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Kunal Pabrai, Founder, Fresh n Naturelle, Kolkata

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Whipping up the Indian flavour

Kunal Pabrai is launching this December Fresh n Naturelle, which will introduce for the first time ice creams with pure Indian flavours what with sandalwood flavour... He talks with YourStory on what it takes to enter an already competitive market

Why did you decide to become an entrepreneur? Why did you not pursue a regular job?

I believe it started when I was really young. My father was an entrepreneur and I was inspired by him. Ever since I was in class 9,10,11,12, end of college I had this incessantly wild idea that I was meant to do this - I was meant to be a businessman, an industrialist. And although I had no idea how was going to get there, over time, slowly things began to unravel and I'm trying to take things one step at a time.

Can you tell us something about the initial years- what kind of challenges, struggles are you expecting to face?

I am very nervous because I don't know what to expect. I have an idea but until I get there I'm not sure. As far as the brand is concerned I believe in the beginning there will definitely be difficulties. People might take my age against me. I am, after all, fairly young - just 23years. I hope to take guidance from my father on how to approach a few matters but fundamentally I believe that the product is good. I believe that there is need in the market, a gap which I'd like to fill. What can I say, I like ice creams!

Did you at any point feel like giving up and getting back to a regular job?

Impossible! I can't see it happening. I wouldn't mind failing a few times but I don't think I'd go back to a 9-5 job unless it was for a short duration of time and only if it was going to help me learn something that is geared towards starting another business. Then I might but as of now, I don't think so.

What drives you?

Value Creation-

You need to create value. Based on the amount of value you create you will get returns accordingly. So if you are a starting entrepreneur you won't get that much return but if your business does grow, with the amount of value you add to society-it will make a difference.

Who do you consider as your Inspiration / Role Model?