

Karigari Chronicles



CELEBRATING CULTURE & EXPERIENCES

August was a vibrant and eventful month for **Karigari Restaurants**, filled with celebrations, meaningful collaborations, and memorable experiences. The month began with the launch of **Rimjhim Rasoi – The Monsoon Menu**, bringing seasonal flavours to our guests, while our digital journey reached a new milestone with one of our videos crossing **6 million views**. We also came together to **honour the veterans of our country** around Independence Day, celebrating their service and contribution with a special experience at Karigari.

The month continued with exciting moments across our outlets, including the **Karigari x MTV Hustle** collaboration, where **Paradox and MC Square** visited Karigari Connaught Place during their Delhi tour. **Raksha Bandhan celebrations at Karigari Punjabi Bagh** brought families and loved ones together, while Mehfil-E-Karigari at Karigari Faridabad created an evening of soulful music, exquisite food, and memorable moments. Alongside these experiences, we welcomed **new members to the Karigari family**, featured inspiring stories From the Founder’s Desk, and continued to strengthen our presence through impactful **PR coverage**.

This edition also highlights **our sales growth and digital media performance**, reflecting the collective efforts of our teams across outlets and the Head Office. August was a reminder of what we can achieve when creativity, teamwork, culture, and hospitality come together. As we move forward, we continue to build on this momentum and create more experiences that celebrate our guests, our craft, and most importantly, our Karigars.

In this newsletter :

Rimjhim Rasoi

Honouring Veterans

Raksha Bandhan

Mehfil-e-Karigari

BAARISH KA EHSAAS, KARIGARI KE SAATH!

This August, Karigari welcomed the season of rain with **Rimjhim Rasoi**, a specially curated monsoon menu inspired by the flavours and cravings that make baarish even more memorable. Bringing together comforting classics and playful contemporary twists, the menu featured the warming **Kale Channe Ka Shorba**, **crispy Channa Dal Wade**, flavour-packed **Crispy Channa 65**, indulgent **Mexican Samosas**, and **Corn Ribs Three-Way**, served in **Butter Garlic**, **Peri Peri** and **Parmesan Herbs** flavours. Completing the monsoon experience were steaming cups of **Zafrani Chai**, **Adrak Wali Chai** and **Lemongrass Tea**. Rimjhim Rasoi was our way of turning rainy days into a celebration of comforting food, conversations and that unmistakable baarish wala ehsaas.



TIRAMISU GHEVAR

The Hero of the Season

Taking centre stage this festive season was our **Tiramisu Ghevar** — a Karigari-style meeting of Indian tradition and contemporary indulgence. Reimagining the much-loved festive ghevar with the richness and character of tiramisu, the dessert brought two distinct culinary worlds together on one plate. **Familiar yet unexpected, traditional yet playful**, it became our hero creation — a fitting expression of Karigari's philosophy of telling new stories through familiar Indian flavours.

6 MILLION VIEWS — A REEL THAT TOOK OVER THE INTERNET

This August, Karigari had its own viral moment as a **fun, trending reel crossed an incredible 6 million views**. Created around a popular trend with a playful Karigari twist, the reel struck a chord with audiences and quickly made its way across feeds.

The response was phenomenal — **110K+ likes, 600+ comments and more than 3,000 shares**, making it one of our biggest-performing pieces of content yet.

Beyond the numbers, the reel showed us the power of staying culturally relevant, spontaneous and entertaining while giving audiences another side of Karigari's personality.

6 million views, thousands of shares and a whole lot of laughs — a trend well worth joining!



HONOURING OUR VETERANS

This Independence Day, **Karigari Sector 51** had the privilege of hosting some of our country's veterans for a special lunch — an afternoon that became far more meaningful than a celebration.

As we shared a table, our guests shared stories from their years of service — stories of courage, sacrifice, camaraderie and an unwavering commitment to the nation. Listening to their experiences brought a deeply personal perspective to the freedom we celebrate every year and made the afternoon incredibly moving for everyone present.

For the Karigari team, it was an honour to serve those who have spent their lives serving the country. **The lunch may have been hosted by us, but the stories, memories and emotions they shared were the real privilege of the day.**

It was our small way of saying **thank you** — and an Independence Day we will remember for a long time.



A New Chapter for Karigari — GIFT City, Ahmedabad



August marked another significant milestone in Karigari's journey as we performed the **foundation puja for our upcoming restaurant in GIFT City, Ahmedabad, Gujarat**, seeking blessings as we took the first step towards our newest destination.

GIFT City represents the ambition, progress and future of a rapidly evolving India, making it an especially exciting destination for Karigari's next chapter. From our first restaurant to expanding into new cities and communities, every new location reflects the trust our guests, partners and teams have placed in us.

The foundation puja was a moment of **gratitude, pride and new beginnings**, as we celebrated how far we have come while looking forward to everything that lies ahead.

A new city, a new beginning and the same Karigari at heart. Ahmedabad, we are coming!

WHEN THE HUSTLERS MET THE KARIGARS

August brought a fresh beat to **Karigari Connaught Place** as we collaborated with **MTV Hustle** for their Delhi tour, bringing together the worlds of food, music and culture under one roof.

We had the pleasure of welcoming celebrated hip-hop artists **Paradox and MC Square** to Karigari. The afternoon was filled with great food, conversations and an infectious energy as two creative worlds — **Indian hip-hop and Indian culinary craftsmanship** — came together.

To commemorate the occasion, **Mr. Yogesh Sharma, Founder & CEO, and Mr. Manish Sharma, Co-founder & COO, presented a small token of appreciation to the artists**, marking a memorable association between Karigari and MTV Hustle.

It was an exciting celebration of **music, creativity and flavours** — and certainly one of the highlights of August at Karigari.



Raksha Bandhan at Karigari Punjabi Bagh - A Bond of a Lifetime



This **Raksha Bandhan, Karigari Punjabi Bagh** witnessed a celebration that went far beyond tradition. We invited women who, for various reasons, were unable to tie a rakhi to their brothers this year — and welcomed them to celebrate the festival with **Chef Harpal Singh Sokhi**.

The afternoon unfolded with rakhis being tied, stories being shared, blessings exchanged and emotions filling the room. Chef Harpal embraced the occasion with warmth, making each guest feel a part of the Karigari family and turning a simple celebration into something deeply personal.

It was an incredibly **heartwarming and emotional experience**, not just for the women who joined us, but for our entire team and everyone who witnessed it.

The day reminded us of something beautiful — **not every bond is defined by blood; some are created through love, kindness and the feeling of being there for one another**.

For Karigari, this Raksha Bandhan became much more than a festival. **It became a memory we will carry with us for years to come**.

MAKING HEADLINES



WORLD OF HOSPITALITY
BUSINESS EVENTS FOR
HORECA PROFESSIONALS

Celebrating India's culinary craftsmanship

Karigari redefines dining as a tribute to India's culinary craftsmanship. Rooted in heritage yet shaped by innovation, the brand celebrates authentic flavours, heartfelt hospitality and sustainable growth while expanding across key markets and embracing Gujarat's evolving F&B landscape. Manish Sharma, Co-Founder & Chief Operating Officer, Karigari Ventures, elaborates more about the brand's measured expansion strategy focussed on sustainable growth.

How does Karigari define its core concept?
Karigari was created as more than a restaurant; it is a celebration of India's culinary craftsmanship, inspired by the stories of regional cuisines, artisanal, agro-grown and handcrafted preserving traditional recipes, the brand believes the people behind the food are the true heroes. Every aspect of Karigari, from its menu and interiors to its service philosophy, is designed to make comfortable, authentic, and emotional connections. The brand believes





This Raksha Bandhan, Chef Harpal Singh Sokhi Is Your Brother For The Day At Karigari



Raksha Bandhan is all about celebrating the special bond between siblings, but what happens when your brother is miles away? Well, you don't have to think about it this year because Karigari Punjabi Bagh is making sure sisters in Delhi don't have to miss out on the warmth and joy of Raksha Bandhan this festive season.



ET HOSPITALITY WORLD
From The Economic Times

The business of hospitality: Why emotional connections and genuine care drive repeat customer loyalty today

In an era where operational excellence is merely the baseline, hospitality's true differentiator lies in emotional connection. Guests no longer seek just quality food or efficient service; they crave personal, authentic experiences that resonate. Repeat customers are won not through standardised processes, but through genuine care, empathy, and the human moments that transform transactions into enduring relationships. This shift from satisfaction to loyalty defines the future of the industry.



The **hospitality** industry has always been driven by a simple promise, to make people feel welcome. While the fundamentals of the business continue to revolve around quality food, efficient service, and operational excellence, the expectations of today's guests have evolved significantly. They are no longer looking for just a good meal or a well-designed space; they are looking for experiences that feel personal, authentic, and memorable.

Mehfil-E-Karigari - An Evening of Soulful Music, Stories & Flavours

On **27th August, Karigari Faridabad** came alive with **Mehfil-E-Karigari** — a special evening where soulful music met the art of storytelling through food.

The evening featured the captivating **Nizami Sultan Ji Brothers**, whose soulful performance created an atmosphere filled with melody, warmth and celebration. Adding his signature energy to the mehfil was the star of the evening, **Chef Harpal Singh Sokhi**, making the experience even more memorable for our guests.

As the music filled the room, guests experienced **Karigari's storytelling cuisine**, where every dish carries a flavour, a memory and a story of its own. The combination of live music, great food and shared moments transformed the evening into much more than a dining experience.

Mehfil-E-Karigari was a celebration of music, food and togetherness — an evening where every note had a soul and every plate had a story.



From the Founder's Desk - Growing Without Losing Our Soul



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August has been a month that beautifully reflected what we are building at Karigari — **a brand where food, stories, people and experiences come together.**

From introducing **Rimjhim Rasoi** and watching one of our reels reach over **6 million people**, to collaborating with **MTV Hustle** and creating soulful evenings like **Mehfil-E-Karigari**, the month brought many milestones worth celebrating. But some of our most meaningful moments came from experiences that went beyond business — **honouring our veterans on Independence Day and celebrating Raksha Bandhan with women who could not be with their brothers this year.**

We also took another step forward in our expansion journey with the **foundation puja of our upcoming Karigari at GIFT City, Ahmedabad**. Every new location, every new team member and every milestone strengthens our belief in the journey ahead.

As Karigari grows, our vision remains unchanged — **to grow without losing our soul**. To build restaurants that people don't simply visit for a meal, but remember for the stories, emotions and connections they take back with them.

Thank you to our teams, partners and guests who continue to believe in this journey. There is much more to come.

Yogesh Sharma

Founder & CEO, Karigari Ventures Ltd.

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