

# GENZEE CAFÉ FINE DINE



PRESENTED BY  
**ADITYA BHARDWAJ**



GENZEE Café N fine-dining is a multi-cuisine destination built on one simple belief—*food unites generations.*

Blending heritage with modern culinary expression, Genzee brings together *Old Delhi*-inspired kebabs and soulful shorbhas with refined *Italian classics*, such as lasagna, calzones, ravioli, and cannelloni, alongside thoughtfully curated *Pan-Asian* favourites. Every dish is handcrafted with honesty, clarity, and respect for its origin.

Designed as a space where Millennials, Gen Z, and Gen Alpha can share one table, Genzee focuses on warmth, bonding, and togetherness through food.

*Welcome to Genzee Café N Fine Dining—where we remind you how wonderful life and love can feel.*





# CORE VALUE

Unity & Togetherness | Honesty in Food & Flavours | Heritage Meets Modernity |  
Warm, Thoughtful Hospitality | Consistency, Quality & Craft

To create meaningful dining experiences that bring generations together, by serving thoughtfully crafted food with honesty, warmth, and consistency, while making every guest feel welcomed, valued, and connected at the table.

***Mission***

To build India's most trusted multi-cuisine fine-dining brand, known for uniting families across generations through heritage-inspired yet modern food, heartfelt service, and scalable dining experiences across key cities.

***Vision***

# **POSITIONING**

## **HERITAGE × MODERN | FINE DINE MADE APPROACHABLE**

**Between high-end fine-dining restaurants, legacy eateries, and casual dining formats, Genzee Café & Fine Dine occupies a distinct intermediate space—an accessible introduction to gourmet dining.**

**Blending heritage-inspired flavours with modern global cuisines, Genzee utilises contemporary techniques, handcrafted preparations, and high-quality produce, all delivered with warm, thoughtful service. The experience feels premium yet familiar, aspirational yet comfortable, never intimidating or overwhelming.**

**Designed for a broad, multi-generational audience, Genzee drives strong repeat visits and organic social traction while remaining scalable and franchise-ready.**

- Average Bill Value: ₹1981 (without alcohol)
- Average APC: ₹1215
- 10,000+ customers per outlet database
- 2.8+ average visits per month
- 68% repeat within 3 months



# OUR STORY

- ***Founded: January 2024***
- Built to ***unite multiple*** generations at one dining table
- Every dish is developed through ***focused R&D*** before launch



- One of the most diverse ***multi-cuisine fine-dining*** menus in the city.
- Designed to satisfy every ***family member*** in a single visit.
- Strong early traction through ***repeat*** visits and word-of-mouth

# OUR CREW



**Aditya Bhardwaj,  
Director**

A visionary 23-year-old set out to build a community space for Gen Z, a place where they can step away from everyday pressures and focus on connection, comfort, and fun.



**Pratibha Sharma,  
Co-Founder**

A Lecturer with over 20 years of experience brought her innovation and critical thinking into the business, carefully navigating every minor and major fluctuation with precision and insight.



**Amit Sharma,  
Co-Founder**

A business head at an MNC turned his passion for food into a venture inspired by his European experience, blending refined global techniques with Indian tastes.



**Executive Chef Amarnath,**

Brings over 25 years of experience, with Indian cuisine as his core strength and exposure to multiple global kitchens. After working with several renowned names in the food industry, he chose to join Genzee to create food that connects generations.



# EXPANSION PLAN

## Road to 50

### PHASE 1 | 2025–2026

Establish a strong base in **mega metros** and key metro cities within India, focusing on **brand stability** and **operational consistency**.

### PHASE 3 | 2029

Enter high-potential **international markets**, starting with **South-East Asia** and the **GCC** region.

### PHASE 2 | 2027–2028

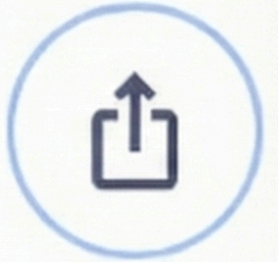
Expand selectively into **Tier-2** Indian cities while deepening presence in existing metro markets.

### PHASE 4 | 2030

Scale international operations across **South Asia, Australia, and New Zealand**, moving toward the long-term goal of 100 outlets by 2035.

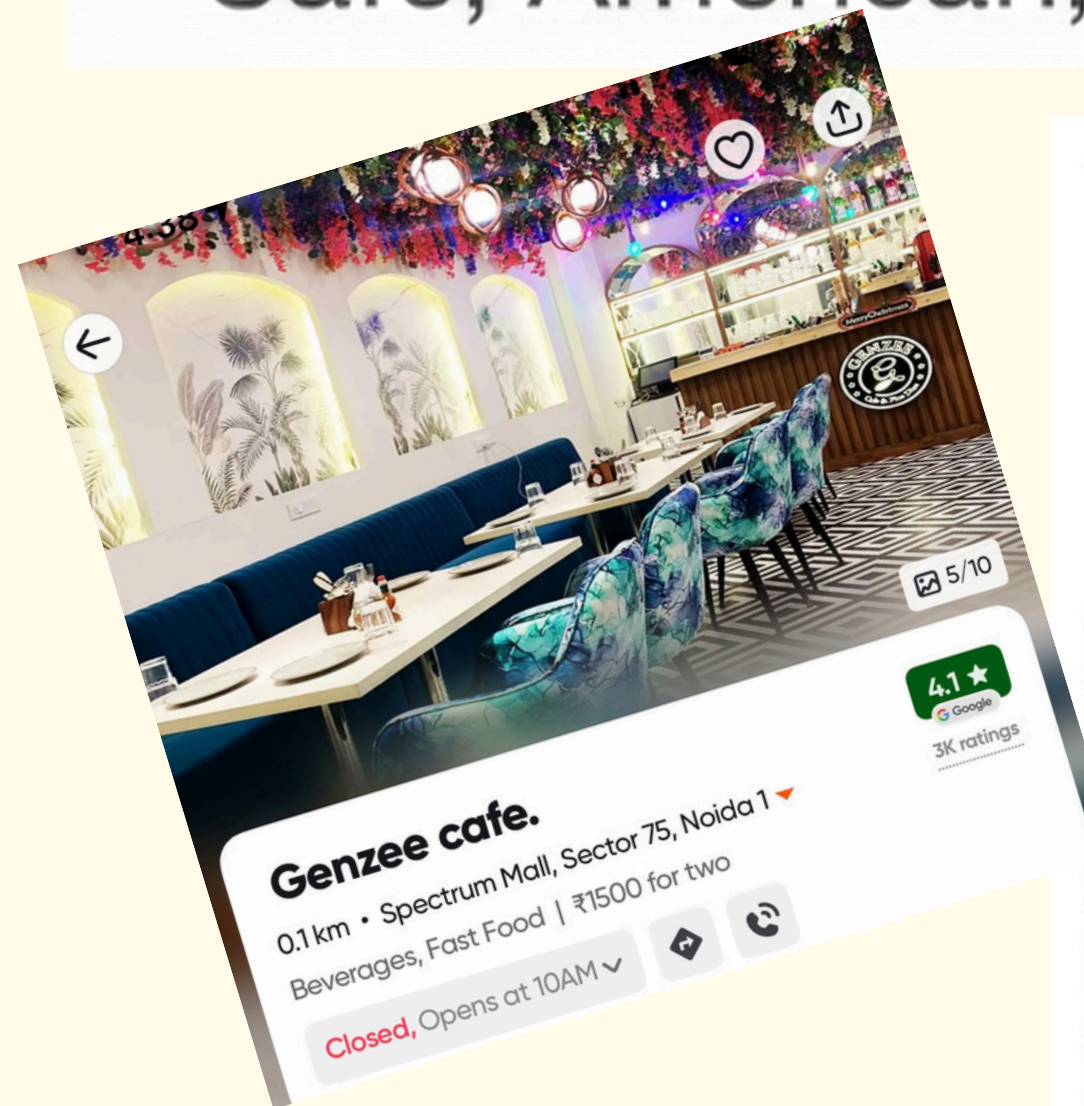
# Market Positioning

## Genzee Cafe N Fine Dine



4.6 ★ (555) · Open

Cafe, American, Asian Fusion



Ritika Raj  
5 reviews · 5 photos  
★★★★★ 4 months ago

Dinner

Amazing food, lovely ambience, and an overall wonderful experience. The staff were very courteous, and a special mention to Kapil Goshwami for his kindness and warm hospitality. ... [More](#)

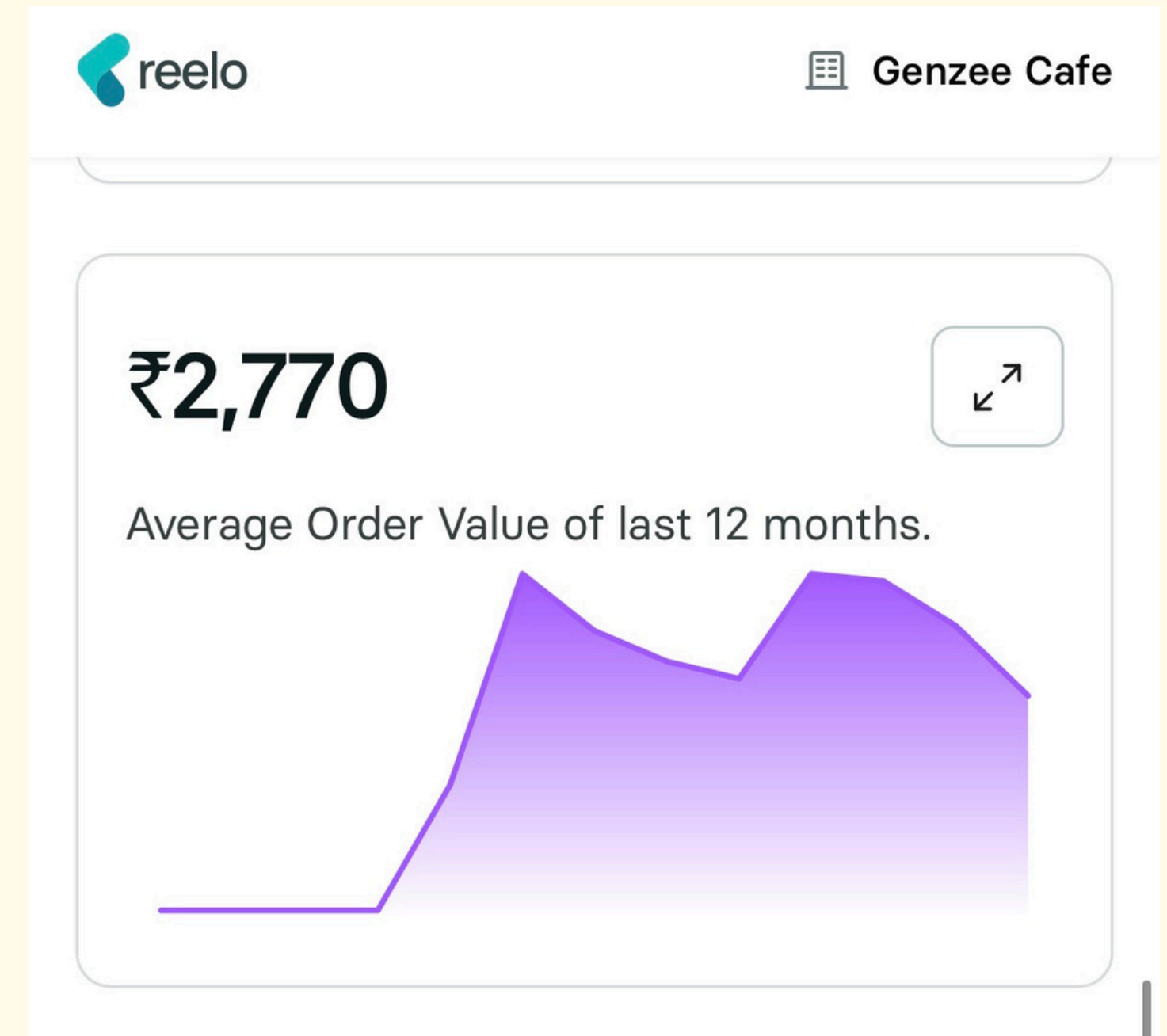
+2

Charu Aggarwal  
Local Guide · 47 reviews · 60 photos  
★★★★★ a month ago

₹2,000+

Love the ambience  
And food was delicious  
Love the pasta and pizza ... [More](#)

# REVIEWS AND AOV



**Genzee Café N Fine Dining**, consistently maintains a strong performance, with an **Average order value** of ₹2,770 & high customer ratings of **4.3** on **Zomato** and **4.6** on **Google**, reflecting sustained guest satisfaction and value perception.

# TESTIMONIALS.

## #1 CUSTOMER

<https://drive.google.com/file/d/17lUTJ-wg1usRn6gFk14sx1DkPy3B5zVB/view?usp=sharing>

## #2 CUSTOMER

<https://drive.google.com/file/d/17lUTJ-wg1usRn6gFk14sx1DkPy3B5zVB/view?usp=sharing>



# GLIMSE OF MENU

**SOUPS**

- Classic Tomato Velouté** Rs.299  
Smooth Tomato Purée With Cream And Fresh Basil.
- Wild Mushroom Velouté** Rs.329  
Creamy Forest Mushrooms Blended With Herbs For A Rich, Earthy Flavor.
- Creamed Chicken Chowder** Rs.349  
Hearty Chicken In A Silky Cream Base With Subtle Seasoning.

**QUESADILLAS**

- Veg Quesadillas** Rs.399  
Grilled tortilla with spiced veggies and melted cheese.
- Chicken Quesadillas** Rs.499  
Grilled tortilla filled with chicken, melted cheese, and smoky seasoning.

**GRILLED**

**Wild Mushroom Velouté** Rs.329

**Classic Caesar Salad** Rs.429  
Romaine, Parmesan, And Croutons In A Classic Caesar Dressing.

**Hellenic Greek Bowl** Rs.429  
Cucumber, Olives, Feta, And Herbs In A Light Vinaigrette.

**Avocado Garden Salad** Rs.499  
Seasonal Greens With Avocado, Cherry Tomatoes, And Lemon Vinaigrette.

**Tandoori Chicken Salad** Rs.449  
Grilled Chicken Tikka With Lettuce, Onion, And Mint Yogurt.

**Mediterranean Quinoa Salad** Rs.479  
Quinoa With Roasted Vegetables, Olives, And Fresh Herbs.

**Chef's Signature Power Bowl** Rs.449  
Greens And Toasted Nuts With Cottage Cheese Or Grilled Chicken.

**SANDWICHES**

**BURGER**

- Exotic Veg Burger** Rs.399  
Seasoned vegetables with melted cheese and house sauce.
- Cottage Cheese Burger** Rs.399  
Grilled paneer patty with lettuce, tomato, and herb mayo.
- Grilled Chicken Burger** Rs.429  
Juicy grilled chicken fillet with lettuce, onions, and smoky mayo.
- Fried Chicken Burger** Rs.429  
Crispy fried chicken with tangy sauce, melted cheese, and veggies.

**ITALIAN CALZONES**

- Peri Peri Veg Calzone** Rs.545  
Spicy peri peri vegetables with

## PAN ASIAN FOOD MENU

VEG NON-VEG CHEF SPECIAL

### Shorbas & Indian Soups

- Tomato & Coriander Shorba**.....Rs.225  
A classic Indian tomato broth gently simmered with fresh coriander and a touch of ginger for a light, refreshing start.
- Herbed Vegetable Shorba**.....Rs.230  
A clear vegetable broth slow-cooked with aromatic spices and herbs, offering a warm and comforting flavour.

# Genzee Café Fine Dine

**Breaking News**

Alien Martians Call Emergency Meeting: We Crave Continental, Not Craters!

Astronaut Reviews Earth Café: Genzee Feels More Like Home Than Planet Earth

In the biggest intergalactic scandal of the century, Martian aliens have officially declared a **Food Crisis on Mars**—and surprisingly, it's not because of low oxygen... it's because they're bored of eating nutritional medicine and water smoothies 24/7! In light, multiple UFOs were seen circling Earth with glowing banners that read "Search for the Continental Food—URGENT!" Their radio, apparently powered by melted cheese, locked onto a single location: **Genzee Café & Fine Dine**. Eyewitness report that one UFO was hoisted above the café.

## Indian Menu

Royal Rasoiya Special

VEG NON-VEG CHEF SPECIAL

**Disclaimer:** Our menu is a thoughtful collaboration of diverse *cuisines* and *culinary traditions*.

### Street Style Chaat

- Special Peanut Masala**.....Rs.199  
Roasted peanuts mixed with onions, tomatoes, green chili, and lime for the perfect chatpata crunch.
- Aloo Chana Chaat**.....Rs.249  
Tangy spiced potatoes and chick-peas tossed with chutneys, onions, coriander, and crispy sev.
- Dahi Balle**.....Rs.259  
Soft lentil dumplings soaked in chilled yogurt, topped with sweet & spicy chutneys and roasted cumin.
- Dahi Papdi Chaat**.....Rs.259  
Crisp papdi topped with yogurt, potatoes, chutneys, and sev

### Royal Paneer Curries

- Paneer Lababdar Royale**.....Rs.555  
Cottage cheese cubes simmered in a rich tomato-onion gravy enriched with butter, cream, and aromatic spices for a velvety royal finish.
- Paneer Makhani Sadabahar**.....Rs.555  
A timeless makhani preparation of paneer in buttery tomato gravy, finished with cream and a touch of kasuri methi
- Velvet Palak Paneer**.....Rs.555  
Tender paneer simmered in a lush spinach purée with gentle garlic and roasted cumin notes.
- Kadhai Paneer Hand-Tossed**.....Rs.555  
Paneer tossed with bell peppers, onions, and freshly roasted kadhai masala in a semi-dry spiced tomato base.

### SOFT BAO BUNS

- CHILLI CHEESE MUSHROOM BAO** Rs.359  
Thickly breaded with mushrooms, cheese and a mild chili glaze.
- EXOTIC VEG BAO** Rs.359  
Bao Buns with veg. fried veggies in a tangy Asian glaze.
- PANEER TERIYAKI BAO** Rs.379  
Paneer glazed in teriyaki sauce with crunchy veggies and mayo.
- CHICKEN BAO** Rs.389  
Chicken in garlic soy glaze with pickled onion and sesame mayo.
- KOREAN BBQ CHICKEN** Rs.399  
Crispy glazed chicken with kimchi, soy and sesame.
- CRISPY PRAWN BAO** Rs.449  
Tempura prawns with sriracha mayo and tangy lettuce.

### DUMSUMS (6 PCS)

- CRYSTAL VEG** Rs.425  
Translucent crystal skin dumplings with fiery orange pepper and mild sesame.
- SPINACH CHEESE CORN** Rs.425  
Roasted cornmeal dumplings with spinach, sweet corn, and soft cheese for a creamy bite.
- EBAMAME TRUFFLE** Rs.455  
Edamame and shiitake filling infused with a rich truffle essence in a soft wrapper.
- CHICKEN WITH BURNT CHILLI OIL** Rs.489  
Juicy chicken dumplings stuffed with aromatic herbs and burnt chili essence.
- SPICY CHICKEN SHANGHAI DUMPLING** Rs.499  
Thin-wrapped chicken dumplings served lightly in a spicy Shanghai chili oil.

## GENZEE HEROES UNITE!

3 Generations • 3 Superiors

Full Power! • 1 Destination for all • New Gen On Top!

**Millennial (1980-94)**  
Truth, Justice and a Better Tomorrow

**GenX (1965-80)**  
Gangadhar hai Shaktiman hai

**GenZee (1995-2012)**  
Avengers Assemble

Legendary Era! • Why GENZEE café? • Fine Dine

# OUR PRODUCTS



*Disclaimer:* Our menu features a curated selection of **Royal North Indian, Italian, and Pan-Asian** cuisines.

# GENZEE ADVANTAGES N BENEFITS

## ***SOCIAL MEDIA***

In-house social media management and marketing team with expertise in **video** and **graphical** production that sets up apart.

## ***INVENTORY MANAGEMENT***

Machine learning based software suites ensure deep insights into **inventory**, **trackability** and **cost control**

## ***COMMUNITY BUILDING***

Events, social media and chat-based tools ensure that our audiences are kept engaged continuously to **drive loyalty** and **repeat purchase** behaviours



# THANK YOU!

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