

HOME-BREWED BUSINESS

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This coffee is brought to you by family scattered over different cities

Anusha (33) and Nalima Kariappa (56) co-owners, Kambihalli Estate

Too many cooks spoil the broth. But with Halli Berri, it's actually enhanced the brew. The premium coffee brew, which prides itself on being a 100 per cent Arabica, is the initiative of Nalima Kariappa's three daughters — Manavi (35), Tejini (26) and Anusha — to make others fall in love with a taste they've grown up with. The family owns 200-acre Kambihalli Estate in Chikmagalur (1930), where Nalima runs operations after the passing of her husband CP Kariappa in 2007.

Halli Berri (no relation to Halle Berry; "it's an amalgamation of 'Halli' "since our estate is in Kambihalli village, and 'berri' is a quirky twist on 'berry'," explains Anusha) was started in August 2011. "Guests at the estate would ask to buy the coffee we served at the cafe there. The idea grew from that," says Nalima, when we meet her and Anusha at their Ali Askar Road residence." Recalling her childhood filled with frequent visits to the estate, Anusha says they always felt there weren't any good coffee places. "That led to the coffee shop, and finally the retail brand — Manavi's idea." Until then, the coffee was sold wholesale in the open [market](#).

Halli Berri is an out-and-out family enterprise — with Manavi in New York brainstorming on the initial idea, Anusha's engineer husband Belliappa KK working on the packaging and colours, and Tejini managing the marketing and PR from Mumbai, where she owns a PR firm. "Mum lives at and manages the estate, and I handle operations in Bangalore," explains Anusha.

So much so that the packaging "unit" is in the very house we meet the mother-daughter duo at. Here Anusha, along with helpers, weighs, labels, numbers and bags each of the 100-odd 200 gm packets that are then distributed (around 24 each) to six outlets of Godrej Nature's Basket. This, even though she has a full-time job as a pilot, and a two and a half year-old son. But it's a project close to her heart, so she doesn't mind. "When the purchase orders come in, I tell mom at the estate to get the requisite quantity ground and roasted. It's then sent here to be bagged," she explains, adding that her bit doesn't take more than two hours.

What of the home-grown enterprise once it's time for Nalima to hand over the reins? "I think it'll be me," says Anusha, "since I'm in Bangalore." Nalima interjects, "My youngest daughter too may give it a shot, since she sees the potential." Anusha says she and her mother are in it purely for

the love of design, while the others enjoy the numbers. "I had told my husband once that one of them shouldn't be educated....so she would stay here and take care of the estate," says Nalima with a laugh. Of course, better wisdom prevailed, and the daughters have ably demonstrated that when it comes to the family business, distance and full-time jobs are no bar.