

GENELEC®

# CASE STUDY

**Genelec delivers an  
unforgettable sound  
system to Deja Brew**

PREMIUM INDIAN  
RESTAURANT AND  
BAR OPTS FOR RAW  
LOUDSPEAKERS







**GENELEC'S 4030 LOUDSPEAKERS WERE THE PERFECT CHOICE** DUE TO THEIR COMPACT SIZE AND ACTIVE DESIGN





Reminded of somewhere you've been before? [Deja Brew](#), a premium Indian restaurant and bar, demands attention with its instantly memorable name. The team backs this up with high quality food, and a multitude of brews, hot and cold, as the name suggests. With five-star service to match, the location has quickly gained popularity within the region,

and beyond. Situated in the stylish district of M Block Market in Greater Kailash 2, a residential area in India's capital New Delhi, Deja Brew sought a compact but exceptional audio system to enhance their establishment.

The venue is the brainchild of Naveen Sachdeva, the founder of [Cherish Hospitality](#), along with Parth Chadha and Aashish Goyal. By joining forces, the trio have created a



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successful concept that is already a favourite spot for many, much like their popular brand [Ministry of Beer](#).

With a full house, the venue comfortably seats 80 people across its lavish two storeys, covering 4,000 square feet, with seating areas distributed in small, intimate pockets. Therefore, it was important to employ a larger number of loudspeakers with a smaller footprint — rather than a smaller selection of large models. This way, coverage of the restaurant would be consistent, with no hot spots or dead zones. Another key requirement was for customers to be able to comfortably talk above the music. So, the team were searching for premium audio quality, which led them directly to [Genelec](#).

“In opening a Hybrid brew lounge, we needed a sound system with good tonal quality and great bass. However, due to space constraints,

we were unable to install a subwoofer,” elaborates Sachdeva. “It was at this point that Sandeep Duggal at [Value Marketing Systems \(VMS\) Delhi](#), who has over two decades of experience designing and installing sound systems, suggested Genelec.”

After visiting VMS’s dedicated demo facility and sampling the Genelec sound for themselves, Deja Brew were quick to seal the deal, opting for a selection of [4030](#) loudspeakers, favoured for their compact size and active design. In total, thirteen 4030 loudspeakers were provided by Genelec’s partner [Alphatec AV](#), the largest distributor of AV equipment on the sub-continent, and installed by renowned system integrators, VMS.

“It became clear at the launch party, where almost 200 people were dancing to the music, that we had made the right decision,” explains Sachdeva. “We’re extremely pleased with the



# ” WE’RE EXTREMELY PLEASED WITH THE SOUND QUALITY AND DISTINCTIVE APPEARANCE.

sound quality and distinctive appearance of the loudspeakers. Sandeep’s sound design, suggestion, and after-sales service have been excellent!”

Duggal, who is owner and technical head at VMS, explains the motivations behind the purchase: “We’ve worked hard to cultivate an energetic vibe at Deja Brew, but where customers can freely converse and relax. It was vital that customers could hear one another over the music. Genelec is well known for having an incredibly clean audio signature, offering unrivalled clarity and intelligibility irrespective of playback level. Taking this into consideration, opting for the 4030s was a no brainer.”

The 4030s are spread across both floors, to achieve even coverage in every section of the restaurant. Visitors will notice a loudspeaker in the primary corners of each floor and

interspersed in-between to fill the gaps. One of the key factors in the decision was Genelec’s active design, which eliminates the need for external amplifiers, instead allowing the VMS team to run a reduced amount of cabling back to a single, centralised music processor. This is connected to a media player to provide staff with the ability to play whatever music they wish, with the additional option of pairing their own devices.

Projects of this size are where the 4030 model truly comes into its own, delivering high fidelity sound with balanced and precise bass reproduction, even at low SPLs. Should the staff wish to raise the volume for any reason, during an event or function, the system can easily accommodate this. However, the default level has been optimised to promote a healthy level of conversation while playing background music. Of course, the 4030 is designed to be as durable as its larger





counterparts, with Genelec's usual standards of bulletproof reliability.

Due to a combination of the 4030's small form factor and the extensive range of mounting [accessories](#) available, VMS were able to get creative with their deployment, integrating the loudspeakers seamlessly with the interior layout.

"Alongside the wide range of [RAL colours](#) that Genelec offers, we noticed that the 4030s were also available in the [RAW](#) recycled aluminium finish, which is kinder to the environment as the models require no painting and less finishing material," explains Sachdeva.



He continues: "The team agreed that this sustainable design also suited Deja Brew's aesthetic, which balances an open industrial theme, with machinery present, blended with traditional wooden, rustic tones, courtesy of [Orphic Design Studio](#). We work to reduce our carbon footprint however we can, so if we do so whilst matching our interior, that's a bonus. It's as if this model was designed specifically for Deja Brew, and we have Genelec's comprehensive portfolio to thank for that, as well as Sandeep from VMS, who helped us navigate it professionally!"



Sandeep Duggal, Owner & Technical Head, VMS

## THE KIT

- 13 x RAW 4030C