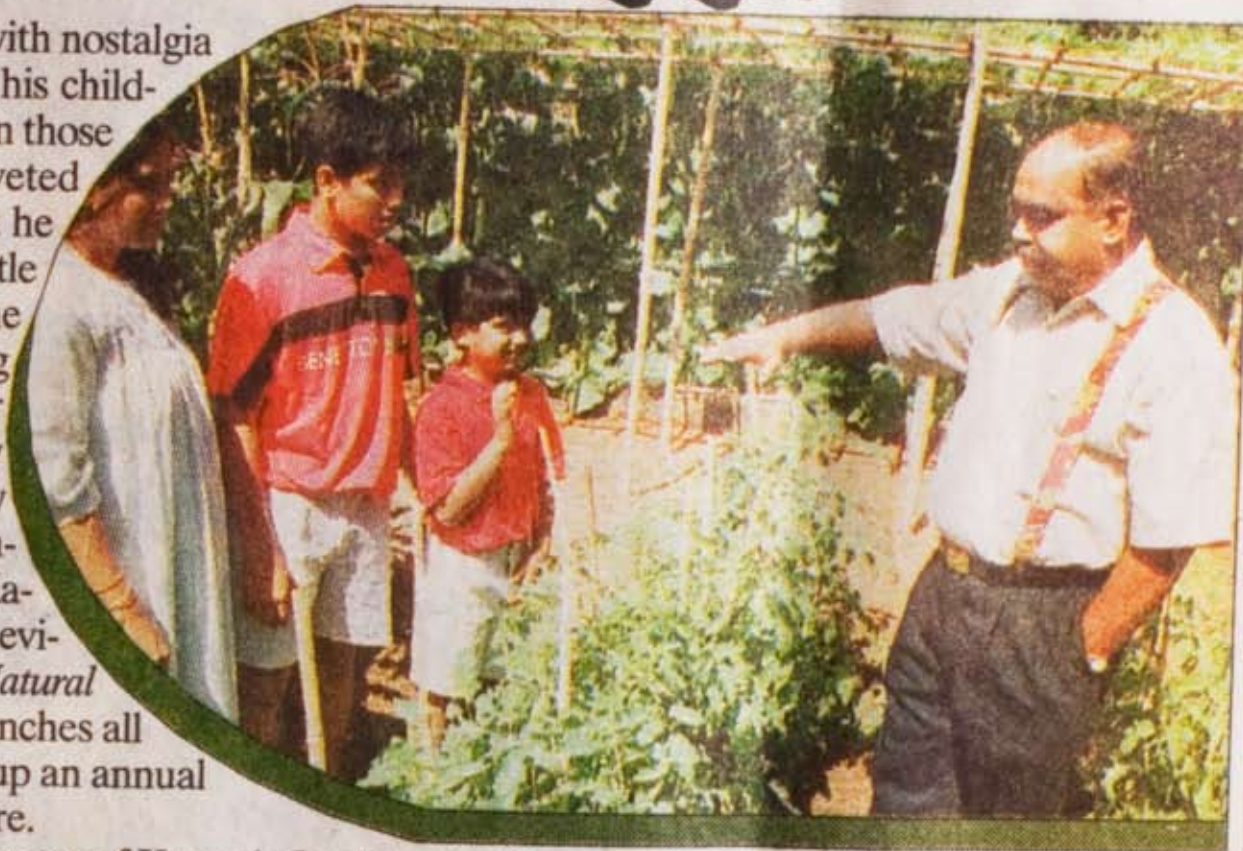


Au Naturzelle

HIS eyes still brim up with nostalgia when he talks about his childhood in Mangalore. In those days all he ever coveted was five paise so that he could buy candy at the village fair. Little did he know that many years later he would be the cause for children asking

their parents for money — so that they could buy some candy as well. Today Raghunadan Srinivas Kamath's popularity is evident in the fact that *Natural Ice Cream* has 13 branches all over the city, raking up an annual turnover of Rs six crore.

The managing director of Kamath Ourtime Ice Cream, talks about his early days with fondness. "I had begun with a dream and a little above Rs one lakh." And that would have to suffice. After having failed at school and in English, Kamath found himself pulled into the family business, *Gokul Restaurant* at Santa Cruz. But being restless, he was not satisfied with Rs 3,000 a month which is why he asked for a lakh, and despite his family's disapproval, started *Natural Ice Cream*. "At that time, there was no concept of a place selling only ice cream and since I knew quite a bit about fruit, I hit upon the idea of ice creams in seasonal flavours." And so, in 1983, opened the first branch at Juhu. In 1994, after the ice-candy man returned from his travels across Singapore, Italy and America, he adopted the *mantra*: Big. "So I opened a limited company, opened 13 more branches. And this opened so many more gates." Like business proposals from many countries, besides other cities in India itself. The USP of his product is that fact that he has flavours like coconut, black grape, water melon, *chikoo* and apricot. Apart from the fact that he has a love for growing his own produce — Kamath has a kitchen garden that he loves to muck around in — the reason his product lingers on in the public's mind is because he "offers a taste that's purely our own".



Taking a simple idea and delivering it without dressing it up is what makes R S Kamath's Natural Ice Cream a really sweet dish, says Balpreet

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