

**“ WE HELP BANKS AND OTHER FINANCIAL INSTITUTIONS UNLOCK THEIR CAPITAL THEREBY ENHANCING THEIR ROAS.**

## CREATING ORGANIZATIONAL VALUE

**Ravindra Rao, Executive Director & CEO, Reliance Asset Reconstruction, talks of his outlook towards creating a legacy of success**

**If we had to ask you to pin down the success mantras of the brand, what would they be?**

- >> We follow a very simple success route which is:
- Complete transparency – in the way we deal with our customers and financial institutions and thereby are trust-worthy
  - Strong governance – we have strong work culture embedded in ethics across the entire organisation
  - Do things differently – we are not scared to experiment and often leap-frog

**What do you perceive to be the biggest challenge facing the brand, and how are you planning to tackle it?**

>> We are in the business of acquiring stressed financial assets and resolving them. In the process, we help banks and other financial institutions unlock their capital thereby enhancing their RoAs. There is an increasing trend of valuation mismatches plaguing our buy decisions that may in turn add to the overall NPA build in the sector. ARCs and banks/FIs need to work closely given the current situation and ARCs need to be recognised as enablers to the problem.

