

Job Description – Senior Finance Manager

Location: Noida

Reporting To: CEO

Industry: FMCG – Bakery & Confectionery (VC-backed Startup)

Role Overview:

We are looking for a **Senior Finance Manager** to lead the financial management of our VC-backed FMCG startup. This role combines strong financial acumen with strategic thinking, enabling the company to scale rapidly while maintaining financial discipline, compliance, and transparency. The candidate will also play a pivotal role in **leveraging government schemes and incentives** to optimize funding and improve the company's financial strength.

Key Responsibilities

1. Financial Reporting & Analysis

- Prepare and present accurate monthly, quarterly, and annual financial statements in line with Ind-AS/IFRS.
- Develop management dashboards for founders and investors, with insights into performance, variance analysis, and business drivers.

2. Financial Planning & Strategy

- Drive annual budgets, rolling forecasts, and long-term financial planning.
- Build financial models to support fundraising, investor discussions, and strategic growth decisions.
- Advise leadership on pricing, working capital, and expansion strategies.

3. Government Schemes & Incentives

- **Monitor, evaluate, and secure benefits under government schemes** relevant to FMCG and food processing
- Ensure timely documentation, application, and compliance to avail subsidies, interest subventions, and tax incentives.
- Maintain strong liaison with government agencies, banks, and industry bodies.

4. Compliance & Risk Management

- Ensure adherence to tax, corporate, and regulatory requirements (GST, TDS, MCA filings, FEMA, etc.).

- Identify financial risks and implement mitigation strategies, including cost controls and insurance coverage.
- Maintain governance frameworks required by VC investors (Board MIS, compliance certifications).

5. Team Management

- Lead and mentor a finance team handling accounting, payroll, AR/AP, and treasury.
- Establish strong internal controls and streamlined processes suitable for a high-growth environment.

6. Cross-Functional Collaboration

- Partner with sales, marketing, operations, and supply chain to align finance with overall business strategy.
- Provide commercial insights on trade promotions, distributor margins, inventory cycles, and logistics costs.

7. Audit & Investor Relations

- Lead statutory, tax, and internal audits, ensuring compliance with accounting standards.
- Act as a finance liaison with auditors, bankers, and investors.
- Prepare investor MIS packs, board decks, and fundraising documentation.

Required Skills & Experience

- **Financial Expertise:** Strong background in reporting, budgeting, forecasting, cost accounting, and cash flow management.
- **Government Schemes Knowledge:** Practical understanding of incentive frameworks, subsidies, and startup financing schemes (both central and state).
- **Leadership:** Proven ability to manage and develop a finance team and collaborate across functions.
- **Strategic Thinking:** Ability to translate financial data into business insights and contribute to long-term goals.
- **FMCG Knowledge:** Prior experience in FMCG/Consumer Goods preferred, with exposure to distribution, supply chain, and sales finance.
- **Education:** CA / MBA Finance (preferred) with 8–12 years of experience, ideally with a FMCG startup

