



Tarun Rustagi
CFO, Canara HSBC Oriental Bank Of Commerce Life Insurance

A humble and passionate person, who is not only good in numbers and analysis but also has a good sense of humour. He was never afraid of asking tough questions and to take tough decisions. During his tenure with various organisations, he has always tried his best to give maximum and lift the game to the next level.

Gurgaon, Haryana

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23 YEARS OF EXPERIENCE AND COUNTING...



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Finance and I

How Finance and I mix:

Its like a mixture of Salt, sugar and water. Once mixed its inseparable and give the best possible taste to the user and then can be mixed with any other flavor to enhance it further.

Being CFO to me means:

Being responsible and accountable not only for the Financial aspects of the organization but also bringing ease in dealing with financial aspects to business and ensuring strategic purpose of the organization is channelized and fueled.

Motto I live by:

Everything and anything can be improved if you wish so

When I switch any company I would like to be remembered for:

A person who believed in change, who is approachable by anyone anytime and was always standing behind his team

Next pit stop:

Still few more laps to go before next pit stop

Leadership Mantra:

Your team makes you good or bad leader, selecting them and then guide them is your responsibility

If not a CFO then...

May be a stage artist

What is my CFO story:

A humble and passionate person, who is not only good in numbers and analysis but also has a good sense of humor. He was never afraid of asking tough questions and to take tough decisions. During his tenure with various organizations he has always tried his best to give maximum and lift the game to next level.

**Learnings**

What leader/mentor do I look up to and why?

There is no one leader or mentor who is my role model as I try to pick up the good things learnings from all with whom I have interacted or observed. I visualize them in any tough situation and think what they would have done and then decide whether I need to do their way or my way.

For the whim of it, one deal in the history of business I wish I had done or been a part of/Why?:

I wish, I would have been a part of the initial fund raising by some of the organizations like Paytm and Flipkart as those were the first time these new businesses/areas emerged on Indian business landscape and I can only imagine how exiting, challenging and learning experience that would have been and also rewarding.

Most overrated financial advice?

Spend less now and save, save and save more for later, even though savings are must but we sometimes over stress on it.

Value creation to me means?

You create value when it is not temporary and which you can use anytime

What have failures taught me?

That you can always bounce back

From my previous experience, the biggest learning that has remained with me?

Before you start acting on any problem/issue/situation, first try and understand root-cause/reason and then find appropriate solutions

One misconception that CFOs have about themselves?

As they are able to manage overall companies finance in a structured way, they will be able to manage their own finances with that much rhythm and structure.

One responsibility/thing that very few understand about CFO function?

CFO function is not only responsible for numbers and controls but also actively participate in overall growth and strategy implementation of the organization

What role does spirituality play in my life & leadership?

Spirituality is very relative, as for me understanding my purpose of being there both in personal and professional life, taking complete responsibility of my actions and understanding the role others play in fulfilling my purpose is a spirituality to me

In the War Zone**A heroic moment in your professional life:**

I will call it proud moment rather heroic when I received an appreciation and recognition from Chairman and also MD for the role I played in one of the path defining deal in Max Life Insurance

What was the toughest decision you had to make in your role as a CFO?

Taking call to slowdown the sales of a product which is demand due to financials implications

What are the biggest risks that you faced and how did you hedge it?

The biggest risk over last few year we faced was interest rate volatility risk and we hedged it through our exposure to Derivatives

Speaking truth to power -- What was your experience?

You need to have guts to do that but basis my experience at the end it pays off.

How do you wish to transform the CFO's role in the future?

One of the aspects every CFO should look and invest their time and money is on Technology. They should make use of the latest technology, system, tools and data analytics to first ease out existing responsibilities and at the same time explore areas to help organization take right and timely calls.

One persistent pressure on CFOs:

Generating consistent profits month on month even in tough conditions.

Link:- <https://cfo.economictimes.indiatimes.com/cfo-wall/tarun-rustagi/59318703>