

Karigari Chronicles

FOR THE FIRST TIME IN MEERUT

Masterclass by Chef Harpal Singh Sokhi

On 20 July, **Karigari Meerut** experienced an evening of culinary magic as **Chef Harpal Singh Sokhi** brought his much-loved Masterclass to the city for the very first time. With over 120 guests joining the experience, the evening was a delightful blend of cooking, entertainment, interaction, and, of course, great food.

Chef Harpal opened the doors to his kitchen, taking guests through the making of three of his iconic creations, **Avocado Coconut Ka Halwa**, **Choley Kulchey Pakodey Pockets**, and **Lemongrass Butter Paneer**. With his trademark energy, wit, and storytelling, he shared not just recipes, but also the little techniques, secrets, and creative touches that transform familiar ingredients into memorable dishes. Guests got an opportunity to watch, learn, interact, and experience Chef Harpal's signature style up close.

But the evening was about much more than a cooking demonstration. A series of lively games kept the energy soaring throughout the Masterclass. Guests put their senses to the test with a **"Guess the Whole Spice" challenge**, identifying spices while blindfolded to win exciting prizes. Another crowd favourite, **"Where Are His Shades?"**, had guests put Chef Harpal's iconic sunglasses onto his poster while blindfolded, resulting in plenty of laughter, cheers, and unforgettable moments.



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The celebrations continued with delightful gift hampers, signed and **autographed plates**, and special prizes that gave guests something tangible to take home from the evening. Each element was designed to make the experience personal, playful, and memorable.



The evening came together over a lavish buffet, bringing guests together to savour delicious food and celebrate an unforgettable experience. Chef Harpal's **first Masterclass in Meerut** was more than a culinary workshop, it was a celebration of food, fun, and togetherness, with every guest becoming part of the Karigari story.

MAKING HEADLINES

Our Journey Across Leading Publications



Yogesh Sharma: Building Karigari with Craft, Culture, and Conviction



The Tribune

VOICE OF THE PEOPLE

t his new Chandigarh restaurant, Chef Sokhi — the Namak Shamak guy — treats us to his

SILVER SPOON

ARBINA RASHIED

nce we decided to meet at his newly launched restaurant, Karigari, in Sector 26, Chandigarh, I couldn't contain my curiosity about his much-heralded-about green butter chicken. Endorsed by Farah Khan and her children, it was signature dish he chose to introduce in Chandigarh fore rolling it out across any his other 12 outlets. I, however, couldn't have my say with Chef Harpal Singh Sokhi. He happily brought me bowl of his famed butter chicken to taste but flatly refused to share the recipe. But then, who can hold audge against this incredibly arming chef who would cillate between the proud and the silly, often vaking into his Namak-shamak jig as he cooked. The Namak-Shamak guy is identity he would like to be remembered by. "It's a brilliant

Green butter chicken karigari

PHOTO: PRADEEP TEWARI

of ingredients thoughtfully is thing, unique thumb rule we developing fast had to put it i I'd say our foo per cent note while the rem cent comes fro influences and mental, quirky nations," he ex "To prove his ed me to his c and showed n simple twist, h the familiar po bhaji fondue. "The essence Mumbai-origi that it should h ing tomato dar of butter. The have a strong fl The peas can a ring. He glau a spoonful of t then poured a c sauce which he blow torch. H detail earned n But Chef H done. He nes mean-looking demonstrate famous dish bolokas. A ball that served as a ture of chicken sauce, onion an Cheese in t

Karigari continues to make waves across leading publications, with **Mr. Yogesh Sharma**, our Founder and CEO, featured on the cover of **The Enterprise World** and **CEO India**, highlighting his entrepreneurial journey for building a hospitality legacy.

Adding to the brand's culinary spotlight, **Chef Harpal Singh Sokhi** was featured in **The Tribune** for Karigari's innovative **Green Butter Chicken**, showcasing his creative approach to reimagining Indian classics while staying rooted in authentic flavours and culinary craftsmanship.

Together, these features reinforce Karigari's growing presence across the hospitality, business and culinary landscape.

Welcoming a New Member to the Karigari Family

We are delighted to welcome **Mr. Rajesh Rawat** to the Karigari family as the **Restaurant Manager** at **Karigari Dehradun**.

With his experience, leadership, and passion for hospitality, Rajesh joins us with the responsibility of creating seamless guest experiences and strengthening the culture of excellence that defines Karigari. His understanding of operations and commitment to service will play an important role in taking the Karigari experience forward in **Dehradun**.

As we continue to grow across cities, every new member becomes an integral part of our journey. We look forward to having Rajesh bring his energy, expertise, and spirit to the **Karigari family**.

Welcome aboard, **Rajesh**! Here's to creating many memorable experiences together.



Another Chapter Begins: Karigari × Avacasa × Lumora Estates



July marked the beginning of an exciting new chapter for Karigari with our visit to the beautiful **Lumora Estates**, in collaboration with **Avacasa**. The visit offered a glimpse into an upcoming destination where the distinctive Karigari experience will meet the charm and tranquillity of an exceptional estate setting.

It is an opportunity to create an experience where crafted **Indian cuisine**, thoughtful hospitality, and beautiful surroundings come together seamlessly.

We are excited to bring Karigari's signature delicacies and the spirit of **Karigari** to Lumora Estates very soon. With preparations underway, we look forward to welcoming guests to a destination designed to make every meal feel like an experience worth remembering.

Together with Avacasa, we look forward to creating a space where the flavours of Karigari meet the beauty of Lumora Estates, setting the stage for a truly **distinctive dining experience**.

A beautiful setting. A new collaboration. A new Karigari experience. **Coming very soon.**

New Milestones in the Karigari Expansion Story: Patna & South Delhi

Karigari Restaurants continues its growth journey with the signing of upcoming outlets in **Patna** and **South Delhi**, marking another step towards taking its signature flavours, storytelling, and heartfelt hospitality to new audiences across India..



These new signings mark another important step in our vision of taking authentic Indian flavours, heartfelt hospitality, and the Karigari experience to new audiences across the country. The upcoming outlets will bring together Karigari's **signature storytelling**, thoughtfully crafted spaces, and a menu that celebrates the rich and diverse flavours of India. Each new location is an opportunity to introduce more guests to the spirit of Karigari while creating experiences that go beyond the plate.

As we continue to grow our footprint across cities, every new signing represents more than just expansion. It is another step towards building a larger Karigari family, creating opportunities for our people, celebrating our Karigars, and taking the essence of **Karigari – Ek Ehsaas** to every new destination. With every new city, we look forward to welcoming more guests to the Karigari table and creating experiences that stay with them long after the last bite.

2 Million+ People Got Moving with Chef Harpal's Aerobics



Our Aerobics video featuring Chef Harpal Singh Sokhi and the Karigars of **Karigari Advant, Noida Sector 142**, has taken the internet by storm, reaching over 2 million people!

A lively blend of Chef Harpal's infectious energy, fitness, and the enthusiasm of our Karigars, the video captured the spirit of teamwork and togetherness at its best. Seeing our Karigars step out of the kitchen and join Chef Harpal on the **fitness floor** made the moment even more special.

What began as a fun team activity soon became a **digital highlight**, reminding us that the Karigari spirit is about coming together, creating joy, and inspiring others, both within and beyond our restaurants.

2 million+ people reached. One team. One rhythm. One spirit. Done the Karigari way!



Digital Presence: Creating Conversations Beyond the Table

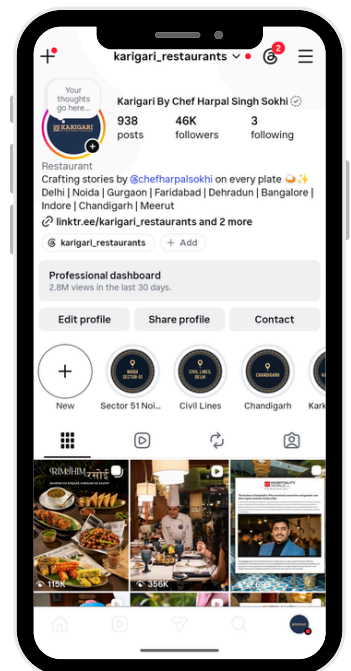
Karigari's digital presence continued to gain strong momentum this month, with engaging storytelling, high-impact campaigns, and a growing community coming together across platforms. The month reflected our continued digital growth, with content reaching new audiences while creating stronger and more meaningful connections with our existing community.

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

16 million+ total views
5,000+ new followers added
700,000+ engagements

This continued growth was powered by the launch of our refreshing Rimjhim Rasoi Monsoon Menu, the excitement around our Meerut Masterclass with Chef Harpal Singh Sokhi, and engaging content celebrating the spirit of Karigari. From culinary storytelling and behind-the-scenes moments to high-energy reels and community-led conversations, every piece of content helped strengthen our digital identity and bring the Karigari experience closer to our audience.

As our digital community continues to grow, we remain committed to creating content that is authentic, engaging, and rooted in what Karigari stands for: celebrating our craft, our culture, and the Karigars who bring every experience to life.



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