

The Afternoon
DESPATCH & COURIER

9TH ANNIVERSARY

WHAT A SCOOP!



10 years, Kamath is expanding in a big way. By end of April, he will have opened 20 outlets all over Bombay; a quantum leap from the present single shop.

When asked why he waited so long to expand, Kamath replies, "It took me 10 years to find a way to retain the taste, but manufacture the ice-creams on

a large-scale. For example, there's no machine for removing seeds from custard-apples. Now I have invented a machine which can give 100 kg. of pulp in one hour. The 10 years were important as a learning experience."

S.R. Kamath has one principle which he has applied

successfully to his endeavour; one principle which he staunchly believes in: "In the food industry, you must have something different; either your serving style, the item or the taste. You must give the customer something unique, only then can you gain great success."

There are several well-known customers who frequent Natural — Dilip Kumar, Saira Banu, Hema Malini, Sachin Tendulkar, Shah Rukh Khan, Juhi Chawla...



experimented with ice-creams made from seasonal fruits, water-melon, black grapes, mulberry, sitaphal, tender coconut and even fresh lime. Kamath explains, "I strive to give customers something different and they like the flavours."

That is the reason why people flock to Naturals — approximately 2,000 to 2,500 customers visit Naturals daily. Amazing, especially when you

learn that Kamath has never advertised either his shop or his products. It is strictly word-of-mouth publicity that has popularised Natural Ice Creams.

There are several well-known customers who frequent Naturals — Dilip Kumar and Saira Banu, Hema Malini, Jackie Shroff, Sachin Tendulkar, Shah Rukh Khan, Juhi Chawla and many more.

After being in the business for