

Ambarsar

City in Punjab

(Punjabi for Amritsar)

A peek into the heart of
KocharTech

KocharTech, born out of Amritsar (or Ambarsar, as we like to call it), initially started operations with just 5 people; we're now of the size of a large village (3500+).



We accelerate value through technology by enhancing business efficiency and customer experiences.

KocharTech has three business units, two out of which are backed by Internet of Things (IoT), Artificial Intelligence (AI) and Machine Learning (ML). We power Digital Transformation, build Chatbots, intelligent IoT based tech; have a proprietary Knowledge Management System and are probably the only Indian company exhibiting at Mobile World Congress (MWC) for over 12 years.

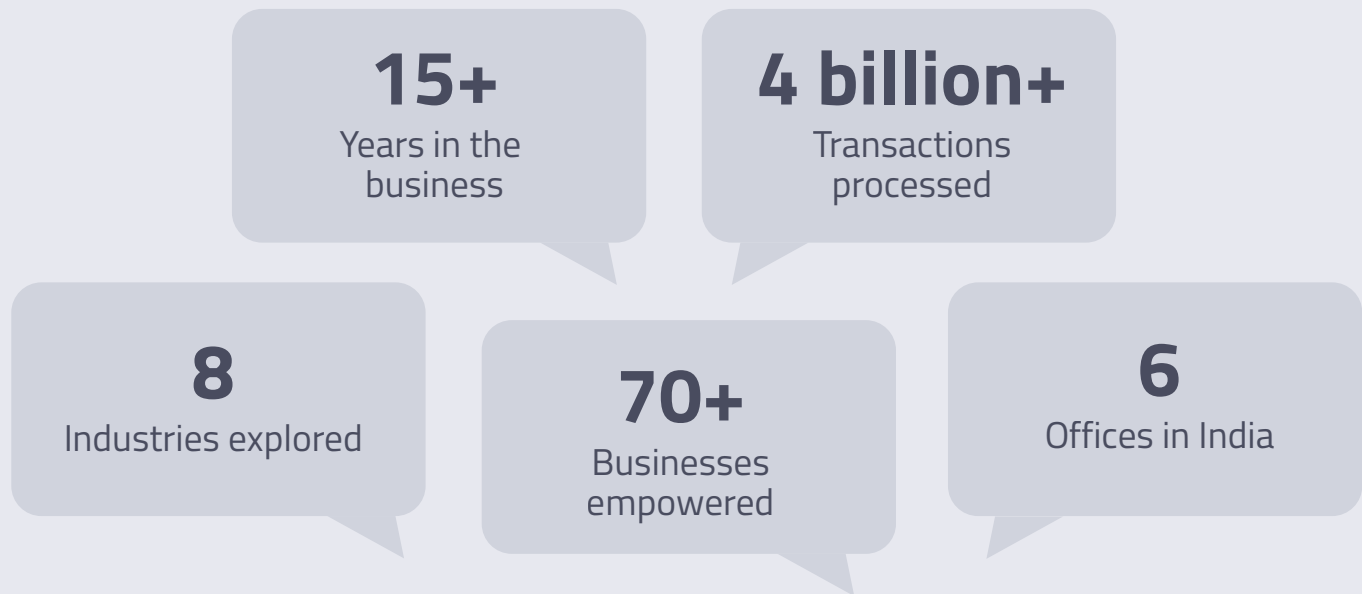
Thriving on innovation, change and innumerable cups of chai, KocharTech empowers businesses to do more.

All in all, we're much more than what you're expecting.

Tech We Use



Numbers & Figures



- **460+** Weekly average of Kulchas devoured
- **35+** Trips taken
- **4** Daily cups of coffee/chai per person
- **2500+** Number of trilingual geniuses
- **20-35** Average age group

Don't mean to brag, but we've powered some of the best brands, both nationally and globally

SAMSUNG



meesho



Wondering why should you move to Amritsar?

To eat... A lot



From the famous **Amritsari Kulcha** with **Lassi** to the **Desi Butter Chicken** of your dreams, our Ambarsar has it all and much more.

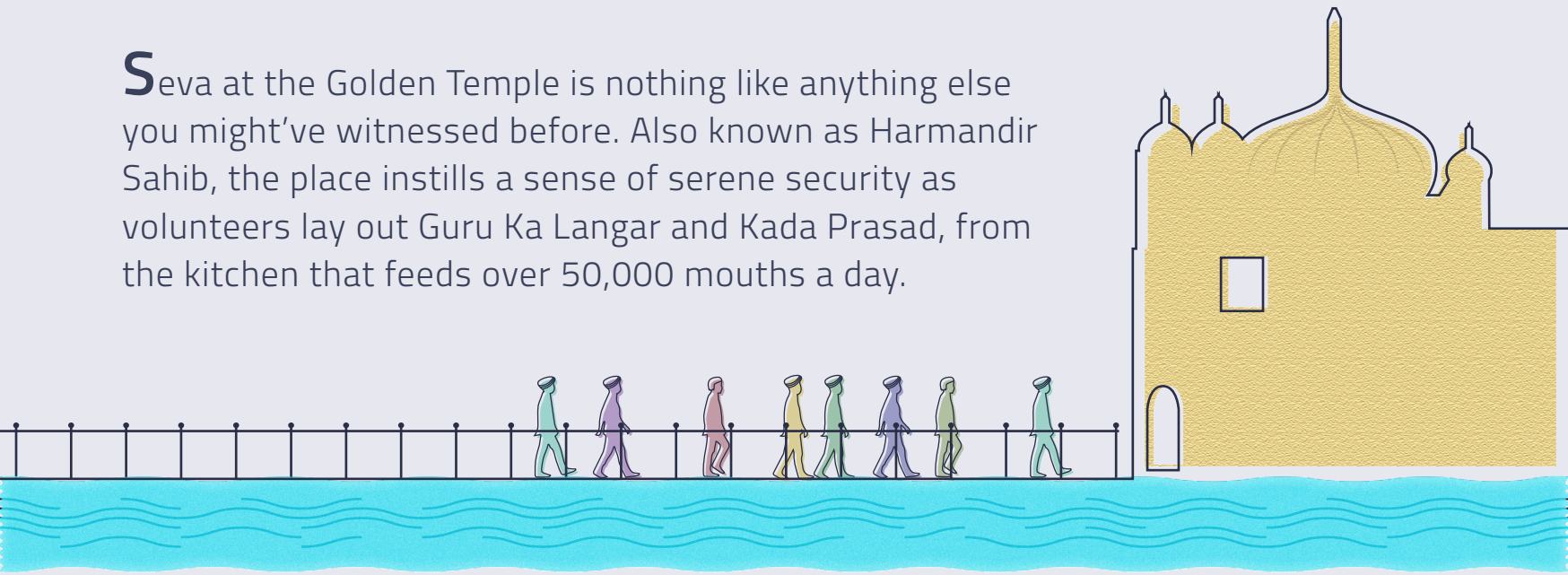
Makki ki Roti with Sarson da Saag, Tandoori Chicken and Kebab, Fish Tikka, Pickles, Papad and Wadi, Jalebi, Besan Laddoo, and Kulfa – these are but a few specialties.

Kulchas being synonymous with the city, you get nothing but the best versions of the dish here. Ask anybody at KT how they like theirs, the answer would most likely be: **“With an extra dollop of makkhan (butter), please.”**

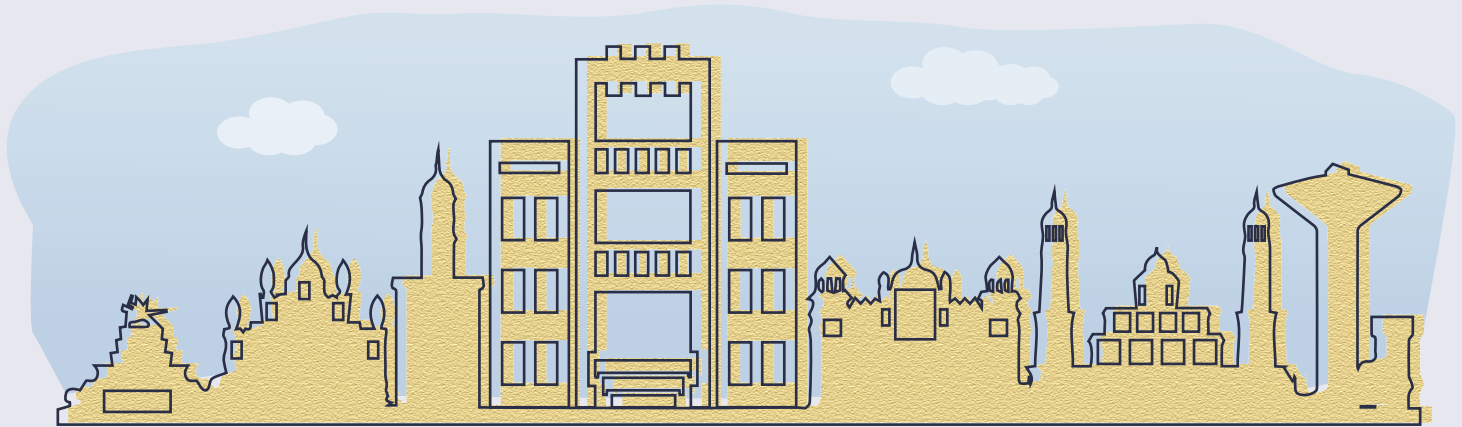
There are authentic dhabhas serving lip-smacking food within a **3 km radius** from the office. Just saying.

To discover the Punjabi in you

Seva at the Golden Temple is nothing like anything else you might've witnessed before. Also known as Harmandir Sahib, the place instills a sense of serene security as volunteers lay out Guru Ka Langar and Kada Prasad, from the kitchen that feeds over 50,000 mouths a day.



While there are the usual PVRs and shopping malls, one visit to the local markets, looking at Kara's, Punjabi Juttis, handmade Phulkari attire and handicrafts in such variety that you'd want to ditch the old mall.

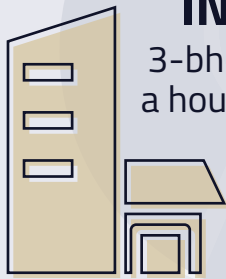


For peek into the Punjabi way of life in a pind (village), Sadda Punjab is another experience you wouldn't want to miss. A living museum of Punjabi lifestyle and culture, its setup like a small village, just outside the city limits.

Fulfill your lifelong dream of singing along to (and actually understanding) Punjabi music. In all probability, you'll have all the help you need, since your neighbors and colleagues would be pros at it.

To spend less, and live more

Cost of living, commuting and even entertainment take a back seat when you move a little further up north. Compared to the likes of NCR, Mumbai and Bangalore, Amritsar will ask a little less of your wallet.



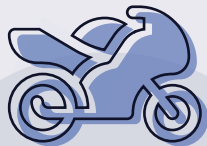
INR 15,000

3-bhk-apartment or
a house's rent/month

INR 50
Local commute



INR 70
Petrol/litre



**Less than
15 minutes**

Travel time across
the city

INR 1,500
Gym membership/
month



INR 150
Full meal at a
Dhabha

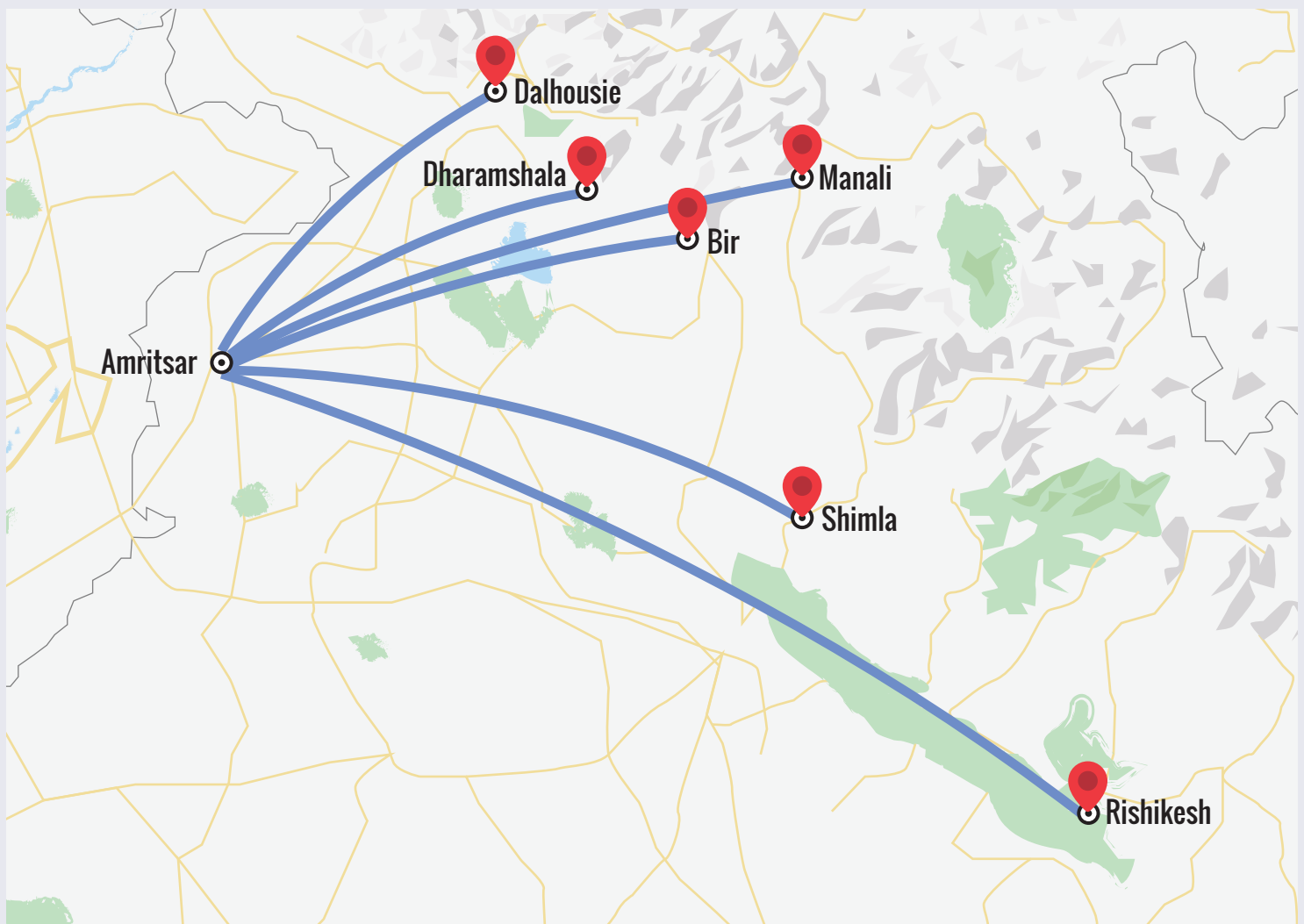
To travel to your heart's content

Entertainment on the weekends, you ask?

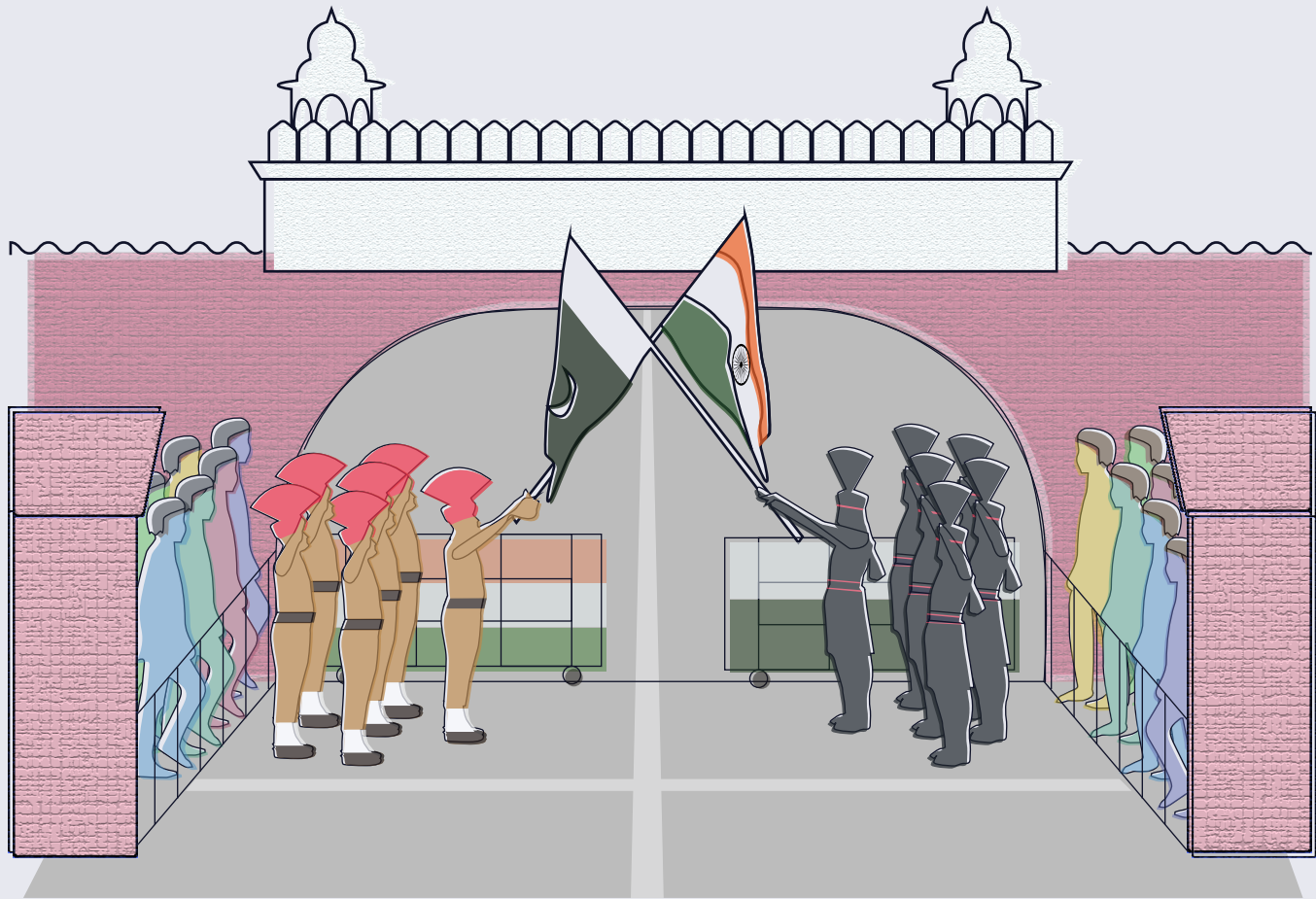
Apart from the thriving metro city-like nightlife that's gaining popularity in Punjab, there are a bucket of things you could do instead.

River rafting and bungee jumping in Rishikesh, trekking, hiking and paragliding in Bir and Dharamshala; travel to nearby hilltops or riverbanks for an overnight trip, even on a small budget.

Lush fields at 20 minutes drive, to get away from the city, for better air and, of course, for your DDLJ and Rang De Basanti photo ops.



To reignite your love for the country



Ever witnessed impromptu dance parties to patriotic Bollywood music at an International (emphasis intended) Border? Wagah Border is it. A retreat ceremony every evening 30 minutes before sunset attracts large crowds from both India as well as Pakistan, that sing and dance together in celebration. It is a spectacle of joy and love for respective countries, without a tinge of hostility, often surprising onlookers.

And there is Jallianwala Bagh - a museum and memorial to the people that were killed in the massacre by British troops.

There's more that one would find endearing in Amritsar. From what the city has endured, to what its people have built; you'll find yourself in awe once you set out to explore what it has to offer.

kochartech

So basically...

Our little City of Nectar has much to give



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