

# Maya

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# Restaurant Concept

## Restaurant Name & URL

*Give the name of your restaurant, as well as the URL. It's OK if the URL is already taken.*

*Maya (maya.in)*

## Food & drink

*Describe the type of food or drink and the related options the restaurant will serve.*

Maya offers sophisticated and exquisite Indian culinary delights from across the country, delivering a fine dining experience.

A sampling of our dishes from each of the 28 states of India:

Misal Pav, Maharashtra  
 Chicken 65, Tamil Nadu  
 Hyderabadi Biryani, Telangana  
 Ras Malai, Odisha  
 Doi Maach, West Bengal  
 Galouti Kebab, Uttar Pradesh  
 Mohanthal, Gujarat  
 Goan Prawn Curry, Goa  
 Dehlori, Chhattisgarh  
 Chokha, Bihar

Bajre Ki Khichdi, Haryana  
 Madra, Himachal Pradesh  
 Tengaa Maach, Assam  
 Chainsoo, Uttarakhand  
 Panasa Pottu Koora, Andhra Pradesh  
 Bhutte Ki Kees, Madhya Pradesh  
 Dung Po, Arunachal Pradesh  
 Momos, Sikkim  
 Bamboo Shoot Fry, Nagaland  
 Misa Mach Poora, Mizoram  
 Jadoh, Meghalaya  
 Chakhwi, Tripura  
 Iromba, Manipur  
 Dhuska, Jharkhand  
 Akki Roti, Karnataka  
 Chilli Beef Fry, Kerala  
 Safed Maas, Rajasthan  
 Butter Chicken, Punjab

Customizations available

## Location

*Describe the country, city, and neighborhood where the restaurant and its customers will be located.*

Amaya is situated in Behram Marg, Apollo Bandar, Colaba, Mumbai, Maharashtra, India

## Main target audience

*Choose a main target audience that your restaurant is focusing on from the list below. Selecting a target audience doesn't mean that other groups can't order from your restaurant, but that you will focus your design on this group.*

- Business people
- Upscale diners
- Retired/Senior citizens

## Cost

*Will your restaurant's food be cheap, expensive, or in between? If you're not sure about the exact price range,*

*you can describe the cost with the following adjectives: affordable, moderate, pricey, gourmet (very expensive).*

The restaurant's food will be Gourmet and cost in the range of Rs. 16000/ for 2 adults with drinks.

## Elevator pitch

*Write an elevator pitch for your restaurant. An elevator pitch should be short and to the point. 280 characters is a good length to aim for.*

India is a diverse country with diverse cuisines. Maya brings dishes from all over the country and serves a classy upscale crowd. And shall be located in Colaba, South Mumbai. This is the right time to open the restaurant because of rising interests in interstate cuisin