The emergence of a visible, commodified leisure culture in the form of cafés, targeted at and appropriated by, young adults from the middle classes, is a striking phenomenon in the transformation of urban life in India since economic liberalization in 1991. Café Culture in Pune is an ethnographic snapshot, taken in 2008, tracing the effects of globalization from the perspective of young middle class urbanites in post-liberalization Pune, India. Documenting with meticulous detail their lifeworld, from clothing to hanging out, friendship, dating, education, and marriage, it captures new forms of socializing, consumption, self-improvement and relationship-management. These practices set the young generation apart—the first to grow up with mass-consumerism – as a group in historical time, in relation to other lifeworlds in India, to ‘western’ versions and as a rounded life world in itself. The study considers two questions: How do free global market economy and ‘globalization’ change the way people see themselves and the world? And to what extent might Indian practices modify the practices of ‘western’ individualism implicit in Indian modernity? The young café culture crowd in its practices was domesticating ‘the global’ while transcending ‘the local’. They were negotiating to follow their hearts, while preserving strong family bonds and inter-generational dependencies. They were thus modifying what it meant to be middle class Indians in our contemporary globalized world. The Indian middle class was reinventing India as a global player in a post-Cold war world by constructing a narrative of pivotal change.