

The  Habit
coffee and more



The Habit, a unit of **Halcyon Wellness**, is a premium coffee shop brand envisioned to blend **artisanal coffee craftsmanship with modern luxury and convenience**. Founded by three accomplished IIM graduates with proven expertise in launching and scaling successful ventures, The Habit aims to redefine the café experience.

Our goal is to establish **50+ outlets across India within the next three years**, with an initial focus on Gurgaon, where we plan to open **10 premium centres** catering to urban professionals.



vision

To create a chain of **premium specialty cafés** that offer high-quality coffee, exceptional hospitality, and a serene workspace environment, transforming coffee into an elevated experience for the modern urban professional.

Yes, **Brewing habits, One Cup at a Time**

Why The Habit

Premium Coffee Sourcing

We partner directly with coffee producers in India, especially Karnataka, to procure the finest beans. Our in-house roastery ensures each batch meets our exacting standards.

Exquisite Culinary Offerings

In addition to coffee, we provide a curated menu of artisanal pastries, light snacks, open sandwiches, avocado toasts, and puddings tailored to health-conscious professionals.

Work Cafe Concept

Our elegantly designed cafes feature quiet workstations and collaborative spaces, perfect for professionals seeking a productive environment.

Exceptional Customer Service

We hire and train the best baristas to deliver not just beverages but a memorable experience, emphasizing coffee education and personalized service.

Focus on Community

The Habit fosters a sense of belonging through events, workshops, and collaborations with local artisans and entrepreneurs.



Analytics Driven Growth



Market Insights:

Gurgaon's café culture is thriving, with an annual growth rate of 18% in premium coffee consumption.



Target Audience:

Urban professionals aged 25-45, comprising **65% of café footfall** in metropolitan areas.



Growth Potential:

Direct sourcing reduces costs by **15%-20%**, allowing competitive pricing and higher margins.



A photograph of a modern cafe interior. The scene is filled with wooden tables and chairs, some with white plastic seats. The walls are a mix of light-colored wood paneling and grey brick. A large window in the background shows a bright outdoor scene with trees and buildings. The lighting is warm and ambient, with track lighting on the ceiling. In the foreground, the word "The" is written in a large, white, serif font, partially overlapping the bottom of the image. To the right of the text, there is a white silhouette of a cat's head and neck.

The



Habit

Founders' Expertise



Sachin Chaudhary

Executive MBA, IIM Calcutta; MBA, Indore University.

Built and exited a healthcare aggregator funded by GAP VC Singapore.

Extensive experience in healthcare, consulting, and technology ventures.

Varun Bhutani

MBA, IIM Mumbai; BE, NSIT Delhi.

Leadership roles in startups and corporates like EY and Aspiring Minds.

Passionate coffee aficionado with expertise in corporate strategy and customer-centric experiences.

Amit Shah

MBA, IIM Calcutta; BE, BITS Pilani.

Leadership roles in startups like OYO and Ola.

Currently scaling a medical equipment startup funded by marquee investors.

A close-up photograph of a barista's hands. The barista is wearing a white shirt and a dark apron. They are holding a metal pitcher filled with milk and pouring it into a white coffee cup. The cup already contains coffee with a latte art design. The background is blurred, showing a coffee shop setting.

Competitive Differentiators

Artisanal Coffee Quality

Direct relationships with coffee growers ensure unmatched freshness and taste.

Multi Experience Cafes

Combining café hospitality with coworking spaces, creating a unique dual-purpose destination.

Expert Leadership

A team with a proven track record in scaling startups and delivering customer-centric solutions.

The Habit

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With a robust foundation, The Habit is poised to become a leading name in India's premium coffee space.

At The Habit, we are dedicated to brewing ideas, one cup at a time.
