

Karigari Chronicles



April at Karigari: Expansion, Celebration & Continued Growth

April marked a significant chapter for **Karigari Restaurants**, defined by expansion, celebration, and strong momentum across the brand. The successful launch of our new outlet in **Chandigarh** stood as a key milestone, further strengthening our presence in North India. This was preceded by an exclusive preview dinner, offering select guests a first glimpse into the Karigari experience. The month also brought a special occasion as we celebrated the birthday of **Chef Harpal Singh Sokhi**, whose vision and passion continue to inspire the brand and its people.

Alongside these moments, Karigari continued to build strong visibility through impactful PR coverages, reinforcing our growing presence in the hospitality landscape. Operationally, the brand witnessed steady sales growth across outlets, driven by consistent guest experiences and team performance. On the digital front, our platforms continued to grow with engaging content and meaningful storytelling, further strengthening our connection with audiences.

April was a reflection of progress and purpose—balancing new beginnings with strong foundations. As we move ahead, we remain focused on expanding thoughtfully, delivering excellence, and celebrating the spirit of our Karigars who continue to drive the brand forward.

In this newsletter :

**Karigari Chandigarh
Launch**

**Exclusive Preview
Dinner**

**Happy Birthday Chef
Harpal!**

Growth Report

Karigari Chandigarh Launch | A Grand Celebration of Craft & Culture



On **3rd April**, Karigari Restaurants marked a proud milestone with the grand launch of its newest outlet in **Chandigarh**. The evening was a vibrant celebration of tradition, culture, and the spirit of our Karigars—brought to life through thoughtfully curated experiences.

The celebrations began with a symbolic **pagdi ceremony**, honouring the pride and identity of our Karigars, followed by the much-awaited **Karigaron Ki Baraat**—a unique tribute dedicated to the artisans who are the backbone of the brand. The energy of the evening soared with a lively performance by a **Punjabi Virsa** group, adding music, dance, and cultural richness to the occasion.

The event concluded on a joyful note with a celebratory cake cutting, bringing together guests, teams, and partners in a moment of shared success. The Chandigarh launch was not just an opening—it was a heartfelt celebration of craftsmanship, community, and the journey of Karigari.



Exclusive Preview Dinner with Chef Harpal Singh Sokhi | Chandigarh

On **5th April**, Karigari Restaurants hosted an **Exclusive Preview Dinner** in **Chandigarh**, offering guests a first taste of the Karigari experience in the city. The evening was thoughtfully curated as a **5-course dining journey**, showcasing the depth and creativity of the brand's menu—from signature mocktails and innovative chaats to flavourful starters, indulgent main courses, and decadent desserts.

The highlight of the evening was the presence of **Chef Harpal Singh Sokhi**, who personally graced the dinner and elevated the experience with his warmth and storytelling. As each course was presented, Chef Harpal shared anecdotes and inspirations behind the dishes and the philosophy of Karigari, creating a deeper connection between the food and the guests.

The preview dinner was not just about introducing a menu—it was about creating an immersive experience that blended flavours, stories, and hospitality. The evening set the tone for Karigari Chandigarh, leaving guests with a memorable first impression and a true taste of what the brand stands for.



Karigari Now in The City Beautiful #Chapter 12

With immense pride and excitement, Karigari Restaurants unveils its **12th outlet** in the heart of the **City Beautiful—Chandigarh**. Located in the vibrant **Sector 26**, this launch marks not just another addition to our growing footprint, but a bold statement of scale, innovation, and elevated dining. Spanning an impressive **6000 square feet**, this is **Karigari's largest outlet to date**, thoughtfully designed to offer an immersive and unforgettable experience.

For the first time ever, Karigari introduces a **stunning courtyard concept**, bringing together open-air charm and architectural elegance. Designed as a space where conversations flow as freely as the aromas from the kitchen, the courtyard adds a refreshing new dimension to the dining experience. With a **seating capacity of 160 covers**, the outlet has been crafted to accommodate both intimate meals and grand gatherings, all while maintaining the warmth and hospitality that define Karigari.



Taking luxury a step further, the Chandigarh outlet introduces an exclusive **Cabana dining experience**, allowing guests to indulge in a setting that feels private, premium, and truly royal. Complementing this is the introduction of a **Bread Bar**, a unique addition where the art of Indian breads is celebrated, offering guests a closer connection to one of the most essential elements of our cuisine.

The outlet also features **two Private Dining Rooms (PDRs)**, designed for intimate celebrations, business meetings, and curated dining experiences. Every corner of the space reflects attention to detail, blending tradition with contemporary aesthetics to create an environment that is both elegant and inviting.

#Chapter 12 is more than just an expansion—it is a reflection of how far Karigari has come and where it is headed. With Chandigarh, we continue our journey of celebrating Indian craftsmanship, flavours, and experiences, while constantly evolving to offer something new to our guests.



From the Founder's Desk

April has been a defining month for Karigari Restaurants, marked by new beginnings, strong momentum, and moments of pride. The **launch of our Chandigarh outlet** stands as a significant milestone in our journey, reflecting our vision to take Karigari to newer cities while staying deeply rooted in our values of craftsmanship, quality, and heartfelt hospitality.

What continues to inspire me is the dedication and passion of our teams across all locations. From executing launches and guest experiences to driving growth and maintaining consistency, every effort contributes to building the Karigari story. As we move forward, our focus remains clear—to grow with purpose, innovate with intent, and continue celebrating the spirit of our Karigars who are at the heart of everything we do.

Yogesh Sharma
 Founder & CEO, Karigari Ventures Ltd.



Celebrating Chef Harpal Singh Sokhi's Birthday

On **21st April, Karigari Restaurants** came together to celebrate the birthday of the heart and soul behind its culinary vision, **Chef Harpal Singh Sokhi**. The occasion was marked with warmth, gratitude, and joy across outlets, as teams and guests joined in to honour the chef whose passion and energy continue to define the Karigari experience.

Known for his vibrant personality and deep love for Indian cuisine, Chef Harpal has been a constant source of inspiration for our Karigars and teams. The celebrations included heartfelt moments, cake cutting, and cheerful interactions that reflected the strong bond he shares with the Karigari family.

More than just a celebration, the day was a tribute to his journey, leadership, and the values he brings to the brand. As Karigari continues to grow, his vision and spirit remain at the core—guiding us to create experiences that are full of flavour, emotion, and authenticity.



Karigari Featured



Exclusive: How storytelling is redefining Indian cuisine, shares chef Harpal Singh Sokhi

Indian cuisine is evolving beyond traditional labels, embracing storytelling, wellness, and regional authenticity. In this exclusive conversation, Chef Harpal Singh Sokhi shares how flavours, memories and culture are shaping the future of modern Indian food.

Himasha Tappa | Published 20 Apr 2025 14:03 PM



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KARIGARI

A Story Served on Every Plate

CHIEF HARPAL SINGH SOKHI
 Chefpreneur and Mentor, Karigari

Tribune LifeStyle

Drine call

Namak Shamak, Chandigarh?

CHIEF HARPAL SINGH SOKHI brings his signature on-site, food flavours and love for storytelling to Chandigarh with Karigari—a celebration of Punjab's food & culture.

News

It's an unmissable part of the Indian dining experience. From the sizzle of a tandoor to the crunch of a fresh roti, every bite is a story. At Karigari, we're not just serving food; we're telling the story of Punjab's rich culinary heritage. Our chefpreneur, Chef Harpal Singh Sokhi, is the heart and soul behind this mission. In this exclusive conversation, he shares how flavours, memories, and culture are shaping the future of modern Indian food.

What's new? Karigari's new Chandigarh outlet is a testament to the brand's commitment to authenticity and craftsmanship. The menu is a blend of traditional Punjabi dishes with a modern twist, all served with a passion for excellence. Chef Harpal's leadership and vision are the driving force behind this exciting expansion.

Why it matters? In a market where fast-food chains dominate, Karigari stands out for its focus on quality and storytelling. The brand's success is a result of its deep roots in Punjab's food culture and its dedication to creating a unique dining experience for every guest.

What's next? As Karigari continues to grow, the brand remains committed to its core values of craftsmanship, quality, and heartfelt hospitality. The future is bright, and the story is just getting started.

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

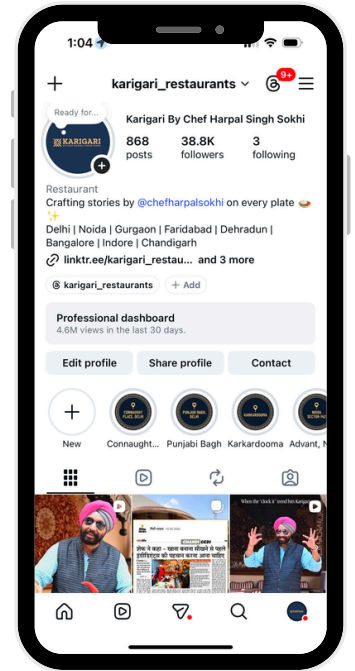
Karigari's digital journey saw strong momentum in April, driven by creativity, consistency, and an increasingly engaged online community. The month reflected the growing impact of our storytelling and the way our content continues to resonate across platforms.




Across Instagram, Facebook, LinkedIn, Pinterest, and YouTube, we achieved:

- 7 million+ total views**
- 5,000+ new followers added**
- 250,000+ engagements**

This growth highlights the strength of our content strategy and the deeper connection we continue to build with our audience. From festive campaigns around Holi to engaging reels and storytelling-led content, every initiative contributed to amplifying Karigari's digital voice.

A big appreciation to our marketing, content, design, and outlet teams for their passion, creativity, and collaborative efforts behind every post and campaign. As we move ahead, let's continue to innovate, stay consistent, and create content that not only performs but also truly represents our craft, our culture, and most importantly, our **Karigars**.



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