

Raju Lakshmana

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Overview:

An Analytical Thinker, Problem solver, can adapt daring challenges, astute professional with rich experience in the areas of Revenue Accounting, Account Receivables / Payables, Credit Administration, Reconciliation of customer's account, 17 years of experience in Finance and Operation, Currently employed with Star India Ltd. as Asst. Manager in Credit Risk Management squad.

Focus:

Managerial Assignments in Validation of Agreements/Revenue Accounting/ Accounts Receivables / Payables / Credit Control /Collection/Reports & Analysis/Reconciliation customer accounts/ Financial Activities /Employees Reimbursements/Vendor payments, Book keeping

Professional Experience:

Company Name: Star India Pvt. Ltd

- Star India Pvt. Ltd to create a platform for distributing television channels in India. The company would be distributing close to 90 channels via all fixed networks including cable, DTH, IPTV, HITS and MMDS.

(From 2011 to 2014 at Media pro (joint venture between SSIPL & Zee TV)

From 2014 to Oct'2017 at SSIPL)

Designation: Asst. Manager –CRM Team

Period: From June 2011 to 16th Oct 2017

Roles and Responsibility:

- Reconciliation of Multiple System Operator (MSO) accounts
- Reviews with Regional Heads / State Heads for every month end
- Promptly issue DN/CN to rectify any errors identified
- Providing constant feedback to RO / ZO for minimization of agreement errors
- Handling Agreement validation, Tracking, Pre & Post audit of Revenue booking for the entire South India (Tamil Nadu, Karnataka, Kerala and Andhra Pradesh).
- Training & Development of Dealer staff & LFS

Company name: Star Den Media Services Pvt Ltd

STARDEN is a joint venture between STAR INDIA Pvt Ltd and DEN Networks Limited (DEN) to create a platform for distributing television channels in India via all fixed networks including cable, DTH, IPTV, HITS and MMDS. Both STAR India and DEN are pioneers in the media industry in India.

Designation: Sr. Executive – Finance & Operation

Period: From Nov'2006 to June '2011

Roles and Responsibility:

- Receivables (Debtors) Management – Generation of invoices, resolution of out standings, tracking and reconciliation of accounts with customers. Identification of the problematic customers and regular highlighting to the Senior Management.
- Examination of journal vouchers, general ledger reconciliations and numerous analyses including interest computation for defaulting customers, intra-company accounts, ageing reports etc.
- Processing bills, making provision, Emp. Reimbursements, collection and security deposit entries.
- Imparting training to the distributor staff & regional office staffs on Billing and Accounting Software and the various up gradations of the same.

Company name: Movva Associates, Bangalore

Movva associates is Outdoor Agency & Manufacturer of Bus shelters & having more than 250 display boards like bus shelters and some Hoarding all around Karnataka. They are pioneers in the advertisement Outdoor industry and manufacturing of Bus shelters in Karnataka.

Designation: Manager Accounts

Period: From April'2000 to Nov' 2006

- Book keeping,
- Ledgers ,
- Collection follow-ups
- Bank account Reconciliation,
- Generation of Client Invoices taking care of customer account & collection,
- Vendor payments, Trial balance & Balance sheet for Sales tax with Auditor support

Education

- Bachelor's Degree in Commerce. University of Bangalore
- Tally - Computerized Accounts Training at Computer Point, Bangalore
- SAP FICO – course done at SAP TREE, Bangalore

Computer Skills

- Technically proficient in Windows 2000, MS Office, Tally and Sun Accounting Systems, and MQS, SMS (software used in SIPL for customer accounts)

Personal & Other Details

Nationality: Indian

Languages Known : English, Hindi, Kannada, Telugu, Tamil

Correspondence address:

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