



**READON INSIGHTS**



**DECODING INDIA'S BIG FAT**

**INR 4.74L CRORE**

**WEDDING INDUSTRY**

NOVEMBER 2023

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## Executive Summary

The wedding industry in India has seen a transformation, from being just a tradition to a grand event of celebrations. This industry took a major hit with the onset of the pandemic, but has now made a big fat comeback - the wedding season in 2023 (from November 23 to December 15) is expected to have about 38 lakh weddings across India, with an inflow of INR 4.74 lakh crore.

The wedding industry is the 4th largest industry in India, with 25% of the world's weddings being Indian weddings.

This industry contributes to major other industries like apparel and fashion, beauty, jewellery, decorations, hotels, wedding invites and wedding gifts.

Increasing urbanisation, rising disposable incomes, higher smartphone and internet penetration and the growing influence of social media and Bollywood have led to the growth of the wedding industry in India.

This report looks at how the wedding industry is driving growth in various associated industries. With people shifting to more sustainable and eco-friendly options, and the digitisation of the space, the wedding industry looks super exciting. This report's insights into the industry's current state and emerging trends offer a glimpse into a sector that is not only a celebration of love and union but also a mirror of societal evolution.

## Wedding Industry in India: Current Landscape

The Indian Wedding Industry is a vibrant blend of culture and commerce, deeply rooted in cultural traditions and rapidly adapting to modern trends. It represents not just the celebration of marriage but has become a significant economic powerhouse.

# It's A Trillion Dollar Industry!

The wedding season in 2023 (from November 23 to December 15) is expected to have about **38 lakh weddings** across India, with an inflow of

# INR 4.74 Tn

### India's wedding industry:



## INR 3.68 Tn

2022

CAGR of 10-12%



## INR 5.15 Tn

2025

Wedding industry is India's

# 4th largest

industry, after energy, banking and insurance.

India has

# 25%

of the world's weddings.

# Weddings in India: Then and Now

## THEN



Increased emotionality and boldness, particularly in the realm of photography



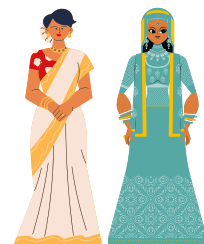
## NOW



Acceptance of inter-caste marriages led to fusion weddings with diverse cultures



Brides are exploring a broader palette of colors beyond traditional ones



Personalisation in attire, unique invitations, gifts, and specially composed songs



## Impact of COVID-19 on the Indian Wedding Industry

The pandemic slowed down the wedding industry for some time as lockdowns took over. But, this also pushed the industry to think of innovative ways to generate revenue.

**WedMeGood conducted a poll of 3,000 users and vendors on its platform and analysed over 1,20,000 data points. Here's what they found:**

**~83%** users went ahead with their original wedding dates

**~17%** postponed their weddings

**~33%** users spent lesser than their original budgets

**~30%** business of over 80% vendors surveyed was affected

**People also reduced their spending on major categories. Check out the % of respondents who cut down their wedding spending:**

**26.4%**

Venue and caterers

**20.4%**

Wedding planner and decorator

**18.6%**

Bartender and entertainer

**10.9%**

Make up artists

**9.8%**

Photographers

**7.8%**

Bridal/groom wear

**6.2%**

Jewellery

While people reduced spending on decor, entertainment and venue, essentials like apparel and jewellery did not see a major decline.

Source: WedMeGood Indian Wedding Industry Report 2021-2022 (poll of over 3,000 users and wedding vendors on WedMeGood and analysis of over 1,20,000 data points), Quartz report- "How covid-19 has changed the Indian weddings industry"

**The wedding economy contributes to major industries, creating job opportunities across sectors.**

**What is driving the growth of this industry?**



## Growth Drivers for the Wedding Industry

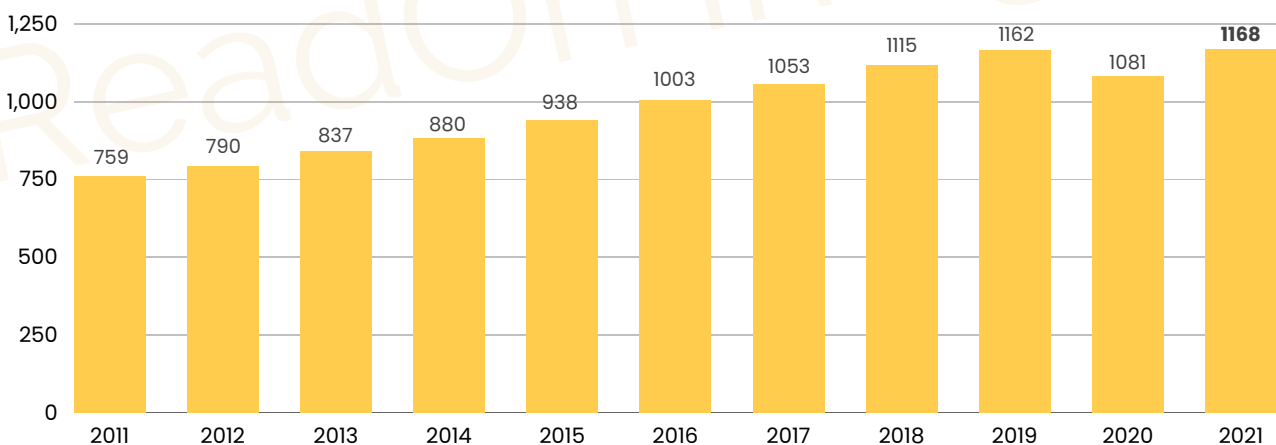
# 143.39 Cr

That's the **population of India** in 2023. India's growing population ensures a constant influx of weddings.

### Rising Disposable Income

Increasing disposable income among the middle-class and upper-middle-class segments has led to a willingness to spend more on weddings.

#### Per Capita Consumer Spending in India (in \$ Mn):



Trends of destination weddings, people are choosing picturesque locations and exotic destinations. **18% weddings** have been reported to be destination weddings in 2023.

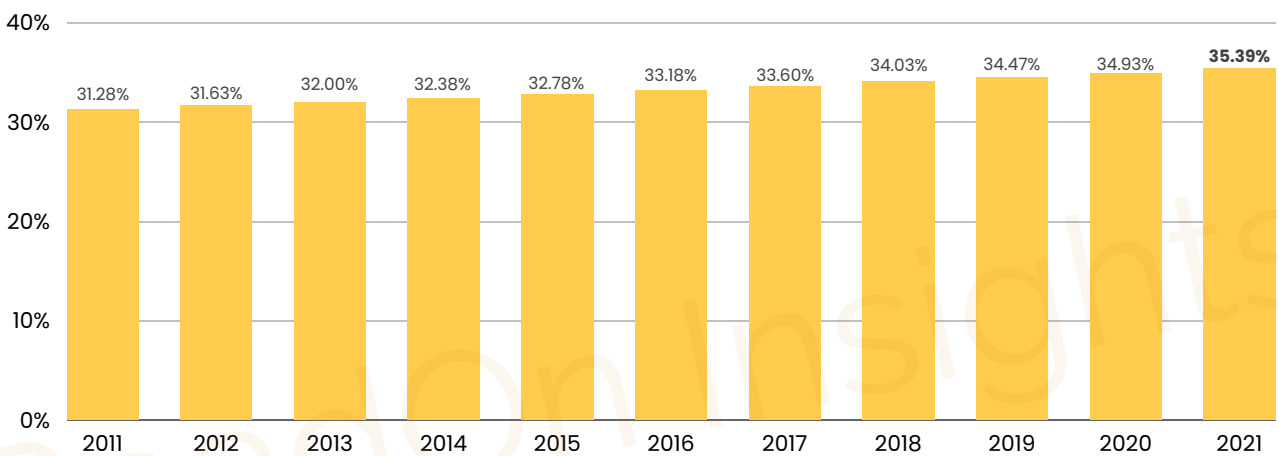


## Growth Drivers for the Wedding Industry

### Increase in urbanisation

Urbanisation in India has been rising, owing to better lifestyle and work opportunities. This also calls for more spending on special occasions like weddings.

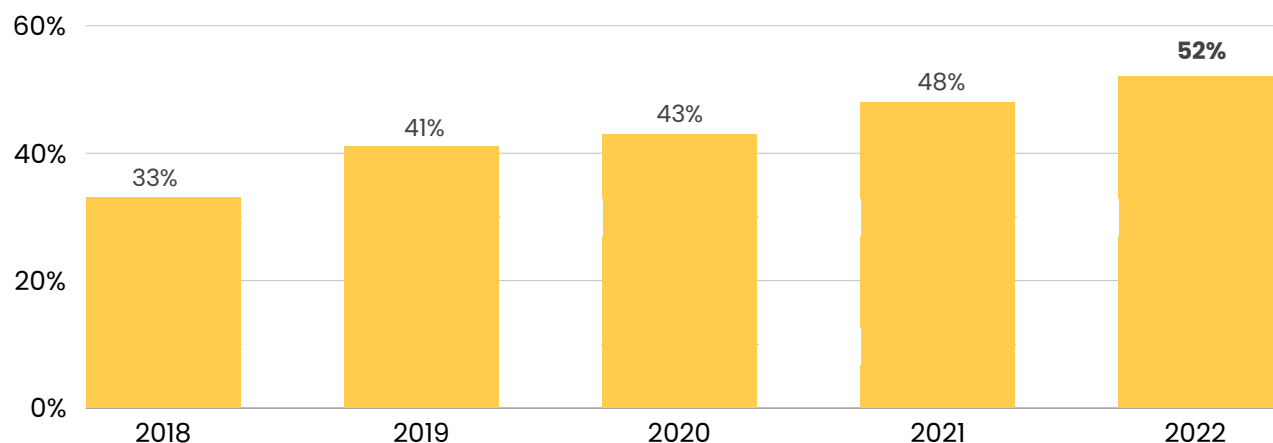
#### Degree of urbanisation in India (%)



### Increased smartphone and internet penetration

Online platforms, social media, and wedding planning apps have simplified wedding planning and execution.

#### Internet adoption rate in India (in %)



Source: National Family Health Survey, 2019-21, Research and Markets, IAMAI Internet in India 2022 Report

## Growth Drivers for the Wedding Industry

### Influence of Bollywood

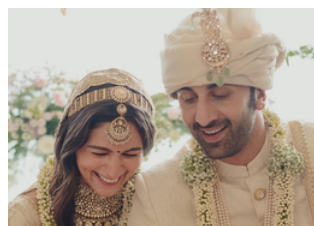
Celebrity weddings have set trends in wedding fashion, from attire to decor. Their choices influence the public's spending, often leading to higher budgets for similar high-end products. This influence is dictating trends in everything from the wedding location to the attire of the bride and groom to the decor and jewellery selection.

### Brand Endorsements

When celebrities select certain brands for their weddings, it massively boosts the brand's value and popularity. For example, Deepika Padukone's choice of Angadi Silks for her wedding attire significantly increased the brand's sales and nationwide interest.

### Social Media Influence

In the age of social media, where every other person is getting married with trending hashtags, and aesthetic photoshoots, the aspirations and budgets for weddings have gone up, giving a boost to the industry.



# How Much Do Weddings Cost?

**2nd**  
Largest wedding industry in the world

**25% - 30%**  
Growth each year

**10 Million**  
Weddings per year

**30,000**  
Weddings a day

**1/5**  
Of lifetime wealth spent on a wedding

**Rs 20 lakh- Rs 5 Cr**  
Average wedding cost

**Rs 25L- Rs50L**  
1-day wedding cost in a metro city

**Rs 5L - Rs 10L**  
1-day wedding cost in tier-2 city

	Expense	Cost Range (INR)
	Venue	1,00,000 - 3,00,000 <sup>1</sup>
	Decoration	30,000 - 2,00,000
	Catering	1,500 - 2,500 / plate
	Attire	80,000 - 1,20,000 <sup>2</sup>
	Invitation	50 - 250 / card <sup>3</sup>
	Photography	50,000 - 2,00,000 / day
	Accommodation	1,500 - 5,000 / room
	Jewellery	7,00,000 - 10,00,000

Source: MoneyTap Report- "A Complete Guide for a Budget Wedding in India", Reliance Money  
 1: During peak season; 2: For both the bride and groom; 3: Fancier invites will cost more

## Financial Management of Wedding Expenditure

### Financially independent people have started paying for their weddings

Balancing wedding expenses requires careful planning, especially considering the deep-seated passion and grandeur often associated with Indian weddings.

A recent survey by WedMeGood in 2023 suggested that:

**36%**

Couples paid for half of their wedding costs

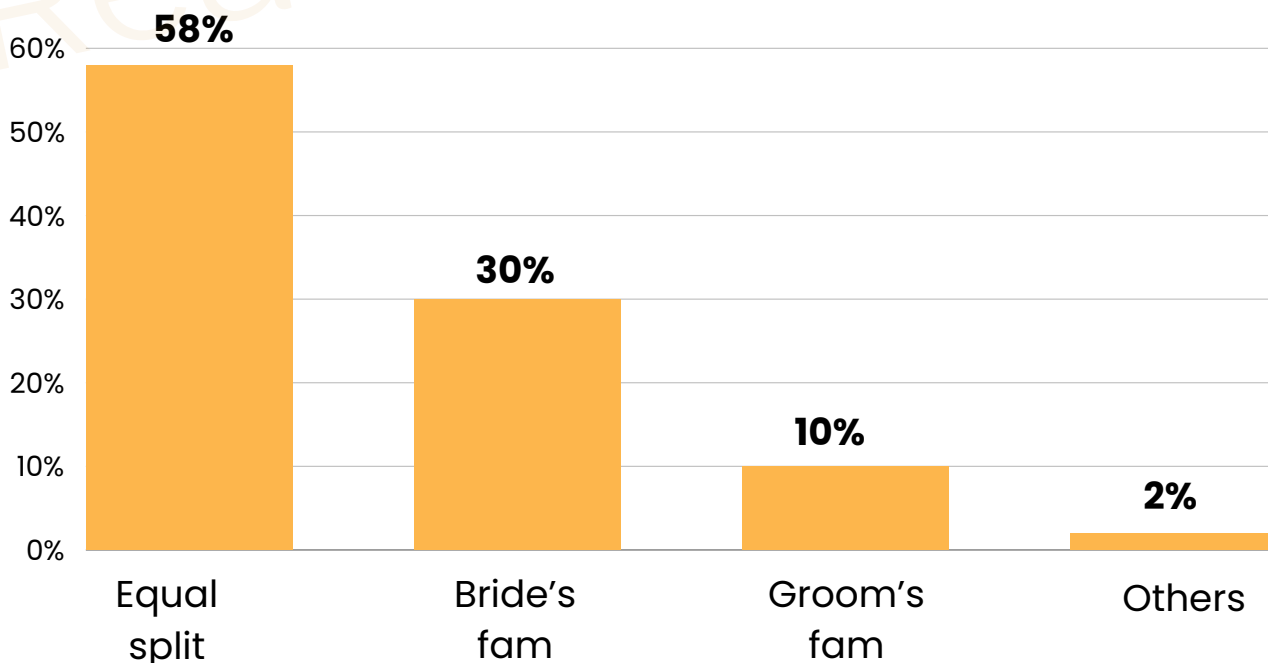
**28%**

Couples contributed to wedding expenses

**35%**

Couples' parents funded the wedding

### Cost split between bride and groom's family:



Source: WedMeGood's Annual Survey

# What are the industries that come together to make a wedding successful?



## Online Wedding Marketplaces in India

Wedding marketplaces are like a one-stop solution for all things wedding in India. They cater to various aspects of wedding planning, from finding venues and vendors to purchasing wedding attire and gifts.

### Key Offerings



Venue Booking



Vendor Directories



Photographers



Caterers



Mehendi Artists



Baraat Bands



Fireworks



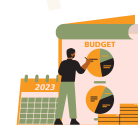
Gifts



Astrologers

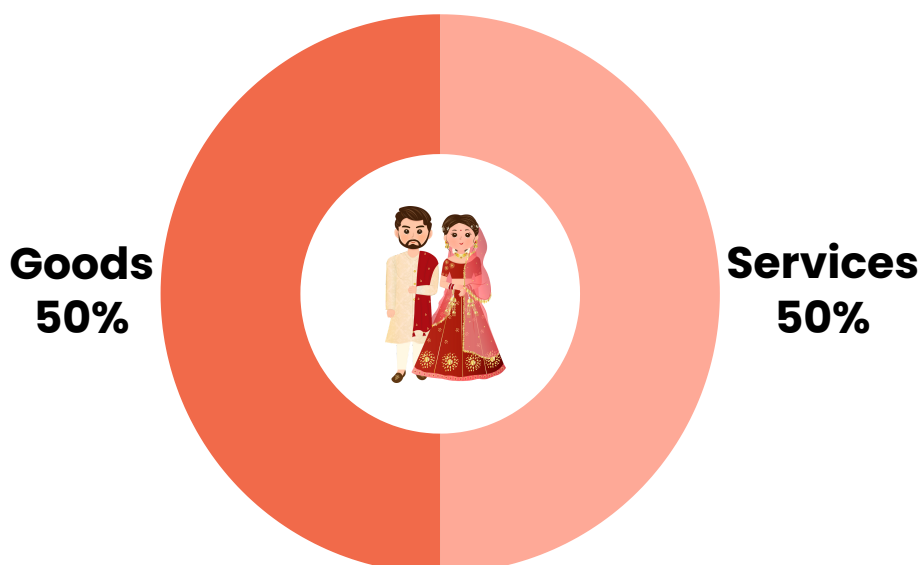


Choreographers



Planning Tools

### Wedding expenditure:



Source: Business Standard

## Wedding Marketplaces: Competitive Landscape

Name / Parameters	WedMeGood	Weddingz (Acquired by OYO)	Shaadi dukaan
<b>Founded In</b>	2014	2015	2015
<b>Headquarter</b>	Haryana	Mumbai	Jaipur
<b>Services</b>	Vendors, WedMeGood Mynt, Genie, WMG Bridal Gallery and Shop	Banquet Halls, Wedding Planning, Wedding Services	46 Wedding Categories
<b>Total funding</b>	\$3.07 Mn over 4 funding rounds	\$3.36 Mn over 3 funding rounds	INR 10 Mn Seed Funding (2023)
<b>Milestones</b>	<ul style="list-style-type: none"> <li>• <b>1.5 Mn</b> monthly dedicated users</li> <li>• <b>2Mn+</b> Weddings planned</li> <li>• <b>80,000+</b> active vendors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>25,000+</b> events executed</li> <li>• Presence in <b>25 cities</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>65,000+</b> Verified Wedding Vendors</li> <li>• <b>1 Mn+</b> Social Visitors</li> <li>• <b>5 Mn+</b> Monthly Web Reach</li> </ul>



Wed**ME**Good

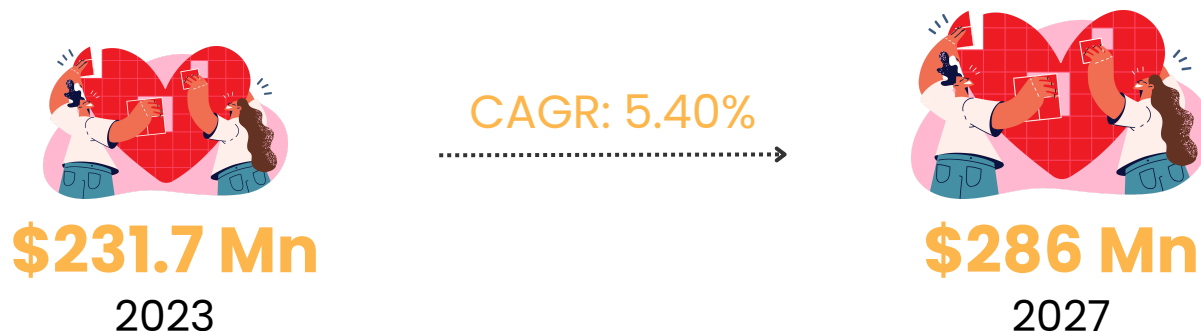
Wedding**z**.in™



Source: ShaadiDukaan's Website, Entrepreneur Stories report "Jaipur's Shaadidukaan Secures INR10 Million in Seed Funding Round!", Weddingz's Website, WedMeGood's website, VCCircle report "China Focused Fund Orchid Invests in Online Wedding Marketplace WedMeGood, Tech Circle report "Weddingz.in raises over \$1M from Google's Rajan Anandan, others", Tracxn

## Matchmaking Services in India

### Revenue in the Matchmaking segment:



**40%** Couples in India still first meet through arranged marriage brokers and relatives.

By 2027, the number of users on various matrimonial websites will grow to

**29.4 Million**



Source: Statista, Shaadi.com Success Story: How Is It Transforming People's Approach to Marriage?, The Knots report "2023 Global Wedding Report"



## Matchmaking Services in India

### Role of matrimonial portals



#### Abundance Of Choice

Matrimonial portals offer a vast profile selection for potential matches. Users create profiles and upload photos to boost response chances.



#### Refined Search

These portals enable profile viewing and filtering by caste, community, region, religion, profession, and age.



#### Free and Reliable

Matrimonial portals offer free profile creation, with reliable ways to connect, fostering better understanding between potential soulmates.



#### Privacy and security

Matrimonial platforms typically prioritize user privacy and security. Users can choose to remain anonymous until they feel comfortable sharing personal details.



#### Wedding related services and products

It streamlines wedding planning by offering access to vendors, venues, planners, and products, simplifying the process for couples.

## Matrimonial sites: Competitive Landscape

Name / Parameters	Shaadi.com	Jeevansathi.com	Bharat Matrimony
<b>Founder</b>	Anupam Mittal	Sanjeev Bikhchandani	Murugavel Janakiraman
<b>Founded In</b>	1996	1998	1997
<b>Headquarter</b>	Mumbai, India	Noida, Uttar Pradesh, India	Chennai, India
<b>Team size</b>	India: 201-500 employees Global: 1,001-5,000 employees	1,830 employees as in October 2021	4,000+
<b>Total funding</b>	\$8 million over 2 rounds	Bootstrapped	-
<b>Number of success stories</b>	3.5 crore	Over 204,123 Success Stories in 2023 and counting	4,32,520 success stories in 2022

**shaadi.com**  
The World's Largest Matrimonial Service

**Jeevansathi**  
Be found

**bharat  
matrimony**



Source: Website of -shaadi.com, jeevansathi.com & Bharat matrimony

## Wedding Apparel and Fashion Services in India

The Indian wedding and celebration wear apparel market is expected to grow at a 15-17% CAGR and reach

# \$ 16.56 Bn by 2025

This growth can be attributed to factors such as rising **product premiumization**, **higher wedding expenditure**, and the **growing utilization of multichannel marketing approaches**.

Trends on the rise in  
bridal and groom  
fashion



High  
Quality &  
Luxury



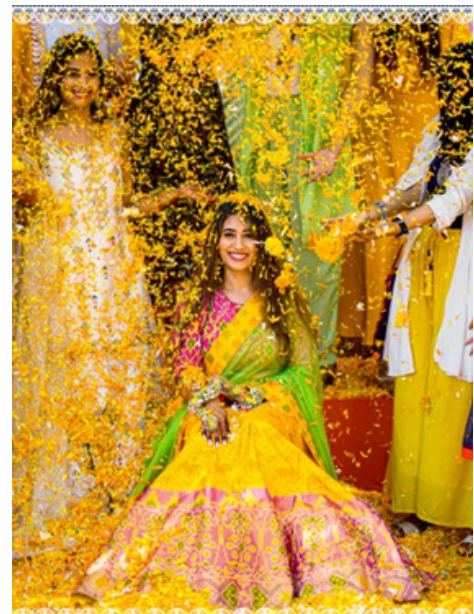
Custom  
made  
dresses



Omnichannel  
strategy



Region  
based  
products



## Wedding Apparel and Fashion Services in India

**32%** of total wedding expenditure by Indians is on apparel and ethnic clothing.

With glorious charm and astonishing designs, Indian bridal fashion continues to shine across the world. India is a mosaic of cultures as seen in the sarees, lehengas, and embroidery designs and continues to attract brides fond of the luxurious, symbolic outfits.

### Companies & designers dominating in this category:

**Men:** Manyavar, Swayamvar, Ethnix, Sabyasachi, Manish Malhotra, Anamika Khanna

**Women:** Nalli, Sabyasachi, Neeru's, BHLN, Anita Dongre, Erdem, BERTA, Falguni Shane Peacock, Ritu Kumar



**FASHION**



## Wedding Apparel and Fashion Services in India

### Influence of Bollywood and Celebrities

Indian weddings have been significantly influenced by Bollywood. This cultural phenomenon has given rise to a new genre of weddings, characterized by the infusion of Bollywood's masala-style plots, filled with elements of romance, fantasy, opulent consumption, and strong family values, all while highlighting issues of class disparities and gender imbalances.

This transformation has resulted in increased consumer spending during weddings in India, as people mirror the grandeur and innovation depicted on the silver screen, making them as elaborate and larger-than-life as the iconic Bollywood weddings themselves.



## Wedding Makeup and Beauty Industry

Regardless of the wedding's size, the bride's attire, makeup, and hairstyle remain crucial elements. This is because the occasion is often one of the most captured and recorded events in their life.

Weddings are driving the makeup industry in India, growing at a rate of **20%**

**3%** of the total wedding industry in India is attributed to makeup and beauty.

The wedding makeup and beauty sector is seeing a transformation as brides are ditching the traditional wedding looks and opting for a toned-down and minimal or no makeup look.

### Top Bridal Makeup artists in India:

- Shradha Luthra
- Bianca Louzado
- Ojas Rajani
- Jasmeet Kapany
- Mickey Contractor
- Namrata Soni
- Pakkhi P Siroya



## Wedding Venues and Accommodations

The Indian wedding industry is enormous, playing a crucial role for wedding-related businesses and major hospitality chains, notably boosting hotel catering and banqueting revenues.

During wedding seasons, there is a notable increase in demand for hospitality services, with families reserving hotels, banquet halls, and resorts for both accommodation and event hosting.

The wedding sector has the capacity to substantially enhance tourism, especially through the rising trend of "**destination weddings**."

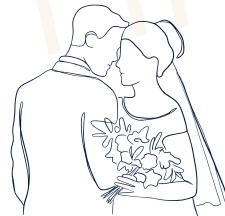
Expenditure related to destination weddings goes beyond the wedding itself. Guests spend on shopping, dining, transportation, and local activities, thereby contributing to the economy of the chosen destination.



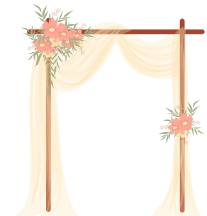
# Wedding Venues and Accommodations

Factors that go into a wedding venue's profitability include:

- Business licensing
- Rent
- Insurance
- Marketing
- Location popularity
- Parking/valet
- Security
- AV equipment
- Liquor licensing
- Onsite staff
- Accounting
- Utilities





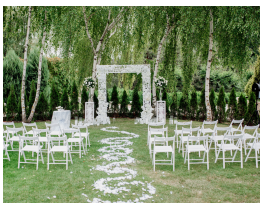











wedding





## Wedding Venues and Accommodations

### Types of wedding venues :

<b>Hotels</b>		
<b>Marriage Gardens</b>		
<b>Wedding Lawns &amp; Farmhouses</b>		
<b>Banquet Halls</b>		
<b>Private Properties</b>		
<b>Palace &amp; Forts</b>		
<b>Boats &amp; Cruises</b>		

## The Rise of Destination Weddings

In recent years, India has witnessed a significant surge in the popularity of destination weddings. Couples are increasingly opting for picturesque locales, both within the country and abroad, to tie knots.

### Top International Destinations

Thailand | Dubai | Bali

### Emerging Destinations

Turkey | Azerbaijan

### Top Domestic Destinations

Jaipur | Udaipur | Goa | Puri | Mahabaleshwar |  
Jim Corbett | Pushkar | Ranthambore

**Rajasthan** is a top marriage destination, with more than 3,00,000 weddings expected to be held in the state this wedding season, generating a revenue of

## INR 6,600 Cr

Venue / Expenses (in INR Lakhs)	Accommodation	Catering	Estimated Cost
Chomu Palace, Jaipur	25 - 35	15 - 20	50 - 70
Radisson Goa Candolim	20 - 30	10 - 15	50 - 60
Ramada Resort by Wyndham Kochi	25 - 35	15 - 25	70 - 85

Source: Business Standard, Money Control, WedmeGood Survey, estimated costs are for upto 150 guests

## Wedding Catering and Cuisine

Food has always played a central role in elaborate Indian weddings, evolving from family-prepared feasts or professional halwais to today's specialized caterers and "food designers," reflecting the changing dynamics of these grand celebrations over the past three decades.



In response to shifting societal norms and the impact of COVID-19, the Indian wedding catering industry is evolving. It recognizes the importance of adhering to traditional values while also prioritizing hygiene and adopting long-term strategies for sustained growth in a competitive and dynamic landscape.

### Current catering trends include:

- sustainability in sourcing food
- healthy food choices in the menu
- thematic food setups and food cards for the guests
- artisanal tables and service-ware along with quirky culinary tastes and preferences
- menu personalisation

## Wedding Catering and Cuisine

### Fusion and changing cuisine preferences

Fusion cuisine is becoming increasingly popular for weddings. This cuisine combines elements from different culinary traditions, resulting in a truly unique and memorable dining experience.

**50%** food experts see a surge in demand for gourmet mithai, indicating high growth.

Traditional gujyas wrapped in hazelnut cocoa, ghewar topped with edible gold and flowers, gin ladoos embedded with juicy cranberries – these are some examples of how traditional sweets are blending with exotic tastes. This has been seen as an upcoming trend that has all the potential to go viral in the coming days.



## Wedding Jewellery Services in India

### Jewellery Market in India:



The market is segmented by products like necklaces and chains, earrings, rings, bracelets, and others. A major demand for jewellery comes during the wedding season in India.

### Key Purchase Criteria

- Innovation
- Price
- Quality
- Relatability
- Regulatory Compliance
- Service



### Key Players



## Evolution of Wedding Photography and Shoots

### Growth of wedding photography



#### Candid photography

Candid photography is becoming increasingly popular in India, as couples are looking for photos that capture the natural moments and emotions of their wedding day.



#### Storytelling photography

Photographers are also focusing on telling the couple's story through their photos. This involves capturing the moments that lead up to the wedding, and the wedding itself.



#### Pre-wedding and post-wedding shoots

Pre-wedding and post-wedding shoots are becoming increasingly popular, as these shoots allow couples to capture their love story and memories in a more creative setting.

# Evolution of Wedding Photography and Shoots

## Tech and Trends in capturing weddings

Technology is playing a key role in capturing weddings in India. Here are some of the latest trends:



### Drone Photography

Drone photography is increasingly popular in India, allowing photographers to capture unique and breathtaking shots of wedding venues and guests.



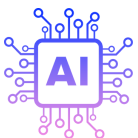
### 360-Degree Cameras

360-degree cameras are gaining popularity among Indian wedding photographers, enabling them to capture the entire wedding scene in a single shot.



### Virtual Reality (VR)

India's booming VR market has found its way into weddings by offering virtual venue tours, remote guest participation, immersive planning, customized experiences, and market differentiation for service providers.



### Artificial Intelligence (AI)

AI is expected to have a substantial impact on the wedding industry in the future, with applications including AI-powered wedding photography tools like automatic photo and video editing.

## Evolution of Wedding Photography and Shoots

### Emergence of pre-wedding shoots

Pre-wedding shoots have become increasingly popular in India in recent years. This is due to a number of factors, including:



#### Changing attitudes towards photography

Indian couples are becoming more open to creative and candid photography, rather than the traditional posed shots. This is being driven by the influence of social media and Western wedding photography trends.



#### Rising disposable income

As the Indian economy grows, more and more couples are willing to spend more on their weddings, including on photography.



#### Desire to capture love stories

Couples want to capture their love stories in a unique and creative way, and pre-wedding shoots allow them to do go all out.



#### Social media:

Social media is a major influence around all things wedding, including photography shoots.



## Wedding Invitations in India

It's not just an invitation; it's an experience, a story, and a celebration of love, India style

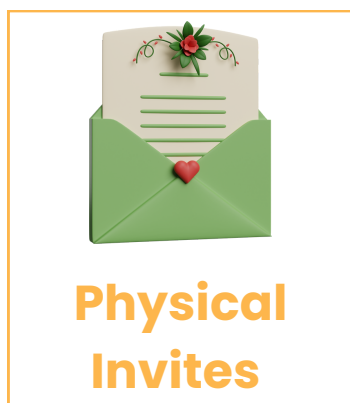
# INR 8,000 Cr

worth of Wedding Cards are bought for weddings in a year.

**2%** of Weddings Industry is attributed to the wedding Invitations services

The industry is seeing a seismic shift in the world of Indian weddings as technology meets tradition in a mesmerizing dance of e-cards and paper invites. The winds of change are blowing, and brides and grooms across the nation are reimagining the way they invite their loved ones.

### User Preferences for Wedding Invitations (2021-2022):



**9.05%**



**31.9%**



**59.05%**

## Modern Trends and Styles of Wedding Invitations

Key themes that have emerged in wedding invitations:



### Sustainability

Seed Paper Invites, Recyclable paper Invites, Digital Invites, Natural and Sustainable Materials Invites, Eco-Friendly Inks



### Elegance and Opulence

Acrylic Wedding Invitation, Vellum Paper Invitation Cards & Envelope, Foil Printing, Monogram, A Touch Of Glitters



### Simplicity and Modernity

Minimalism Inspired, Wax Seal Decoration, Vintage Postcard-style Invites



### Artistic and Craftsmanship

Hand Embroidered Invites, Hand-painted Invites, Caricature Invites



### Natural and Rustic

Rustic Glass Box Invites, Wooden Box Invites

## Key Startups for Contemporary Invites in India

Name / Parameters	Ele Mostly Handmade	Chic Invites
<b>Founder</b>	Narmada Deb and Akshata Karnad	Akanksha Goyal
<b>Founded In</b>	2018	2020
<b>HQ</b>	Bangalore	Jaipur
<b>Business Offering</b>	100+ customisable ready designs	Digital E-Invites, Save The Date, Wardrobe Planner, Wedding Stationery, Logos & Hashtag Creator
<b>Price Range</b>	INR 70-2,000	INR 1000 (Design Cost)
<b>Sustainable Offering</b>	Seeded wedding cards, Eco-friendly menus, gift boxes	Digital Invitations



Chic invites ele Mostly Handmade

## Wedding Gifts Market in India

The wedding gifts industry in India is a vibrant and culturally rich sector that reflects the diverse traditions and customs prevalent in the country. As an integral part of these celebrations, the exchange of gifts plays a pivotal role, serving as a gesture of goodwill, blessings, and love. These gifts have evolved over time, from traditional gifts to modern gifts.

**19%** of the weddings Industry is attributed to the wedding gifts services

### The Timeless Art of Gifting



Cash



Fruits, Dry Fruits  
and Sweets



Traditional  
Clothes



Jewellery

### Modern Wedding Presents



Gift  
Hampers



Gift  
Vouchers



Gift  
Registry



Personalized  
Gifts

## Growth Drivers for Modern Wedding Gifts in India

### E-commerce and Online Shopping

The growth of e-commerce has unveiled a treasure trove of modern and unique wedding gifts, where online marketplaces present an array of gifts and offer convenient shopping experiences.

#### India's Online Gifting Market:



**\$65 Million**

2021



**\$84 Billion**

2024

### Influence of Social Media

Social media platforms play a pivotal role in showcasing modern gift ideas and trends. Influencers and online communities often spotlight unique and stylish wedding gift options, inspiring consumers.

#### India's Social Media Penetration:



**398 Million Users**

on social media in India (in 2023)

**67.5%**

of internet users in India use at least one social media platform (in 2023)

## Growth Drivers for Modern Wedding Gifts in India

### Customization and Personalization

The desire to create meaningful and memorable gifts has driven the demand for customized and personalized items. Modern gifting options often allow for personal touches and unique designs.

#### Global Personalized Gifting Market:



**\$30.3 Billion**  
2022

CAGR: 5.8%



**\$47.6 Billion**  
2030

### Ease of International Shipping

The ease of international shipping and access to global markets enable consumers to explore and purchase unique, imported modern gifts that may not be readily available in local markets.



Under the current customs rules, gifts intended for personal use of up to

**Rs. 5,000**

are exempt from customs duties

Source: Research and Insights Report "Personalised Gifts Market", The Economic Times Report "Imported 'gifts' may be capped at Rs 5,000 per Aadhaar number to keep tabs on Chinese Retailer"

## Key Startups for Modern Wedding Gifting in India

Names / Parameters	For my Shaadi	Wedding Wishlist
<b>Founder</b>	Sudha Maheshwari	Kanika Subbiah, Tanvi Saraf, Sathish Subramanian
<b>Founded In</b>	2016	2015
<b>Headquarters</b>	Gurugram	Chennai
<b>Business Model</b>	Marketplace Model	B2C, B2B
<b>Funding</b>	Bootstrapped with initial investment of \$100,000	\$297K (INR 2 crore)
<b>Milestones</b>	3,000 unique hits each month on its website	20,000+ Happy Couples

“A few crores is actually a modest estimate of the amount spent on gifts at weddings. That is just such a waste of money and resources, and many times the couple just isn’t sure what to do with the gift”.

-Kanika (founder of Wedding Wishlist).

# After a big fat comeback after Covid, what are the key emerging trends in India's wedding space?





# Exploring Emerging Trends in Wedding Industry

## Micro Weddings, Eco-Friendly Choices, and Virtual Celebrations are on the Rise



### Eco-Friendly Weddings

Eco-conscious couples are leading the way towards greener weddings. From sustainable decor to eco-friendly practices, they're making a positive impact on our planet.



### Destination & Micro Weddings

In a captivating shift, couples are trading grandeur for intimacy. Destination weddings and micro gatherings are stealing the spotlight.



### Virtual Weddings

Since the pandemic, Indians have started discovering how love transcends boundaries as virtual weddings redefine 'happily ever after'! Love knows no distance, and neither do these virtual celebrations!



### WedTech

From wedding websites to live streams and personalized filters, technology has reshaped the Indian wedding experience. Couples are now saying 'I do' to the digital age of weddings!



### Innovative Entertainment and Performances

Couples are redefining entertainment, going beyond the traditional, and dazzling guests with shows by professional dancers, acrobats, and musicians.

# Embracing Green Love: Eco-Friendly Weddings

Millennials are turning their weddings into eco-conscious celebrations, taking a stand against nature-invading threats with style!



Sustainable Venue Choices



Eco-Friendly Invitations



Green Decor



Sustainable Attire



Eco-Friendly favors and gifts



Plant-Based Menus



Waste Reduction and Recycling



Eco-Friendly Transportation



Carbon Offsetting

## Embracing Green Love: Eco-Friendly Weddings

Names / Parameters	Greenmyna	Climes
<b>Founder</b>	Nupur Agarwal, Ashwin Malwade	Siddhanth Jayaram and Anirudh Gupta
<b>Founded In</b>	2020	2021
<b>Headquarters</b>	Mumbai	Chennai
<b>Business Offering</b>	Consultation on organising green and sustainable Events	Calculate Wedding Carbon Footprint, Offset Emissions
<b>Funding</b>	Bootstrapped	\$1.2M (2022)

### Sustainable Milestones



4250 Kg  
Carbon Offset



550 Trees  
Planted



15,900 Kg waste  
composted



26,250 Kg  
CO2 neutralised

433 saplings  
planted

1115 bags of waste  
recycled

## Virtual Vows: Rise of Virtual Weddings in India

What began as a necessity has now become a trend, blending tradition with technology in a seamless manner.

Couples have embraced virtual weddings by holding a close ceremony at the physical venue, and live telecasting the wedding festivities for the larger audience.

**Shaadi.com** created a website called 'Weddings from Home' in June 2020 to help couples plan virtual weddings. The website was a marketplace like any other wedding platform, except everything was 100% virtual.

### India's first Metaverse (3D) wedding

**Yug Metaverse**, is a Made in India metaverse platform that held its first Indian 3D wedding with 500 guests on February 5, 2022, from 8 pm to 9 pm and coincided with the physical event held in Bhopal. This was executed ITC and Matrimony.



"Metaverse is a new concept and its adoption is still at an early stage worldwide. We wanted India to lead and be at the forefront of this technology revolution, and hence we built a Metaverse Platform, Yug, in India. The team is excited to explore the possibilities that emerging technologies like metaverse, blockchain and cryptocurrency will open up in future".

-Utkarsh Shukla, creator of Yug Metaverse

## Key WedTech Startups in India

Names / Parameters	Vivahit	Weddingsplz
<b>Founded In</b>	2022	2014
<b>Headquarters</b>	Bengaluru	Delhi
<b>Business Model</b>	App-based wedding planning tool	Wedding Vendors Discovery Platform
<b>Offerings</b>	Wedding Photo collector, Guest Management, Wedding Website, Task Management, WhatsApp Invites and Updates	45,000+ wedding vendors in 43 different categories, E-invites, Wedding website, e-guest list
<b>Price Range</b>	Free: Certain Features 3 Packages: INR 2,500-10,000	NA
<b>Milestones</b>	6000 Downloads 3000-4000 Weddings registered	7600000 Happy Visitors 36500 Enquiries Generated
<b>Funding</b>	\$5,30,000 (2023)	NA

Source: VivaHit's Website, Weddingplz's Website and Instagram, Indian Express Article "This WedTech startup by two IIT-Kanpur grads wants to simplify wedding planning"

## Conclusion

It is evident that this sector stands as a testament to the country's dynamic cultural fabric and its ability to innovate while honoring tradition. The industry's impressive market size and the surge in wedding events post-pandemic reflect its resilience and economic significance. The emergence of new trends, such as eco-friendly practices, personalized experiences, and the inclusion of technology and luxury, demonstrates a forward-thinking approach that respects the past while embracing the future.

The Indian wedding industry, with its rich diversity and adaptability, is poised for continued growth and transformation. As it navigates changes in consumer preferences and global trends, its potential to contribute further to the economy and cultural landscape is vast.

The future of India's wedding industry shines bright, promising innovation, sustainability, and a deeper engagement with the cultural and emotional aspects of one of life's most significant milestones. As this sector continues to evolve, it will undoubtedly remain a vibrant and vital part of India's economy and culture.





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## About Us

ReadOn is a research focussed digital content company led by Shantanu Jain.

Shantanu completed his graduation from St. Xavier's College, Kolkata. After he qualified as a Chartered Accountant with an All India Rank 10, he took the path less travelled and joined a startup – Swiggy. After working across different strategic functions at Swiggy, he started working with other new-age businesses to help them scale. Over the last 3 years, Shantanu has given lectures on business and finance at prestigious institutions like IIM-Kozikode, NIT-Jamshedpur, Lady Shree Ram College-Delhi, MDI-Gurgaon, NMIMS-Mumbai and Hyderabad, Ramjas College-Delhi and many more. His typical day involves talking to founders and helping them solve their business problems.

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