



KAAPI TRAILS (Nellaki Trails & Technologies Private Limited)

FOCUS AREA: Social Impact focus , Direct to Consumer model ,Farm Visits and experience center , Ecommerce , Microlots , and Empowering small famers

BRIEF DESCRIPTION:

Kaapi Trails is a social impact organization operating under Nellaki Trails and Technology Private Limited, incubated with AIC CCRI (Coffee Board of India). Our core mission is to empower small coffee growers in India by doubling their income and enhancing their livelihoods.

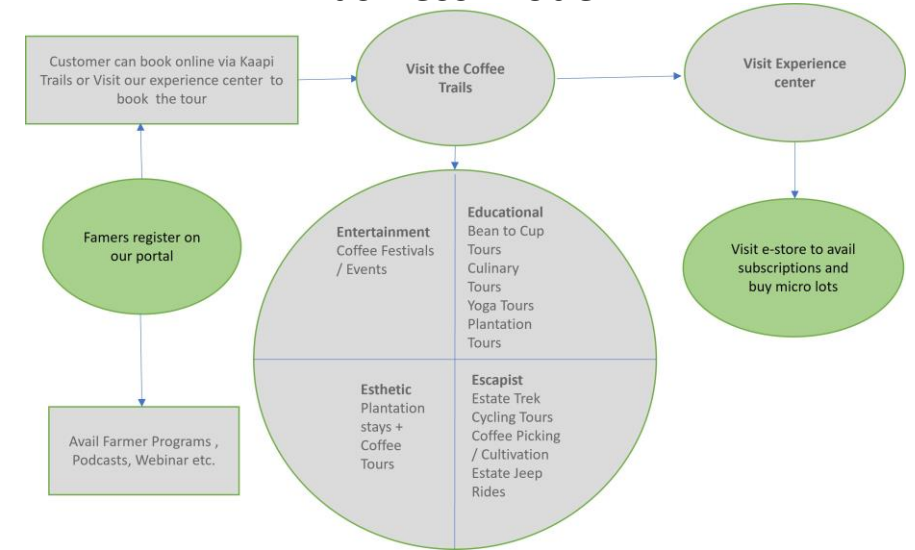


Monnappa KC
Director / Founder



Incubated at Atal Incubation Centre,
Central Coffee Research Institute,
Centre for Entrepreneurship Development,
Bengaluru - 560001, India

Business Model



USP

Empowering Small Coffee Growers: Kaapi Trails' core mission is to empower small coffee growers in India by doubling their income and improving their livelihoods. This strong focus on social impact sets them apart from traditional coffee businesses and resonates with consumers who are conscious of supporting ethical and sustainable practices.

Direct-to-Consumer Model: Kaapi Trails offers a direct-to-consumer model that allows consumers to have personalized and traceable coffee experiences. This direct relationship with the source of their coffee cultivates a genuine connection between consumers and the small coffee farmers they support.

Educational Experiences: The organization provides farm visits and an experience center where consumers can learn about coffee cultivation directly from the farmers. This educational component enhances the overall coffee experience and fosters a deeper appreciation for the efforts of small coffee growers.

Transparency and Sustainability: Kaapi Trails promotes transparency, fairness, and sustainability in the coffee supply chain. By emphasizing ethical sourcing and supporting small coffee growers, the organization appeals to consumers who prioritize making socially responsible purchasing decisions.

Wide Range of Coffee Blends: The e-commerce platform offers a diverse selection of coffee blends developed from micro-lots sourced from small coffee farmers. This variety caters to different tastes and preferences, allowing consumers to explore and discover unique flavors of Indian coffee.

Green Coffee Microlots for Specialty Coffee Importers: Kaapi Trails not only targets individual consumers but also provides green coffee microlots for specialty coffee importers. This demonstrates the organization's commitment to inclusivity and sustainability, expanding the impact of their model beyond direct consumers.

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