



# Joyalukkas

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## PROSI, making you feel at home - a successful business venture by Malayalee in Vienna

*Prosi, owned by Prince Pallikunnel, a Malayalee, is the first Asian, African and Latin American Food Store in Vienna.*

### Exclusive Interview to [www.ukmalayalee.com](http://www.ukmalayalee.com)

Migration has been a significant feature of the human race for decades and it continues unabated. Getting relocated in another land and settling there is a task. But, the first and foremost thing one would look for or go for is their native food.

One cannot be blamed as their body has been programmed to the food they have been having since they were born. A Westerner who ends up in the East will go for his food and vice versa with an Easterner in the West.

### Click To View Interview in Asianet TV

Once you find the food, then you have found a home away from home. Only food can satiate and can make you feel at home. And this is what Prosi supermarket does in Vienna. Prosi, owned by **Prince Pallikunnel**, a Malayalee, is the first and finest Asian, African and Latin American Food Store in Vienna.

Prosi puts up for sale exotic food products from all around the world ranging from more than 5,000 various categories thus providing homely food ingredients for a wide range of people from different countries. At present PROSI is the biggest Exotic Supermarket of its kind in Austria, dealing with more than 5,000 products from around 50 countries of the world. They have also started a shop in Bratislava, Slovakia and it is also doing good job.

It all started when Prince came to Austria in 1990 as a student after leaving his job with VHSE as a Lecturer of Commerce in Balusserry, Kozhikode district after completing a Master degree in Commerce.

In 1992 Prince started a small Indian shop with another partner, mainly for the Indian community, with Indian spices, vegetables and newspapers. The investment was nominal and he got support from friends and relatives during those days. Prince started to widen his business and after four years he started an Indian Restaurant and Travel Agency with other partners. These two businesses did not help him, since it did not do well. The Travel agency business did not click for unknown reasons hence Prince concentrated more on the Food Products.



The Indian food is little bit hot and spicy and even though the locals liked it initially, they did not make it a habit to visit frequently because of its hot and spicy nature. Thus Prince incorporated food from other countries too in his shops.





Since they wanted to elaborate their food products range to multinational customers, they opened PROSI' Exotic Supermarket in 1999. PROSI means Politeness, Respect, Obedience, Service and Intimacy. Gradually people from different countries started coming to PROSI and were asking for items from their own countries. Austrians are great travellers and they also started coming to buy things which they have already tasted from other countries like Thailand, India, China and other African countries, thus resulting in brisk business with the support of locals.

Recently they have opened a separate section for Afro American Cosmetic and Ayurvedic Products.

PROSI conducts Cooking classes for the promotion of the exotic food products. It started undertaking multi cultural Shows and street festivals regularly, which helped to rope in more and more international customers.

PROSI was the trend-setter of introducing multicultural shows in Vienna. A study shows an average of 3000 people attend and enjoy their Exotic Street Festival. The 7th successive Street Festival was conducted in June 07 and there were more than 50 varieties of Cultural programmes from various Countries. .

Prosi always gave their customers a feel of home away from home as they were provided with their native food products and other items. All the international communities found PROSI as the home away home. They get what they dream of from their own countries.

PROSI is purely a family business. Prince Pallikunnel is the Managing Director and his two brothers Siji and Siresh are the directors. His staff consists of people from the Philippines, India, Nepal, Bangladesh and Africa.

Prince was the president of World Malayalee Council Austrian Province and the Vice-president of WMC European Region. At present he represents IWCC (Indian World wide Chamber of Commerce) for Austria. He is also involved in all Indian associations and Church activities in Vienna.

Prince comes from a very humble background in Calicut. His parents are farmers who did not have any background in business. It is his sheer determination and courage that helped him to come up and stand tall among many Indian business entrepreneurs in Europe and a shining beacon for the Malayalee community. He also runs many charity works.

His parents are settled in Calicut. They are 3 brothers and 4 sisters. Prince and his 2 brothers and 1 sister are settled in Austria. He brought his parents in Vienna and after three years of stay they returned back to India.

Their website [www.prosi.at](http://www.prosi.at) will generate some interest in you. Hence please have a look.

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