

Print Coverage

CFO-Investors' True Insider, featuring Subrata Kumar Nag, Executive, Whole-Time Director and CFO, Quess Corp Limited.

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C F O S P E C I A L		
Interview		
 <p>“Integrating technology into operations helps mitigate risks and drive growth”</p>		
<p>Subrata Nag, <i>Executive, Whole-time Director and CFO, Quess Corp Ltd</i></p>		
<p>Q. In your opinion, what is the most challenging part of being the CFO of Quess Corp Limited?</p> <p>Due to evolving technological trends and commercial dynamics, businesses are constantly facing fresh challenges. The role of the CFO is also changing due to this influence and it is thus not limited to the passive control of numbers, revenues and costs, unlike in the past. This is especially true in the case of a large company like Quess Corp Limited. Our operations are spread across 65 offices in 34 cities in India, North America, the Middle East and the South East Asia. As a result, ensuring seamless operations across multiple teams and stakeholders is a challenge we frequently tackle.</p> <p>Our focus also remains on promoting innovation, minimising risk and ensuring our long-term financial goals are met. Driving business fundamentals and value creation through leadership and tactical thinking are also at the top of our priority list. Creating value through innovative thinking, creative problem solving and adherence to best practises is another key area where we tackle dynamic challenges.</p> <p>Quess Corp Limited being in the growth phase, making decisions on the hiring policy, handling the GST transition in India and managing trade barriers are also a few challenges we face as of today.</p>	<p>Q. Please mention your top three priorities as the CFO of Quess Corp Ltd.</p> <p>In addition to being the CFO, my role at Quess Corp Limited is also that of a strategy driver and executor. Thus, one of my key focus areas is to constantly evaluate the priorities of our business, manage the direction it is headed and ensure operational processes are supportive of growth. As a growing organisation that has recently ventured into new territories, including security and infrastructure management, we understand that we cannot afford to let growth become an impediment to flexibility. Thus, the willingness to remain agile as we tackle new challenges is also at the top of our priority list. Being a part of an increasingly digital world, preparing ourselves for new trends and adapting to new technological innovations is also a main concern.</p> <p>In summary, it is managing growth while remaining agile, generating free cash flows, and creating long term values for our investors by adjusting to changing industrial needs is what we strive for.</p> <p>Q. How important is it to embrace technology for CFOs?</p> <p>Innovation is all about accepting change and leveraging it to create more efficient processes and products. Although risky, constant innovation is the only way to</p>	<p>survive in today's dynamically changing technological environment. Technology is a great enabler, making way for new trends and increasing our outreach farther than ever. Financial budgeting solutions and digitised processes that provide data-backed insights translate to smart decision-making, putting CFOs at an advantage. Integrating technology into operations also helps mitigate risks and enable financial decision makers drive growth from a vantage point.</p> <p>Q. Please share with us your outlook on the Indian economy at this juncture.</p> <p>The Indian economic forecast remains positive. India will remain the fastest rising economy. After gradually recovering from demonetisation, the growth projection seems to be strong. Increased public wages and pensions will enable consumption. With the implementation of the GST and increased ease of doing business, the future looks promising. Reinstating credit discipline and cleaning up banks' balance sheets will play a pivotal role in supporting the credit growth needed to finance business investment. From the larger perspective, one can expect this year to be one that of reckoning and growth. From Quess's perspective, we see a more robust growth phase in the business service sectors in the coming years.</p>
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