

REJIS SEN (CA and CFA®)

Independent professional and teacher with exposure in
M & A, ERM, Audit and CFO Role

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Key Skills

Complex Derivative Transactions

Enterprise Risk Management

Audit of Internal controls

Pre IPO Support

Financial Strategic Planning

Exposure with Big 4s for Audit

Recovery Operations

Exposure in Legal Disputes and
Arbitration

Valuations/ IM/Projections/fund
raising activities

Over 16 years of experience spread across MIS / Capital Markets/ Audits/
Board and Stakeholder Management

Profile Summary

- 🔗 **Subject Matter Expert**, offering an illustrated career of expertise in **directing the Treasury and Finance function** and **setting up Finance systems, Internal Controls, automating bookkeeping** around business processes including **building accounting reports (AR, AP, fixed assets) budgets, projections** with economic & industry related factors, rolling up numbers to product prices, contribution etc. **Stress testing** growth assumptions
- 🔗 Worked in **Complex Capital market assignments** like **Pre IPO support** (ERM Audit, Synthetic Operational Hedging to hedge commodity volatility), Valuation.
- 🔗 Analytics like **Chord Diagram, Multiple Regression, testing and revisiting R square, Customer Cohorts** culminating into CLTV, CAC and predicting customer behaviour
- 🔗 Excellence in **establishing consistent & appropriate business practices/controls**
- 🔗 Successfully executed various cost saving projects and seeking expense justification
- 🔗 **Worked** across a wide spectrum of investment; analyzed financial reports, MIS and **Value-Added Analytics/Analysis for Board of Directors.**
- 🔗 A Teacher in **St Xaviers College (B.Com)** and teaches **CFA/ FRM** students

Education

- 🔗 **CFA® Charter holder (Passed Examination in June 2016) (all 3 levels being first attempt)**
- 🔗 **CA** from Institute of Chartered Accountants of India in 2006
(first attempt including **All India 9th rank** in CA Foundation)
- 🔗 **B.Com. (Hons.)** from St. Xavier's' College, Kolkata, Calcutta University with 67% in 2004
- 🔗 **12th** from St. Augustine's Day School, Kolkata, ICSE Board with 91% in 2001
- 🔗 **10th** from St. Augustine's Day School, Kolkata, ISC Board with 93% in 1999



Work Experience

April 21 to Present – Proprietor Krag & Associates (A CA firm with a legacy of 30+ years) in Kolkata

Role as a Practicing CA and CFA:

- **Enterprise Risk Management Audit of :**
Regaal (A Maize Starch Agro with a turnover of 350 +Crores gone for IPO in Kolkata), Netwebs (A Delhi Based IT/ITES going for IPO), Senrysa (A Financial Inclusion Company in Kolkata) including :
 - Study of ERM Framework and documenting ERM (including identification of operational, financial risks and their related mitigation)
 - Follow on Testing of ERM Controls end to end after 6 months
 - **Implementing Payment Automation** from Oracle to Bank Server in Senrysa
 - **Implementing Synthetic hedging for controlling Operational volatility** in Regaal associated with commodity by using Nifty futures and rebalancing the same and assessing mark to mark monthly
- **Statutory Auditor** including **Mandatory ICOFR** for :
 - **EMAS, MAPEX** (A toll based Company),
 - 3 NGOs funded by Churches Associations.
- **Financial Modelling and Valuation of listed Company (including scenario analysis, FCFF and Comparable Valuations)** for Secondary private investment in the sectors of :
 - Brokerage Firm (Stampede Capital- A listed Company)
 - Hotel
- **Buy side Financial and Operational Due Diligence** on behalf of Corporate (Based out of Hyderabad) in Targets in Sectors of :
 - IT/ ITES BPO and excellence centres (2)
 - Power and Renewable energy (1)
 - Garments (1)
- **Virtual CFO Services** (Month end MIS, Board Reporting and Accounting Completion) for :
 - Mercy Hospital (Kolkata)
 - Alfran NRL (A Spanish JV)
- **Fund Raising** for :
 - 2 NGOs (FCRA Registered) to the tune of 40 lakhs each through CSR initiatives
 - Angel funding for a Healthtech Company in Bangalore (INR 2 Crores)
 - Pre PE funding for a IT/ITES in Hyderabad (INR 6 Crores)

Role as Teacher (Primarily for Passion and Technically Updating oneself):

- Teaches B Com in St Xaviers College as visiting faculty since last 14 months (Subjects: Accounting, Audit, Costing and Financial Management)
- Independent teacher of 30+ students in 2+ years with 2 locations for CFA and FRM
- Oversees students for their dissertation project
- Author of Article on UHID and importance of the same in the health ecosystem in India.

Nov 2020 to April 2021 Finance and Legal head in Sabse Sasta Dukaan, Kolkata (A Startup) *(Left to start off practise)*

Role:

- Streamlining MIS and Analysis reports
- Streamlining Operational Controls for Physical Medicine inventory and Supply Chains
- Overseeing legal department including sending notices to Delivery Partners
- Preparing teaser, projections and IM for fund raising at VC level
- Overseeing and working with lawyer and CS to close formality of Right offer from angel investor group (2 rounds aggregating INR 4 Crores)

Aug 19 to Nov 2020 COO and finance lead at Dygitech, Kolkata (A Startup)

Role:

- Overseeing Finance of 4 Group Companies which was trading in nature including holding inventory and implementing all financial internal Controls of Reporting (***TATA Gluco/ PepsiCo, TITAN, Jockey, Nilons***)
- Automation of SKU wise commissions, PI and incentives monitoring Reports
- Reconciliation of Dealer and RSM Margins quarterly including TOD, Bonus, Discounts received and passed on
- Helping CEO in developing business for the training Institute in Kolkata in SAP (authorized SAP partner), Financial Analytics, Data Science
- Physical (including budgeting) and Online Marketing (SEO, Paid Ads across platforms of FB Insta etc.)
- New Business Initiatives for Cloud Telephony and Staffing

Oct'18 to Aug'19 Independent Consultant in Kolkata

Role:

- Consultant to a well know IT client(s) in the field of Gaming, Data Centre. Largely focused on analytics (including giving including **trend analysis, regressions, T Test** and interpretation of **chord diagrams, scatter plots and bubbles derived from tableau**), estimating Player life cycle value
- Investment banking services offered to Hospital including preparing Info memorandum, valuation, term Sheet

Aug'17 to Sept'18 Continental Hospital, Hyderabad as GM- Head of Finance

Role:

- Reporting to CEO and dotted line reporting to promoters (Board members). Shouldering responsibilities as Head of Finance, Recovery of hospital & Legal (250 beds) with total turnover of 180+ Crores annually; (38 staff on a regular basis) including liaison with Luthra and AZB (for Arbitration in Singapore)
- Spearheading all processes to raise INR 140 Crores of equity including valuation, projections and coordinating with PWC Mumbai
- **Presenting monthly financial, budget v/s actuals, projections and MIS including analysis of revenue by sector, payee, vertical, doctor fees, salary and OPEX to Group CEO and promoters**
- Implemented and assisted various cost optimization activities and assisted to **achieve ~ 7% reduction in the total cost (Other expenses)** of the company by coordinating with cross-functional teams and leading process improvement initiatives

Merit of delivering back-to-back highest recovery in Feb/ Mar'18 from receivables (awarded formal appreciation letter)

Nov'14- Aug'17 Star Hospital and Star Pinnacle, Hyderabad/ Vizag as GM- Head of Finance

Role:

- Managed the finance operations of hospital (300+beds) and an entity (Joint venture in Vizag with 65+ beds) with total turnover of 200+ Crores annually; led a team of 25 staff on a regular basis and giving Board level MIS
- **Presenting monthly financial, budget v/s actuals, projections and MIS including analysis of revenue by sector, payee, vertical, doctor fees, salary and OPEX to Board**
- **Interacted with I Bankers for providing information memorandum and valuation for a proposed sell off**
- Successfully **raised debt of INR 60 Crores and CC of INR 14 Crores** and worked on a potential proposal for restructuring debt with 3 banks along with preparation & projections of CMA data for debt funding
- Completion of assessment of Income Tax, VAT, Luxury Tax and ensured smooth transition post GST

Feb'12-Nov'14 KPMG (BSRR & Co) , Hyderabad as Manager

Role:

- Managed various due diligence assignments for various sectors like Transport & Logistics, Healthcare, Seeds (Agriculture), Mobile Money and IT/ITES
- **Worked in a global project of ICANN on secondment in KGS Bangalore for a year**

Statutory Audits Handled:

- Successfully managed statutory audits for:
 - 3F Fuji Foods (A JV between Fuji and 3F Industries), Techno Brain India
 - Phoenix Group (1 Holding company and 2 SPV (Real estate)
 - Global Hospital (Hospital based in Hyderabad, Bangalore, Chennai & Mumbai)
 - Imedx (Medical transcription)

Jan'11-Feb'12 Ernst and Young, Bangalore as Senior Associate in Transaction support

Major Projects & Assignments:

- Real Estate (Vendor Due diligence and I Banker)
- Education (Buy side DD)
- Manufacturing (Buy side DD)
- Aviation (Buy side DD): Stakeholder sells 11% stake in Bangalore International Airport

Jul'07-Dec'10 Price Waterhouse, Kolkata as Assistant Manager (Statutory Audit) and Articleship (2002 to 2004)

- **Executed statutory & tax audit** of Philips Carbon Black Limited-Manufacturing, Saregama India Limited, formerly HMV (part of the renowned RPG Group), UT Limited-Manufacturing, Kesoram Industries and Birla Tyre (A BK Birla flagship company)

Nov'06-Jun'07 Goldman Sachs Services Private Limited, Bangalore as Hedge Fund Accountant

- Migrated functions from GSSPL Princeton Team (3 months training in Princeton) to Bangalore
- Managed financials of US, Ireland domiciled Hedge Funds

Trainings Attended

- ⦿ Attended training subjected on Regularly View Webcasts of Mr Aswath Damodaran (Teacher at Stern University) in relation to corporate finance and valuations
 - ⦿ Completed on-job / in-house training on soft skills, due diligence
 - ⦿ On job hands on supervision in Tableau and other complex statistical tools
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Extracurricular Activities

- ⦿ Participated in ICAI Regional Conference and regular visiting colleges as Speaker
 - ⦿ Spreading health awareness at personal level and collaborating with a dietician
 - ⦿ Playing the Guitar
 - ⦿ A passionate long-distance driver
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Personal Details

Date of Birth: 4th September 1982

Languages Known: English, Bengali, Hindi