
- Global Thought Leadership: Delivered a presentation on GST to the Director of Global Tax Compliance Reporting and Planning, Institute of Management Accountants, USA.

Certifications

Certified Fraud Examiner, Association of Certified Fraud Examiners, USA

Certified Management Accountant, Institute of Management Accountants, USA

Extra-Curriculars

- Cell Head (Events) of Beta – The Finance and Investment Club of IIMA
- Treasurer of SICASA Cochin branch, the student wing of ICAI
- Student Speaker at Regional Conference conducted by ICAI
- State Rank 6 and Olympiad Rank 689 in Informatics Olympiad conducted by Computer Literacy Foundation
- Medical camp volunteer for 3 years as part of community support initiatives
- Part of Mentorship cell for CA students who were unable to clear the exams for multiple attempts