

MASALA Wheels, a social enterprise based in Malaysia, has attracted investment from a local entrepreneur.

Established in 2015, Masala Wheels focuses on empowering marginalised communities through entrepreneurial initiatives, primarily providing food and beverage (F&B) skills to youths at-risk.

KCOM Group chief executive S.T. Rubaneswaran, who has come on board, has always shown keen interest in upskilling the underprivileged and displaced communities under the B40 group.

Rubaneswaran said venturing into Masala Wheels as an equity stakeholder would help change the landscape of the F&B industry and benefit the marginalised group.

“By providing them technology training, they will gain exposure in the areas of food and kitchen automation,” he added.

Kuhan Pathy, co-founder of Masala Wheels, and Rubaneswaran signed a memorandum of understanding that was facilitated by Chamber for Social Entrepreneur Development president Wan Dazriq Wan Zulkiflee.

The exchanging of documents was witnessed by Prime Minister Tun Dr Mahathir Mohamad.

From its humble beginnings as a food truck, Masala Wheels has scaled from a micro-enterprise with a starting capital of RM15,000 to a small to medium-sized enterprise headquartered in Petaling Jaya.

Its social entrepreneurship model has increased significantly over the past three years with more than five countries and 30 publications recognising it.

Feeding the homeless through cross-subsidisation in 2015 pivoted its business model to focusing on empowering the marginalised community through an inclusive model.

# Partnership inked to upskill the marginalised

## Social enterprise gets entrepreneur on board to provide technology training to B40 youth

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Last year, Masala Wheels was awarded The Star Golden Hearts Award and Perdana Young Indian Entrepreneur Award for Social Enterprise Excellence.

Kuhan said the journey over the past three years has been challenging, especially in advocating the concept of social entrepreneurship and the struggle to sustain it.

“We are grateful that our co-founders share a common vision.

“With this acquisition, we hope that businesses will view social impact as an integral part of their business model,” he added.



Kuhan (left) exchanging documents with Rubaneswaran (right). Looking on are (from left) Masala Wheels co-founder S. Ravindran, Dr Mahathir and Wan Dazriq.

(Metro)  
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