

ANKIT MATHUR

Greenway Appliances

Co-Founded with Neha Juneja

2013 Global Fellow



BIG BOLD IDEA

Provide affordable home energy solutions to the rural poor in India by creating and distributing consumer-centric efficiency tools through existing local retail infrastructure.

ORGANIZATION OVERVIEW

Greenway was formed with the vision and ambition to serve rural consumers with high performance, affordable product based solutions. We deploy technologies into products through the process of user driven co-creation. Our first product, the Greenway Smart Stove, forms a modern replacement for traditional mud stoves, saving 65% fuel and emitting 70% less smoke, thus enabling healthier, happier kitchens. Greenway also works to build market based distribution networks that are cost efficient and provide for high service efficacy.

PERSONAL BIO

Ankit is a technology enthusiast and loves to get involved in understanding technologies and making new products. He believes that rural populations deserve world class products and excellent services. He is currently a co-author of two patents and plans to be a part of many more. Ankit is an alumnus of IIM Ahmedabad and is a Mechanical Engineer from Delhi College of Engineering. As a co-founder of Greenway, he was the recipient of Businessworld Young Entrepreneur Award in 2011 and winner at Intel Global Challenge in 2012.

Issue area

Environment

Organization/Fellow Location

Navi Mumbai, India

Impact Location

Asia

India

Organization Structure

For-profit

[VISIT WEBSITE](#)

