**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec delivers an unforgettable sound system to Deja Brew in New Delhi**

— Premium Indian restaurant and bar opts for RAW finish loudspeakers from Genelec —

NATICK, MA, March 15, 2023 — Reminded of somewhere you’ve been before? [Deja Brew](https://www.instagram.com/dejabrew_gk/?hl=en), a premium Indian restaurant and bar situated in the stylish district of M Block Market in Greater Kailash 2, New Delhi, demands attention with its instantly memorable name. Backed up with high quality food, a multitude of brews and five-star service to match, the location has quickly gained popularity. The venue is the brainchild of Naveen Sachdeva, the founder of [Cherish Hospitality](http://cherishhospitality.com/), along with Parth Chadha and Aashish Goyal. The trio has created a successful concept that is already a favorite spot for many, much like their popular brand, [Ministry of Beer](https://www.facebook.com/mobbrewpub/?locale=en_GB). In keeping with the upmarket feel of the new venue, Deja Brew required a compact, yet exceptional sound system to match. [Genelec](https://www.genelec.com/) was an obvious choice.

With a full house, Deja Brew comfortably seats 80 people across two stories, with seating areas distributed in small, intimate pockets. “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](https://vmsdelhi.com/), 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 opted for a selection of [4030](https://www.genelec.com/4030c) loudspeakers, favored for their compact size and active design. In total, thirteen 4030 loudspeakers were provided by Genelec’s partner [Alphatec AV](https://www.alphatec.co.in/), the largest distributor of AV equipment on the sub-continent, and installed by 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 sound quality and distinctive appearance of the loudspeakers. Sandeep’s sound design 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 distributed across both floors to achieve even coverage in every section of the restaurant, with no hot spots or dead zones. 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, centralized 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, yet with sufficient power and headroom to easily accommodate much higher levels for events or functions. However, the default level has been optimized to promote a healthy level of conversation while playing background music.

The 4030’s small form factor combined with the extensive range of mounting [accessories](https://www.genelec.com/accessories-more) enabled VMS to integrate the loudspeakers seamlessly with the interior layout. “Alongside the wide range of [RAL colours](https://www.genelec.com/4000-series) that Genelec offers, we noticed that the 4030s were also available in the [RAW](https://www.genelec.com/raw) recycled aluminum finish, which is kinder to the environment as the models require no painting and less finishing material,” explains Sachdeva. The team agreed that this sustainable design also suited Deja Brew’s aesthetic, which balances an open industrial theme blended with traditional wooden, rustic tones, courtesy of [Orphic Design Studio](https://www.orphicdesignstudio.com/).

“We work to reduce our carbon footprint however we can, so if we do so whilst matching our interior, that’s a bonus,” remarks Sachdeeva. “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.”

For more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: Deja\_Brew\_PR\_Image\_1.JPG

Photo caption 1: Deja Brew restaurant and bar, New Delhi

Photo file 2: Deja\_Brew\_PR\_Image\_2.JPG

Photo caption 2: Deja Brew features Genelec RAW finish 4000 series loudspeakers

Photo file 3: Deja\_Brew\_PR\_Image\_3.JPG

Photo caption 3: Sandeep Duggal, owner and technical head at VMS

PDF file: Deja\_Brew\_Genelec\_Case\_Study\_FINAL.pdf

PDF caption: Deja Brew Genelec case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating over 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*