

Gokul Jaykrishna

Independent Director

Gokul Jaykrishna is the Joint Managing Director & CEO of Asahi Songwon Colors Limited and the Managing Director of Asahi Tennants Color Private Limited. He holds a degree in Business and Economics from Lehigh University, Bethlehem, USA.

He joined Asahi in 1994 and has since played a pivotal role in transforming the company from a small scale pigment manufacturer into a globally respected organisation with a strong export presence across Japan, the USA, Europe, and Asia. Under his leadership, the company's revenues have grown from ₹2 crore in 1994 to over ₹398 crore in 2025.

Mr. Jaykrishna has been instrumental in forging key international collaborations, including a tie up with Songwon Colors (Korea), a technology partnership with DIC Corporation (Japan), and a strategic joint venture with Tennants Textile Colours (UK) for AZO pigments. Driving diversification, he successfully led the acquisition of Atlas Life Sciences Pvt. Ltd., enabling the Group's entry into APIs and intermediates with USFDA/UKFDA accreditation targets.

Guided by his leadership philosophy of trust, transparency, and teamwork, Mr. Jaykrishna has earned global recognition for Asahi and has contributed to the company receiving numerous export and industry awards. Beyond business, he is actively involved in philanthropy as a Trustee of The Gujarat Cancer Society. He is widely regarded as an employee centric and visionary leader.

