



The Supper Club Revolution Shows How Millennials Are Transforming Home Dining Into Profitable Community Experiences in India's Metro Cities

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Abstract – India's metropolitan cities are witnessing an unprecedented transformation in the dining and hospitality sector through the emergence of supper clubs as a revolutionary micro business model. These intimate dining experiences, operating from residential spaces, are generating substantial revenue streams for millennial entrepreneurs who have discovered how to monetize community-driven experiences. In cities like Bangalore, Mumbai, and Delhi, hosts are earning between 50,000 to 60,000 rupees per night by creating exclusive dinner experiences for precisely 14 guests, charging 4,200 rupees per person while operating only three days per week. This business model eliminates traditional overhead costs associated with restaurants, including rent, extensive staffing, and marketing expenses, while creating artificial scarcity through invitation only access systems. The success of ventures like Má Là Kitchen and Satori in Bangalore, Lost Table and Tanji's Kitchen in Mumbai, and various invite only setups in Delhi demonstrates how this model capitalizes on the growing demand for authentic community experiences over conventional dining. Beyond mere food service, these supper clubs represent a fundamental shift toward experience based economics where customers pay premium prices for exclusivity, genuine social connections, and curated experiences that extend far beyond the meal itself, creating sustainable business models that prioritize community building over traditional scalability metrics.

Keywords: Supper clubs India, Home dining business model, Millennial entrepreneurs, Experience based micro business, Exclusive dining experiences, Community-driven hospitality, Metro cities food trends, Invitation-only restaurants.

1. INTRODUCTION

The Indian restaurant industry has long operated under established paradigms requiring substantial capital investment, extensive operational infrastructure, and significant ongoing expenses. Traditional establishments face mounting challenges including escalating real estate costs, labor shortages, regulatory compliance, and intense competition in saturated markets. However, a revolutionary business model has emerged in India's metropolitan cities that completely reimagines how food service can operate profitably while creating deeper customer connections.

Supper clubs represent more than just an alternative dining experience they embody a fundamental shift in how entrepreneurs approach business creation in the modern economy. These ventures operate from residential spaces, eliminating the need for commercial real estate while creating intimate environments that foster genuine community connections. The model's success lies not in its ability to serve large volumes of customers, but in its capacity to create exclusive, memorable experiences that command premium pricing. The emergence of supper clubs in India's metro cities reflects broader societal changes.



Urban millennials, despite having access to countless dining options, increasingly seek authentic experiences that provide both social connection and cultural enrichment. Traditional restaurants, constrained by space limitations and operational requirements, struggle to deliver the intimate, personalized experiences that modern consumers increasingly value.

This transformation represents a perfect storm of favorable conditions. Rising real estate costs make traditional restaurant operations increasingly challenging, while social media platforms provide new mechanisms for building communities and managing exclusive access. Simultaneously, urban professionals possess both the disposable income to pay premium prices for unique experiences and the social networks necessary to support invitation only business models. The supper club phenomenon also reflects changing work patterns and lifestyle preferences among urban millennials. Remote work arrangements provide flexibility that enables hosts to operate these businesses while maintaining other professional commitments. The three day operating schedule aligns perfectly with modern work life balance priorities while generating substantial income streams.

2. THE BUSINESS MODEL BREAKDOWN

The financial mechanics of supper clubs reveal a remarkably efficient business structure that maximizes revenue while minimizing operational complexity. The standard model involves hosting exactly 14 guests at 4,200 rupees per person, generating gross revenue of 58,800 rupees per evening. Operating three nights per week produces weekly revenues of 176,400 rupees, resulting in monthly gross income exceeding 700,000 rupees.

The beauty of this model lies in its cost structure. Unlike traditional restaurants that allocate 25–30% of revenue to rent, supper clubs eliminate this expense entirely by operating from residential spaces. Staff costs, typically representing 30–35% of restaurant revenue, are reduced to zero as hosts personally manage all aspects of service. Food costs, generally 28–32% in traditional establishments, often decrease to 20–25% due to focused menu planning and minimal waste.

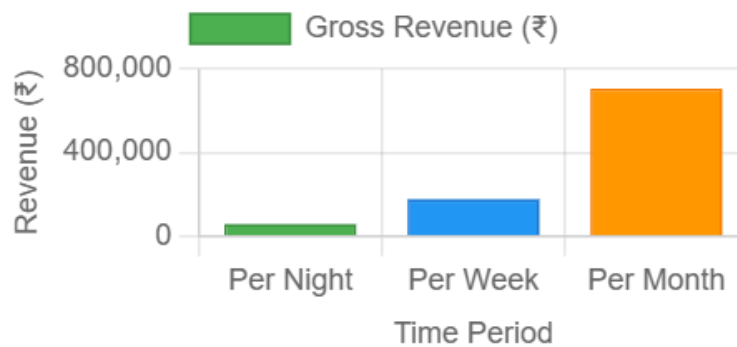


Chart -1: Supper Club Business Model Breakdown

Marketing expenses, traditionally consuming 3–5% of restaurant revenue, essentially disappear. Supper clubs rely entirely on word-of-mouth marketing and social media announcements to existing communities. This organic approach not only eliminates advertising costs but also ensures that guests arrive pre-qualified and genuinely interested in the experience.



The invitation only structure creates powerful psychological dynamics that justify premium pricing. Scarcity marketing, long used by luxury brands, transforms a home cooked meal into an exclusive event. Guests must either receive personal invitations or act quickly when spots become available, creating urgency and perceived value that supports high pricing. Payment collection occurs directly, eliminating third party platform fees that typically consume 15–25% of online orders. This direct relationship also enables hosts to build personal connections with guests, fostering loyalty and repeat business that traditional restaurants struggle to achieve.

The operational simplicity extends to inventory management. Hosts purchase ingredients for specific events rather than maintaining extensive inventories, reducing waste and capital requirements. Menu planning focuses on dishes that can be prepared efficiently for exactly 14 people, allowing hosts to perfect their offerings while maintaining consistency. Insurance and regulatory compliance remain minimal compared to commercial restaurants. Most supper clubs operate under residential property classifications, avoiding commercial insurance requirements and extensive health department oversight. However, successful hosts often obtain additional liability coverage and maintain food safety standards that exceed residential requirements.

3. CITY-SPECIFIC CASE STUDIES

3.1 Bangalore – The Tech Capital's Culinary Innovation

Bangalore's supper club scene reflects the city's innovative spirit and diverse professional community. Má Là Kitchen emerged as one of the early pioneers, leveraging the founder's background in technology to create systematic approaches to guest management and experience design. The venture focuses on regional South Indian cuisine with contemporary presentations, appealing to both local professionals and expatriate communities.

Satori represents another successful Bangalore venture that emphasizes mindful dining experiences. The concept integrates meditation and wellness themes with carefully curated meals, reflecting the city's growing interest in holistic lifestyle approaches. Satori's success demonstrates how supper clubs can differentiate themselves beyond cuisine alone, incorporating lifestyle elements that resonate with specific community segments.

Bangalore's tech savvy population provides ideal conditions for supper club operations. Young professionals possess both the disposable income to afford premium dining experiences and the social media sophistication necessary to navigate invitation-only access systems. The city's culture of innovation and experimentation creates openness to new dining concepts that might face resistance in more traditional markets. The presence of numerous multinational corporations and startups generates constant networking opportunities that supper clubs capitalize on effectively. Many events serve dual purposes such as social dining experiences and professional networking opportunities, adding value that justifies premium pricing.

3.2 Mumbai – Maximizing Limited Space

Mumbai's supper club scene developed in response to the city's unique challenges around space and real estate costs. Lost Table capitalizes on Mumbai's space constraints by creating intimate dining experiences that feel luxurious despite operating from compact residential spaces. The venture's success demonstrates how limitations can become competitive advantages when properly leveraged.



Tanji's Kitchen focuses on regional Maharashtrian cuisine with modern interpretations, appealing to Mumbai's diverse population while celebrating local culinary traditions. The concept successfully balances authenticity with innovation, creating experiences that resonate with both longtime residents and newcomers to the city.

Mumbai's high real estate costs make traditional restaurant operations increasingly challenging, particularly for independent operators. Supper clubs provide viable alternatives that eliminate rent expenses while creating more intimate experiences than cramped commercial spaces typically allow. The city's fast paced lifestyle creates demand for meaningful social experiences that provide respite from daily pressures. Supper clubs offer carefully curated environments where guests can relax and connect authentically, filling a gap that traditional restaurants struggle to address. Mumbai's well developed social networks, built around professional associations, housing societies, and cultural organizations, provide natural distribution channels for supper club invitations. These existing relationships reduce customer acquisition costs while ensuring compatibility among guests.

3.3 Delhi - Building Insider Communities

Delhi's supper club ecosystem emphasizes exclusivity and insider access, reflecting the capital's political and business culture. Invite only setups focus on creating environments where professionals from different sectors can connect informally, away from formal business settings. The city's diverse population, including government officials, business leaders, diplomats, and cultural figures, creates unique opportunities for cross sector networking that supper clubs facilitate effectively. Many hosts position their events as cultural salons where food serves as a catalyst for broader intellectual exchange.

Delhi's established tradition of home entertaining provides cultural foundations that make supper club concepts feel natural rather than foreign. The city's residents already understand and appreciate intimate dinner gatherings, making the transition to paid experiences more seamless than in cities without such traditions. Seasonal variations in Delhi's climate influence supper club operations, with outdoor spaces becoming particularly valuable during pleasant weather months. Hosts adapt their offerings to take advantage of terraces and gardens, creating experiences that commercial restaurants cannot easily replicate.

4. THE PSYCHOLOGY OF EXPERIENCE ECONOMICS

The success of supper clubs reflects fundamental shifts in consumer psychology and spending priorities among urban millennials. Traditional economic theory suggests that consumers make rational decisions based on utility maximization, but supper club patrons demonstrate more complex motivations that prioritize emotional and social benefits over pure economic value.

The first psychological driver involves social currency and status signaling. Attendance at exclusive supper clubs provides conversation topics and social media content that demonstrate cultural sophistication and insider access. Guests derive value not just from the meal itself, but from their ability to share the experience with their broader social networks. Intimacy represents another crucial psychological factor. Traditional restaurants, even high end establishments, struggle to create genuine intimacy due to space constraints, noise levels, and service formalities. Supper clubs eliminate these barriers by operating in residential settings where conversation flows naturally and connections develop organically.

The scarcity principle plays a significant role in perceived value creation. When spots are limited and access requires either invitations or quick action, the experience gains psychological weight that justifies



premium pricing. Guests invest more emotional energy in secured reservations, leading to higher satisfaction levels and stronger memory formation.

Community belonging satisfies deep human needs that pure commercial transactions cannot address. Regular supper club attendees often develop lasting friendships and professional relationships that extend far beyond individual events. This social ecosystem creates value that guests cannot easily replicate through other dining experiences. The authenticity factor distinguishes supper clubs from corporate restaurant experiences. Hosts share personal stories, family recipes, and cultural backgrounds in ways that create genuine human connections. Guests feel they are accessing authentic experiences rather than commercialized products. Mindful consumption represents another psychological benefit. The intimate setting and slower pace encourage guests to focus fully on food, conversation, and sensory experiences rather than rushing through meals while checking phones or managing external distractions.

5. OPERATIONAL FRAMEWORK FOR SUCCESS

Successful supper club operations require systematic approaches to menu planning, guest management, and experience design. Menu development focuses on dishes that can be prepared efficiently for exactly 14 people while maintaining restaurant quality standards. Hosts typically develop signature styles that differentiate their offerings while building recognizable brands. Preparation timing becomes crucial when serving multiple courses to 14 guests simultaneously. Successful hosts create detailed timelines that account for cooking times, service intervals, and guest interaction opportunities. Many develop signature dishes that can be partially prepared in advance without compromising quality.

Dietary restrictions and preferences require careful management in intimate settings where individual guests have greater expectations for accommodation. Hosts typically gather detailed information during booking processes and develop strategies for managing various requirements without creating excessive complexity. Space design plays a critical role in creating appropriate atmospheres for premium dining experiences. Hosts invest in lighting, music systems, and table settings that transform residential spaces into restaurant quality environments. Many create modular setups that can be quickly assembled and disassembled as needed.

Guest curation represents one of the most important operational aspects. Successful hosts develop strategies for creating compatible groups that enhance social dynamics and encourage networking. This might involve balancing personality types, professional backgrounds, or social interests to optimize group chemistry. Communication systems manage invitation processes, dietary requirements, payment collection, and follow-up activities. Many hosts use private social media or messaging platforms to maintain ongoing relationships with regular guests while managing logistics efficiently.

Quality control becomes especially important when operating without traditional restaurant infrastructure. Hosts develop standardized recipes, preparation procedures, and service protocols that ensure consistency across events. Many maintain detailed notes about guest preferences and successful menu combinations. Emergency planning addresses potential issues that could disrupt events, from cooking failures to guest cancellations. Successful hosts develop backup plans for common scenarios while maintaining the spontaneous feel that distinguishes supper clubs from commercial restaurants.



6. EXPANSION OPPORTUNITIES FOR GENERATION Z

The supper club model provides a framework that Generation Z entrepreneurs can adapt to various social experiences beyond traditional dining. The core principles of exclusivity, community building, and premium experience pricing apply across multiple contexts where young people seek authentic connections and unique experiences. Theme parties represent natural extensions of the supper club concept. Hosts can create exclusive events around specific interests, cultural celebrations, or seasonal themes while charging premium prices for carefully curated experiences. Whether focusing on vintage wine tastings, international cuisine explorations, or cultural immersion events, the same operational principles apply.

Game nights and interactive entertainment experiences offer additional monetization opportunities. Hosts can create exclusive gaming events featuring board games, video game tournaments, or trivia competitions while providing premium food and beverage service. The intimate setting allows for more sophisticated entertainment options than traditional venues can provide. Late night creative sessions appeal to Generation Z's entrepreneurial spirit and creative interests. Hosts might organize exclusive gatherings focused on artistic collaboration, creative writing, music production, or start up brainstorming while providing appropriate refreshments and inspiring environments.

Educational experiences represent another expansion opportunity. Hosts with specialized knowledge can create intimate learning experiences around topics like cooking techniques, wine education, cultural traditions, or professional development. The small group format enables more personalized instruction than traditional educational settings allow. Wellness and mindfulness experiences align with Generation Z's focus on mental health and holistic well-being. Hosts might organize exclusive meditation sessions, yoga classes, or wellness workshops combined with healthy cuisine and meaningful social interaction.

Professional networking events tailored to specific industries or career stages can command premium pricing while providing genuine value to participants. The intimate setting enables deeper professional connections than large networking events typically facilitate. Seasonal and holiday experiences offer opportunities to create memorable celebrations that justify premium pricing. Whether organizing exclusive holiday parties, seasonal celebrations, or special occasion gatherings, hosts can capitalize on times when people seek meaningful ways to mark important moments.

7. CHALLENGES AND LIMITATIONS

Scale represents the fundamental limitation of the supper club model. Unlike traditional businesses that can increase capacity by adding tables, staff, or locations, supper clubs lose their essential appeal when they exceed intimate size limits. Growth requires either raising prices, expanding to multiple nights per week, or developing multiple locations with different hosts. Regulatory compliance varies significantly across cities and can change unexpectedly. While most supper clubs operate in regulatory gray areas, local authorities might implement new restrictions on commercial activities in residential zones. Hosts must stay informed about local regulations while maintaining the residential character that makes their experiences appealing.

Consistency challenges arise from the personal nature of supper club operations. Unlike restaurants with standardized procedures and multiple staff members, supper clubs depend entirely on individual hosts' capabilities and availability. Illness, travel, or personal issues can disrupt operations without easy substitution options. Customer acquisition becomes increasingly difficult as the model scales. Initial success often relies on personal networks and word-of-mouth referrals, but expanding beyond immediate



social circles requires different marketing approaches that might compromise the intimate, insider feel that makes supper clubs valuable.

Seasonal variations affect demand patterns in ways that hosts cannot easily control. Weather, holidays, and local events influence attendance rates, making revenue prediction challenging. Hosts must develop strategies for managing slow periods while maintaining momentum during peak times. Competition increases as the model gains popularity. Early supper clubs benefit from novelty and limited competition, but market saturation could drive down prices and make differentiation more challenging. Hosts must continuously innovate to maintain competitive advantages.

Quality control becomes more difficult as operations expand, or hosts attempt to increase frequency. Maintaining restaurant-quality food and service standards requires significant personal investment from hosts, which becomes challenging to sustain long-term without additional support systems. Legal liability concerns include food safety, guest injuries, and property damage. While residential insurance might provide some coverage, hosts should consider additional liability protection as operations grow more commercial in nature.

8. IMPLEMENTATION STRATEGY FOR ASPIRING ENTREPRENEURS

Market research represents the essential first step for aspiring supper club entrepreneurs. Understanding local dining preferences, price sensitivity, and cultural norms helps determine whether the model can succeed in specific markets. Research should include competitor analysis, target demographic identification, and price point validation through informal testing.

Concept development involves creating distinctive themes, signature dishes, or unique service approaches that differentiate new ventures from existing options. Successful hosts often draw on personal backgrounds, cultural heritage, or specialized interests to create authentic experiences that cannot easily be replicated. Initial testing with friends and extended networks provides opportunities to refine operational procedures while building initial communities. These early events help identify potential issues, perfect recipes, and develop service standards before launching publicly.

Legal and regulatory compliance research ensures that operations conform to local requirements while minimizing regulatory risks. This might involve consulting with local authorities, obtaining necessary permits, or purchasing appropriate insurance coverage. Financial planning includes calculating startup costs, ongoing expenses, and revenue projections based on realistic attendance and pricing assumptions. Hosts should develop multiple scenarios to understand break-even points and profitability timelines.

Space preparation involves creating appropriate dining environments while maintaining residential character. This might require investments in lighting, sound systems, kitchen equipment, or furniture that can transform spaces for special events. Guest management systems handle invitation processes, dietary requirements, payment collection, and follow-up communications. Many hosts develop simple but effective systems using existing social media platforms and messaging apps.

Menu development focuses on dishes that can be prepared efficiently for 14 people while maintaining high quality standards. Testing recipes with various sizes helps identify optimal combinations of preparation complexity and guest satisfaction. Marketing strategy emphasizes organic growth through existing social networks rather than paid advertising. Successful hosts focus on creating exceptional experiences that generate positive word-of-mouth referrals from satisfied guests. Quality assurance procedures ensure



consistent food safety, service standards, and guest satisfaction across events. Documentation of successful approaches helps maintain quality as operations develop and expand.

9. FUTURE IMPLICATIONS FOR MICRO BUSINESS MODELS

The supper club phenomenon represents broader shifts toward experience based micro businesses that prioritize community building over traditional scalability metrics. This model demonstrates how individuals can create sustainable income streams without extensive capital investment or traditional business infrastructure. Remote work trends support the development of home based businesses that operate outside traditional commercial frameworks. As more professionals work from home, residential spaces become available for alternative commercial uses during evening and weekend hours.

Social media platforms provide new mechanisms for building communities and managing exclusive access that enable micro businesses to thrive without traditional marketing budgets. These platforms allow entrepreneurs to cultivate loyal followings while maintaining intimate, personal relationships with customers. Consumer preferences increasingly favor authentic, personalized experiences over standardized commercial offerings. This trend creates opportunities for entrepreneurs who can deliver unique experiences that larger businesses cannot easily replicate.

Urban real estate costs continue rising, making traditional commercial operations increasingly challenging for independent entrepreneurs. Home-based alternatives provide viable pathways to business ownership without prohibitive overhead expenses. Economic uncertainty encourages individuals to develop multiple income streams rather than relying solely on traditional employment. Micro-businesses like supper clubs provide opportunities to generate substantial supplemental income while maintaining primary career commitments.

Regulatory frameworks may evolve to accommodate new business models that blur distinctions between residential and commercial activities. Local governments might develop specific guidelines for home based hospitality businesses that protect residential character while enabling economic opportunities. Technology innovations could enhance operational efficiency and customer experience without compromising the intimate character that makes micro businesses valuable. Better booking systems, payment processing, and communication tools might emerge specifically designed for small scale hospitality operations. Community supported business models might develop where regular customers invest in or pre-purchase experiences from hosts they want to support. This approach could provide financial stability while deepening community connections.

10. CONCLUSION

The supper club revolution represents far more than a novel dining trend it embodies a fundamental reimagining of how modern entrepreneurs can create profitable businesses while building meaningful communities. Through intimate dining experiences that generate substantial revenue streams of 50,000–60,000 rupees per night while operating only three days per week, millennial entrepreneurs in India's metro cities have discovered a sustainable business model that prioritizes authentic human connections over traditional scalability metrics. The success of ventures like Má Là Kitchen, Satori, Lost Table, and Tanji's Kitchen demonstrates that consumers increasingly value exclusive, personalized experiences that justify premium pricing structures. These businesses eliminate traditional overhead costs while creating artificial scarcity through invitation-only access systems that transform simple meals into coveted social



experiences. The model's effectiveness lies not merely in its financial efficiency, but in its ability to satisfy deep human needs for community, authenticity, and meaningful social interaction that conventional restaurants struggle to provide. As urban real estate costs continue rising and remote work patterns provide greater flexibility for alternative income generation, the supper club framework offers aspiring entrepreneurs a low risk entry point into business ownership with clear paths to profitability. The challenge moving forward involves maintaining the intimate, exclusive character that makes these experiences valuable while building sustainable long term operations that can adapt to changing market conditions and evolving consumer preferences without losing their essential community focused appeal.

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