This home-grown entrepreneur says it with chocolate

R. Avadhani

Gullapalli Renuka at her shop at Shilparamam in Hyderabad.– PHOTO: By Arrangement
Gullapalli Renuka of Hyderabad Chocolates, an incubatee of the Agribusiness Incubation Program of the Agribusiness and Innovation Platform of International Crops Research Institute for Semi-Arid Tropics (ICRISAT), who specialises in making homemade chocolate, has opened her first outlet at the Night Bazar at Shilparamam in Hyderabad. Launching her business from home in 2012, she has grown her turnover to a considerable level and plans to do more.

With some promising flavours, Hyderabad Chocolates offers a multitude of gifting ideas to people for various occasions, says Renuka.

**Longer shelf life**

“Gifting chocolates is a new and chic idea as chocolates have a longer shelf life and come in several flavours and beautiful packaging too. Aside from some exotic flavours we also do customised packaging based on client needs. With business incubation support from the Agri-Business Incubation Program of AIP-ICRISAT, we have succeeded in generating a bigger customer base and increased orders,” Ms. Renuka told *The Hindu*. She said that AIP has extended her support in marketing and testing the products too.

Hyderabad Chocolates also takes bulk orders, especially for corporates. With ABI’s handholding and business incubation support, the company offers homemade chocolates in several variants and flavours such as nuts, truffles, biscuits, wafers, fudges, marzipan, fondant and liquor and sugar-free chocolates too.

**Plans for growth**

“We have extended support in development of entrepreneurship skills, food technology consultancy, networking and business development, product promotion at events and exhibitions. Hyderabad Chocolates is also planning to expand its venture in Telangana and AP,” says S.M. Karuppanchetty, COO, ABI-ICRISAT. “Women are crucial to economic growth around the world. When Mrs Renuka came to us with her idea, we were more than happy to help her with business incubation support,” said Dr. Kiran Sharma, CEO, AIP-ICRISAT.

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