

# Karigari Chronicles



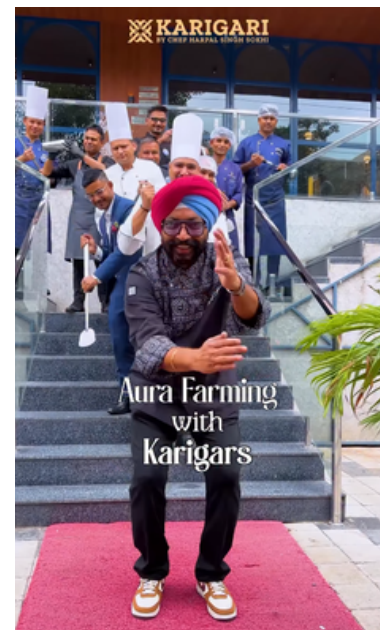
## Celebrating 1 Year of Karigari Indore

July marked a special milestone for us — **Karigari Indore completed one successful year** of serving soulful Indian cuisine with artistry, authenticity, and warmth. To celebrate this journey, we hosted a week-long celebration filled with gratitude, excitement, and memorable experiences for our guests and team.

As part of the celebration, we ran a **Lucky Draw Contest** throughout the anniversary week. Every dine-in guest received a special coupon, creating a buzz of excitement across the outlet. The highlight came when **Chef Harpal Singh Sokhi** went live on Instagram to pick the winner from hundreds of entries. The lucky winner, **Mrs. Kajol Khandelwal**, was invited to Karigari Indore for a **private dinner experience with Chef Harpal**, and was presented with a specially curated **gift hamper** as a token of appreciation.

In addition, we honoured **10 loyal families** from Indore who have supported us since day one by inviting them for a **Royal Lunch with Chef Harpal**. It was our way of saying thank you to the guests who've made Karigari Indore a beloved part of their dining routine.

A heartfelt thanks to the entire **Karigari Indore team** — from front-of-house to kitchen and support staff — for their tireless efforts, hospitality, and consistency over the past year. Your commitment has been the backbone of this journey, and this celebration was a reflection of everything you've helped us achieve.



## Aura Farmed on 3.8 Million people on Instagram

Our Aura Farming video featuring Chef Harpal and the Indore team has gone viral, crossing 3.8 million views on Instagram!

A brilliant mix of trend, team spirit, and Karigari charm — this moment reminds us that when we move together, the world watches.



# Monsoon Magic Is In The Air

## Karigari's Monsoon Menu Launched in July

July brought with it more than just the rains — it brought flavour, warmth, and nostalgia to Karigari, with the official launch of our Monsoon Menu across outlets.

Crafted to celebrate India's love for rain-time snacks, this seasonal menu reimagines iconic street foods with a creative twist, bringing comfort and curiosity to the table.

### Among the highlights:

**Loaded Kurkure Corn Cheese Pakodi** – A crunchy, cheesy, spiced corn pakodi wrapped in Kurkure, inspired by Lonavala's street charm.

**Ram Laddu** – Delhi's post-partition favourite made with moong dal, tangy chutney, and grated radish.

**Jodhpuri Mirchi Vada** – Bold and fiery, straight from Rajasthan's royal streets — stuffed green chillies in a crisp golden coat.

**Mexican Samosa** – A desi classic goes global, packed with refried beans, cheese, corn, and jalapeños.

The Monsoon Menu is more than just food — it's a seasonal celebration, a cultural journey, and a reason for guests to return during this cosy time of year. Kudos to the culinary and outlet teams for a successful rollout!



## Next Stop, Dubai!

We're thrilled to announce that **Karigari is going global**, with our first international outlet set to open in **Dubai** — a major milestone in our brand's journey. Known for its dynamic culinary landscape and cosmopolitan culture, Dubai marks the perfect first step in taking Karigari's artisanal Indian cuisine to a global audience. The move positions us among the top Indian luxury dining experiences on an international scale.

This is just the beginning. With plans already in motion, **Singapore and London** are next in line, as we carry forward our vision of celebrating Indian craftsmanship, flavour, and storytelling on the world stage.

Congratulations to the leadership and development teams for driving this bold new chapter. The world is ready for Karigari.



## Karigari Dehradun Named Iconic Restaurant of the Year!

We're proud to announce that **Karigari Dehradun** has been awarded the **Iconic Restaurant of the Year** at the **Times Hospitality Icons 2025 – Dehradun**, held on 31st July at Hyatt Centric.

This recognition is a testament to the passion, consistency, and excellence demonstrated by the Dehradun team — both in the kitchen and on the floor. In less than two years, the outlet has become a local favourite, known for its soulful food, warm service, and immersive brand experience.

A huge congratulations to the entire Dehradun team for this well-deserved honour. You've made Karigari proud!



## Chef Harpal Singh Sokhi Wins Celebrity Chef of the Year!



We're proud to share that **Chef Harpal Singh Sokhi**, the culinary face of Karigari, has been honoured as **Celebrity Chef of the Year** at the **Food Connoisseurs India Awards 2025**.

This prestigious recognition celebrates his ongoing contribution to Indian cuisine, his vibrant personality, and his commitment to bringing traditional flavours to the modern table.

Chef Harpal continues to inspire not just our menus, but the spirit of Karigari across all outlets. Congratulations, Chef!

### From the Desk of the Founder

July has been a month of proud milestones for Karigari. From **Dehradun being recognised as the Iconic Restaurant of the Year**, to **Indore completing a successful first year**, each achievement is a reflection of the passion and consistency of our teams.

I'm also happy to share that we've **signed a new outlet in Dwarka**, and are preparing to take Karigari global, with our first international outlet set to open in **Dubai** — followed by Singapore and London in the near future.

Thank you for your continued belief in our vision. Let's continue building something exceptional, together.

- Yogesh Sharma, Founder & CEO



### Dwarka & Gurugram Signed!

We're excited to announce that Karigari has officially signed new outlets in both **Dwarka** and **Gurugram**, further strengthening our presence across Delhi NCR and taking us one step closer to becoming a household name in every major neighbourhood.

**#MAIN HOON**  
**Karigar**

## 4.3 STARS



In the month of July, Karigari maintained an **impressive average rating of 4.3 stars across Google and Zomato**, reflecting the trust and appreciation of our guests.

This consistent feedback is a direct result of the hard work, hospitality, and attention to detail shown by our teams across all outlets.

## KARIGARI GOES VIRAL: 18M+ VIEWS & 200% GROWTH IN ONE MONTH!

Karigari's digital journey is on fire! In a record-breaking leap, our social media presence across **Instagram, Facebook, LinkedIn, Pinterest, and YouTube** has witnessed a whopping **200%+** growth in just one month.

With over **18 million views, 210,000+ engagements**, and a rapidly growing follower base now crossing **7,000+**, Karigari is not just serving food — we're making waves, capturing hearts, and building a brand community that spans far beyond the plate.

This explosive digital momentum is a result of powerful storytelling, creative consistency, and the combined efforts of our **marketing, content, design, and outlet teams**. Each reel, post, and behind-the-scenes moment is playing its part in taking Karigari's voice to millions. Let's continue creating content that reflects our craft, celebrates our people, and connects with the world. **Karigari isn't just trending — it's transforming.**

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