

## Kolkata's Pabrai ice-cream brand flies to heat-struck Ahmedabad

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For ice-cream lovers in Ahmedabad, a Kolkata-based first generation entrepreneur Anuvrat Pabrai's retail outlet brings natural ice-cream varieties that match a range of cuisines including Italian, Thai, Chinese, besides Indian.

Made from real fruits and natural ingredients, some of them imported from Africa, Australia, Europe and Japan, Pabrai's dessert varieties are developed to match specific cuisines.

"We have specially developed ice-cream varieties that match specific cuisines and give our customers a feeling of complete taste. Even our vanilla ice-cream is made from imported vanilla pods. Recently, we opened a retail outlet in Ahmedabad and in Hyderabad. With this, we have 21 outlets across 10 cities in India," said Anuvrat Pabrai, CEO of the company founded in 2008.

The company's manufacturing facility in Kolkata has a capacity of 5,000 litres per day, which it plans to increase to 20,000 litres per day eventually. Kolkata remains the sole supply base for outlets across India. "Forty per cent of the business comes from hotel clients, while 60 per cent is from the retail business. Each retail outlet requires about ₹ 15-25 lakh of investment with a break-even period of around 8-12 months," adds Pabrai.

The company's current turnover is ₹ 18 crore. Pabrai hopes to record a turnover of ₹ 25-30 crore by opening an additional 25 retail outlets across the country in the next one year. "We encourage local entrepreneurs to join hands with us and set up exclusive retail outlets," he said. Two women entrepreneurs, Panam Patel and Purvi Kotak, have jointly set up the Ahmedabad outlet, which offers 60 varieties of ice-cream.

"If one has Italian cuisine, we have a variety of mascarpone cheese ice-creams, having triple-cream cheese made from fresh cream. For those having Thai or Chinese cuisine, we offer Galangal, a type of Thai ginger, or tender coconut or lemon grass ice-creams," said Pabrai. For Indian cuisines, he offers an authentic Bengali flavour, Nolin Gur or date palm jaggery.

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