

Karigari Chronicles



August at Karigari – A Month of Pride, Celebration & Growth

August has been a truly memorable month in the journey of Karigari. From prestigious recognition on a national stage to heartfelt celebrations in our restaurants, every milestone this month reflected the passion, creativity, and dedication that define our brand.

One of the biggest highlights came at the Indian Restaurant Awards 2025, where Karigari was honoured with the title of "Chef-Led Restaurant of the Year." This award is more than just an accolade — it is a celebration of our philosophy of food. With Chef Harpal Singh Sokhi as the face of Karigari, every dish we serve is infused with storytelling, authenticity, and artistry. It is a proud moment for every member of the Karigari family, as this award recognizes not only the culinary excellence on our tables but also the craftsmanship and spirit of our people — the Karigars.

Festivals have always been at the heart of Indian culture, and this month, we brought that spirit alive with unique campaigns. On Raksha Bandhan, we turned moments into memories by gifting guests personalized framed photographs, capturing their joy as they celebrated the bond of siblings at Karigari. This small gesture made the festival even more special, and the warm response we received reinforced the emotional connection we strive to build with our guests.

The celebrations continued with Independence Day, where our outlets were decorated in patriotic hues, and guests once again took home framed memories of their visit. It was our way of reminding everyone that dining at Karigari is never just about food — it's about experiences that last beyond the meal.

On the business front, August was also a month of strength and growth. With better sales than July and an impressive increase in our social media reach and engagement, Karigari's voice continues to grow louder across digital platforms. Our online presence now spans Instagram, Facebook, LinkedIn, Pinterest, and YouTube, reaching millions of viewers and deepening our connection with diverse audiences.

But perhaps the most exciting part of August is not just the celebrations of what we achieved, but the vision for what lies ahead. Karigari is steadily moving forward with its expansion journey, bringing its unique blend of Indian flavors and storytelling dining experiences to new destinations. With recent signings and projects in the pipeline, the road ahead is full of promise.

As we step into the next chapter, we carry with us the same spirit that earned us our award this month: a belief that food is an art, hospitality is a craft, and every guest deserves an

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Raksha Bandhan – Celebrating Bonds, Creating Memories

This **Raksha Bandhan**, Karigari transformed the spirit of sibling love into cherished keepsakes. Guests across our outlets were greeted with a festive ambiance and a thoughtful gesture — personalized **framed photographs** to capture their special moments.

The campaign went beyond dining, creating an emotional connection that guests could take home and treasure. Families celebrated together, laughter filled the tables, and each photograph became a reminder that Raksha Bandhan is not just about tradition, but about creating new memories. The response was overwhelming, with heartfelt appreciation from guests who felt the warmth of Karigari's signature hospitality. By blending food, culture, and emotions, this celebration once again reaffirmed our commitment to making every festival an unforgettable experience for our guests.



Independence Day – A Celebration of Unity & Pride

This Independence Day, Karigari embraced the spirit of patriotism with beautifully decorated outlets that radiated the colors of our nation. Guests were welcomed into a festive ambiance that celebrated not just freedom, but togetherness.

To make the occasion more memorable, we offered personalized framed photographs, allowing families and friends to capture their moments of pride and joy. The gesture was received with immense warmth, as guests carried home not just a picture, but a lasting memory of celebrating the nation's spirit with Karigari.

By blending culture, hospitality, and heartfelt experiences, Karigari once again showcased its commitment to making every occasion special for our community.



Karigar Spotlight of the Month



Guest Relations Executive at Karigari Civil Lines. With her warm personality and unwavering dedication, Chanchal embodies the essence of Karigari hospitality. She played a key role in our **Raksha Bandhan campaign** video, where her presence and genuine charm added depth to the celebration. She is a true representative of the **Karigari spirit**.

This month, we proudly shine the spotlight on **Ms. Chanchal Raghav**, our

Welcoming Mr. Yusuf Khan – Our New Area Chef

We are delighted to welcome **Mr. Yusuf Khan** to the Karigari family as our **Area Chef**. With a wealth of culinary expertise and a passion for innovation, Mr. Khan brings with him a strong background in managing diverse kitchen operations and curating exceptional dining experiences. In his new role, he will play a pivotal part in maintaining the highest standards of quality across our outlets while also introducing fresh ideas to elevate our menus. His leadership and dedication will undoubtedly strengthen our culinary teams and enhance the guest experience that defines Karigari.



Karigari Honoured at the Indian Restaurant Awards 2025

August marked another proud milestone for Karigari as we were awarded the prestigious title of "**Chef-Led Restaurant of the Year**" at the **Indian Restaurant Awards 2025** by RestaurantIndia.in. This recognition is a true testament to our philosophy of blending culinary artistry with heartfelt hospitality.

The award reflects the vision of our Founder & CEO, **Mr. Yogesh Sharma**, and the culinary brilliance of our brand's face, **Chef Harpal Singh Sokhi**, along with the dedication of our teams across all outlets. Together, they have turned Karigari into more than a dining destination — it is a celebration of stories, traditions, and flavors.

This honour not only strengthens Karigari's reputation in the hospitality industry but also fuels our passion to continue innovating, expanding, and delivering experiences that go beyond the plate.



Digital Presence on the Rise: Karigari's Growing Social Media Footprint

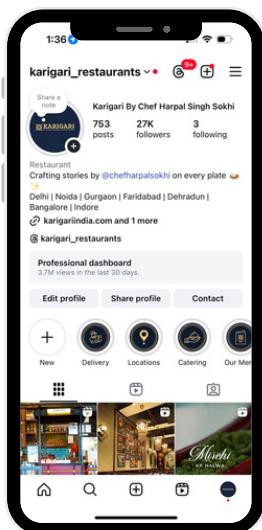
Karigari's digital presence continued to rise strongly in August, achieving over **8 million views** and welcoming **2,000+ new followers** across all platforms including Instagram, Facebook, LinkedIn, Pinterest, and YouTube.

This growth reflects the engaging campaigns and celebrations we shared during the month, from Raksha Bandhan and Independence Day to award recognitions and behind-the-scenes stories. Each piece of content not only showcased our brand but also strengthened the emotional bond with our audience.

As Karigari expands, our social media journey remains a vital bridge to connect with guests, celebrate our people, and tell the stories that define us.

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