



# Monthly Newsletter

3 July 2025



## A Journey of Flavour, Recognition & Growth

As we begin a new month, we're excited to share the key highlights, achievements, and upcoming developments across the Karigari family. Your continued dedication, creativity, and hard work are what drive our growth, and this monthly update is our way of keeping everyone informed and inspired.

### Highlights from June 2025

#### Ehsaas-e-Summer Launch

Our new summer drinks menu was rolled out across outlets, offering guests a refreshing experience with curated, seasonal beverages. The guest response has been exceptional — kudos to everyone involved in its execution. **(Page 2)**

#### Karigari Bhopal Signed

We're thrilled to announce the signing of our next outlet in Bhopal — a strategic addition to our expanding footprint across India. **(Page 2)**

#### Leadership Recognition

Our Founder & CEO, Mr. Yogesh Sharma, was awarded the ET Edge 40 Under 40 recognition — a proud moment that reflects the vision and perseverance behind Karigari's success. **(Page 3)**

#### Chef Harpal Singh Sokhi Honoured

Our Head Karigar, Chef Harpal Singh Sokhi, received the Celebrity Chef of the Year Award at the Hospitality Horizon – Top Chefs Awards 2025. A big congratulations to Chef and the culinary teams across all outlets. **(Page 3)**

Let's continue to raise the bar in everything we do — from kitchen to customer experience. Each one of you plays a crucial role in Karigari's journey, and together, we're building a brand that is not just successful but soulful.

Enjoy this month's newsletter!

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## Ehsaas-e-Summer

This June, Karigari proudly launched its special summer drinks menu — Ehsaas-e-Summer — a refreshing collection inspired by the nostalgic flavours of Indian summers, reimagined with Karigari's signature touch.

The menu is a blend of traditional and contemporary, offering something for every palate. Guests have responded positively to the unique presentation and cooling taste profiles, making this one of our most engaging seasonal launches yet.

Star Beverages from the Menu:

- **Mango Pucker:** A tangy tribute to raw mango with a bold, mouth-puckering finish.
- **Yuzu Cucumber Margarita:** A refreshing fusion of Japanese citrus and cucumber, offering a crisp, global twist.
- **Cucumber Fresca:** A clean, hydrating drink perfect for summer afternoons.
- **Mango Pulp:** Thick, rich, and comforting — a glass full of mango indulgence.
- **Bael Ka Sharbat:** A revival of an age-old Ayurvedic cooler, earthy and soothing.
- **Imli Ka Boota:** Sweet, sour, and nostalgic — tamarind in its most playful form.

The menu has been rolled out across all outlets with strong visual merchandising and staff training to ensure consistent guest experience. The feedback has been enthusiastic, with many guests praising the creativity and flavour balance.



## BHOPAL, We're Coming!

We're delighted to announce that Karigari has officially signed a new outlet in Bhopal, further expanding our presence in Central India. This move marks another step in our journey to bring soulful Indian cuisine to new markets.

Bhopal's vibrant culture and growing F&B scene make it an ideal fit for Karigari. Congratulations to the leadership and development teams for making this possible. More details on the launch timeline will follow soon!



## Dish of the Month : Pav Bhaji Fondue



## Karigar Spotlight

In this month's Karigar Spotlight, we are proud to recognise **Mr. Rahul Duggal**, F&B Executive, Karigari Civil Lines for his exceptional dedication, passion, and presence across the Karigari community.

Rahul was recently featured in our special **Father's Day video**, where his story and presence struck a deep emotional chord with our audience. The response was overwhelming — not just in views and engagement, but in heartfelt appreciation from guests and colleagues alike.

His authenticity, warmth, and commitment truly reflect the soul of Karigari. Whether it's his interactions with guests or his behind-the-scenes contribution, Rahul embodies what it means to be a Karigar — someone who crafts experiences with heart.

Congratulations, Rahul, and thank you for being an inspiration to us all.

# Vision Recognised: Mr. Yogesh Sharma Honoured in ET Edge 40 Under 40

It is with great pride that we announce a significant milestone in Karigari's journey — our Founder & CEO, **Mr. Yogesh Sharma**, has been honoured with the **ET Edge 40 Under 40 Award**, a prestigious recognition celebrating India's most promising young leaders across industries.

Presented by **The Economic Times**, this award recognises individuals who have demonstrated exceptional leadership, innovation, and impact before the age of 40. Mr. Sharma's inclusion in this elite list is not only a personal achievement but also a reflection of the values, vision, and dedication that have shaped Karigari into the brand it is today.



The award ceremony was made even more special with the honour being presented by **Ms. Raksha Nikhil Khadse, Hon'ble Minister of State for Youth Affairs & Sports**, adding a layer of national recognition to the moment.

## Chef Harpal Singh Sokhi Honoured as Celebrity Chef of the Year at the Hospitality Horizon – Top Chefs Awards 2025.



We are delighted to share that **Chef Harpal Singh Sokhi**, the culinary face of Karigari, has been awarded the prestigious **Celebrity Chef of the Year Award** at the **Hospitality Horizon – Top Chefs Awards 2025**.

This honour celebrates Chef Harpal's immense contribution to the Indian culinary world — blending tradition with innovation, storytelling with taste, and passion with perfection. His commitment to reviving India's rich food heritage and making it relevant for the modern palate continues to inspire everything we do at **Karigari**. Beyond his public persona, this award also recognises the collaborative effort of our culinary teams across all outlets, who bring his vision to life on every plate, every single day. A heartfelt congratulations to Chef and to our kitchen teams — this achievement is a reflection of your craft, consistency, and creativity. Let's continue to raise the bar for Indian cuisine together.

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

Karigari's voice is reaching further than ever, thanks to a growing and engaged community across multiple social media platforms. Our content — a blend of storytelling, culinary craft, and cultural moments — has been resonating strongly with audiences nationwide.

In the month of June, our total views crossed **8.6 million**, with engagements surpassing **80,000+**, and a steady increase in followers across platforms, now standing at **35K+**.

From Instagram and Facebook to LinkedIn, Pinterest, and YouTube — our presence continues to expand, helping us connect with food lovers, industry leaders, and culture seekers alike.

A big thank you to the content, design, and outlet teams for consistently creating and supporting impactful content. Let's continue telling the Karigari story — one reel, one post, one connection at a time.

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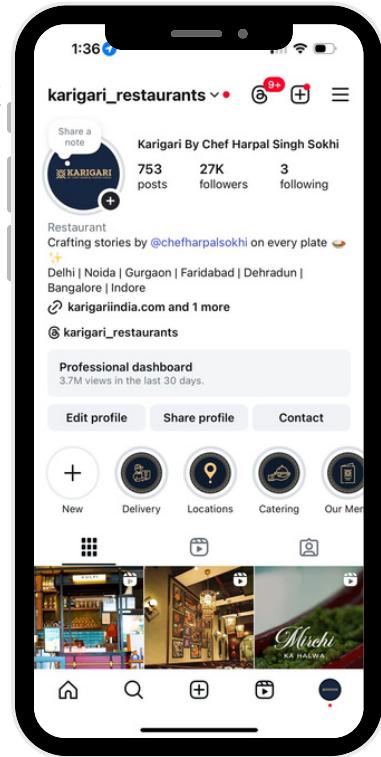
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