

THE WHITE FUMES CAFÉ

Premium Café • Supper Club • Banquet • Herbal Sheesha Lounge



Founder:

Ashaka Patel, Rajkot, Gujarat



Escape the Ordinary • @thewhitefumes

The Opportunity

The modern lifestyle consumer is no longer satisfied with a single-purpose venue. They desire immersive, multi-experience destinations that cater to every mood and occasion.

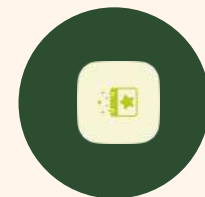


Today's customers seek destinations to relax, socialise, celebrate, work, and enjoy premium nightlife.



Relax & Socialise

Meet friends, unwind, and enjoy memorable ambience



Celebrate & Work

Celebrate occasions, work remotely, attend curated events



Premium Nightlife

Enjoy premium nightlife, sheesha lounges, and supper clubs

The Problem

Rajkot lacks integrated premium hospitality destinations offering multiple experiences in one place.



Limited ambience & poor interiors. No experiential or entertainment offerings for modern guests.

6

Critical
Gaps



No premium social destination. Poor differentiation, minimal community engagement across venues.

0

Premium
Venues

Our Solution

Four integrated businesses under one roof — a complete premium hospitality destination.



Premium Café

**One Destination.
Four Premium Experiences.**

Specialty Coffee
Signature Menu
Premium Ambience

Herbal Sheesha
Lounge
Private Seating

Supper Club
Theme Nights
Private Dinners

Why Customers Choose TWF

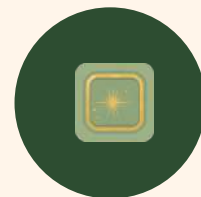
THE WHITE FUMES CAFÉ is Rajkot's only integrated premium lifestyle destination — crafted for those who seek more than just a meal.

One destination. Four exceptional experiences.



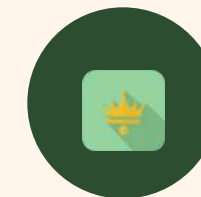
Luxury Ambience

Instagram-worthy interiors & mood lighting



Unique Experiences

Entertainment, events & private celebrations



Premium Service

Excellent hospitality & technology-enabled operations

Customer Segments

TWF welcomes a vibrant mix of guests aged 18–45 — from young professionals and entrepreneurs to families, corporate executives, and lifestyle seekers across Rajkot and Gujarat.

Our core audiences:



Young Professionals
& Entrepreneurs



Families, Students &
Event Planners



Corporates, Tourists
& Lifestyle Seekers

Revenue Model

Five diversified revenue streams powering sustainable growth and premium hospitality.

**Multiple streams.
One destination.**



Market Opportunity



₹50,000+

Crore Market

India's café, lifestyle & hospitality market is growing rapidly, driven by rising aspirations and premium experiences.

40%

of urban millennials now prioritise lifestyle experiences — dining, events & social gatherings — over material goods.

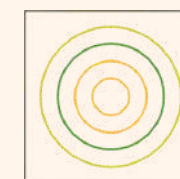
TAM • SAM • SOM

India's café and lifestyle hospitality market is expanding rapidly — creating a significant and scalable opportunity for THE WHITE FUMES CAFÉ in Rajkot and beyond.



TAM — Total Addressable Market
Indian Café & Lifestyle Hospitality Market

₹ 50,000+
Crore



SAM — Serviceable Addressable Market
Premium Hospitality Market in Gujarat

300–
500 Crore

Competitive Position

TWF vs. The Market

Feature	Traditional Café	Restaurant	Banquet Hall	Lounge	The White Fumes Café (TWF)
Premium Food	✓	✓	✓	△	✓
Specialty Coffee & Beverages	✓	△	✗	△	✓
Premium Ambience	△	△	△	✓	✓
Entertainment & Theme Nights	✗	✗	△	✓	✓
Private Events & Celebrations	✗	△	✓	△	✓
Corporate Meetings	✗	△	✓	✗	✓
Banquet Facility	✗	✗	✓	✗	✓
Networking & Community	✗	✗	✗	△	✓
Membership Program	✗	✗	✗	✗	✓
Herbal Sheesha Lounge*	✗	✗	✗	△	✓
Instagram-worthy Experience	△	△	△	✓	✓
Technology-enabled	△	△	△	△	✓

Customer Journey



Traction

Our milestones so far:

Café Launch & Operations

Operational café successfully launched in Rajkot with growing daily footfall and strong early reception.

Customer & Brand Growth

Expanding loyal customer base, rising social media presence, and strong brand recognition in the community.

Banquet & Membership Pipeline

Increasing banquet enquiries, membership programme underway, and active community engagement building TWF's premium identity.

Marketing Strategy

A multi-channel approach to reach, engage, and retain our premium audience across every touchpoint.

Our core marketing channels:



Financial Projections



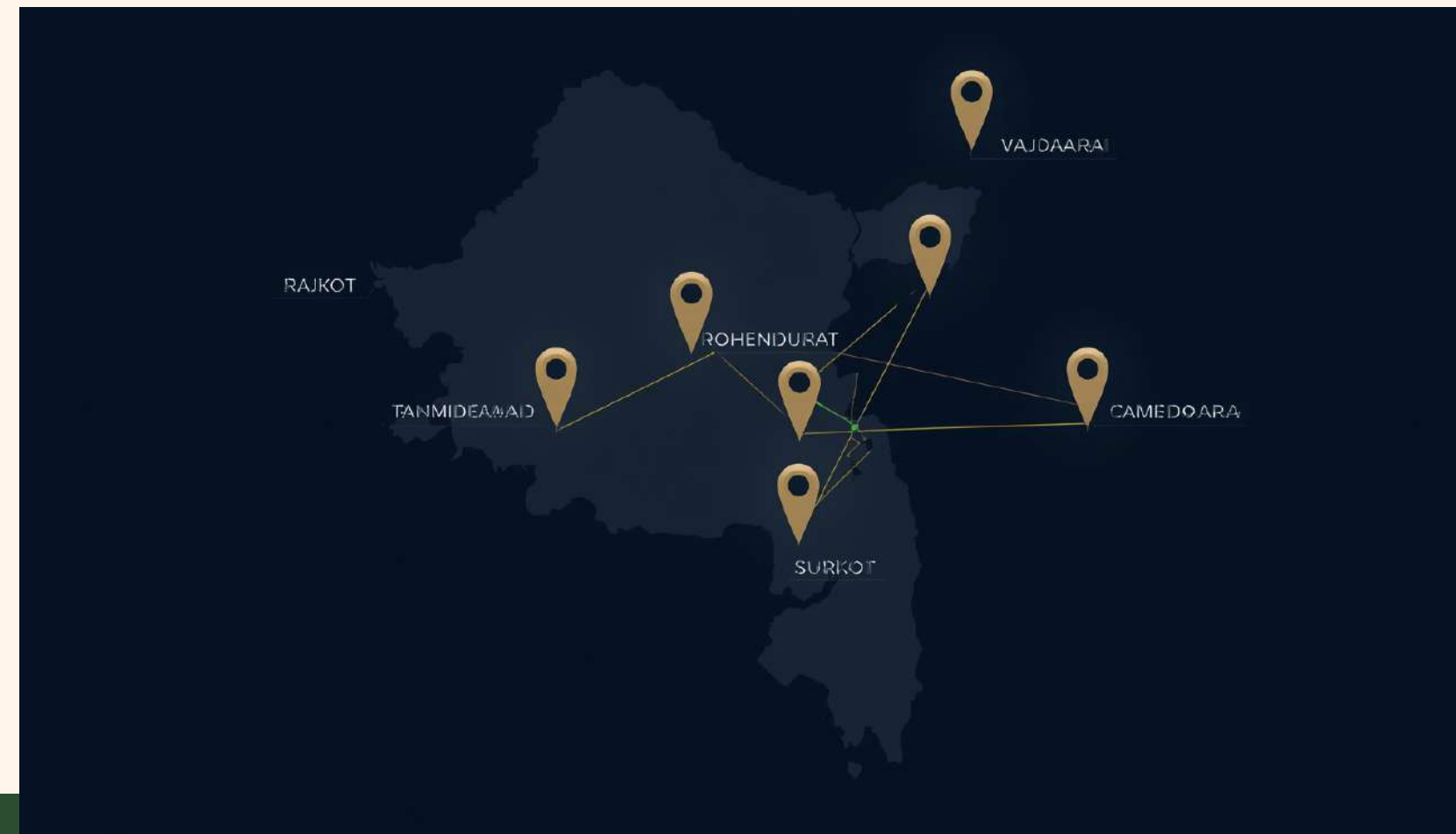
TWF projects strong revenue growth driven by four integrated revenue streams — Café, Sheesha Lounge, Supper Club, and Banquet — scaling from ₹30L in Year 1 to ₹5 Crore by Year 5.

Projected EBITDA

Financial Year	Projected Revenue
Year 1	₹30 Lakhs
Year 2	₹75 Lakhs
Year 3	₹1.5 Crore
Year 4	₹3 Crore
Year 5	₹5 Crore

Business Expansion

From our flagship in Rajkot, TWF is poised to expand across Gujarat's premium hospitality market — city by city.



Rajkot

Flagship Launch



Ahmedabad

Surat • Vadodara



Franchise

Pan-Gujarat Model

Meet the Founder

ASHAKA PATEL

Founder & Proprietor
THE WHITE FUMES CAFÉ
Rajkot, Gujarat

EDUCATION & EXPERIENCE

MBA — HR & Marketing
14+ Years Management Experience
Hospitality & Lifestyle Industry

VISION

To build Gujarat's most loved
experiential hospitality brand.



Social Impact



THE WHITE FUMES CAFÉ is more than a destination — it actively uplifts the community through employment, inclusion, and local partnerships.

50+

Jobs created — Employment Generation across all four verticals

60%

Women Employment — Priority hiring for women in operations & service

100%

Local Vendor Support • Community Building • Safe Social Space • Skill Development

Investment Opportunity

Your capital fuels a scalable, experience-led hospitality brand built for growth across Gujarat and beyond.



Brand Expansion._____.

Scaling presence across Gujarat with new outlets and franchise model

Technology

POS, CRM, membership platform & digital operations

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Marketing

Instagram, influencers, digital ads & brand campaigns

Why Invest in TWF

THE WHITE FUMES CAFÉ is a first-of-its-kind integrated hospitality brand in Rajkot — combining four revenue-generating businesses under one iconic roof.



A premium opportunity built for scale, impact, and lasting returns:



Four Businesses, One Roof

Café • Lounge • Supper Club • Banquet



Multiple Revenue Streams

Diversified income across all verticals



Scalable Business Model

Franchise-ready, expansion-primed concept



THE WHITE FUMES CAFÉ

Escape the Ordinary.

More Than a Café. A Destination for Experiences,
Celebrations, and Community.

Founder: Ashaka Patel, Rajkot, Gujarat

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Lounge