

Redefining Retail Through Vision, Resilience and Purpose.

In Sri Lanka's fast evolving business landscape, few names resonate with the same clarity of vision, resilience and innovation as **Janik Jayasuriya**. As the **Founder and Managing Director of Celeste**, Sri Lanka's first and fastest-growing on-demand cloud supermarket, Janik has transformed the way consumers access everyday essentials through digital retail.

His entrepreneurial journey is not merely a story of commercial success; it is a powerful narrative of foresight, courage, adaptability and purpose driven leadership



Janik's professional foundation was built far from the traditional retail sector. A graduate of the prestigious Glion Institute of Higher Education in Switzerland, he earned a bachelor's degree in business administration specializing in Hospitality Management.

This global exposure shaped his mindset early on, instilling in him an appreciation for operational excellence, customer experience and strategic thinking.

Hospitality, at its core, is anticipating needs and delivering solutions seamlessly principles that would later become central to his entrepreneurial success

While his early career revolved around hospitality, the turning point came during one of the most disruptive periods in modern history, the COVID-19 pandemic.

As industries stalled and daily life came to a standstill, Janik saw beyond immediate chaos. He recognized a critical gap in Sri Lanka's retail ecosystem.

With movement restricted and access to essentials becoming increasingly challenging, consumers needed a faster, safer, and more reliable way to purchase groceries and household items.

At the time, the concept of quick commerce and cloud supermarkets was already gaining momentum in Western markets. However, Sri Lanka had yet to experience anything of that scale or efficiency.

Launching such a model in a developing and volatile environment required not only innovation but also immense risk tolerance. Janik took that leap of faith.

Thus, Celeste was born not as a reactionary business, but as a carefully envisioned solution designed to meet real human needs. From its inception, Celeste was built on speed, quality, accessibility, and convenience.

Vision alone does not build companies action does. Under his leadership, Celeste scaled rapidly, becoming a trusted household name during a time when trust and reliability mattered most. Each operational decision, partnership, and expansion was driven by data, insight, and a relentless focus on customer experience

However, Janik's definition of success extends far beyond market share or growth metrics. At a time when Sri Lanka faced severe economic challenges, Celeste became a source of employment and stability for many. Janik firmly believes that businesses have a responsibility to uplift the communities they operate in. Through Celeste, he created jobs, empowered young professionals, and supported local producers and suppliers ensuring that growth was inclusive and impactful while continuing this vision to date by building a learning and growing culture at Celeste.



By leveraging technology, streamlined operations, and a deep understanding of consumer behavior, Janik introduced a retail experience that allowed customers to receive groceries, beverages, and household essentials at their doorstep with unprecedented efficiency.

What truly sets Janik apart as an entrepreneur is his ability to combine strategy with execution.

This commitment to social and economic contribution reflects Janik's broader leadership philosophy, business should create value not only for customers, but for society as a whole. His ventures have helped strengthen supply chains, support small businesses, and reinforce confidence in local entrepreneurship during uncertain times inspiring and becoming living proof for generations to come.

Beyond the boardroom, Janik's personality and leadership style are deeply influenced by his passion for sports. A competitive sportsman himself, he brings the same discipline, focus, and resilience from the field into his professional life. Sports taught him the importance of teamwork, preparation, and perseverance lessons that are evident in how he builds and leads teams.

In moments of pressure, Janik approaches challenges with a calm yet competitive mindset. He believes in taking calculated risks, learning quickly from setbacks, and constantly refining strategy. His leadership is hands-on, yet empowering encouraging those around him to take ownership, push boundaries, and strive for excellence. Much like in sports, he understands that long-term success is built through consistency, trust, and collective effort.

Janik's journey also highlights a crucial entrepreneurial trait: the ability to anticipate change. Rather than reacting to market shifts, he stays ahead of them.

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Today, Janik Jayasuriya stands as a symbol of what modern Sri Lankan entrepreneurship can achieve globally informed, locally rooted, and purpose driven.

Janik was recently awarded by the Asia Marketing Federation as the Best Youth Marketer and Netizen Digital Marketer of the Year 2025 at the Asia Marketing Excellence Awards 2025 for his unmatched vision, hard work, leadership and growth.

As he continues to grow Celeste and explore new possibilities, Janik remains guided by the same principles that defined his journey from the start resilience, integrity, and an unwavering belief that meaningful impact and business success can and should go hand in hand.

