

**Roli Jindal**

**Co-founder**

**PInCER**

**Profiler for Insured Crop Exposure and Risk**

Roli Jindal is a marketing and innovation expert who has commercialized several new products and services in her twenty-four-year career across industries and domains. In her latest venture she is leading the launch of PInCER, a comprehensive crop insurance management platform for the insurance industry.

Roli's work experience includes the launch of Dabur's foods business, Titan's ultra-feminine Raaga watches, the launch of value-added mobile services for the first time in India through Times Internet and the launch of sustainable building materials for the Indian construction industry at DuPont, the large American MNC. Before co-founding PInCER, Roli held several positions at DuPont, the last of which was as the global innovation excellence leader responsible for commercializing new products. In this position Roli mentored innovation projects across the world in diverse industries including agriculture, automotive, textiles, utilities and foods.

Roli is an alumna of IIM Ahmedabad. She is also the author of a travel book, 'Benaras : A Journey Within'.