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A A Newsletter

I like being a CFO because...
It is a challenging and demanding role that requires a CFO to analyse and forecast the corporate and regulatory environment, market changes, and technology disruptions. This supports the CFO to make an informed decision without negatively impacting the business. The CFO is always at the helm of business guarding and striving for excellence without compromising on policies and ethics.

What was the toughest decision you had to make in your role as a CFO?
During my tenure at Redbus, an online inter-state bus ticketing platform the team was stuck in a situation where we had to make a choice between forgoing online transaction cost and increasing the customer base.

Losing revenue at the cost of an anticipated increase in customer base could have backfired and negatively impacted the business more than expected. But after much consultation and working together with marketing we were convinced of waving off the transaction cost which eventually reaped us good results.

- **Stress buster**: Reading non-fiction books
- **Guilty pleasure**: Spending time with family and gong to gym
- **Prized possession from first salary**: Nokia phone
- **Favourite book**: *What Got You Here Won't Get You There* by Marshall Goldsmith

What is the most challenging thing you faced in your current role?
Raising capital debt and equity under the current volatile environment at reasonable cost is really a challenging task.

What is your biggest learning in this VUCA (volatility, uncertainty, complexity, absurdity) times?
In the current scenario one cannot have a long term plan and mull over it. One needs to stay abreast with latest disruptions, market trends and constantly adapt to it to reinvent and stay afloat. Adaptability and learning will reap benefits in the long run. Had Apple not created such path breaking products each time it wouldn't have been enjoying the brand equity it has created. Hence one needs to compete with oneself and break the monotony.

Leadership goals:
Prepare my team for becoming gen next leader by providing them ample opportunities to be independent and adequate training for enhancing their knowledge. I believe in keeping the learning curve steep and always strive for perfection.

How do you think the CFO's role will transform in the future?
The CFO's role is not restricted to mere finance anymore. They are strategic thinker and keep the company compliant with all the regulations and policies and at the same time have to be in sync with latest developments around the world which may make or break their business. The CFO needs to make sure their business stays relevant by constantly reinventing themselves through market analysis, being future and value focused and bring in the best talent and practices.

In the age of digital transformation have your business matrices changed? Do you consider yourself as a Digital CFO?
I am very curious to know the latest technology trends and keep myself updated. Much before demonetization when I was working with RedBus we used online transactions and e-wallets. In my present organization also we have shifted from cash to digital payments and are embracing new technology in our sector.

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