



Public Affairs Forum of India



## **Session 1 - India's place in the world**

**Thursday, October 26, 2023**

**1000 - 1100 Hrs**

### **Panel**



**Karthik Jayaraman**  
**Managing Director**  
**WayCool Foods**

Karthik comes with diverse experience spanning nearly 25 years in the fields of engineering, automotive and management consulting. In the past, he has been associated with leading firms like Ashok Leyland, McKinsey and Company, Tata Motors and Timken. In his tenure in these companies, Karthik has been part of transformational programs, such as building India's first indigenous passenger car platform at Tata Motors, one of India's first global R and D centers at Timken, leading large operations and organizational transformations across a wide base of heavy engineering and manufacturing firms at McKinsey and being a key driver in Ashok Leyland's highly successful business transformation story.

Karthik started his entrepreneurial journey with WayCool in 2015 with his partner and Co-Founder Sanjay Dasari. The company operates a full-stack, broad line product range across multiple channels and categories like Fresh produce, Staples, Dairy, Spices and Condiments, and Packaged products serving a base of 125,000 Customers. WayCool, through its agricultural

extension program - Outgrow, works with a base of over 200.000 farmers to source produce, staples and milk, and equips farmers with next-gen tech, while promoting principles of regenerative agriculture. With his core expertise in the areas of transforming business processes across operations, sourcing & supply chain organization, and leadership capability building.

Karthik has driven WayCool Foods in becoming India's largest food & agri-tech platform, today. He has built a strong culture of innovation resulting in WayCool leading automation and running a highly efficient business model in the industry.

Karthik is an IIT Madras alumnus with a Master's degree in Industrial Engineering from Purdue University and an MBA from Indian School of Business.