effortless

THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA
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Counter
CHENNAI

Senior Consultant — Effortless Implementation

On-site, Chennai · Full-time · 1–3 years post-articleship · travel to client sites

About Effortless

Effortless is an AI-native finance platform built for India's fastest-growing businesses. As companies scale, finance only gets messier — more customers, more payments, more branches, more teams. We bring that complexity under control by automating the work that usually eats up an accountant's day: order-to-cash and collections, expense approvals, recurring and multi-location billing, GST and TDS compliance checks, and cash-flow visibility — all syncing in real time with Tally Prime.

Under the hood, Alex — our AI finance assistant — handles document processing, bill verification, and compliance checks automatically, while role-based controls and bank-grade, ISO 27001-certified security keep every rupee accounted for. The result: up to 85% of manual finance work automated, trusted by 1,000+ growing companies across India.

We're a Chennai-based team on a mission to turn everyday finance chaos into clean, scalable systems — and we're looking for sharp finance minds who want to see their accounting expertise make a real, measurable difference for businesses across the country.

Why this matters for a CA

You've spent years learning how finance *should* work — the controls, the reconciliations, the compliance, the discipline that holds a clean set of books together. At Effortless, that knowledge stops being back-office plumbing and becomes the blueprint for a product used by thousands of companies. Every workflow you design, every reconciliation logic you define, every compliance check you get right scales instantly across our entire customer base. This is accounting expertise with leverage.

About the role

Effortless helps accountants, auditors, and business owners streamline and automate their finance operations. As a Senior Consultant, you will own the implementation of Effortless for clients across industries — understanding their business, mapping their processes, configuring the solution, and guiding both our team and the client through a smooth go-live. This is a client-facing role for someone who combines strong accounting fundamentals with the ability to translate them into a working system.

Agrya Finlabs Private Limited
Maan Sarovar Tower, First Floor 375, 271A, Scheme Road, Subbarayan Nagar,
Teynampet, Chennai, Tamil Nadu 600018
www.goeffortless.ai / contact@agrya.in

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What you'll own

- **Understand the business.** Study each client's business model, finance operations, and reporting needs across multiple industries, business units, and branches.
- **Document processes.** Map and document as-is and to-be workflows, SOPs, and process flows to form the basis of implementation.
- **Master the product.** Develop deep, end-to-end expertise in the Effortless platform and its modules to configure and demonstrate the right solution for each client.
- **Reconcile across sub-systems.** Perform and review reconciliations between sub-systems and ledgers to ensure data integrity through and after implementation.
- **Guide the team.** Lead and mentor the implementation team, reviewing their work and resolving roadblocks during rollout.
- **Advise stakeholders.** Act as a trusted advisor to accountants, auditors, and business owners on the Effortless process and solution.
- **Feed the product.** Bring what you learn in the field back to our product and engineering teams — the gaps, the edge cases, the features that would make finance teams' lives easier.

What you'll gain

- **A rare, compounding skill.** Few CAs can sit at the intersection of accounting, process design, and technology. You'll become the person who can translate finance into systems — one of the most valuable and durable skills in the profession today.
- **Years of exposure in months.** Instead of one industry, you'll work across many — manufacturing, retail, services, multi-branch and multi-entity setups — seeing how finance really runs in dozens of businesses.
- **A front-row seat to AI in finance.** You'll work hands-on with how AI is reshaping accounting, not read about it — and help shape where it goes next.
- **Proximity to senior finance minds.** Direct access to founders, CFOs, and senior CAs who will invest in your growth, not just your output.
- **A clear path up.** A defined growth track from Consultant to Senior Consultant to Implementation Lead, with room to move into product, customer success, or advisory as we scale.

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Who you'll work with

Effortless is built by people who understand the craft of accounting. Our founding team brings together Chartered Accountants and seasoned CFOs, with deep roots in CFO advisory and finance transformation for Indian businesses. We are well-funded and backed by leading SaaS and fintech investors who believe finance is the next frontier for AI in India. For a CA, that means joining a team that respects the discipline you've trained in — and is building something serious on top of it.

What we're looking for

- **CA (qualified or semi-qualified) with 1–3 years of post-article ship experience** handling multiple clients.
- **Exposure to multiple industries.**
- **Working experience with ERP systems** such as SAP / Oracle and Tally / Zoho Books.
- **Solid understanding of financial reporting** across multiple business units and branches, and the ability to perform financial analysis of a business.
- **Strong grasp of financial statements and their schedules.**
- **Strong working knowledge of GST and TDS compliance** provisions.
- **Fluency in Hindi** (in addition to English), for client communication across India.

Good to have

- Prior experience in ERP or finance-software implementation / onboarding.
- Comfort presenting to and training finance teams and business owners.
- A genuine curiosity about how technology and AI can change the way finance is done.

How to apply

Send your CV and a short note on why this role interests you to **[careers@goeffortless.ai]**. We read every application. Also, you can reach out to (+91) 90034 43012.

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