

Roopam Asthana**CEO & Wholetime Director, Liberty General Insurance Ltd.**

Roopam is the founding employee of the company and has played a pivotal role in the formation of the joint venture. He continues to lead the team at Liberty General Insurance that has organically built the company to its current position. With experience in financial services that spans over 34 years, he has also worked as the Chief Executive Officer of the SBI Card business. An alumnus of IIM Ahmedabad and St. Stephen's College, Delhi, he started his career with HSBC where he worked across various banking assignments in India and USA; spanning verticals like Financial Control, Credit Cards, NRI Banking, Strategic Planning, Corporate Banking, as well as Consumer Banking.