

Position	Business Controller
Company	VST Tillers Tractors Limited
Location	Mahadevapura, Bangalore
Reporting Relationship	Deputy General Manager – F&A
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VST Tillers Tractors Ltd (VTTL) - A Leading Force in Indian Agriculture

VST Tillers Tractors Ltd (VTTL) is a household name in Indian agriculture, a legacy brand established in 1967 and part of the well-respected VST Group, founded in 1911. As a publicly traded company, VTTL is committed to transparency and accountability.

Market Leadership and Innovation:

VTTL holds a dominant position in the power tiller segment and enjoys a strong presence in the 4WD compact tractor market, boasting a 75% market share for power tillers in India. Driven by a passion for innovation, VTTL consistently develops and manufactures high-quality agricultural equipment designed for Indian farms. Their machines, built with robust materials and advanced engineering, ensure reliability, minimal maintenance, and consistent performance across diverse agricultural landscapes.

Extensive Product Portfolio:

VTTL offers a comprehensive range of agricultural equipment catering to the needs of small and medium-scale farmers. Their product line includes tractors, power tillers, diesel engines, and other essential farm implements. Their offerings cover a power range of 2 HP to 50 HP, catering to various farming applications. Notably, VTTL is a pioneer in the 4WD compact tractor segment, offering manoeuvrability and power for demanding tasks.

Strong Nationwide Presence:

VTTL has a robust national presence with three manufacturing units strategically located across India. They have established a vast network of over 1,200+ dealers, 6,200+ retailers, and 85 spare parts distributors to ensure easy access to their products and services for farmers throughout the country.

Global Recognition:

VTTL's success extends beyond Indian borders. They have established a strong international presence, exporting their equipment to over 40 countries across Europe (EU - 17 countries, brand name VST FieldTrac), Africa (19 countries), Latin America (4 countries), and Asia (3 countries). This global reach signifies the trust and value their products hold in the international agricultural market.

Core Values:

VTTL operates with a set of core values that guide their business practices and interactions:

- **Customer Centricity:** Making every interaction with farmers valuable and meaningful.
- **Integrity:** Upholding ethical conduct in all business dealings.
- **Synergy:** Building a collaborative environment for collective success.
- **Speed:** Embracing agility and responsiveness to market demands.
- **Stretch:** Continuously striving for improvement and exceeding expectations.
- **Go Green:** Promoting sustainable practices and environmental responsibility within the agricultural sector.

VTTL's commitment to quality, innovation, and farmer-centricity has solidified their position as a leading force in Indian agriculture. Their dedication to ethical practices and environmental responsibility further strengthens their reputation as a responsible and sustainable company.

J D for Business Controller :-

Strategic Support: Provide financial guidance to other departments and business units to support strategic decisions and initiatives. Partner with leaders to drive financial accountability and achieve business goals.

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Provide financial guidance to other departments and business units to support strategic decisions and initiatives. Partner with leaders to drive financial accountability and achieve business goals.

- **Financial Control:**

Ensure compliance with financial regulations and internal policies and contribute to month-end closing procedures.

- **Process Improvement:**

Identify and implement process improvements within the AR function to increase efficiency and reduce bad debt.

- **Strategic Contribution:**

Collaborate with other departments (e.g., sales) to coordinate on credit matters and customer accounts.

- **Customer Relationship Management:**

Maintain professional communication with customers regarding billing and payment matters.

- **Operational Support:**

Act as a financial liaison between the finance department and other parts of the organization, communicating financial information clearly. Review and optimize financial processes to improve efficiency and reduce costs.

- **Reporting and Analysis:**

Oversee the preparation of accurate financial statements (e.g., income statements, balance sheets) and management reports. Analyze financial data to identify trends, provide insights, and support business decisions.

- **Audit.**

Overseeing internal controls, including audit management and risk assessment

- **AR Cycle Management:**

Oversee the entire accounts receivable process, including generating invoices, posting payments, and maintaining accurate ledgers.

- **Collections and Credit:**

Implement and enforce credit policies, monitor customer credit limits, and manage the collection of outstanding balances.

- **Reporting and Analysis:**

Prepare detailed AR reports, analyse aging reports, and provide insights on collections performance and key performance indicators (KPIs) to management.

- **Dispute Resolution:**

Investigate and resolve billing discrepancies and customer account issues promptly and professionally.

Required skills and qualifications

- **Education:**

Bachelor's degree in accounting or finance; a professional certification like a CA is often preferred.

- **Experience:**

1-3 Yrs of professional accounting or finance experience is typically required, with public accounting experience being highly valued.

- **Technical Skills:**

Proficiency in accounting software (e.g., SAP), Microsoft Office Suite, and a strong understanding of GAAP, GST .

- **Soft Skills:**

Excellent analytical, communication, problem-solving, and leadership skills are essential for collaborating with management and mentoring finance teams.