

Charu Group's Quarterly Newsletter | Jan - March' 25 | Vol. 1, Year 2025



Years of your trust...Keep inspiring

















...And A Very Happy New Year 2025



Charu Group : The Timeline

2022

2025

Miles to go...



UARBAN

The Urban Suites ultra-luxury studio apartments are a paradise in Jagatpura, Jaipur, sculptured by Charu Group. These studio apartments are the pinnacle of luxury living and will blow your mind with their breathtaking designs.



∾ Mugdha Hospitality Pvt. Ltd. ∽

We are coming up with our luxurious five-star hotel nestled in the vibrant city of Jaipur, situated in the serene locale of Sitapura. Our hotel embodies opulence and elegance, offering an unparalleled experience of luxury and comfort to our esteemed guests.

2019



LEMON TREE STATIONERY

We acquired Lemon Tree Stationery, based in New York. With a 40-year history in business and manufacturing in New York, Lemon Tree Stationery is an iconic brand in the invitation industry.



CKM Fashions is a top-tier brand for women's ethnic clothing. We launched this business with the goal of providing exceptional ethnic clothing at affordable prices.



2016





CHARU OVERSEAS

With 22 years of immense manufacturing experience, Charu Overseas has evolved not only as an invitation company but as a distinguished brand. With our renowned 24x7 services, we have sprawled our business in more than 17 states in USA and other countries, globally.

2003



Charu Mindworks (I) Pvt. Ltd., founded to specialize in IT & technology-enabled services, is a renowned and credible website design and development company.



INDIARESULTS.COM

A 'Distinctive Thought' became a reality. **INDIARESULTS.COM**, an online result publishing platform that allow students to check their exam results without waiting in long queues.



2000



Saurabh Agarwal

The Visionary Behind IndiaResults.com

In the early 2000s, Mr. Saurabh Agarwal identified a critical issue faced by Indian students—accessing exam results. Students struggled with limited access through newspapers or long-distance travel to institutions, often leading to disappointment due to delays and errors.

With his sharp entrepreneurial vision, Mr. Agarwal disrupted this outdated system by creating IndiaResults.com, a digital platform that brought exam results online. This revolutionary idea provides students with instant, reliable access to their results, transforming the way information was delivered in the education sector.

He never looked back since then and created the dynamic empire of the Charu group. Still, a child's curiosity keeps him interested in improving the world through disruptive and innovative ideas. He possesses immense wisdom, which he has used to ride the crest of his success across the globe, inspiring countless others along the way. His experience spans over 30 years. He holds a computer engineering degree from one of India's finest and premier institution.

Chairman Says

I wish everyone does more hardwork. That's mean more success.

Dear Readers,

As we turn the page to a new year, I am filled with immense pride and gratitude for the incredible journey we've embarked upon together. It is truly an honor to lead such a dynamic and visionary organization that continues to challenge conventions, innovate relentlessly, and strive for excellence in every domain. From our humble beginning to becoming a powerhouse of innovation and growth, the Charu Group stands today as a testament to hard work, resilience, and the transformative power of disruptive ideas.

As I reflect on our achievements, I am reminded of the unwavering dedication and passion of every member of this organization. Together, we have not only navigated challenges but turned them into opportunities. Whether it's revolutionizing education through platforms like IndiaResults.com or expanding our reach across IT, Real Estate, Fashion, Hospitality, and Wedding Cards, we have consistently set new benchmarks in every industry we've touched.

Looking ahead to 2025, Our goals remain ambitious as ever. We aim to strengthen our core businesses further while exploring uncharted territories brimming with exciting opportunities. Sustainability, innovation, and excellence will remain at the heart of everything we do as we seek to make a profound impact on society and the industries we serve. The launch of new ventures, including the upcoming 5 Star, ultra luxurious Hotel, signifies not only growth but also our commitment to setting new standards in hospitality and creating unparalleled experiences for our patrons.

As we step into this promising year, let us reaffirm our dedication to the values that define us: innovation, integrity, and the relentless pursuit of excellence. Together, we will continue to build an organization that not only creates value for all stakeholders but also leaves a lasting legacy of positive change.

On behalf of the Charu Group, I extend my warmest wishes to you and your families for a prosperous, joyful, and inspiring New Year 2025. Let's grow together, achieve new milestones, and make this year a remarkable chapter in our story.

With gratitude and determination,

Saurabh Agarwal, Chairman, Charu Group.





An Ethic Based Entrepreneur and Trailblazer

Atul Gupta, MD and CEO of the Charu Group, is a first-generation entrepreneur who has redefined business success with strategic innovation and a customer-first approach. Leading a team of 400 professionals, he has spearheaded the group's growth across multiple sectors.

In 2003, he founded Charu Overseas, a premier invitation business, followed by 123weddingcards. com, an internationally acclaimed service. These ventures established a strong presence in global markets, especially in the USA. In 2016, Mr. Gupta launched Charu Fashions, a women's clothing line, and later expanded into real estate with Urban Suites, positioning Charu Buildcon as a key player in India. The 2019 acquisition of New York-based Lemon Tree Stationery further cemented Charu Overseas' global leadership in custom invitations. Mr. Gupta's visionary leadership and dedication exemplify entrepreneurial excellence, driving transformative growth while enriching lives through innovation and quality.

MD's Message

Color 2025 with your dreams. 'Now' is the best time to Start.

Dear Friends,

As we begin a new chapter with 2025, I am honored and delighted to address all of you through the inaugural edition of our newsletter. This marks a significant milestone for the Charu Group, as it represents not only our continued growth but also the unity, innovation, and shared vision that define our organization. Our journey together has been one of transformation and boundless ambition. From our first steps in the invitation business with Charu Overseas and the launch of 123weddingcards.com, to setting global benchmarks with Lemon Tree Stationery and empowering self-expression through Charu Fashions, we have continually redefined industries and expanding horizon. Most recently, with Urban Suites, we have ventured into real estate with a commitment to creating spaces that inspire and uplift lives.

The year 2025 holds immense promise for us. With new projects on the horizon and significant milestones to achieve, we are ready to chart a new course of bold growth and innovation. One of our most exciting ventures is the launch of Upper Upscale 5-Star Hotel in Sitapura, Jaipur, exemplifying our vision of delivering world-class hospitality experiences. Together, we will continue to lead with purpose, enrich lives, and set new standards in every industry we operate in.

I believe that our greatest strength lies in the incredible team of professionals who bring passion, dedication, and expertise to everything we do. Each one of you is a vital part of this journey, and I am deeply grateful for your contributions. It is through your unwavering commitment that we will continue to grow, evolve, and make a meaningful impact.

As we embrace this New Year, let us renew our commitment to innovation, excellence, and the pursuit of transformative goals. I am confident that 2025 will be a year of remarkable achievements and shared success.

Wishing you and your families a joyful, prosperous, and fulfilling New Year 2025. Together, let us reach new heights and continue building a legacy of excellence.

With warm regards,

Atul Gupta,

Managing Director & CEO, Charu Group.



W The heights



Urban Suites. Building future projects today, wealth for tommorow.

Shaping your dreams with our vision. You'll be proud on your decision in future.



Dear Valued Investors,

I am delighted to share the remarkable progress of our Urban Suites project and provide insights into Jagatpura's emergence as a premier real estate destination in Jaipur.

Urban Suites, our flagship development, has garnered significant attention for its strategic location and exceptional design. This project offers premium luxury studio apartments tailored to modern urban living. Investors in Urban Suites have witnessed substantial returns, thanks to the project's strategic location and superior construction. As Jagatpura has rapidly transformed into a sought-after residential and commercial hub. Its proximity to Jaipur International Airport, prestigious educational institutions, and top-tier healthcare facilities significantly enhances its appeal. The area's well-planned infrastructure and connectivity have attracted both developers and investors. Notably, Jagatpura has seen a healthy price appreciation of approximately 40% over a two-year period, reflecting its robust growth trajectory. The future of Jagatpura's real estate market appears promising, with several factors contributing to its growth. Factors such as infrastructure development, economic growth, and an improved quality of life are drawing significant attention to this area of Jaipur. Ongoing projects, including proposed metro connectivity, are set to enhance accessibility and drive property values upward. The influx of IT companies and corporate offices are boosting employment opportunities, increasing demand for residential and commercial spaces.

At Charu Group, we remain dedicated to delivering projects that not only meet but exceed market expectations. We are grateful for your continuous trust and support and look forward to embarking on new ventures that contribute to Jaipur's dynamic real estate landscape.

Warm regards and wish you happy new year - 2025,

Piyush Jain,

Promoter, Charu Group.

Invest. Grow. Relax...

Unlock Unprecedented Returns with Charu Group's 5-Star Opportunity!

- Highest Ever ROI: OVER 11% ASSURED RETURNS.
- Exclusive Signature Project: Upper Upscale 5-Star Hotel Sitapura, in the heart of Jaipur City with countless benifits.
- Assured Growth: Your gateway to premium earnings in the booming hospitality market.
- Most Trusted Name: Backed by Mugdha Hospitality
 Pvt. Ltd., a trusted Charu Group company.

*LOI Signed

The Urban Suites...

Urban Suites Fully Furnished Premium Luxury Studio Apartments

- Best Appreciation Value: on Jaipur's most Promising and Landmark Location Mahal Road, near Bombay Hospital. With assured monthly rental Rs. 15000.
- Future ready Amenities: Like Swimming Pool, 24X7 Cafeteria, 3 Tier Security, Party Space, Inhouse Housekeeping, EV Chargeing Points and much more.
- Expert Hands for Care: Urban Suites has exclusive tie up with Blusalzz the international expert of Hospitality. Team Blusalzz will take care to give you the most luxurious living experience.



Urban Suites's Promoters exchanging MOU with Blusalzz authorities.





Charu mindworks has so many things to celebrate in '25. Thanks to you...

We made our story with constant evolution, innovation and ideas.



Hello evervone.

Welcoming 2025 with Renewed Aspirations

At Charu Mindworks (India) Pvt. Ltd., our journey has been one of innovation, growth, and commitment. Since our inception in 2000, we have been at the forefront of IT-enabled services, delivering exceptional website design, development, and digital solutions to businesses across the globe. As we celebrate over 25 years of excellence, we are more driven than ever to shape the future of digital transformation.

Our story is one of constant evolution. From creating simple HTML websites to leveraging advanced frameworks like ReactJS, Laravel, and WordPress, we've built a legacy of innovation and reliability. Our expertise extends beyond websites, crafting secure and dynamic mobile applications that empower brands to connect with their customers effortlessly. Looking ahead, our strategy focuses on integrating cuttingedge technologies such as AI, blockchain, and IoT into our solutions. These advancements will help us create more intelligent, scalable platforms tailored to our clients' unique needs. Our commitment remains steadfast: to build user-friendly, aesthetically stunning, and high-performing interfaces that drive business growth. Our dedicated team of developers and designers forms the core of our vision, ensuring that every project we undertake yields impactful results. As we forge ahead, our mission is clear—to be a trusted partner in our clients' growth journeys, combining innovation with efficiency to bring their ambitions to life.

Together, let us embrace this exciting future and continue to empower businesses with transformative digital solutions.

Warm regards and Happy new Year.

Sumit Gilhotra, Vice President, Charu Mindworks.

We are happy to tell

25 years of Excellence

Established in 2000, Charu Mindworks has been at the forefront of the IT industry for over 25 years, showcasing consistent growth and innovation. The company's longevity highlights its ability to adapt to changing technologies and market demands.

Comprehensive Service Offerings

We provide an extensive range of IT services, including custom web development, mobile app development for Android and iOS, strategic digital marketing, and robust e-commerce solutions. The company has completed over 5,000 successful projects across these domains.

Global Reach with Satisfied Clients

With a diverse clientele spanning multiple continents, Charu Mindworks has served over 1,000 clients in industries such as healthcare, education, retail, and hospitality. Notable clients include Fortune 500 companies and emerging startups.

Pioneering Technology and Innovation

Leveraging the latest technologies, including AI, machine learning, and blockchain, the company develops tailored solutions that drive business growth. Charu Mindworks has launched 100+ mobile apps and 500+ websites with cutting-edge features.

Client-Centric Approach

With a client retention rate exceeding 90%, Charu Mindworks emphasizes understanding business-specific needs and delivering beyond expectations. Their focus on collaboration ensures that every project aligns with the client's vision and goals.





The Overseas



Charu Overseas. We officially invite for every eighth US wedding ceremony.

Clients in 20 states of the USA and other countries believe in us.







Kuldeep Singhal
Production Head.

With immense manufacturing experience of almost 23 years, Charu Papers has evolved not just only an invitation company, but a brand itself. With our renowned 24x7 services, we have sprawled our business in more than 20 states in USA and other countries. We take immense pride in our vast range of products, unparalleled printing techniques, impeccable services, and innovative methods, which have helped us carve a leading position in the industry. With our constant R&D and next- generation ideas, we have invented new methods of creating innovative invites like never before.

Our arduous efforts in everything we did, gained us a customer satisfaction of 98% which is highest in this industry. Services like Dedicated Account Managers, Customised Solutions, Expeditious Products Delivery and One-On-One Sessions, helped us to revitalise this industry from a whole new perspective.

Going pro, every year

2003 : Inception of Charu Papers.

Started with 3 dealers across USA. Introduced Silk Screen Printing in invitations.

2007: Launched Wedding Vol. 1 album.

Started full-fledged manufacturing with various techniques. Introduced Hot Foil Printing/Stamping. Participated in NSS for the first time. Introduced 24×7 Customer Support and Proofing/Designing Dept.

2008: Won first LOUIE award at NSS.

Launched first Mitzvah album. Started full-scale custom invitations manufacturing. Introduced Guest List printing. Got first custom invite order.

2009: Won second LOUIE award.

Launched Holiday, Mitzvah Vol.2, Wedding Vol.2 album. Vendor count rose to 200+.

2010: Won third LOUIE award. Presented Flock printing.

Created trendsetting Sample Kits. Expanded to Australia and Europe.

2013: Launched Ornate collection.

Launched acrylic invites and custom laser cut designs. Started mass scale manufacturing of boxes. Introduced folios in Satin, Silk, and Cotton. Introduced UV Printing with Silk Screen Printing. Automated quotes creation for dealers.

2018: Reinvented LetterPress printing.

Started "Dedicated Key Accounts Manager" program. Introduced Neo-UV Printing. Designed marketing programs for vendors. Introduced Neo-UV Printing. Started edge gilding and edge printing in 2 Foil colors.

2019: Developed printing, products, and services.

Ran R&D programs for "Perfect Printing Solutions".

2020 : Introduced Special Thermography printing

Created Summers 2020 collection for mitzvahs and custom designs. Started Edge Printing with Foil on round cornered invites. Expanded business to new states and cities.

2021: Launched Acrylic Goodies product line

Designed "Knots & Bells" wedding invitations. Introduced "Advanced Thermography"

2023 : Launched Digiplex - Digital Print on Acrylic

Launched Digiplex - Digital Print on Acrylic

2024 : Launched Union 2024 - The Wedding Samples Collection

Launched Union 2024 - The Wedding Samples Collection



Accounts. Balancing the numbers of growth with human formulas.

The brains behind clear accounting. They do it ethically with experience.



Devendra Singhal Accounts Head



Gaurav Sharma Accounts Manager

The Accounts section of Charu Group serves as a cornerstone of the organization, ensuring financial accuracy, compliance, and operational transparency. With a steadfast commitment to ethical behavior, the team upholds the highest standards of integrity in every aspect of their work. Their meticulous approach to financial reporting, audits, and compliance with regulatory standards fosters trust among stakeholders, including management, investors, and partners. Equipped with deep expertise and industry knowledge, the Accounts team plays a critical role in strategic planning and decision-making. By maintaining accurate financial records and providing insightful analyses, they empower the organization to optimize resources, identify growth opportunities, and mitigate risks effectively.

Ethical conduct is at the heart of the Accounts department's operations. Their unwavering dedication to honesty and accountability not only safeguards the financial health of the Charu Group but also enhances its reputation in the competitive market.

Numbers, that matters.

500000+

Satisfied Customers. of all ventures since 2000.

300+

Associated Retailers Globally, of Charu Overseas.

500+

Expert Team Members. Working with all companies of Charu Group.

65%

Annual growth in all trades. IT, Fashions, Papers and real estate.

400+

Happy property buyers in **Real Estate in the Urban** Suites project.



Offices in Jaipur. Charu Mindworks, Overseas, HQ & **Urban Suites.**

Branch Offices in Assam & **Delhi of Charu** Group.









Charu Fashions: Determined to take Indian clothing labels globally.

A Vision for Elegance and **Empowerment** of every Indian Women.



Dear Readers,

At CHARU Fashions, we take immense pride in our journey since 2016. Over the years, we have grown from a promising brand into a celebrated name in Ethnic wear, redefining the essence of Indian fashion for modern women. As part of the CHARU Group, our commitment has always been to craft clothing that resonates with the aspirations of today's Indian woman—a woman who effortlessly balances tradition and modernity while prioritizing comfort and elegance.

Our designs are not just about clothing; they are a celebration of individuality and empowerment. Every kurta set, kaftan, anarkali, or jumpsuit in our collection is carefully crafted to enhance confidence and grace. We believe that fashion should inspire women to feel their best, making each day extraordinary.

As we move forward, CHARU Fashions envisions an even brighter future. Our goal is to be the go-to Indian clothing label globally—offering contemporary designs steeped in Indian traditions to women across geographies. This vision will be supported by expanding our presence through both physical stores and digital platforms, ensuring accessibility to our growing community of fashion enthusiasts.

Innovation and sustainability remain at the heart of our progress. We are exploring eco-friendly fabrics and sustainable practices to align with global trends and environmental priorities. Our talented team of designers continues to push boundaries, creating collections that reflect the evolving needs of modern women while staying rooted in our heritage. From personalized styling advice to easy access across online channels, CHARU Fashions is determined to make every customer interaction memorable and fulfilling.

I am grateful to every team member, designer, and customer who has believed in our journey. Together, we have built more than a brand—we've built a community that celebrates style, diversity, and empowerment. Let us continue this journey of growth and elegance, making CHARU Fashions synonymous with beauty and innovation.

Warm regards,

Gaurav Gupta,

Vice President, Charu Fashions.

Award winning Sales

Awards for exellence

- Platinum Award Winner of Flipkart Best Seller Dec. 2022
- Platinum Award Winner of Flipkart Best Seller CKM FASHIONS (I) PVT LTD Sep 2022
- Gold Award Winner of Myntra Best Seller CKM FASHIONS (I) PVT LTD Dec. 2022
- Gold Award Winner of Myntra Best Seller Dec. 2022 Jaipur Fashion Expo Participate Award

We are making 30,000+ clothes per month for 25+ big brands

At CHARU Fashions, we take immense pride in our robust production capacity, crafting over 30,000 garments every month for more than 25 esteemed brands. This remarkable feat underscores our commitment to excellence, innovation, and efficiency. Our dedicated team of skilled artisans and designers work tirelessly to create a diverse range of clothing that blends tradition with modernity. From intricate ethnic wear to contemporary ethnic styles, our garments reflect impeccable craftsmanship and attention to detail. By consistently meeting the demands of multiple brands, we aim to solidify our position as a trusted partner in the ever-evolving world of fashion.





The Edit

Branding. If the lion doesn't tell his story, the hunter will.

- African proverb

We are a face in crowd. Everyone should know who we are.



Hello readers,

During my job interview at Charu Group, I was asked why branding is essential for a company. I responded with an African proverb: "If the lion does not tell his story, the hunter will."

I urged them to focus on three key words: the Lion, the Story, and the Hunter. The Lion represents the company, which undoubtedly has a story worth telling. The Hunter symbolizes time—relentless and unforgiving, allowing no one to remain immortal in name and fame.

As the Brand & PR Head, my utmost duty would be to leave memorable footprints—digital, commercial, social, or otherwise. Achieving this is only possible if the company conducts its business ethically, socially, and morally. Charu Group embodies these principles perfectly, reflected in its tagline: "Our Ethics, Our Spine."

In a world filled with entrepreneurs, only a few rise as icons—those who do business with vision, placing society and the nation's growth at their core. This is what truly matters.

At Charu Group, we take immense pride in being the lion that tells its own story—a journey of perseverance, innovation, and impactful contributions since our inception in 2000 with Charu Mindworks India Pvt. Ltd. Spanning IT, real estate, hospitality, paper manufacturing, and women's apparel, each vertical reflects our unwavering commitment to excellence and ethics, captured in our tagline: "Our Ethics, Our Spine."

We revolutionized the IT space with IndiaResults.com, transformed real estate with premium projects like Urban Suites, and are redefining luxury hospitality with our upcoming five-star hotel in Sitapura, Jaipur. Our paper manufacturing focuses on sustainability, while our women's apparel empowers through creativity and inclusivity. Grounded in values of integrity, innovation, and customer-centricity, Charu Group continues to build a legacy of trust and quality. With a vision to inspire and uplift society, we ensure our story resonates as a testament to resilience and excellence.

Warm regards,

Raman Kant Sharma, Brand & PR Head, Charu Group.

We'll come with...

"Real Stories, Real Impact" Campaign

We'll showcase the strength of our projects and services through authentic stories from clients, partners, and our ground teams. These stories will highlight Charu Group's real estate ventures, IT solutions, and hospitality offerings. Leveraging our team's expertise in storytelling and digital content, we'll create engaging reels, testimonials, and case studies. This initiative will connect with audiences by focusing on tangible outcomes and our commitment to making a difference in the communities we serve.

"Building Communities Together" Initiative

We'll launch a CSR-driven campaign to highlight our commitment to community welfare. Our team's ground connect ideas, like skill development workshops, or educational initiatives, will be shared on social media through impactful visuals and storytelling. This initiative will position Charu Group as a socially responsible brand that leverages its strengths to give back to society, further building trust and loyalty among stakeholders.

Client Chronicles: Success Stories

Will Launch a campaign showcasing real testimonials from satisfied clients in real estate, hospitality, or IT. Pair testimonials with visuals like before-and-after transformations, event highlights, or custom solutions delivered. Use video interviews, case studies, or carousel posts to highlight how Charu Group adds value.

Industry Insights: Thought Leadership Content

Position Charu Group as an industry expert by sharing insights on real estate trends, IT innovations, and hospitality strategies. Collaborate with internal experts for blog posts, LinkedIn articles, or webinars. For example, post infographics on "Top Hospitality Trends for 2025" or "5 Ways AI is Transforming Real Estate." Ensure the tone is educational yet engaging.





Our Team, Our Asset.











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