

A
Project Report
On
“Market Study of Indian Wedding Industry in Surat City”

SUBMITTED FOR THE PARTIAL FULFILMENT OF
WINTER INTERNSHIP PROJECT
OF
MASTER OF BUSINESS ADMINISTRATION PROGRAMME

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Submitted To



Department Of Business And Industrial Management
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Veer Narmad South Gujarat University
Surat
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DECLARATION

I hereby declare that the project report titled Study on "Market Study of Indian Wedding Industry in Surat City". Based on the original piece of work done by me for the fulfillment of the award of the degree of MBA. In addition, whatever information has been taken from any source had been duly acknowledged.


I further declare that the personal data and information received from any respondent during the survey has not been shared with anyone and is used for academic purpose only.

Date: 13/9/21

Place: DBIM

(Department Of Business and Industrial Management),

SURAT


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CERTIFICATE

This is certify that **Mr. Vicky B Talakunchiwala**. Student of MBA Marketing, has submitted the project report entitled "**Market Study of Indian Wedding Industry in Surat City**" in the partial fulfilment of the requirement for the degree of Master of Business Administration from Department of Business & Industrial Management(DBIM), Veer Narmad South Gujarat University, Surat.

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ACKNOWLEDGEMENT

“Success is not a destination, but a journey”. While I reached towards the end of this project, I realize that I may not have come this far without the guidance and support of people who encouraged and motivated me while going through the project.

I would like to thank VEER NARMAD SOUTH GUJARAT UNIVERSITY for enforcing a summer internship project as a core and important part of MASTER OF BUSINESS ADMINISTRATION.

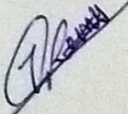
The credit for the success behind this project goes to **Dr. Manisha Panwala** my Project guide, supervisor, and leader too. I heartily thank her for all the support and help to complete this project.

Secondly, I would also like to thank **Dr. Renuka Garg**, HOD of DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT for the same. Also, special thanks to all my faculty members and friends who helped me while going through this project.

I have tried my best to prepare this report as per the requirement for the M.B.A programmed. Still, it might be possible of the error in the context of this attempt. I sincerely welcome any suggestions for the improvement of the same. At the end, I sincerely thank my parents to support me and inspire me to complete this project.

Yours faithfully,

Talakunchiwala Vicky B.



EXECUTIVE SUMMARY

This project has been done for my WIP the completion of the MBA course. The project Study on “Market Study of Indian Wedding Industry in Surat City”. This report is all about Market Study of Indian Wedding Industry particularly in Surat City.

This report starts a business with the introduction of the topic where it explains the in brief, its. Further, I have given an understanding wedding culture and tradition in india.

It gives introspection to the business building block of the report, with the report progress. After gathering all the information I started doing research methodology in which I stated the objective of the study, nature of research, data collection technique sampling survey, survey methods, and limitation of the study.

I have used Data collection can be done mainly through primary and sometimes secondary sources, or a combination of both. Herein both primary data through survey and secondary data through various books and websites is been collected.

In this project, the sample size number of respondents surveyed is 115. There are two types of sampling methods: probability and non-probability sampling. Herein, convenient sampling, a type of non-probability sampling method is been adopted.

The questionnaire was constructed to collect data from target respondents. The questionnaire was constructed to know the Indian Wedding Industry in Surat City.

The important chapter in the whole project is Research Methodology. I have taken primary as well as a secondary source of information which is clear that it might have some limitations in it. The facts & figures used are originally done by me.

The tool used for statistical analysis in Microsoft excel. I have used the Pivot table which can help me demographic details with other responses. Analysis has been presented through graphs, tables, and charts, etc.

In the end, after the analysis is done, reference is given which includes the sources from where the data has been taken. Then, it follows the Annexure chapter, which includes the data through which analysis had been done by collecting responses through questionnaires.

TABLE OF CONTENTS

Sr. No.	Particulars	Page No.
Ch.1	Introduction	7
	1.1 Introduction wedding industry in India	8
	1.2 Introduction to Topic	36
	1.3 Rationale for choosing this topic	37
Ch.2	Literature Review	38
Ch.3	Research Methodology	41
	3.1 Research problem statement	42
	3.2 Objective of the study	42
	3.3 Data collection method	42
	3.4 Sampling procedure	42
	3.5 Research design	42
	3.6 Data collection instruments	43
	3.7 Analytical tools Used for study	43
	3.8 Limitations of study	43
	3.9 The scope of Future Study	43
Ch.4	Data Analysis and Findings	44
Ch.5	Conclusion , Findings And Suggestions	71-73
	Bibliography	74
	Annexure	75

CHAPTER 1

INTRODUCTION

1.1 Introduction to wedding industry in India



India is a land of diverse culture and religion. Every region of the country has its own unique way of celebrating their marriage. Be it east, west, north and south all the four regions have its own wedding customs and rituals. Marriages in India are not just coming together of two individuals and exchange of vows and rings, but it marks the bonding of two souls, two families, their culture and their communities. Indian wedding is not an affair of few hours but it is a matter of several eventful days. All the family members and friends get together for the celebration.

India being the land of treasure trove of cultures and traditions lures many young couples to celebrate their weddings in true blue Indian style. Indian weddings have always been known for their grandeur and magnificence. The celebrations are opulent in every sense of the word and lasts for several days. Indian customs evokes a great deal of interest among the foreigners. And many cherish the desire to perform their weddings in this fashion making it a memorable occasion in every sense of the word.

Indian marriages are highly interesting as they owe all of their customs and rituals to their long lost pagan forefathers. Indian Marriages have been acclaimed all over the world for its diversity and colourfulness. It has been seen that many people come from abroad and adopt the Indian marriage rituals to get married. It will be unwise to say that Indian marriages are essentially Hindu in flavour. In fact it is as much Hindu as it is at par with any other religion. In a secular country like India a huge chunk of population is Muslim and the next major mass is comprised of Christians. It is said that marriages are made in heaven but celebrated in country like India. Indian Weddings with all their grandeur and magnificence have cast its spell on so many foreigners that there are many who consider getting married in India.

INDIAN CULTURE - INDIAN WEDDINGS



Indian wedding can be broadly divided on the basis of Region and religion. Since we all know India is land of wide diversity and culture so different wedding styles are bound to happen but here we restrict our self to only region and religion.

Let's first classify on the basis of region:

- NORTH
- SOUTH
- EAST
- WEST

❖ Indian Weddings

▪ North Indian Wedding Traditions



North Indian weddings also follow a lot of rituals and customs. North Indian wedding traditions include many rites and rituals performed on the D-day.

In traditional North Indian weddings, the main ceremony takes place at the brides' home. There are many pre-wedding and post-wedding ceremonies as well. The most important of the former is the Mangni or Sagai or engagement ceremony. On the auspicious day of the wedding, the bride's father treats the groom to yogurt and honey and graciously welcomes him into the household. One of the most important of North Indian wedding traditions is the exchanging of garlands, commonly referred to as the Jaimala ceremony and is symbolic of accepting one another.



The ceremonial fire or Havan is lit and Agni is invoked to witness the occasion. Fire is regarded as a purifying element in Hindu rites and rituals. The couple then offers sacrifice or Rajaham to the fire. This is typical to North Indian wedding traditions. The ritual that follows next is the Gath Bandhan, symbolic of eternal ties. Then it is the turn of what is regarded as the most important all North Indian wedding traditions - the Saat Pher or Mangal Pher. The bride and groom circle the fire often holding hands and take vows to be beside each other throughout their lives. Both sets of parents and other elders of the family then bless the newly wedded couple.

North Indian wedding traditions also include putting on the Mangal Sutra as well and application of vermilion on the bride's head by the groom. These rituals have a deeper symbolic relevance and a certain quaint charm and appeal. It is no wonder then that they enamour even foreigners.

▪ South Indian Wedding Traditions



The Hindu wedding ceremony has a number of rituals and customs, each symbolic of beautiful and noble sentiments. South Indian wedding traditions and ceremonies are no exception. As one enters the place or venue of ceremony of a South Indian wedding, one notices things such as full-grown plantain trees tied to both the gateposts, festoons overhead of mango leaves, and screw-pine petals that never fade, notes of the Nadaswaram, the South Indian Shehnai, Kolam or Rangoli designs at the doorsteps and the like.

On the evening prior to the wedding day, the bridegroom is brought in a procession from a temple in a flower-adorned rickshaw. The bride's parents escort him to the marriage Mandapam. Nadaswaram band leads the way along the streets. After reaching the marriage hall, there is a formal ceremony of espousal. Ganapati, the God of Initiation is invoked, to keep away all hindrances. There are several presiding gods - the Nandi Devas. To please them, a leaf-laden branch of the Pipal tree is set up, and 5 married ladies perform a ritual of washing it with milk.

This Puja or worship is followed by a presentation of a dhoti, and a saree to the espousing couple. This is performed to propitiate the 9 astral planets that rule over human destiny. The marriage ceremonies start with the Vratham performed separately by the bride and the groom. For the bride, it means the tying of the holy thread on her wrist that is meant to keep away all evil spirits. From there on, the groom prepares himself for a new chapter in his life as a householder or Grihastha. The days of his bachelorhood are now over and the acceptance of this is all what the Vratham is about.

At the marriage hall, the bride's father and the bridegroom's father facing each other, formalize the final betrothal ceremony, as the Vedic priest chants the appropriate hymns in which the names of the bride, the bridegroom, as well as the names of their 3 generations of ancestors, are cited in presence of all the friends, relatives, and guests. The bride and the groom are lifted to the shoulders of their respective uncles, and in that position they exchange flower garlands with each other thrice for a perfect union. Here the exchange of garlands symbolizes their union. It is also symbolic of acceptance of each other by exchanging the very fragrance of the other.

The bride is made to sit on her father's lap and is given away as a gift by him to the bridegroom. On the girl's head, a ring made with Kusa, is placed, and over it is placed the Mangal Sutra on the opening of the yoke, and water is poured through the aperture. The bride is then given an auspicious washing, and an elite new Koorai Saree is draped around her, which is done by the sister of the bridegroom. Three knots are tied, the first one by the bridegroom, the other two knots by his sister to make the bride a part of the boy's family. The groom holds the hand of the bride. Holding the bride's hand, the bridegroom walks seven steps with her. This is the most important part of the marriage ceremony, and only when they walk seven steps together is the marriage complete. The belief is that when one walks seven steps with another, one becomes the other's friend. A vital part of the wedding is the honor paid by the couple to Agni, the fire God. They circle around the fire, and feed it with ghee, and twigs of nine types of trees, as sacrificial firewood. The vapors that arise, are supposed to possess therapeutic, healing and purification properties for the couple. Agni, the most powerful element in the cosmos is deemed as a witness to the marriage.

The bridegroom helps her tread on a grindstone kept on the right side of the fire, holding the bride's left foot toe. The elders and the invitees shower Akshadai, or rice-grains coated with turmeric and saffron, on the couple, as approval. Taking with her, fire from the Laaja Homam, the bride leaves her home, and enters the new home of her in-laws. The Vedic hymns sound like mother's words of advice to her daughter.

The evening of the marriage day is a time to relax and rejoice. The newly married wife calls her husband for play, alluring him through a song. During these items, the ladies sing songs poking fun at the bride, the groom and the in-laws. These proceedings bring out many qualities of the bride and the groom, such as sporting spirit, kindness, strength, co-operative nature and the like. A solution of lime and turmeric powder, is prepared on a plate, and circled around, and thrown away to keep the evil eye at bay. This is done a number of times during the entire wedding ceremony, and also at the end.

▪ East Indian Wedding Traditions



Hindu weddings are ceremonial feasts laden with symbolic rites and rituals. Despite India's diversities in language, culture, food and lifestyle, one can observe common threads in many Hindu weddings across the nation. The East Indian wedding traditions mainly include the marriage traditions of West Bengal, Orissa, Assam and other northeastern states of India.

Bengali wedding ceremonies consist of simple but meaningful rituals. There are plenty of interesting Bengali wedding traditions and customs, which enable close friends and relatives to come together and share joyous moments while celebrating the union of two souls.

When the marriage procession of the groom arrives at the entrance of the bride's residence, all of them are given a hearty welcome with fresh flowers. The Baran Dala is touched to the groom's forehead by an elderly female relative of the bride, and then to the ground. This gesture stands for a portion of blessing. Then, the groom is offered sweets and sherbet. As the groom gets into the bride's house or wedding venue, rosewater is sprinkled on him. The Shubho Drishti ritual is performed when the bride and groom first look at each other.

The Mala Badal ceremony is the exchange of flower garlands between the bride and groom along with the chants of mantras. As a part of Saat Paak ritual, the bride has to sit on a low wooden stool called Pidi that is lifted by her brothers. Then, the girl is taken around the groom seven times in circles, which symbolizes their union. During the Sampradhan ritual, the bride's responsibility is given to the groom by her paternal or maternal uncle. After this, the Saptapadi ritual takes place. The Basar Ghar ceremony is a custom in which the newly weds are given a warm welcome in the bride's house and are served a delectable dinner. During the Bashi Biye ritual, the next morning after the wedding, the groom applies vermilion on his wife's forehead. Then the newly married couple visits the Mandap, and worship the Sun God.

During the Bidaai Ceremony the newly weds leave for their home, after being blessed by all the elders. The Bou Baran ritual is performed to give an affectionate welcome to the newly weds in the groom's house. The wife of the groom's elder brother carries a plate containing Atta and milk and places it under the bride's feet. The bride then has to enter the house escorted by her sister-in-law. The imprints of her feet on the floor of the house are preserved for a while. She also receives blessings by all the members of the house. In the Bou Bhat ceremony, the bride serves the members of the house and eats her first meal in her husband's house. A reception party hosted by the groom's family mostly takes place in the evening.

West Indian Wedding Traditions



An Indian wedding involves a lot of fun, frolic, celebrations, rituals and holy ceremonies. Indian wedding traditions are gaining popularity across the length and breadth of the world. In fact, many foreigners seek to get married in India by indulging in Indian wedding traditions. Owing to India's rich cultural diversity, wedding traditions differ slightly according to the region. The West Indian wedding traditions mainly include the traditions of Maharashtrian, Gujarati and Marwari weddings.

The Maharashtrian wedding ceremony exhibits wonderful magnificence. Usually, marriages among the Maharashtrians take place in the morning. An auspicious time or Muhurat is chosen, which is known as the Goraj Muhurat. During the ceremony at the time of Shubh Muhurat, the girl's maternal uncle escorts her to the Mandap. The girl and boy are not allowed to see each other for some time. Then the shlokas are chanted and this is followed by the removal of Antarpaat. People shower Akshata (unbroken rice) on the couple. The garlands are then exchanged between the bride and groom and the couple takes Saat Pheras or Mangal Pheras in front of the holy fire.

After the marriage ceremony, Laxmi Narayan puja is conducted, in which the bride and groom are worshipped as Goddess Lakshmi and Lord Narayan. The girl's hand is formally given to the groom in the ceremony known as Jhal Phirawne or Kanya Daan. There has been a custom among the Maharashtrians to change the name of the girl after marriage. This ceremony, if held is usually performed the groom's house. The reception party is hosted on the night of marriage, for which a special feast is prepared.

Gujarati wedding ceremonies begin with offering prayers to Lord Ganesha and seeking his blessings. Like any other traditional Indian wedding, Mehndi and Sangeet ceremonies follow it. Jaimala or flower garlands are exchanged between the bride and the groom twice. First time, the groom is on a higher platform than the bride, while, the second time, they are at an equal level. In the Madhuparka ceremony, the groom's feet are washed and he is given honey and milk to drink. While the ceremony is on, the bride's sisters attempt to steal the groom's shoes, known as 'Juta Churai'. The groom who seeks to have his shoes back handsomely rewards them for this later.

One of the most important wedding rituals is Kanya Daan in which the bride's father washes the groom's feet and gives his daughter's hand to him hoping that he will take good care of her. The bride is considered to be a form of Goddess Laxmi and the bridegroom is considered to be Lord Narayan. Hasta Milap ceremony involves the tying of the groom's shawl to the bride's sari. The tying of knot and the joined hands of the couple are emblematic of the meeting of the two hearts and souls. The family and relatives sprinkle rose petals and rice grains on them.

Pheras come next and are rounds that the couple takes around the sacred fire, as the priest chants mantras. Saptapadi are the seven steps that the married couple walks together and takes seven vows. Then, the couple seeks the blessings of their parents and other elders. This marks the conclusion of the wedding ceremony and is followed by a reception party. In the Vidaai ceremony, the bride bids farewell to her parents, friends and relatives and both of them part moving towards their home, with a new life awaiting them.

After region let's now discuss religion. India has wide diversity when it comes to religion so let's have a look at the 4 religion i.e.

- **HINDU**
- **MUSLIM**
- **SIKH**
- **CHRISTIANS.**

❖ Hindu Marriage



Hindu marriages signify customs, rituals and elaborate celebrations. Traditional Hindu wedding ceremonies mostly last for four to five days. And the function is divided into three parts pre wedding ceremony, main day ceremony and post wedding ceremony. Each day has its own significance and meaning. The pre wedding celebrations mainly includes engagement, sangeet, Mehndi, haldi and tilak. Each of the custom has an importance. The main day function is the wedding day and the post day rituals include Vidaai and reception. A wedding is an important religious ceremony in the Hindu religion and one of the most important of the sixteen Hindu sanskars or sacraments. It is not only establishing the bond between two people, but also the bond between two families.

Hindu weddings usually take place at bride's place or at a common place decided by the bride and groom's family. The marriage ceremonies are supposed to take place at an open space under a decorated canopy usually called Mandap.. One of the most important ritual of Hindu wedding is the seven step or sapta padi taken together by the bride and the groom while the seven vows or promise led by a priest or Brahmin. They take the vows before god symbolized by fire and light. These seven promises taken together by the bride and groom build's the foundation of their relationship and marriage. It speaks of the loyalty, love, and commitment they will share in their married life.

Today the wedding ceremony is celebrated in an elaborate and lavish manner. With commercialization of everything wedding too has become a commercial affair. But still today also the actual essence and reason behind marriage function remains intact. The bride and the groom are dressed in traditional Indian wear. Where the bride wears ethnic Indian sari and jewelry and the groom wears traditional Sherwani and pagri or turban on his head. The wedding place or Mandap is beautifully decorated where family members, relatives and friends gathers to enjoy dining and lunch for four to five days of the wedding celebration. People from different strata of the society celebrate according to their status but the real significance behind the marriage remains same in every society. And that is coming together of two souls for eternity. This is what Hindu wedding is all about. About tradition, culture and enjoyment.

❖ Muslim Marriages



Muslim culture has always held a character of uniqueness and traditionalism. Weddings in Muslim culture are held under a special Muslim Personal Law. The marriage in Muslims is contract based and the law strictly demands that none of the two people should be forced into a marriage. The wedding or Nikah, as it is called in the culture, thus takes place in presence of a Maulvi who reads verses from the Quran and asks for the proposal (from the side of groom) and acceptance (from the bride's side). This ceremony called Ijab-e-Qubul also involves the acceptance from the bride regarding the amount of dowry, which has been pre-decided. All this is done in front of two witnesses.

A typical Muslim wedding is celebrated with great grandeur over a period of five days and can be held at either the bride's or the groom's place or at some other place. There are a number of ceremonies held, which gives the families extensive time to entertain their guests.

We, at exotic Indian wedding, have a complete understanding not only of the customs and rituals of Indian weddings but also of the complexity and variety in which they are performed. Our wedding planners are capable of creatively managing the different aspects of any wedding in India, right from the varied wedding venues to the arrangement of different cuisines to suit the style of the wedding. If required, we can also find out the finest details regarding the costumes and jewellery.

➤ PRE WEDDING RITUALS

Legan Chir: This ceremony takes place as soon as the wedding is fixed. In this ceremony, the groom's father sends some cash present to the bride's father.

Mangni or Engagement: This ceremony involves exchange of rings. According to Muslim customs, the couple is not supposed to go out together after this ceremony until the time of marriage.

Day 1 and day 2 ceremonies: On these days first the bride's relatives go to the groom's place and then the groom's relatives go to the bride's place. Both the parties carry Mehndi or henna paste in a plate. The children light candles before entering the houses. Then, the dinner is served to the guest and songs are sung teasing the couple.

Manjha Ceremony: This ceremony takes place on the third day and during this, haldi or turmeric paste is applied on the bride's body which is given by the groom's family. The bride here wears yellow clothes. After this ceremony, a married friend of the bride spreads the haldi all over her body before she takes a bath and accompanies her everywhere. This ceremony involves a lot of celebration and singing.

Mehndi Ceremony: This ritual takes place at the bride's home on the eve of the wedding day or some days before it. Here, Mehndi is applied on the hands and the feet of the bride. It also involves a lot of singing and dancing. After this ceremony the girl is not supposed to step out of the house before marriage.

Arrival of the Groom: The groom arrives on the venue with a procession of friends and relatives either on a horseback or in a car. Playing of music and beating of drums accompany the arrival. On his arrival, the groom exchanges a sharbet (a sweet drink) and money with the bride's brother. The bride's sisters welcome the barat by humorously hitting them with sticks wrapped with flowers.

➤ WEDDING CEREMONY

Nikah: the traditional Muslim wedding takes place with the bride and the groom sitting in separate rooms or in the same room separated by a curtain though it is not in case of all the weddings. The elders decide the meher, which is a compulsory amount of money given by the groom's family to the bride's.

Then the Qazi reads verses from Quran and asks the bride for her agreement to accept the meher and the groom as her husband. Once she gives her consent, the Qazi reads this Nikah-nama or the marriage contract to the groom. After consent is received from the groom, the Nikah-nama has to be signed by the couple, the Walis or the witnesses and the Qazi.

After this, the groom goes to the women's section and offers gifts to the bride's sisters and receives blessings from the elder women. Then, the feast is served. When the meal is over, the bride and the groom are made to sit together with a long scarf covering their heads and the priest makes them read prayers.

They are then asked to see each other's reflections in a mirror and Holy Quran is kept between them. Dried dates, which are religiously significant and sweet dish, are then served to the guests.

Then, the groom is supposed to spend the night separate from the bride, in the bride's younger brother's room. On the next morning, the bride's parents give him money, gifts and clothes.

➤ POST WEDDING CEREMONY

Rukshat: This ceremony marks the departure of the bride from her house. The parents give her hand to the groom asking him to take care of their daughter.

Valimah: This is the reception ceremony, which takes place at the groom's place, which involves a grand feast and meeting of all the relatives and guests of both the families.

Chauthi: on the fourth day after the wedding, the bride is supposed to visit her parents' home.

❖ Sikh Marriages



Sikh weddings take place during the day and it is joyous and festive event, which is family orientated however not so ceremonious or elaborate. Conventional Sikh wedding is known as Anand Karaj which means 'Blissful Union'. Gets Holidays is an expert and experienced in transforming your wedding dreams into reality. We will arrange your wedding and try to fulfill your entire wish that you have dreamt all the time. We will arrange as per your choice at much lesser a price that you will have to incur in the west.

➤ Pre-Wedding Rituals:

Some interesting and colourful pre-wedding rituals are given below:

Kurmai or Engagement: An engagement ceremony is not mandatory but sometimes performed a week before the wedding in the Gurdwara or at the home of the boy. Kurmai involves Ardas (the common Sikh prayer), Kirtan (hymns from Sri Guru Granth Sahib) and Langer (community meal) if performed in the Gurdwara. If performed at home, the bride's family visits the house of the groom and present Kara, kirpan or sweets besides auspicious items like coconut, dry dates, sugar and money. The bride's family is gifted with a traditional suit and sweets for the girl.

Maiya: It is a common ceremony in Sikh Wedding. It requires incarceration of the bride and groom for a few days before the marriage, where they are not allowed to change clothes and go out of their homes.

Gana: A propitious thread, which is red in colour, is tied to the right wrist of the groom and the left wrist of the bride. More prosperous items such as cowrie shells, an iron key chain, pearls and a small silken bunch containing sugar are suspended from the gana worn by the bride.

Vatna and Mehndi: Two days prior to the wedding, vatna, which is essentially a fragrant powder consisting of barley flour, turmeric and mustard oil is applied to the bodies of the bride and groom in their homes. This is to be followed by a sacramental bath. On the day before wedding, called Mehndi ki raat, henna is applied on the hands and feet of the bride.

Gharoli: At the groom's house in the morning of the wedding is marked by the gharoli ceremony. During this ceremony, the groom's sister-in law go together with other female relatives go to a nearby well or Gurudwara to fill an earthen pitcher with water which is later used to bathe the bridegroom.

Khare Charna: Here, the groom is asked to sit on a stool for his bath and four girls hold a cloth above his head.

Chooda Ceremony: For this ritual Bride's maternal uncle takes her for the Ceremony. She is made to wear a set of red and white ivory bangles dipped in buttermilk (if not ivory then plastic can be the other option). Kaleeren or golden metal dangles are tied to the bride's wrist by her close female relatives. The bride then dresses up for the main ceremony.

Ghodhi Chadhna and Milni Ceremony: At the groom's house, his sisters tie a sehera or traditional floral veil to the boy's forehead. Relatives prettify the groom's neck with garlands of currency notes. The bridegroom mounts a decorated mare while his sisters-in-law put collyrium in his eyes. On reaching the bride's house the Milni ceremony is held with the seniors of both families embracing each other. Shabads are sung and the ardaas performed as the procession enters the Gurudwara. Then Breakfast is served to the guests.

➤ **Wedding Rituals:**

A noticeable feature of the Sikh wedding is that it takes place in the Gurdwara. Besides, only four Pheras take place in a Sikh wedding.

Lawan Phere: When this ceremony starts with the Sri Guru Granth Sahib Kirtan where the bride and the groom sit together to attend this. The bhajji of the Gurudwara narrates the first lavan or hymns from the Guru Granth Sahib, which are then sung and the bride and groom encircle the Guru Granth Sahib. The bridegroom walks in front of the bride with a sword in his hand. When one round is over, both take their place, bow and wait for the next lavan to start. During the fourth and the last lavan, the wedding is complete and the newly wedded couple is then showered with flowers. The hidaayats or their duties and responsibilities towards each other as man and wife and also towards their elders are recited to them. Relatives and friends garland the newly wedded couple and the marriage ceremony concludes with a grand feast.

➤ **Post-Wedding Rituals:**

Description of a Post-Wedding Rituals:

Doli: the bride puts on new clothes, which are given by the groom's family. Then as she goes from her parent's house she throws back grains of rice which symbolizes her wishes of opulence for the family she leaves behind.

❖ Christian Marriages



Wedding marks the union of love, kindness, affability and graciousness between two individuals. It is a ligature not only between two bodies but also between two souls. Rituals and customs are the main attire of all weddings. It is a divinity followed religiously across the globe.

Christian weddings too follow certain rituals and customs of the land of their birth into the main ceremonies rest is all the same. Christian weddings could be with or without a 'mass'. But preferably people opt for weddings in presence of holy mass for some extra blessings to their marriage.

The process may be anything but there are some Pre-Wedding, Wedding Day and Post-Wedding rituals to follow.

➤ Pre-Wedding Rituals:

Engagement: Following the Christian tradition, the groom and his family stopover at the bride's house. In presence of the priest and with his blessings the bride and the groom exchange the engagement rings. This ceremony signifies the beginning of a period during which the boy and girl get to know each other. If they decide to marry, it can happen in six months time.

Attending a Preparatory Course: The bride and groom attend a Marriage Preparatory Course. They can choose the course between one-day to three-days. To partake in this course the prospective bride and the groom are needed to fill a form affirming their personal details. Then they take an oath on the Holy Bible that they have not withheld any information. Besides, they should also produce their birth certificates. The priest announces the decision of the boy and the girl to marry after three successive Sundays in the church. In case one of the parties has concealed or distorted any information, anyone can make it public during this period. Soon after the course the bride and the groom are free to marry.

Bridal Shower: This is an informal party, which is hosted by the bride for bridesmaids, and close relatives. This is the bride's last party as a maiden. It is more of a girl's night out, where the bride's friends bring her gifts to be used in her new home. Games are played and the affair is generally a fun filled affair. The bride also gives away gifts to the bridesmaid and serves a pink cake with a thimble hidden inside. It is said that the girl, who gets the piece of cake with the thimble, will be the next to get married.

The Bachelor Party: The Bachelor Party is actually a stag party hosted by the groom on the eve of the wedding. Like Bridal Shower, Bachelor party too is the last party as a bachelor. It is habitual to raise a toast before the drinking begins in solemn.

Arrival at the Church: The bridegroom reaches the church first and waits for the bride to arrive. As the bride arrives at the church premises, the best man, from bridegroom's party welcomes her with a kiss and a wedding bouquet. The priest then escorts the couple into the Church. The choir welcomes the bride and the groom with a special song. In front of the altar two decorated chairs are placed for the bridal couple.

The Wedding Mass: With the wedding procession in tow the couple walks down the aisle. Then the ceremony begins. The Priest welcomes them into the Church and proffers them his good wishes. The wedding ceremony begins with song and selected readings from the Bible. The couple and their relative have to walk to the plinth and read some holy messages from the Bible. Later, the priest delivers the sermon, where he explains the sanctity of marriage.

➤ Wedding Rituals:

The Nuptials: During the nuptial the couple is asked few questions in the presence of two witnesses. Answers are expected in full honesty. The priest normally asks whether they are marrying in their own free will or not. The couple has to answer honestly and maintain the sanctity of the church.

The Solemn Promise: This is the time when the couple takes vows with the guidance of the Priest. The couple is asked to join their right hand, which symbolizes union. The individual repeat the following after the priest, "I, _____, take you, _____, to be my wedded wife. With deepest joy I receive you into my life that together we may be one. As is Christ to His body, the church, so I will be to you a loving and faithful husband."

Exchange of Rings: Holy Water given on the joined hands for blessing by the priest and also to the rings so that the couple that wears them will live happily ever after and should have faith in each other, do the Lord's will and always live together in peace, goodwill and love. Then the couple put them on each other's fingers with these words - "With this ring I wed thee, in the name of the father and of the son and of the Holy Spirit, Amen". At this point, the priest pronounces them man and wife and asks the groom to kiss the bride. The groom lifts the veil to do the honor.

Prayer Service: The mass proceeds with the prayers of the faithful, petitions for blessings on the couple and finally an offertory pageant. The couple brings gifts like a house made of thermocol, candles, and flowers, fruits, Bible and rosaries that are symbolic of a happy married life. The priest baptizes them. He then gives them sacred bread and wine which stand for the body and blood of Jesus Christ. The assembly jointly recites Our Father, a Biblical prayer and then congregation receives Holy empathy.

Nuptial Blessing and the Recessional: The empathy follows and the mass ends with the signing of the register, which provide as a valid legal document of marriage. The copy of this document is sent to the Registrar of Marriages. The couple pose for photo session at the altar with the bridal company and then walks down the aisle arm in arm to the 'The Wedding March'. A choir convoys nuptial masses, with a special solo at communion.

➤ **Post-Wedding Ceremony:**

In a Christian wedding, the post wedding ceremony is the reception held to celebrate the wedding. Relatives, friends, and colleagues are invited to a grand gathering. They newly wedded couple cut wedding cake and feed each a bite of the first slice. In honor of the newly-weds the Toastmaster proposes a toast. The bride and groom get time for their 'first dance'. The bride and her father then groom or the bride's mother, the bride and the best man or the groom and the maid of honor, the bride and the groom's father or the groom and his mother follow their dance. After dinner is over, the couple leaves the reception. At this occasion the bride must throw her bouquet behind her. The girl who gets it will be the first to marry, according to the belief.

❖ Wedding mainly includes all these:

❖ Venue Selection	❖ Travel Arrangements
❖ Invites and programmes -Mailing / Courier -RSVP -Compilation	❖ Gusset list assists with systems -Friends -Customers -Vendors -VIPs -Others
❖ Fireworks	❖ Floral Arrangements
❖ Plants	❖ Balloons
❖ Linen	❖ Chair Covers
❖ Table Cloths	❖ Naperons
❖ Sashes	❖ Suspensions
❖ Drapes	❖ Costumes
❖ Prop/sets/special fabrication	❖ Landscape - special effects
❖ Security -(CCTV) monitoring room -Stamping -Plain Clothes Security	❖ Lighting -General Ambience -Special Effect Lighting
❖ Food and Food Service -Crockery -Cutlery -Service ware -Glassware	❖ Refrigerated trucks to transport the food from kitchen to venue
❖ Gastronome boxes to maintain the food at particular temperature	❖ Mocktails and Cocktails Services
❖ Signage	❖ Pictures

<ul style="list-style-type: none"> ✦ Backdrops 	<ul style="list-style-type: none"> ✦ Hand Furniture / Fixture / Equipment -Chairs -Tables -Dance Floor -Ashtrays -Garbage bins -Water Dispensers
<ul style="list-style-type: none"> ✦ Tents 	<ul style="list-style-type: none"> ✦ Music/band
<ul style="list-style-type: none"> ✦ Utilities - uninterrupted supply of -Gas -Water -Electricity 	<ul style="list-style-type: none"> ✦ Compere / Master of Ceremonies
<ul style="list-style-type: none"> ✦ Housekeeping / Janitorial / Ground keeping 	<ul style="list-style-type: none"> ✦ Mobile Toilets
<ul style="list-style-type: none"> ✦ Photographers 	<ul style="list-style-type: none"> ✦ Return Photographs
<ul style="list-style-type: none"> ✦ Parking / Valet Services 	<ul style="list-style-type: none"> ✦ Car Hire / Transportation
<ul style="list-style-type: none"> Complete shoot -Photographs -Video 	<ul style="list-style-type: none"> ✦ Communication Equipment -Pagers (Host Identified) -Walkie Talkies -Two way communication
<ul style="list-style-type: none"> ✦ Hostess / Facilitators 	<ul style="list-style-type: none"> ✦ Garbage Disposal
<ul style="list-style-type: none"> ✦ Emergency Services -Medical -Ambulance -First Aid 	<ul style="list-style-type: none"> ✦ Entertainers - India / Overseas -Stars -Artistes -Orchestra
<ul style="list-style-type: none"> ✦ Permission and Compliances 	<ul style="list-style-type: none"> ✦ Safe Deposit Vault for Valuables
<ul style="list-style-type: none"> ✦ Event Occasion Dress - Host 	<ul style="list-style-type: none"> ✦ Grooming -Hair Dresser -Beautician
<ul style="list-style-type: none"> ✦ Pandit / Priest 	<ul style="list-style-type: none"> ✦ Services for the people with special needs -Wheel Chairs
<ul style="list-style-type: none"> ✦ Projection Screen 	<ul style="list-style-type: none"> ✦ Mehendiwali
<ul style="list-style-type: none"> ✦ Paanwala 	<ul style="list-style-type: none"> ✦ Return Gifts / Thank you Cards
<ul style="list-style-type: none"> ✦ Helpdesk / Lost and Found 	<ul style="list-style-type: none"> ✦ Press Coverage

❖ Preparation/Ceremonies

SHOPPING & TROUSSEAU

A variety of Packaging Ideas and Styles for Trousseau to Gifts & Shopping. Also Providing Assistance in Shopping of Bridal Trousseau such as: Cars, Designer Furniture, Electronic Gadgets, Antique & Sculptors, Illuminations & Chandeliers, Carpets, Bed Sheets & Furnishings, and Interior Decoration etc.

VENUES & ACCOMMODATION

Selection of appropriate Venues i.e. Hotel, Resort, Banquet, Farm House, Private Bungalows, for Prewedding, Wedding & Post Wedding Functions like : Roka, Engagement, Goad, Tikka, Ring Ceremony, Mehendi, Sangeet, Cocktail, Bachelor Party, Wedding, Reception etc. Also Venues for Organising Weddings such as Destination Weddings i.e. Weddings in Mountains/Himalaya, Beaches.

Royal Weddings such as Marriages at Fort & Palaces.

Adventure Weddings such as Weddings in Air, Under Water & at Mountains etc.

Hotel Rooms/Accommodation for the Guests staying in for different functions. Traditional Welcome of the Guests. Special Check in Counters, Gifts, Souvenirs, Information Booklet and Billing Information in their rooms. Co-ordination, Control and Management of Services and Arrangements at the Venue.

STYLIST SETS, THEMES, CONCEPTS & DECORATIONS

Vendor Selection, Planning and Providing Budgets for The Stylist Sets, Themes, Concepts and Decorations such as Floral, Tent & Electrical. Also Styling Apparels, Jewellery, Footwear, Accessories, Food and Music according to Theme of the Party. Supervision and Flawless Execution of the same.

Florist: Also Theme Designing and Execution of fresh seasonal Flower Decoration (Indian/Imported) along with Fabric, Light & Accessories. Candle/Diya Lighting and Balloon Releasing etc. according to theme of the Party.

Also Designing of Accessories like, Table Center Pieces, Fresh Flower Jewellery, Bangles, Tattoo Set, Decorated Lamps, Diya's, Floating Diya's & Balloons.

Stage, Light and Sound: for different functions as per the mood of The Party.

MENU PLANNING, F & B AND BAR TENDERING SERVICES

Identifying Chefs/Caterers as per needs and Theme of The Party. Menu Planning with the Chef. Accordingly, its display, Buffet and Sitting Arrangements, Personalised Service and The Bar Tendering/Juggling Services.

DESIGNERS & ACCESSORIES: Co-ordinating with

Designers: for Designing of Apparels, Jewellery, Footwear, Watches, Strolls, Purses & Hand Bags, Sun Glasses & Lenses, Leather Accessories as per latest trends.

Mehendiwali: Professional Mehendiwali with Arabic, Gujrati, Rajasthani Designs. Churiwali, Bindi, Tattoo, Parande wali, Astrologers, Puppeteers for Mehendi & Sangeet.

Beautician & Stylist: for Beauty & Slimming Treatment of the Bride/Groom and their Family. Personal Care & Fitness, Skin Care & Laser Treatment, Aromatic & Herbal Product, Cosmetic & Perfumes, Body Art & Body Sculpting, Bridal Makeup, Hair Care & Styling, Personality Development & Grooming. Wedding Counselling. Physical.

CHOREOGRAPHY, MUSIC & ENTERTAINMENT:

For each function i.e. Professional Male & Female D.J., Live Music, Army Band, Shehnai, Regional Singers, and Dancers & Performers. International & National Entertainment. Celebrity/Artiste Management. Model Management. Fashion Shows According to Theme of the Party. List of the Songs which must repeatedly and not to be played at all.

Choreographers: for Sangeet, Mehendi and Bachelors Party.

PHOTOGRAPHER STILL & VIDEO

Selecting, Still & Video Professionals having knowledge of Light and Whether, Portfolios. Creating Studio setup, Smooth ending, and Special effects, Specialized Music, Mixing Childhood Photographs, along with interview of The Family Members on DVD & Golden Ringed Album.

Providing list of The Guests to be photographed. Supervision and Co-ordination, Web Casting and Web Paging of Wedding to the International Audience. Presentation of Highlighted DVD, Posters, Instant Framed Photograph, Family Calendars, Playing Cards, to all The Guests as Souvenirs. Also Creating Art Gallery, Children Corner, Signature Photograph facility for the Guests.

RENTALS

Organizing and Co-ordinating with ancillary support:

Security Agencies: for Security and Valet Parking,

Hospitality Services: Hostesses & Ushers for receiving of The Guests. Traditional welcome. Welcome Drink. Hot/Cold Towels. Separate Check in Counters.

Tours and Travels: Local Transport during their stay. Guides for Local Sightseeing and Shopping. Car Rentals. Luxury Coaches, Chartered Planes, Helicopters, Wedding Car (Limousine). Blissful Honeymoon Destinations (India/Abroad). Wedding day transport. Visa.

DESTINATION WEDDING

Helpdesk to receive the guests. Luggage Tags. Welcome Kit containing literature & Tin Coke/Juice, Mineral Water Bottle, Assorted Fruits/Cookies/Chocolates for journey. Newspapers/Magazines. Event Information Brochure. Guide for sightseeing and on the way journey.

Lunch or Hi-tea on the way.

Welcome Drinks on arrival. Hot/Cold Towels on arrivals. Separate Check in Counters. Welcome letters giving details of functions and meal venues. Billing Instructions. Key Tags. Rituals and Ceremony brochure.

Organising during their stay: Traditional Indian Music and Cultural Entertainment. Puppet Show. Magician. Animators. Tennis Court. Badminton. Croquet. Table Tennis. Volleyball. Badminton. Pool. Sauna. Gym.

Special corporate games like: Treasure Hunt, Breaking the chatty blind fold. Beer Drinking Competition. Tug of war. Football/Cricket at night. Musical Chairs

a. Telecommunications: Mobile Phones. Willkie Talkie sets.

b. Publicity: Co-ordination and Management of all publicity related activities.

c. Secretarial Services. OH Projector. LCD Projector. Cordless Mikes. Audio-Visual Arrangement. Live Telecast. Hostesses. Tiffin Services/Pack Foods.

ANCILIARY SUPPORT

- Priest. Pooja Kit. Mehandi Kit,
- Doctor on Call. Postal Services.
- Fire Works. Pyrotechnics. Laser Works.
- Children Rides, Games & Stalls.
- Mobile Toilets. Mobile Urinals. Wash Rooms. Green Rooms. Mist Fans.
- Band. Ghori. Palki. Buggy. Elephant. Camel. Horses. Chatters. Torch Bearers.
- Power Supply/ Sound Proof Gen Set.
- Pest Control Arrangements
- Fire Fighting Arrangements
- Gift Registry
- Wedding Insurance
- Wedding Certificate
- Extra Help : Cooks, Servants, Drivers.
- Mithai
- Groceries

❖ List of Wedding Related Services

- Recommendation, facilitation, negotiation and finalization with vendors
- Venue Selection
- Floral - ordering and application
- Designing by a Floral designer
- Accessories - napkin rings, candles, table enhancements, table arrangements
- Concept based F&B services
- F&B consultation – food and layouting
- Transportation
- Artist management
- Event Show Run
- Invitation
- Photographer/ Videographer
- Fireworks
- Guest movement Logistics
- Airport Management
- Residential Venue Management
- Departures
- Co-ordination with all vendors
- Ambience & Intelligent lighting
- World-class bartending

❖ CHANGE IN TRENDS IN INDIAN WEDDING PLANNING

They are many changes which have occurred in Indian wedding arena which has created an opportunity for more business in wedding related goods and services and led to establishment of Indian wedding Industry. The same is reflected by analysis the trends in these services and arrangements as given below:

1. Matrimonial Services:

In order to search the ideal life partner, prospective brides and grooms are using the medium of matrimonial sites. These are online portals where one can by uploading their details, photograph and partners preference and can search the website database based on various criteria such as location, religion, occupation and etc. This way they can find their ideal life partner. The various matrimonial sites are shaadi.com, bharatmatrimonial.com, jeevansaathi.com, vivah.com and etc. The various packages which are commonly provided by all these sites include free registration, fee- based utilities (e-matchmaking, online chatting, email/SMS alerts), personalize services, community specific search, horoscope matching, marriage counselling and many more. They are month wise packages and price can vary from Rs 3600 for 3 months to 8100 for 9 months. The details of the various matrimonial sites are given below:

They are also specific categories matrimonial sites for people who are divorced, have recovered from cancer, are in the age group of 40-50s and etc. Besides these matrimonial sites, networking sites such as facebook.com, twitter.com are also being used to gather matrimonial information. The advantage of using such medium is that they can be accessed anywhere, widens the area of search and gives opportunity to interact with more people. The market share of Indian online matrimonial business was 540 crores in December 2013 and is expected to grow to 720 crores by 2017 as per NASSCOM.

2. Pre Matrimonial Investigation:

Parents are now hiring detectives to do investigation about the suitors, so as to get more background information about the other party. The request for information varies from lifestyle, habits, income, past relationship and family's social reputation. Also certain times, bride's parent request information regarding mother in law habits and her reputation. The reason for increase of such service is due to increase in no. of fraudulent cases being reported and now days due to online sites where the couple meet, the involvement of parents has become less. The investigation usually lasts for a month and each case costs around Rs 25000- Rs. 40000. Methods include surveillance, disguises, social network tracking and etc.

3. Wedding Shopping:

The most important part of wedding is shopping for clothes, jewellery, matching accessories, wedding trousseau not just for the main occasion but for various events be it mehendi, sangeet, engagement or cocktail. There is an increase in demand for designer wears by Sabyasacchi, Ritu Kumar, and Tarun Tahilini to name a few. They not only provide the option to buy from their stores but one can purchase online through their website. The groom as well as the relatives of both the sides goes shopping hunting to find the right designer wear for each occasion.

They are fashion shows such as Bridal Fashion Week as well as Bridal exhibitions are being held during wedding season where buyers gets the chance to see bridal collection of clothes, jewellery and accessories. The exhibitors not only include famous designers but various fashion boutiques located in different parts of India. The range of designer bridal offer varies from Rs 40,000 to 50 lakhs or more. For some of the designers their main the source of earning comes from wedding season. The gold and diamond market is worth Rs 60,000 crores and peak time of sale is during the wedding season.

4. Beauty Services:

The demand for beauty consultants, make- up artists, dieticians, gym instructors increases during the wedding season as both the bride and groom wants to look ravishing and their best on the wedding functions. There are various pre bridals and make up packages which include various services being offered ranging from Rs 5000 to Rs 50000. The dieticians are being approached where the married couple wants to slim down in 2-3 months;

packages offered by them vary from Rs 2000 to Rs 5000 per month. Then they are beauty consultants who are also being approached for services such as scar remover, skin treatment and etc. This has created opportunity for these small scale parlours and consultants to expand their services during wedding season and many of them provide discounts too.

5. Mehandi:

Even though the Mehandi ceremony is traditional but the designs of Henna are no longer limited to intricate motifs. With globalisation, there is emergence of new styles of mehandi such as Arabic style, Persian style, designer style, red mehandi, tattoo mehandi and etc. The bridal mehandi costs from Rs 2000 to Rs 21000 depending on the intricacy of design and type of mehandi. For the rest of wedding members it is charged at Rs 75- 150 per hand.

6. Invitation Cards:

The Indian wedding card market is worth Rs 10,000 crores annually. The cost of each invite varies from Rs 500 to Rs 1500. Delhi has more than 500 card printers and as well they are many online sites providing not only the option of designing cards but also the option to manage the guest lists and deliver the cards. In case of invitation cards, the trend of giving invites with sweets has long gone. Now days, people are asking for customised cards with their photos printed. When it comes to boxes accompanying the invitations, it doesn't contain the traditional sweets, but have itaar, kesar or chocolates, cakes, pastry. This has expanded the market for local chocolate and cake makers who operate on a small scale.

7. Arrangement of Functions:

As discussed, Indian wedding is not just one day celebration but consists of multi events which last for a week or more. The events such as roka, sangeet are no longer small scale functions are organised at home. For each function, families have to decide majorly about the venue, tents, decorations and caterers.

A. Venues:

Destination weddings are the highlight of Indian wedding where the whole wedding party relocates at a specific place for wedding period to celebrate the various functions. The famous destination places are palaces of Jaipur, Udaipur, Jodhpur and beaches of Kerala or Goa. The cost of destination wedding usually goes up to Rs 1 to 2 crores as it involves travelling and hotel arrangements for guests. The other venues for wedding are Farm houses, banquet halls and hotels. A five-star venue for 400 guests can be hired at Rs 16 lakhs per day without food and decorations while that of Banquet hall turns around 1 to 2 lakhs.

B. Tents & Decorations:

With the trend of theme based wedding, the design of tents involves elaborative and innovative structures such as palaces, the Seven Wonders of the World and etc. There is detailed attention paid to lightening, fabrics, furniture and decoration being done. There is no limit one can spend on tent and decorations. In certain areas of Delhi, the tent providers set up the wedding tents for the whole season in open field where many wedding can be conducted. This saves them the cost of removing and putting structure again. Even in case of indoor wedding, miniature tents are being put up. The entry of bride and groom is more like Bollywood style with both of them entering in separate chariots like pearls in an oyster. Also, the groom style is welcomed by giving roses or key chains to ladies and stoles or brooches to gentlemen.

C. Caterers:

The food being served has no limits to types of cuisines being served at the wedding. The trend is of multi cuisine which includes Indian cuisines such as North Indian, South Indian, Rajasthani, Malwari and International cuisines such as Chinese, Italian, Japanese Lebanese and etc. The catering food is the one thing which instead of being eaten by guests, eats away the budget. The weddings have been highly criticised for the amount of wastage of food being made. The cost of plate varies from Rs 1000 to Rs 5000 per head.

8. Entertainment:

Indian weddings are incomplete without dance and music. The time has changed when randomly people used to dance without any script. The services of professional choreographers are being hired to teach dance to bride, groom and family members of all age groups who perform at the functions. They even prepare scripts and make a story line giving it the Bollywood style. The fee charged by them is in the range from Rs 4000 to Rs 10,000 depending on how many songs have to be choreographed and duration of the performance. In certain lavish weddings, the bollywood stars and singers come to perform which can cost from Rs 20 lakhs to Rs 1 crores depending on the popularity of stars. Besides there is performance by small scale dance groups as well as music by DJs which costs around Rs 5000 or more.

9. Photographers:

The services of the photographers are not just limited to shoot videos and captures photos of the entire wedding. They are providing new bundle of services such as printing posters of the couple which are displayed at the wedding venue, shooting Bollywood style video of couple which is shown during the wedding function and providing frame photographs of guests which can be given as memento to guests after the wedding and etc. the cost of photography and Videography varies from Rs 60,000 to Rs 2.5 lacks or more depending on no. of photographers, duration and album type selected. This market is growing at the rate of 35 to 40 percent annually.

10. Wedding Planners:

The most important change in the wedding Industry is emergence of Event management companies or the wedding planners who make all the arrangements of wedding from start to end as mentioned above. With hectic schedule and limited time, it becomes difficult for people to make so many arrangements of wedding; hence the demand to outsource it has increased. The wedding planners provide customised wedding within the budget specified. In Delhi, they are many wedding planners with their own team partners who plan wedding of different scale and they usually charge a commission of around 10% total wedding cost. They are the team behind the lavish and dream like weddings.

❖ The Indian Wedding Industry

Currently, the Indian wedding industry is over Rs 100,000 crore and is growing at 25 to 30 per cent annually. The estimated cost of a wedding with no expenses spared could be between Rs 5 lakh to Rs 5 crore, in India.

▪ The wedding market in India

- No. of Indian marriages in a year : Approx. 1,00,00,000
- Indian wedding market worth : Rs 100,000 to Rs 110,000 crore
- Gold and diamond jewelry market worth : Rs 60,000 crore
- Apparel market (wedding) worth : Rs 10,000 crore
- Durable goods market worth : Rs 30,000 crore
- Hotel and other wedding related market worth : Rs 5,000 crore
- Market Pandal and venue decoration market worth : Rs 10,000 crore
- Favorite honeymoon destinations : Goa, Jaipur and Udaipur
- Goa wedding cost : Between Rs 1 crore to 1.5 crore
- Jaipur wedding cost : 1 to 2 crore
- Wedding cost in metropolitan cities : Between Rs 25 lakh to 70 lakh
- Wedding invitation card market : Worth Rs 10,000 crore annual
- Bridal Mehendi market in India : Worth Rs 5000 crore

▪ Item-wise expenses on Indian weddings

- Dinner cost : Rs 700 to 1000 per person
- Pandal decoration cost : Rs 10,000
- Bridal designer Saree/Lenhga cost : Between Rs 10,000 to 50,000
- Designer Shervani cost : Rs 15,000 to Rs 40,000
- Wedding invite cost : Rs 500 to Rs 1500 per card
- Bridal make up cost : Between Rs 5000 to Rs 50,000
- Bridal Mehndi cost : Between Rs 1000 to Rs 5000

With each passing year, Indian weddings are getting bigger and better offering lucrative business opportunity to players involved. Giving up the basic traditional look, the Indian weddings are donning a more corporate look, these days.

Currently, the country has a population of around 1.25 billion and considering an average family with five members, there are around 250million families in India. With about one marriage per family every 20 years, the country averages roughly 10 million marriages every year. An average 30 to 40 grams of gold is spent in every marriage across the country, thus the total consumption of gold comes between 300 to 400 tons annually.

It is also expected; the per capita income will be tripled in a couple of decades and the per capita consumption of gold during weddings or otherwise will increase. With half of India's population being under 29 years of age, the marriage market is set to boom like never before over the next five to ten years.

If we take the above figures, it means the Indian marriage market is around Rs 1 lakh crore to Rs 300,000 crore annually, if one crore marriages are solemnized in the country annually.

A person, in India, spends one fifth of the wealth accumulated in a lifetime on a wedding ceremony. That means, a tremendous opportunity for retailers to capitalize on.

1.2 Introduction to Topic

- **What Is Market Analysis?**

Market analysis is a research tool — often presented in the form of a report — that helps you better understand a given market or industry.

Market analysis is most often used by enterprises of all sizes who are thinking about venturing into a new market. For these businesses, market analysis can be an extremely valuable tool to establish whether the new venture is a smart business decision.

It as a tool, an assessment, a report, or something else, the basic principle of market analysis is the same: you collect up data about a given market and present it in some meaningful way.

- **What Does Market Analysis Include?**

Market volume

This refers to the size of the given market in terms of the number of participants or units sold per year. Together with market value, it helps illustrate the scale of a market.

Market value

This refers to the size of the given market in terms of the monetary value of goods or services exchanged per year. Considered alone, market value gives a better insight into the size of a market than volume.

Market need

This refers to the consumer need for particular goods or services within the given market. Typically, the higher the need, the more attractive the market.

Competition

This refers to the competition created by other businesses offering the same goods or services in the given market.

Regulation

This refers to the government regulation affecting entry to and operation within the given market. The first two of those factors are described as quantitative, since they're easy to measure. The remaining factors — like market need — are described as qualitative, since they can't really be measured (instead, they can only be described).

- **Reasons to Conduct Market Analysis**

- **To assess viability of a new market**

Market analysis is most often used to assess whether a business should enter a new market. Entering a new market or industry can be an extremely costly and time-consuming process, so it's important to know (with as much certainty as possible) that your new venture will succeed.

- **To thrive in an existing market**

Market analysis can also be used to assess a market in which you already operate. In this case, market analysis can allow a business to better perform in its market, especially by uncovering previously unnoticed factors. Also, market analysis can be a good indicator of whether a business needs to invest more or less resources in a given market, as it can help predict the future of that market.

1.3 Rationale for choosing this topic

The reason behind the selection of this topic because for establishment of new business in market its necessary to know what market means, and my products and offering accepted by customers or not. What are their requirement and what they are expecting from organisation, what competitors offering and what level of competition are there. All this are necessary to know before starting a new venture and survive in to the market. And indian wedding industry is boom for starting new business in india related to wedding.

So, being an MBA student I feel it's necessary to measure the market analysis of indian wedding industry before entering into this business. So, that's why I choose this topic.

CHAPTER 2
LITERATURE
PREVIEW

Sachin K. Parappagoudar

A Study of Wedding Industry in India

The purpose of this paper is to identify and examine emerging trends in wedding and advise wedding planners on strategies to start up wedding planner business in Indian scenario.

Keywords used in this study are Wedding Planners, Wedding Industry, Bridal Outfit, Wedding Jewelry, Wedding Expenditure, Themed Weddings, Destiny Wedding. Conclusion is Wedding industry being part of event management is more promising in future days. The present status is the industry is taking off so still it is unorganized in most parts of India. Undoubtedly lot of scope for further business and research is observed in the study.

Kelly Johanis, Farlane S. Rumokoy, Johan Tumiwa

The influence of corporate image and perceived value to customer satisfaction (study at wedding organizer in manado)

The purpose of this paper is to identify and examine and to study satisfaction level. Keywords used are corporate image, perceived value, customer satisfaction, wedding organizer customer in Manado.

Conclusion of this research are: Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of : corporate image, and perceived value has a positive and significant influence on customer satisfaction. This model applies on wedding organizer customer in Manado. Based on the results of hypothesis testing found that corporate image has significant and positive impact on customer satisfaction on wedding organizer customers in Manado. Corporate image become the second highest impact variable on customer satisfaction in this research.

Deepika Jindal

Study on Indian Wedding Industry- A Growing Opportunity

In this project she found growing opportunity in wedding industry in india. To study the changing trends in Indian wedding in the last two decades and its establishment as an Industry.

Keywords are Indian wedding Industry, Changing trends, Services, Ceremonies, Planning.

Indian wedding Industry is over 100,000 crores industry which is growing at the rate of 25 to 30 percent every year. With the population of 1.5 billion people, they are currently 10 million marriages being held every year. The weddings here are a family celebration which includes multiple events spread over a period of 7 to 8 days. This involves making lot of arrangements to get that perfect fairy tale like wedding which every parents dreams to give to their child be it a girl or boy. Also this is an era of romantic consumerism where the bride and groom want to have that Bollywood and TV serial type of wedding which is being promoted on a large scale. This had led to making arrangements by employing professional for providing goods and services related to wedding. Thus we saw the emergence of new players and new bundle of services being provided by existing players which has given the golden opportunity for professionals and businessmen of both large and small scale to make the best use of this change in trends in Indian wedding scenario.

Sachin K. Parappagoudar, Dr. N. Ramanjaneyalu

A Study on Factors Influencing Wedding Quality by Using Model Developed by Haywood Farmer's Evaluation of Service Quality.

The purpose of study is to identify the main factors which influence wedding quality by using different hypothesis. The purpose of this paper is to identify and examine emerging trends in wedding and advise wedding planners on strategies to start up wedding planner business in Indian scenario.

Keywords used are :Service Quality, Haywood Farmer, Wedding events, Professional Judgement, Behavioural Aspects, Physical Facilities, Wedding Planners, Wedding Quality.

Conclusion is The research identifies the factor influencing more on wedding quality and indeed very useful to understand the mindset of the customers. The study has explored wedding industry around north Karnataka region as well. Further study can be used as base for those who want to explore their career in event management industry or as a wedding planner professional.

Netscribes (India) Pvt. Ltd. (2011)

Wedding Planning Industry in India 2011

The wedding industry in India thrives largely on the Indian notion of characterizing marriage as a singular high-point in one's life. In a bid to make one's wedding unique wedding planning industry derives a reasonable demand owing to their professionalism and touch of precision to make the entire process smooth. Rise in disposable income coupled with time constraints that people face has led to the development of the wedding planning sector in India.

Many brides would even agree that, —a wedding is the celebration of a lifetime, and whether that celebration is a grand fete for hundreds or an intimate gathering of family and friends, it is a day when dreams come true (Davis, 2000, p. 8). The feeling of a dream wedding as a necessity intensifies the lavishness of weddings each year. Significantly more money is spent to create a dream wedding (Otnes & Pleck, 2003). The budget allotted to wedding reflects the social status of that family in the society.

Wedding trends are changing throughout the year and greatly influenced by societal factors in terms of what practices are being followed by the local community as well as the famous personalities such as Bollywood stars and Business tycoons. This paper will familiarise the prospective bride and grooms with the recent trends as well provide insights to opportunities for businesses who want to become part of this Indian wedding Industry.

PAYAL BAHL

Study on indian wedding industry- a new boom

She done Case Study analysis. Here in India wedding are more celebrated like festivals. Indian parents earn throughout there life to cherish the memories of the marriage of there son or daughter. So according to me using this emotion an industry which can take the burden off from the shoulders of bride and groom and arrange the best marriage considering there budget as well can prove to be of great profit.

These functions occur once in a lifetime and then are left only the memories so why not being part of these memories in present and celebrating without tension rather cherishing them in future from photographs.

CHAPTER 3
RESEARCH
METHODOLOGY
OF THE STUDY

3.1 Research problem statement:

In this competitive world due to continuous changes and competition in the market there are many changes in the market and condition ,and consumer demand also. the main focus of the research is to study market for wedding industry in india. Different aspects are considered in this research like budget, themes for cloth,food, and for wedding also. And this survey is to be taken place particularly in surat city.

So this report helps to market study and know of indian wedding industry trends, requirement , and demand.

3.2 Objective of the study:

- To know market size
- To know customer need (requirement)
- To know market segment
- To know trend in market

3.3 Data collection method:

A. Primary data

Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions asked to them will help to study. The data was collected through a questionnaire to understand their experience and preference for the company.

B. Secondary data

To make primary data collection more specific, secondary data will help to make it more useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as different websites and published papers.

3.4 Research Design :

The research design is Descriptive, because we evaluating respondant data for market study of indian wedding indutrsy And research describes data and characteristics about the population or phenomenon being studied.it includes surveys and facts findings, enquiry of different kinds. And it also answers “who, what, when, where and how”.

3.5 Sampling procedure:

Sample size

A total of **115** respondents is surveyed for the study.

Sample Unit

Married Men and Women in Surat city.

Sampling Technique

In this study, I have used the Convenience sampling method for my study. Because respondents are chosen randomly for my study.

3.6 Data collection instruments:

Primary data collection: Google form.

3.7 Analytical tools Used for study:

- **Data analysis is done through Microsoft Excel.**
 - I have used a Pivot table,
 - Frequency, percentages.
- **Data analysis and presentation techniques:-**
 - Various graphs
 - Charts:- Column charts, Pie charts
 - Tables

3.8 Limitations of the study:

- The survey is restricted in Surat city.
- I have used non-probabilistic techniques like Convenience sampling, instead of using probabilistic techniques. Respondents are selected randomly.
- Some respondents may do not properly respond to the questionnaire.
- In this research, Google forms are used instead of personal interview Survey technique...
- In this study sample size is too small, and it might not represent the population and findings may be misleading.

3.9 The scope of Future Study:

- This research could be used in all areas of Surat city and another city too.
- This study also compared with a different financial year like 2021-2022, 2022-2023, etc.

CHAPTER 4

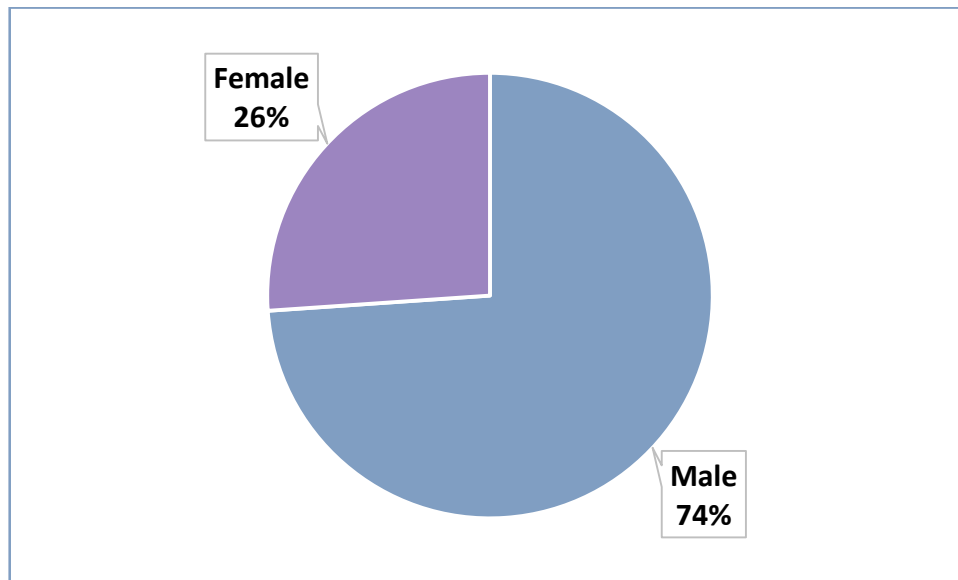
DATA ANALYSIS AND

FINDINGS

Demographic Detail

➤ Chart (A):- Gender

Gender	Male	Female	Total
Frequency	85	30	115
Percentage	73.91%	26.09%	100.00%

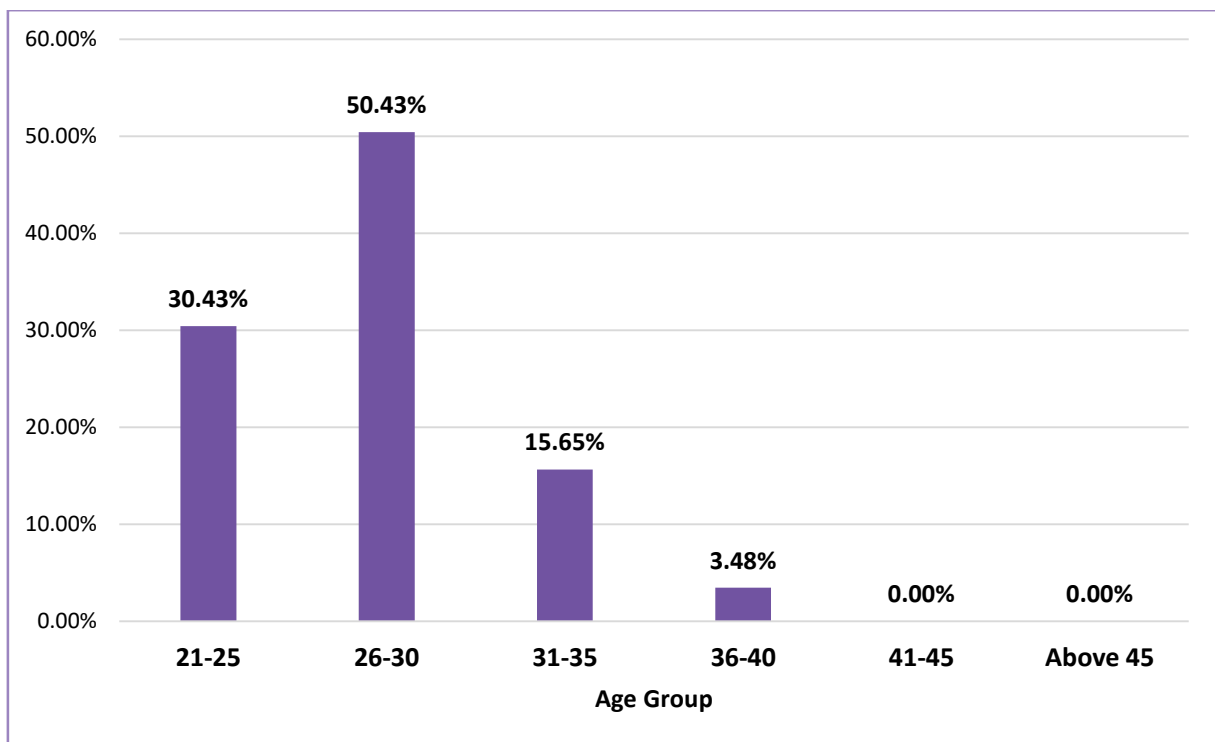


- **Interpretation:-**

- In my data 74 % are male respondents.
- And 26 % are female respondents.

➤ **Chart (B):- Age Group**

AGE GROUP	21-25	26-30	31-35	36-40	41-45	ABOVE 45	TOTAL
FREQUENCY	35	58	18	4	0	0	115
PERCENTAGE	30.43%	50.43%	15.65%	3.48%	0.00%	0.00%	100.00%

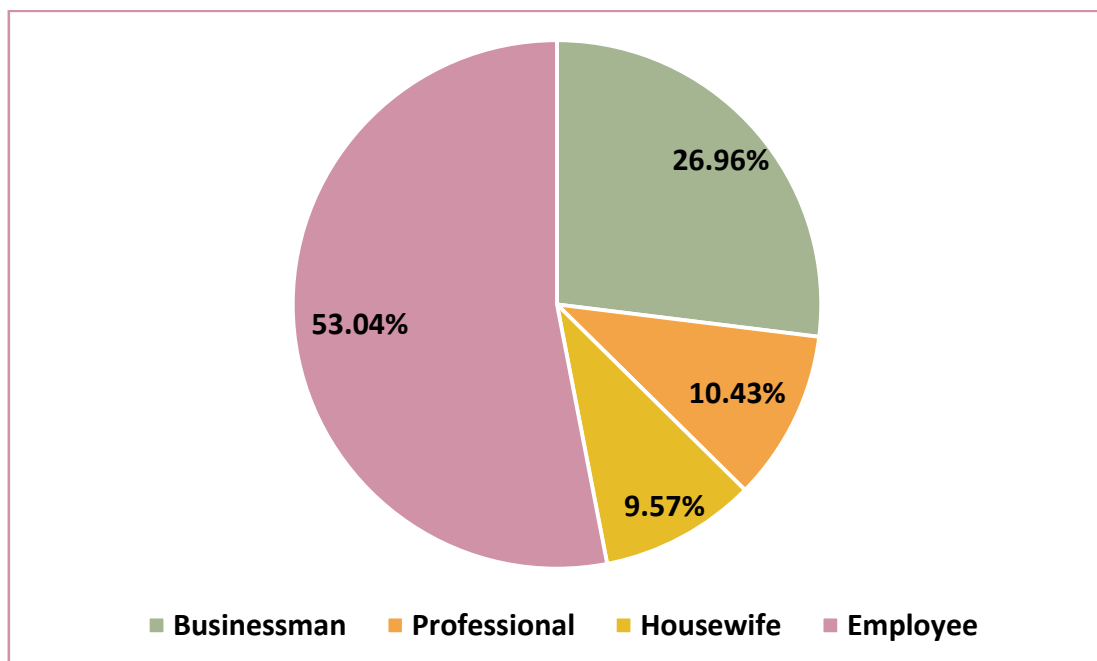


• **Interpretation:-**

- In my data 50.43 % are age between 26-30.and lowest 36-40 age group people are 3.48%.
- Around 81 % people are youngsters.

➤ **Chart (C):- Occupation**

OCCUPATION	BUSINESSMAN	PROFESSIONAL	HOUSEWIFE	EMPLOYEE	TOTAL
FREQUENCY	31	12	11	61	115
PERCENTAGE	26.96%	10.43%	9.57%	53.04%	100.00%

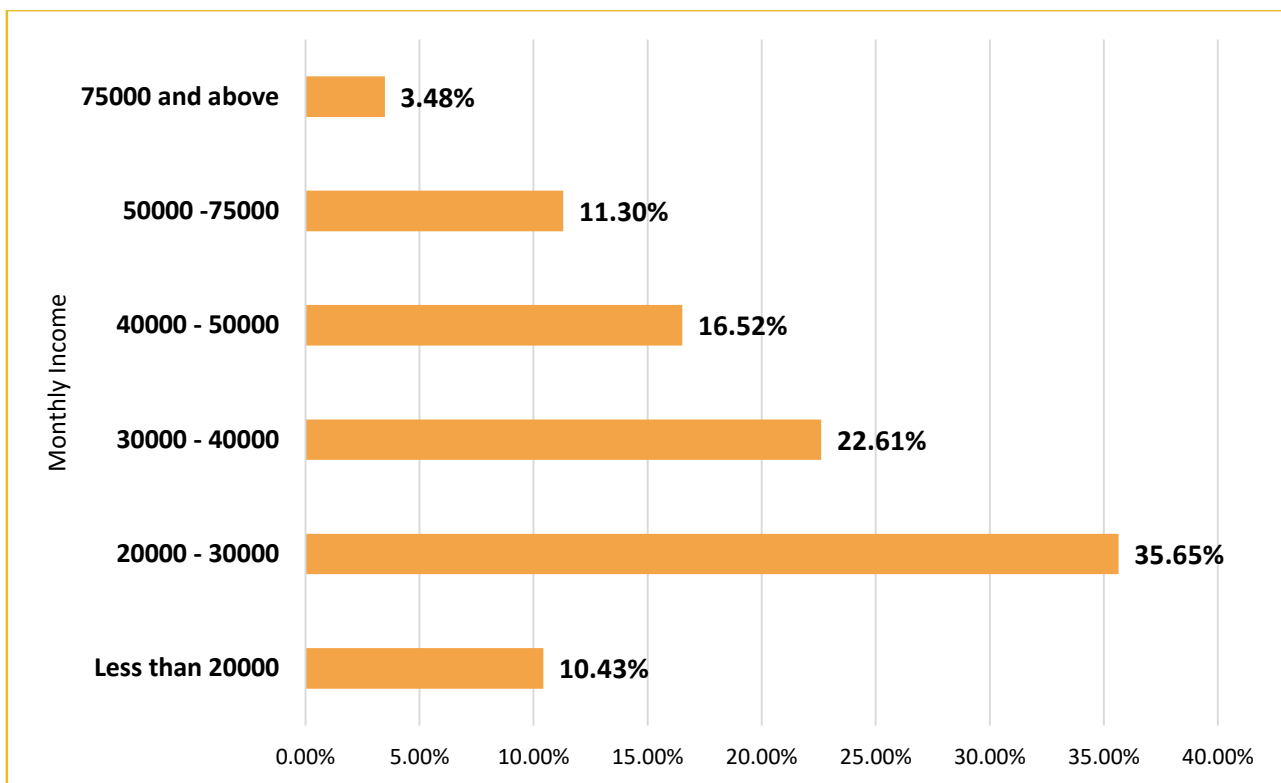


• **Interpretation:-**

- In my data 53.04 % are employee. And second highest is businessman with 26.96 %.
- 10.43 % are professionals and 9.57% are housewives.

➤ **Chart (D):- Monthly income**

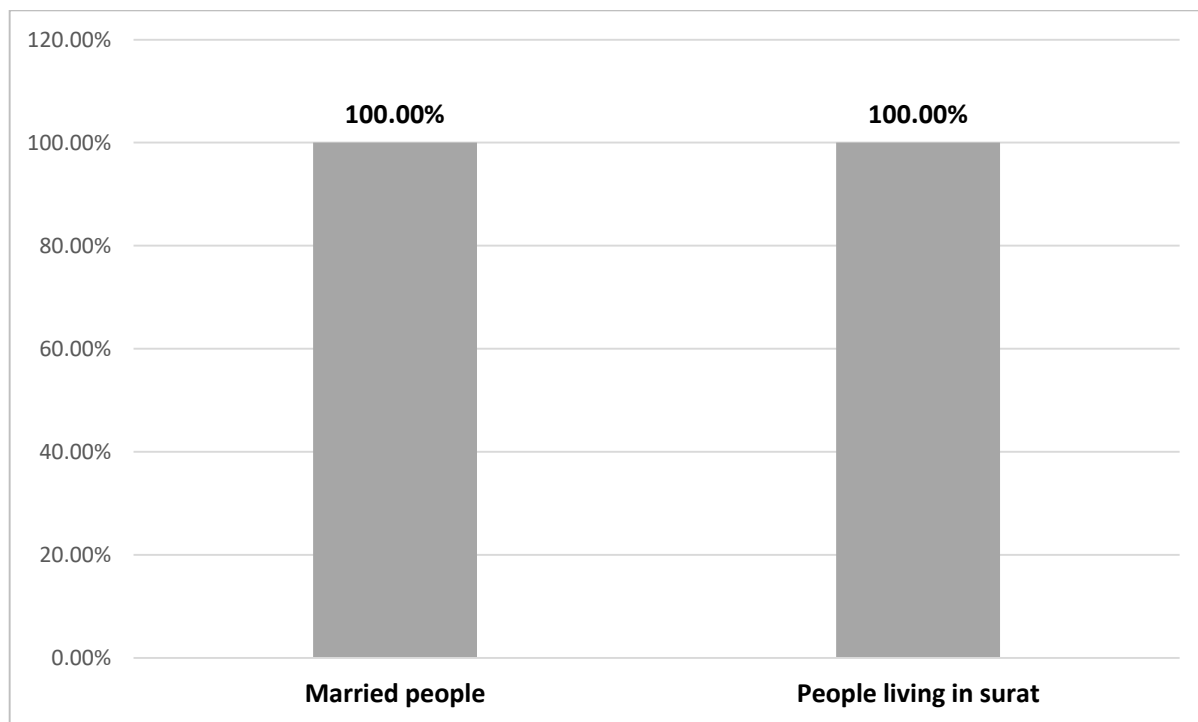
INCOME	LESS THAN 20000	20000 - 30000	30000 - 40000	40000 - 50000	50000 - 75000	75000 AND ABOVE	TOTAL
FREQUENCY	12	41	26	19	13	4	115
PERCENTAGE	10.43%	35.65%	22.61%	16.52%	11.30%	3.48%	100.00%



• **Interpretation:-**

- In my data 35.65 % respondent have income between 20000 to 30000 monthly.then 22.61% people have income of 30000 to 40000 and like wise.

➤ **Chart (1):- Married people living in surat.**

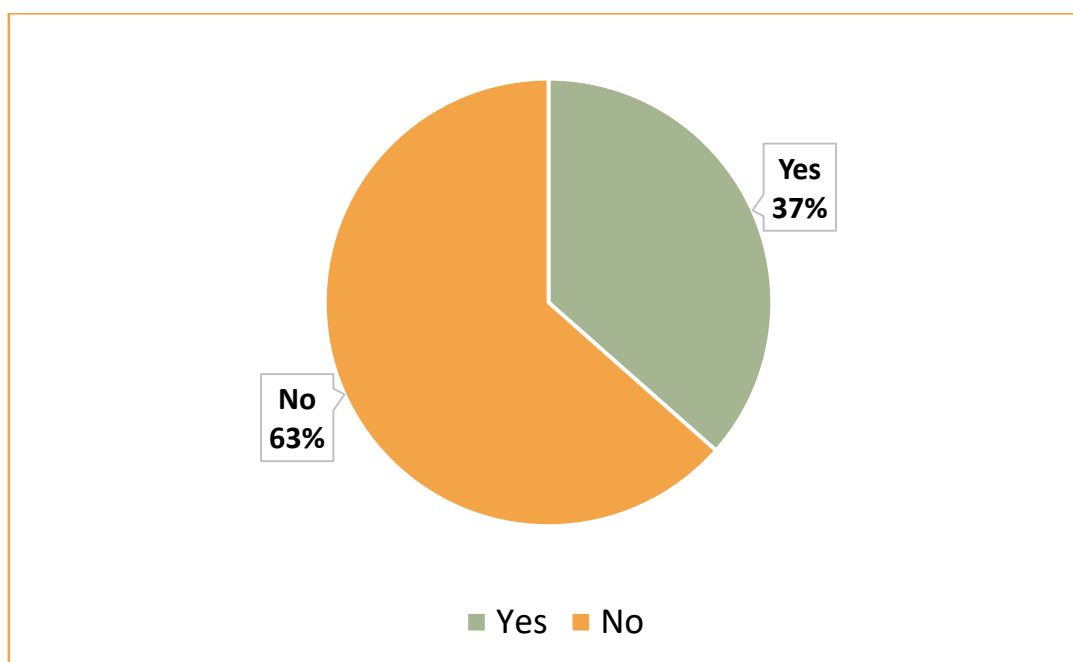


• **Interpretation:-**

- In my study my targeted sample is married couple who are living in surat. And the frequency is 100%.

➤ **Chart (2.1):- Was your wedding is "Destination Wedding" ?**

	Yes	No	Total
Frequency	42	73	115
Percentage	36.52%	63.48%	100.00%



• **Interpretation:-**

- It can be interpreted that in Wedding people mostly not preferred to destination wedding. Above analysis suggest that 63 % people not preferred destination wedding, and 37 % people preferred destination wedding.
- This also suggests the new trend in wedding. Because those who preferred the destination wedding is not so less as compared to those who have not preferred. Its 37 % and is nowadays increasing.

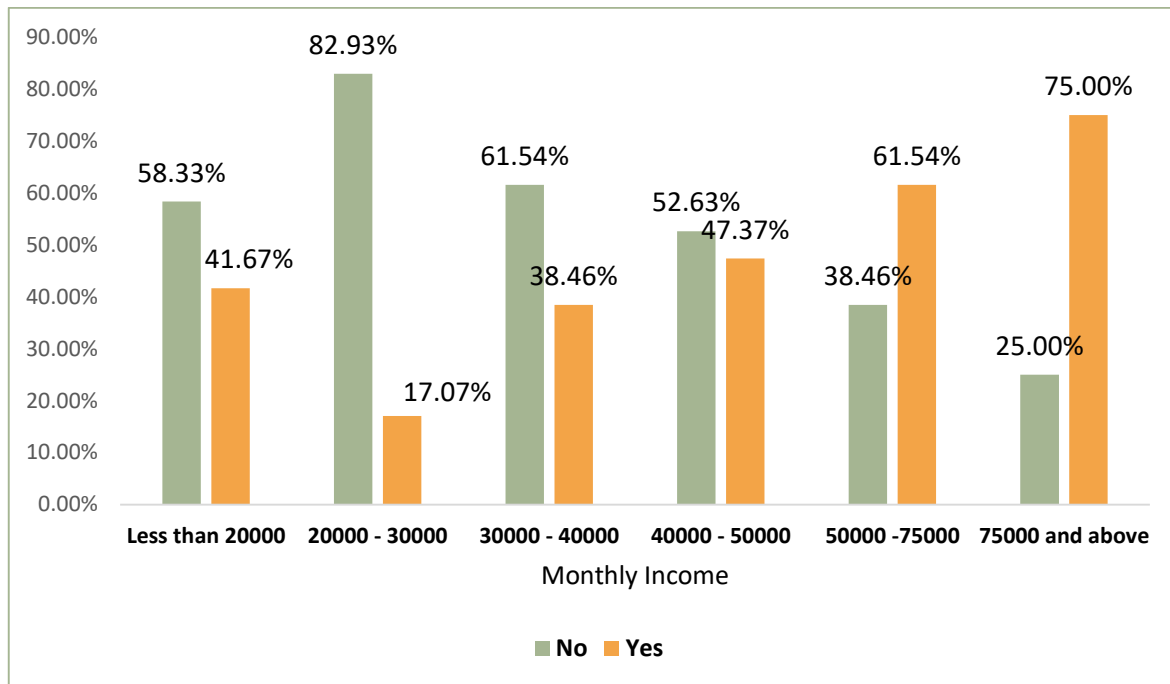
➤ **Chart (2.2):- Comparison of Destination Wedding with Monthly income?**

➤ **Frequency**

Monthly Income	No	Yes	Total
Less than 20000	7	5	12
20000 - 30000	34	7	41
30000 - 40000	16	10	26
40000 - 50000	10	9	19
50000 -75000	5	8	13
75000 and above	1	3	4

➤ **Percentage**

Monthly Income	No	Yes	Total
Less than 20000	58.33%	41.67%	100.00%
20000 - 30000	82.93%	17.07%	100.00%
30000 - 40000	61.54%	38.46%	100.00%
40000 - 50000	52.63%	47.37%	100.00%
50000 -75000	38.46%	61.54%	100.00%
75000 and above	25.00%	75.00%	100.00%

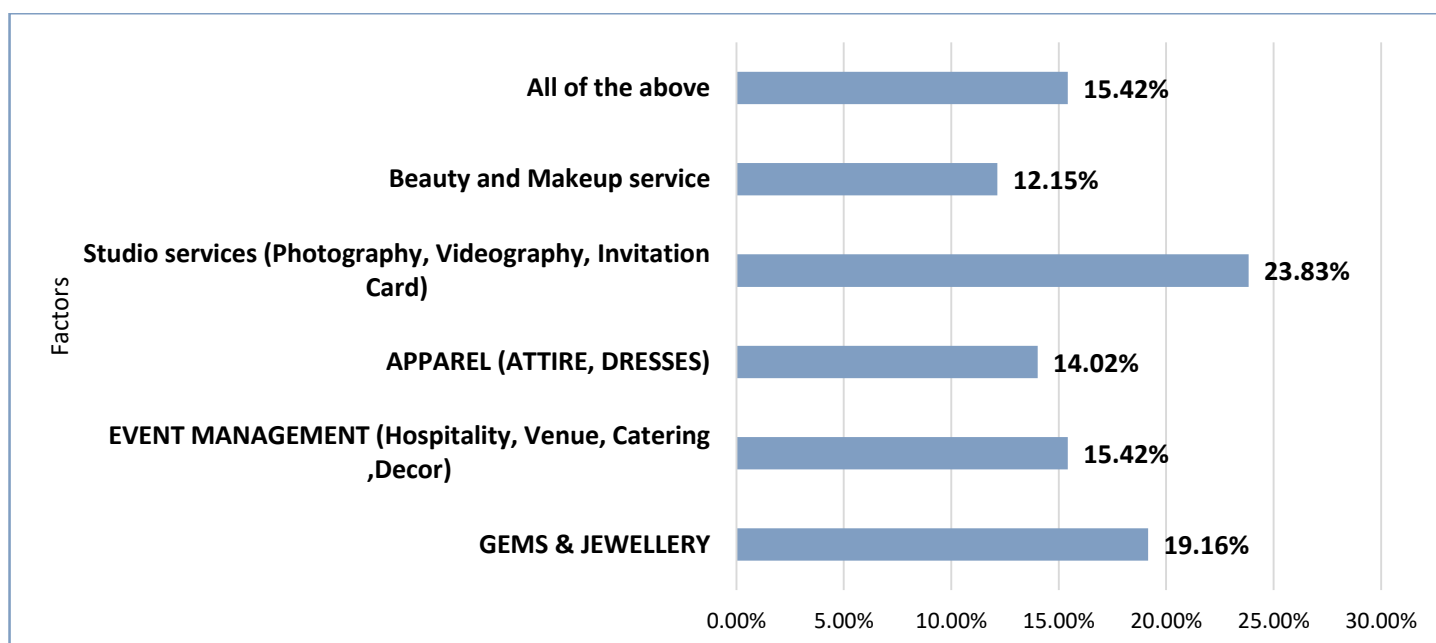


- **Interpretation:-**

- Above comparison shows monthly income with destination wedding.
- It can be interpreted that high monthly earning people generally preferred most the destination wedding and only they are afforded. Above chart shows that income with 75000 and more monthly they 75% people believe in destination wedding.
- And opposite side people who are middle class with monthly income around 20000-30000, they generally not afford the destination wedding. Here above chart shows that 82.93 % people said NO to the destination wedding.

➤ **Chart (3):- Which factor affect the most on your wedding?**

FACTORS	FREQUENCY	PERCENTAGE
GEMS & JEWELLERY	41	19.16%
EVENT MANAGEMENT (HOSPITALITY, VENUE, CATERING ,DECOR)	33	15.42%
APPAREL (ATTIRE, DRESSES)	30	14.02%
STUDIO SERVICES (PHOTOGRAPHY, VIDEOGRAPHY, INVITATION CARD)	51	23.83%
BEAUTY AND MAKEUP SERVICE	26	12.15%
ALL OF THE ABOVE	33	15.42%
TOTAL	214	100.00%

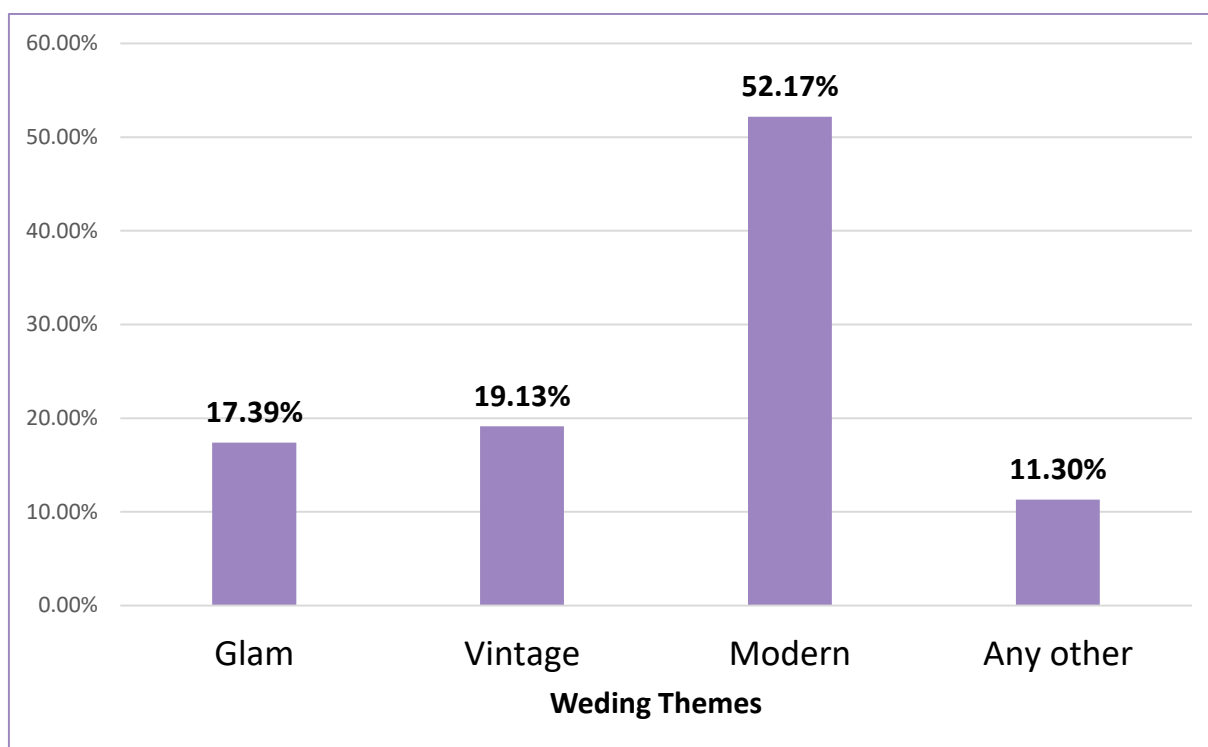


- **Interpretation:-**

- Above chart shows which factors affecting the wedding mostly.
- It can be interpreted that people believed that studio services affected the mostly to their wedding with 23.83%. then gems and jewellery business affected most with 19.16 % and 15.42% people believe that all services affected to the wedding.

➤ **Chart (4.1):- Which wedding themes did you used ?**

Wedding Themes	Glam	Vintage	Modern	Any other	Total
Frequency	20	22	60	13	115
Percentage	17.39%	19.13%	52.17%	11.30%	100.00%



• **Interpretation:-**

- Above chart shows which wedding themes people preferd most.
- It can be interpreted that people believed that 52.17% Modern themes in wedding.and less people preferd old glam and vintage themes.this suggest modern and latest themes people preferd the mostly.

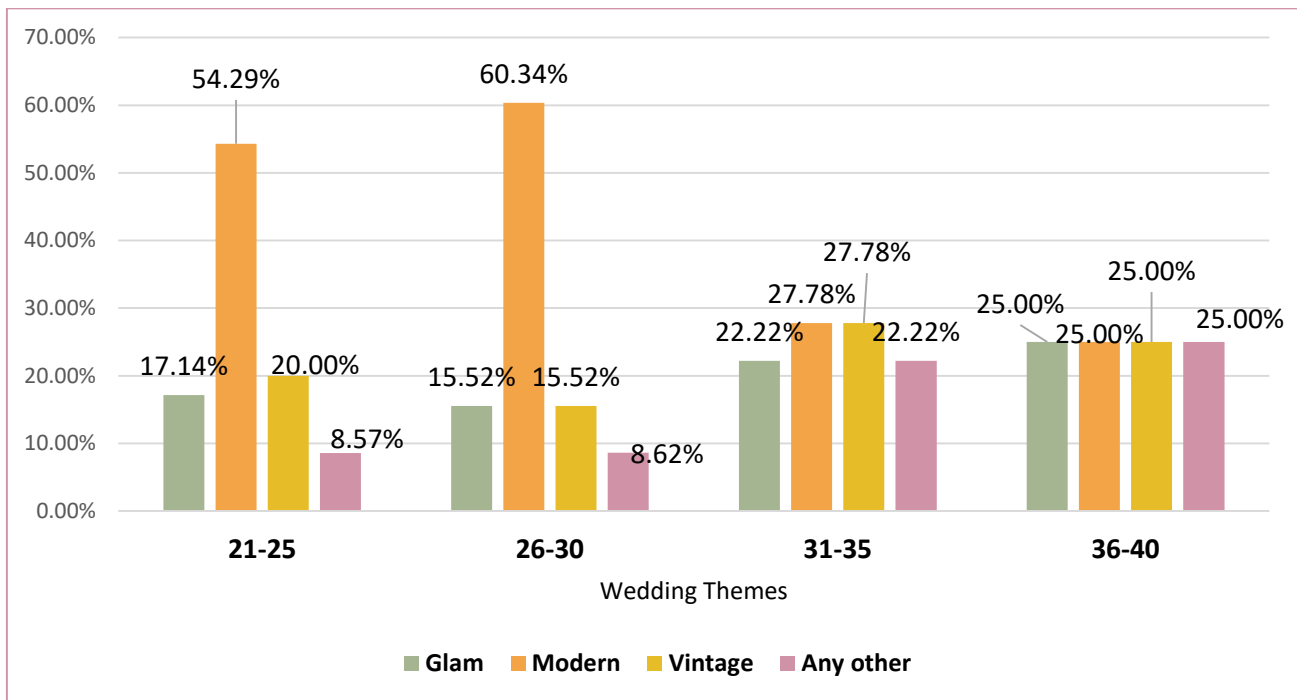
➤ **Chart (4.2):- Comparison of Wedding themes with Age group**

➤ **Frequency**

Age	Glam	Modern	Vintage	Any other	Total
21-25	6	19	7	3	35
26-30	9	35	9	5	58
31-35	4	5	5	4	18
36-40	1	1	1	1	4
					115

➤ **Percentage**

Age	Glam	Modern	Vintage	Any other	Total
21-25	17.14%	54.29%	20.00%	8.57%	100.00%
26-30	15.52%	60.34%	15.52%	8.62%	100.00%
31-35	22.22%	27.78%	27.78%	22.22%	100.00%
36-40	25.00%	25.00%	25.00%	25.00%	100.00%

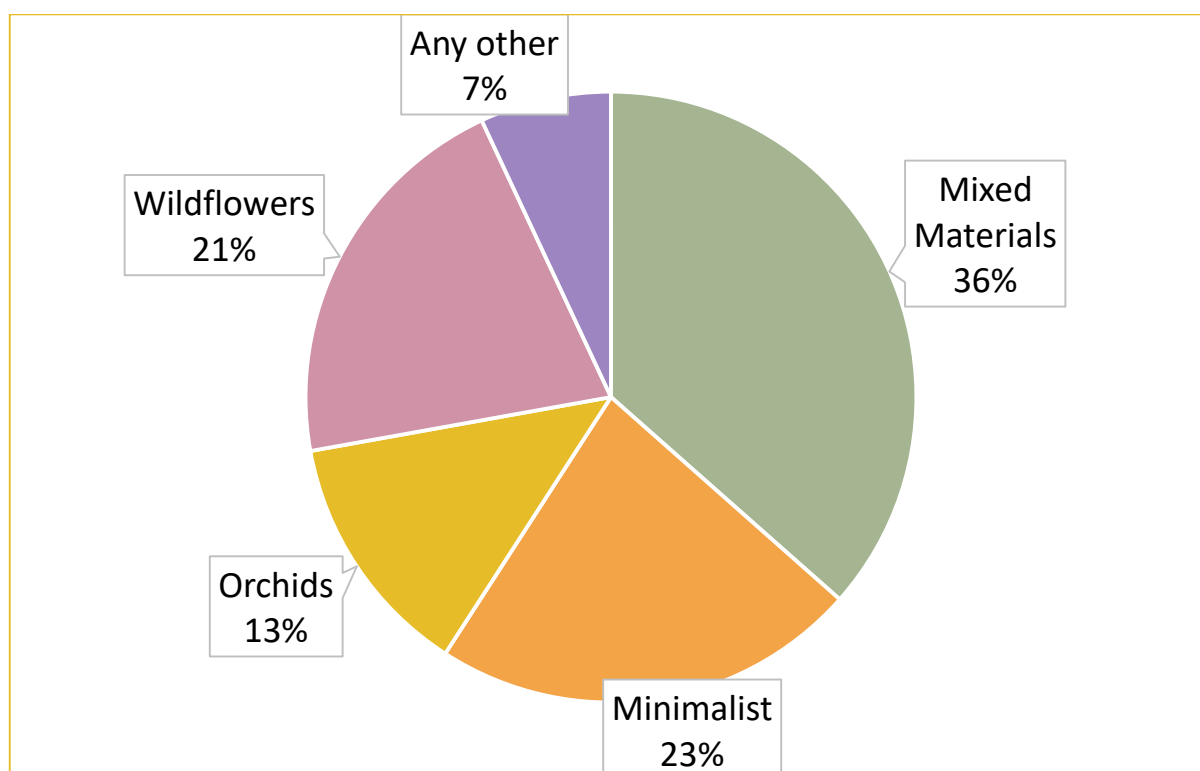


- **Interpretation:-**

- Above chart shows comparison of wedding themes with age group.
- It can be interpreted that people between 21-30 age group youngster preferred the modern themes. With 54.29 % and 60.34% shows that the modern trends in wedding.

➤ **Chart (5):- Which Floral trends did you used?**

Trends	Mixed Materials	Minimalist	Orchids	Wildflowers	Any other	Total
Frequency	42	26	15	24	8	115
Percentage	36.52%	22.61%	13.04%	20.87%	6.96%	100.00%

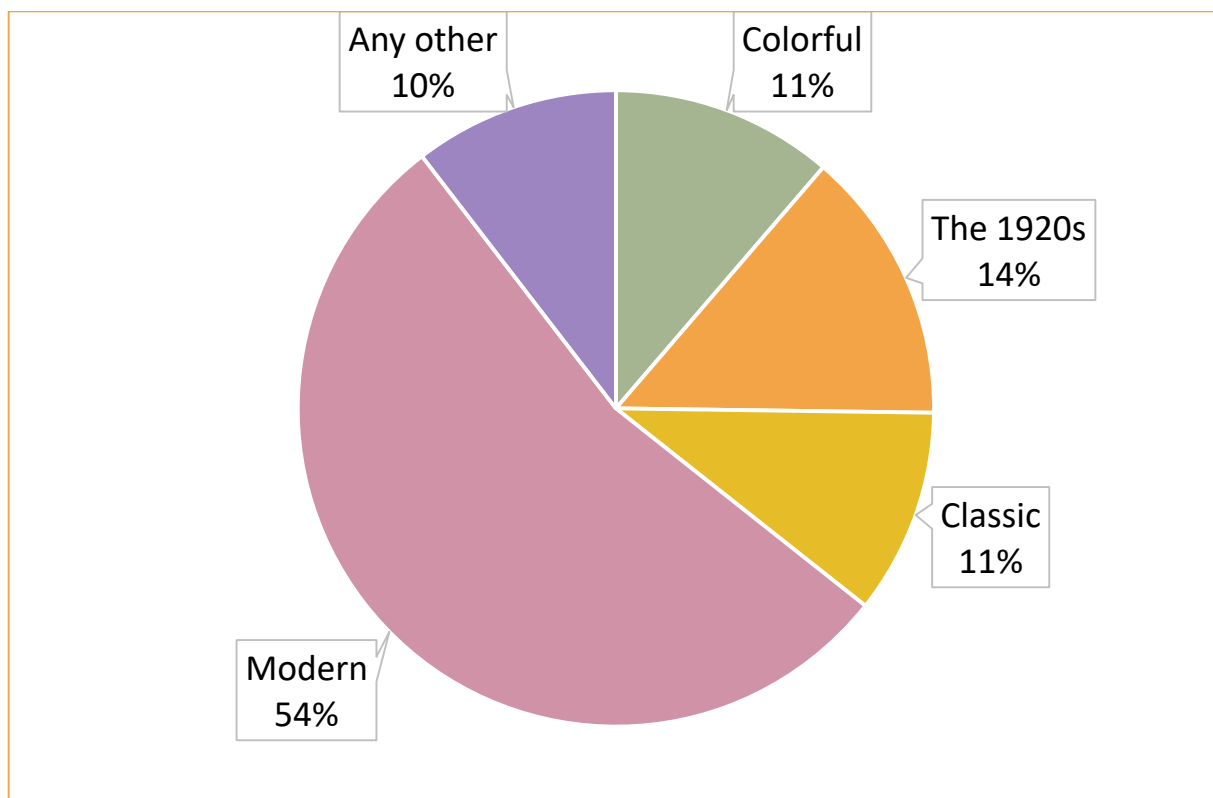


• **Interpretation:-**

- Above chart shows floral trends in wedding for their decoration purpose.
- It can be interpreted that people mostly use mixed material with percentage of 36%. Then 23% minimalist and third wildflowers themes people preferd most.

➤ **Chart (5):- Which Clothing Trends did you used?**

Trends	Colorful	The 1920s	Classic	Modern	Any other	Total
Frequency	13	16	12	62	12	115
Percentage	11.30%	13.91%	10.43%	53.91%	10.43%	100.00%

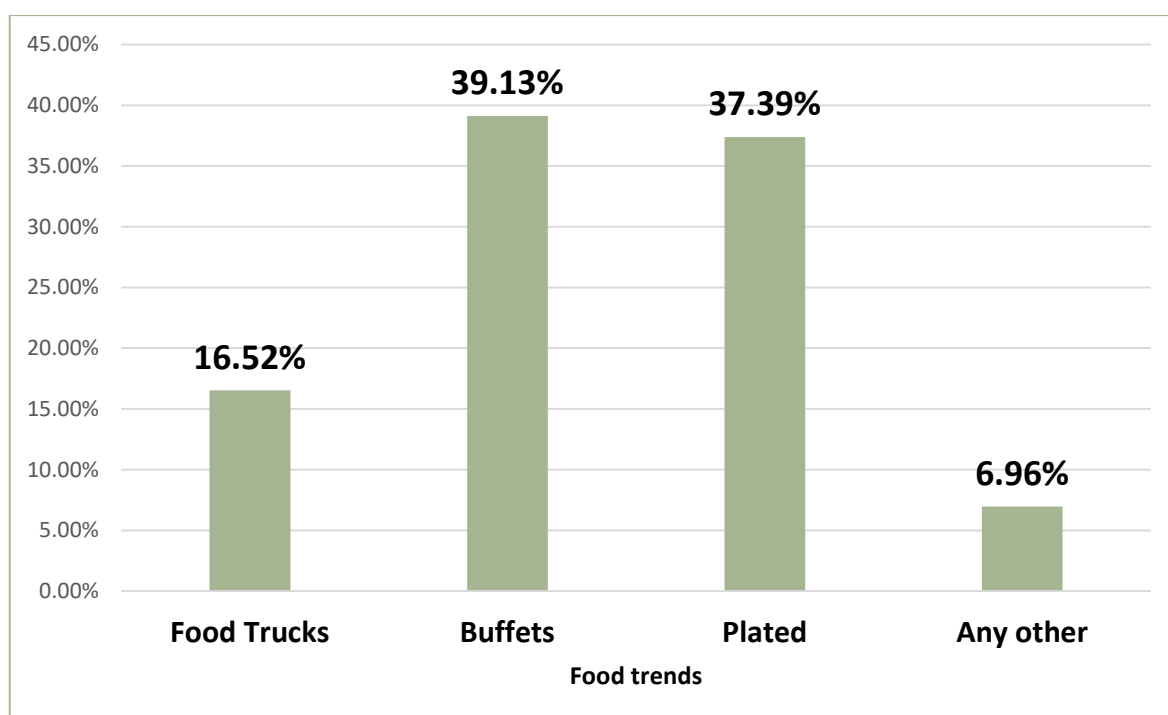


• **Interpretation:-**

- Above chart shows clothing trends in wedding for grooming purpose.
- It can be interpreted that people highest 54% believed in modern clothing trends. Which shows people mosly following latest trends for wedding cloths.very less amount people believe in latest trends.

➤ **Chart (6):- Which Food Trends did you used?**

Trends	Food Trucks	Buffets	Plated	Any other	Total
Frequency	19	45	43	8	115
Percentage	16.52%	39.13%	37.39%	6.96%	100.00%

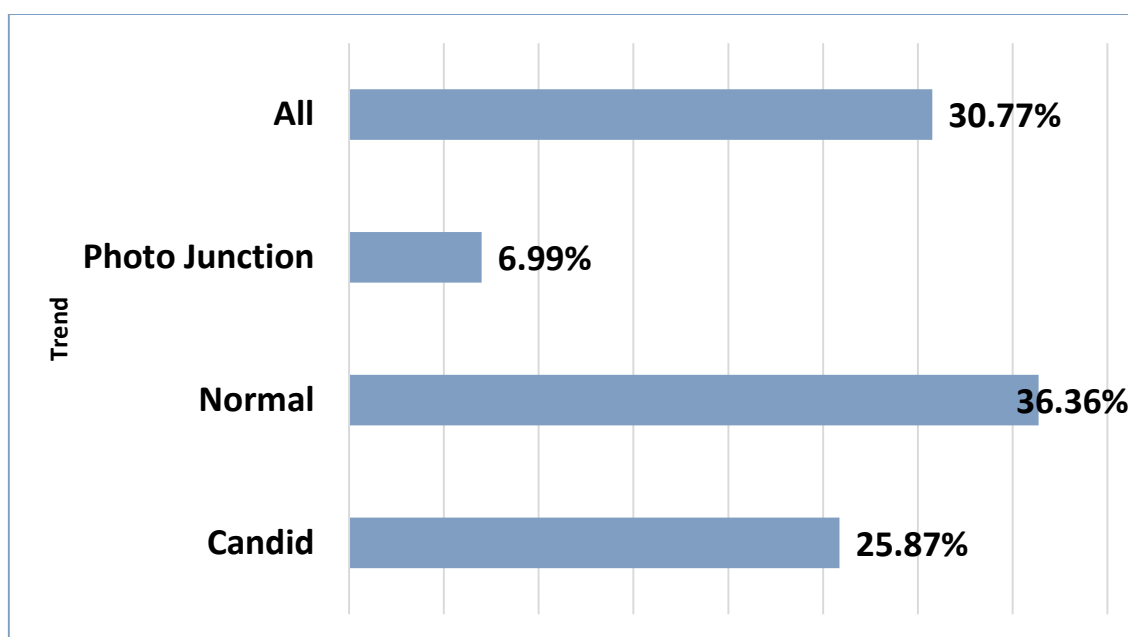


• **Interpretation:-**

- Above chart shows food trends in wedding for catering purpose.
- It can be interpreted that people highest 39.13 % people preferd buffets and 37.39% preferd plated system in wedding.
- Many less people afford the food truck system with 16.52%.

➤ **Chart (7):- Which Photography Trends did you used?**

Trends	Candid	Normal	Photo Junction	All	Total
Frequency	37	52	10	44	143
Percentage	25.87%	36.36%	6.99%	30.77%	100.00%

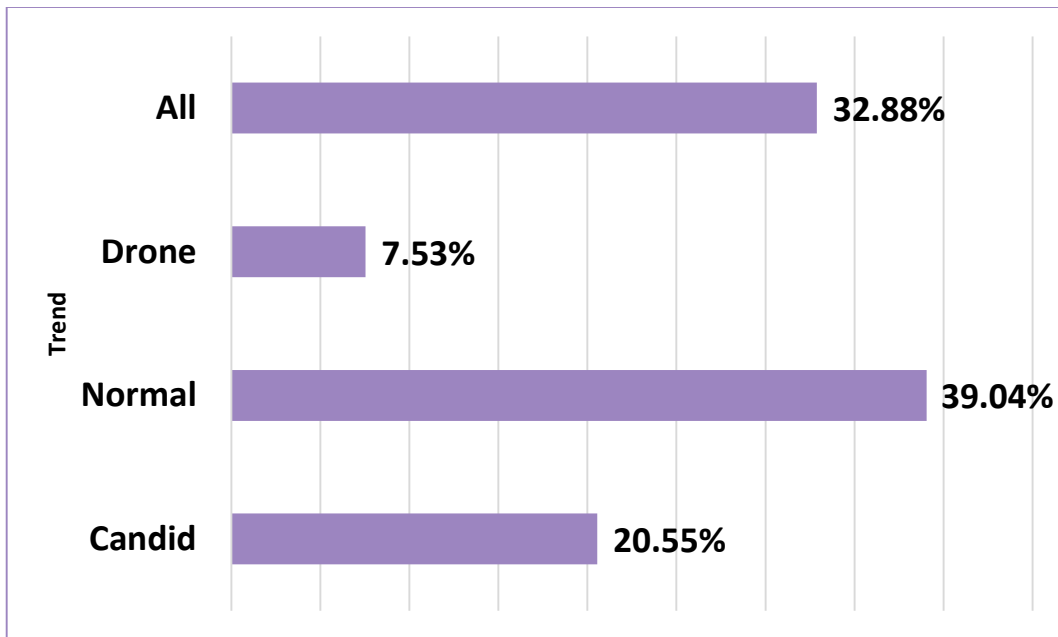


• **Interpretation:-**

- Above chart shows photography trends in wedding.
- It can be interpreted that 30.77 % people prefer the all type of photography.
- 36.36% people prefer the normal flat photography and new trend like candid moments 25.87% believe in candid photography.

➤ **Chart (8):- Which videography trends did you used?**

Trends	Candid	Normal	Drone	All	Total
Frequency	30	57	11	48	146
Percentage	20.55%	39.04%	7.53%	32.88%	100.00%

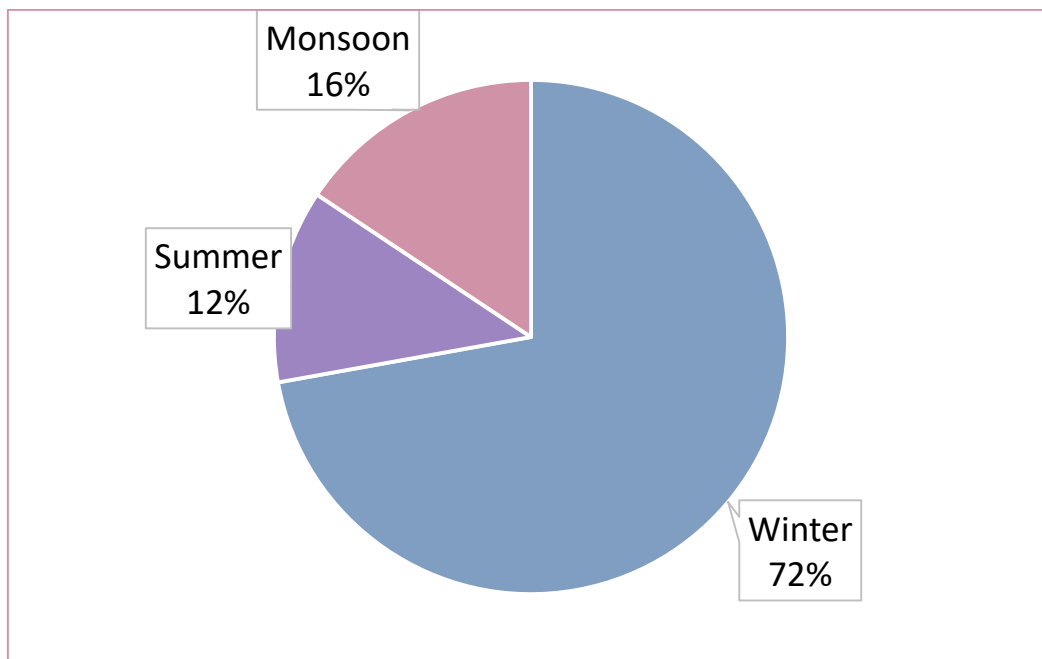


• **Interpretation:-**

- Above chart shows videography trends in wedding.
- It can be interpreted that 32.88 % people preferd the all type of videography.
- 39.04% people preferd the normal flate videography and new trend like candid moments
20.55 % believe in candid videography.

➤ **Chart (9):- In which season you married?**

Season	Winter	Summer	Monsoon	Total
Frequency	83	14	18	115
Percentage	72.17%	12.17%	15.65%	100.00%

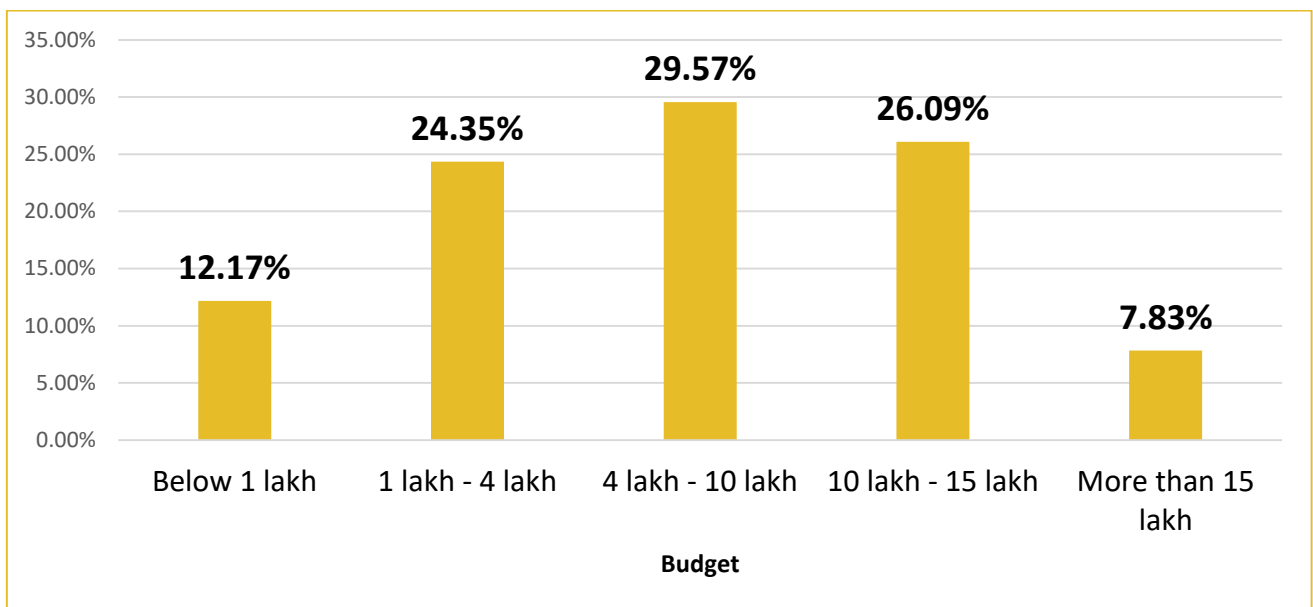


• **Interpretation:-**

- Above chart shows season in which people organised their wedding.
- People generally prefer the winter season with 72 %. Then monsoon season preferred by 16 %. In Summer 12% people preferred.

➤ **Chart (10.1):- What was your wedding budget?**

Budget	Below 1 lakh	1 lakh - 4 lakh	4 lakh - 10 lakh	10 lakh - 15 lakh	More than 15 lakh	Total
frequency	14	28	34	30	9	115
Percentage	12.17%	24.35%	29.57%	26.09%	7.83%	100.00%



• **Interpretation:-**

- Above chart shows wedding budget.
- Mostly Wedding budget is 29.57% between 4 lakh to 10 lakh. Then 10 lakh to 15 lakh is 26.09%.
- So, these shows that peoples expenditure are increase nowadays in their wedding. Because around 80 % people are spending between 1 lakh to 15 lakh. Which means huge potential growth in wedding industry.

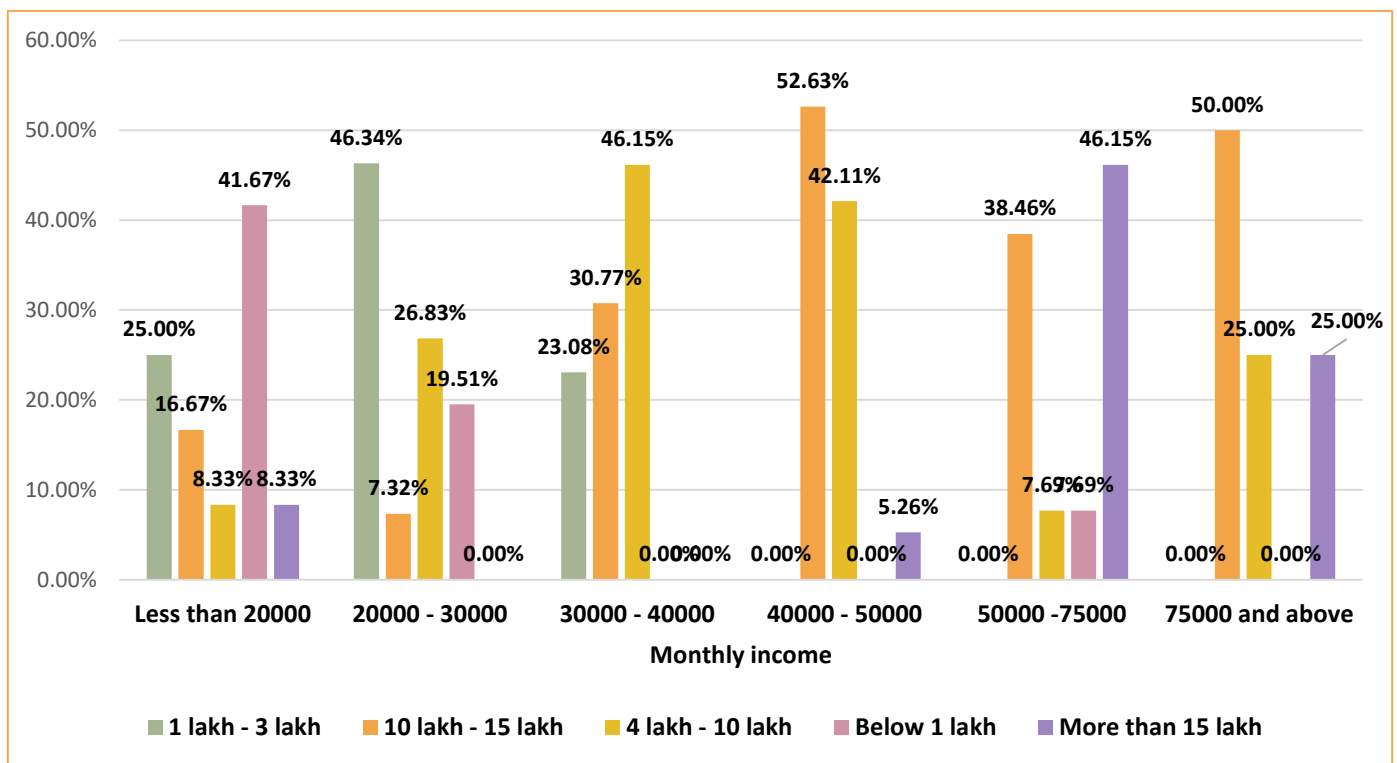
➤ **Chart (10.2):- Comparison of Wedding Budget with Monthly Income**

➤ **Frequency**

Monthly Income	1 lakh - 3 lakh	10 lakh - 15 lakh	4 lakh - 10 lakh	Below 1 lakh	More than 15 lakh	Total
Less than 20000	3	2	1	5	1	12
20000 - 30000	19	3	11	8	0	41
30000 - 40000	6	8	12	0	0	26
40000 - 50000	0	10	8	0	1	19
50000 -75000	0	5	1	1	6	13
75000 and above	0	2	1	0	1	4
						115

➤ **Percentage**

Monthly Income	1 lakh - 3 lakh	10 lakh - 15 lakh	4 lakh - 10 lakh	Below 1 lakh	More than 15 lakh	Total
Less than 20000	25.00%	16.67%	8.33%	41.67%	8.33%	100.00%
20000 - 30000	46.34%	7.32%	26.83%	19.51%	0.00%	100.00%
30000 - 40000	23.08%	30.77%	46.15%	0.00%	0.00%	100.00%
40000 - 50000	0.00%	52.63%	42.11%	0.00%	5.26%	100.00%
50000 -75000	0.00%	38.46%	7.69%	7.69%	46.15%	100.00%
75000 and above	0.00%	50.00%	25.00%	0.00%	25.00%	100.00%

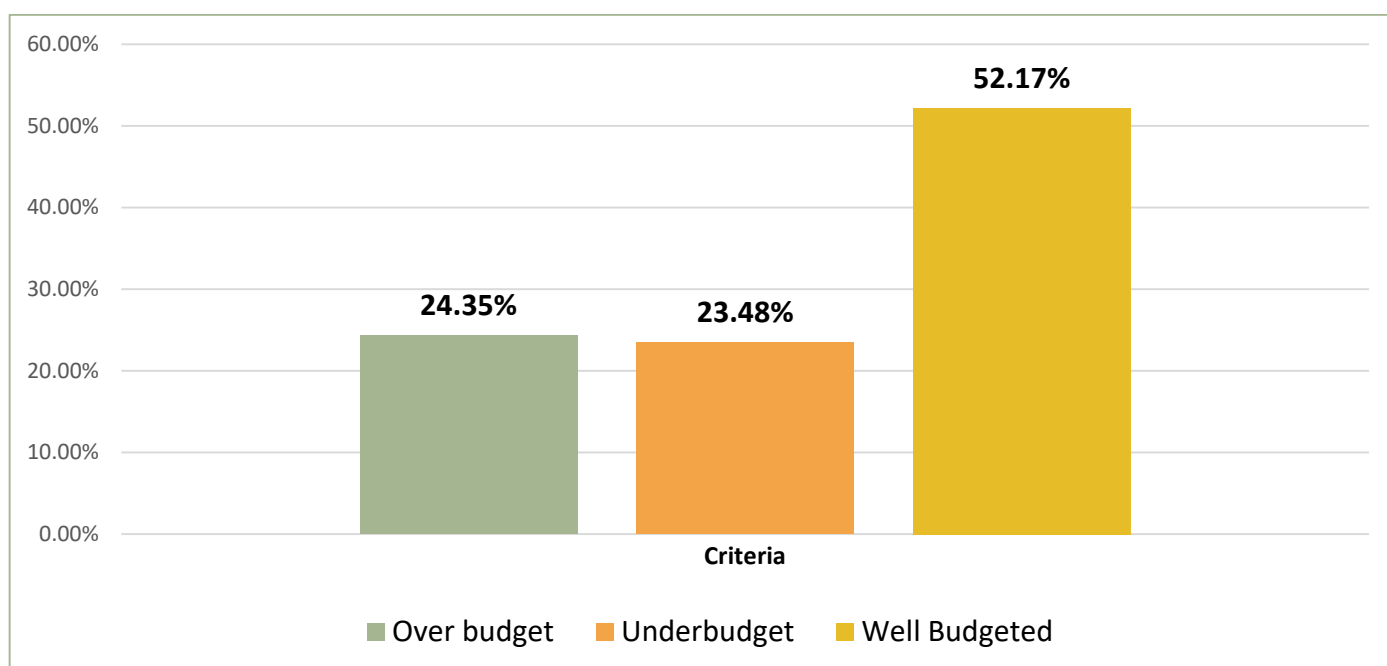


• Interpretation:-

- Above chart shows Comparison of Wedding Budget with Monthly Income.
- These chart shows income between 40000-75000 their wedding budget is 10 – 15 lakh. which means higher vthe monthly income higher the spending. And 50 % people are spending.
- People having income less than 20000 they spending less by 41.67% and their wedding budget I below 1 lakh.

➤ **Chart (11):- Do you think your wedding was**

Criteria	Over budget	Underbudget	Well Budgeted	Total
Frequency	28	27	60	115
Percentage	24.35%	23.48%	52.17%	100.00%

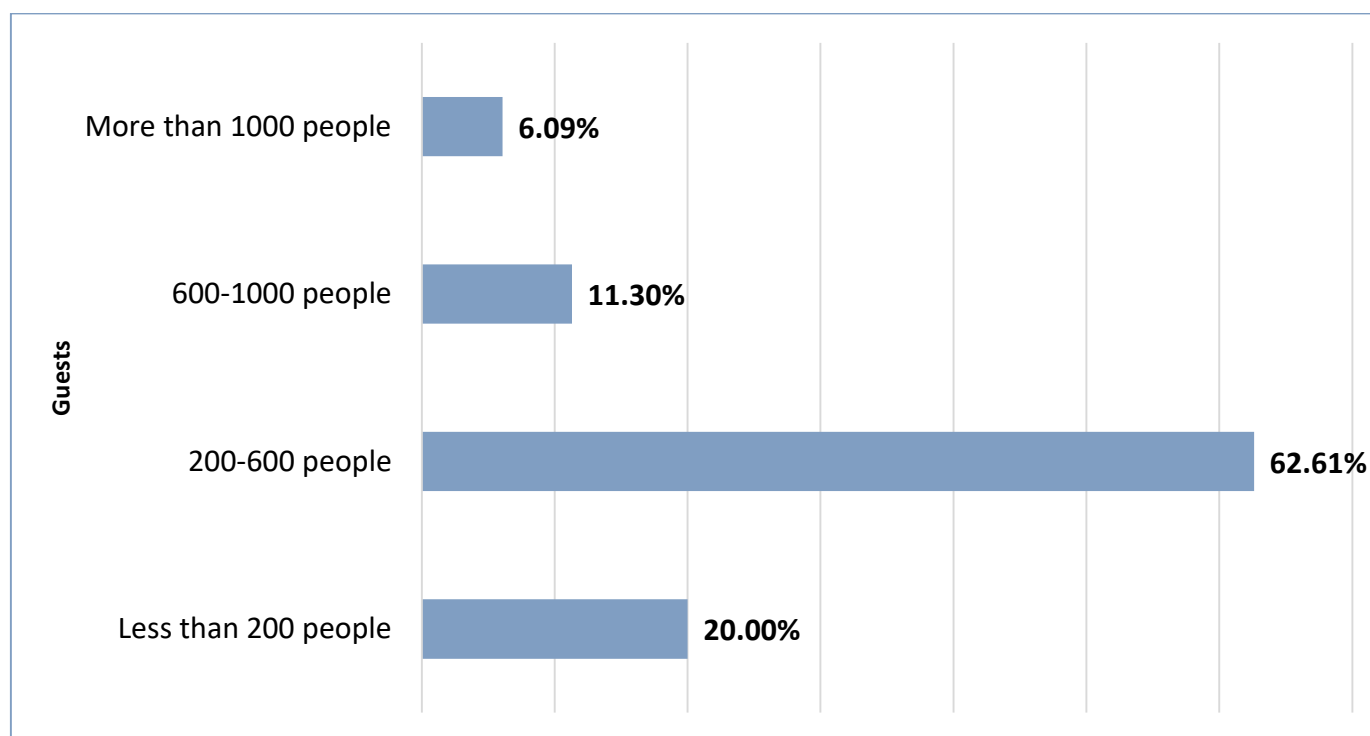


• **Interpretation:-**

- Above chart shows thinking about the budget in their wedding.
- 52.17% people believe that their wedding is well budgeted. And people’s thinking are equal for over budget and underbudget that are 24.35% and 23.48 %.
- So , we can say that people are mosly planned well and decide proper budget for their wedding. So that budget are well managed.

➤ **Chart (12):- How many guests did you invite in your wedding?**

Guest	Less than 200 people	200-600 people	600-1000 people	More than 1000 people	Total
Frequency	23	72	13	7	115
Percentage	20.00%	62.61%	11.30%	6.09%	100.00%

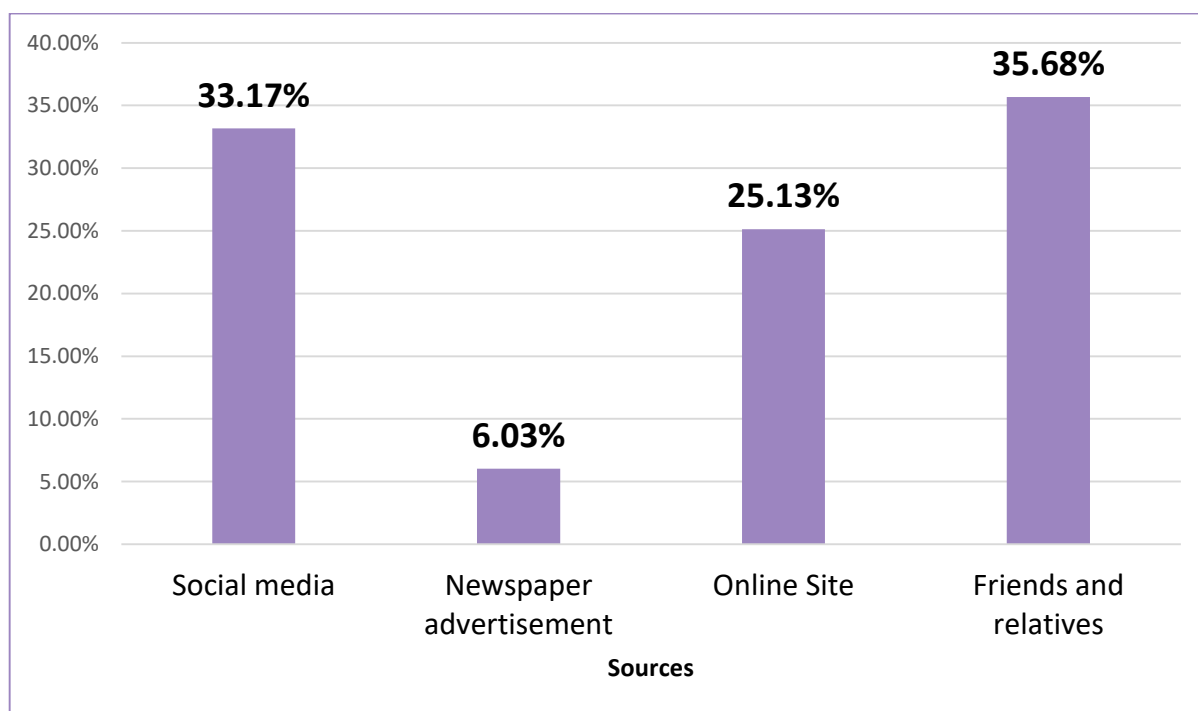


• **Interpretation:-**

- Above chart shows guests did invited in their wedding.
- Above chart shows 62.61 % people are inviting between 200-600guests in their wedding.
- Then less than 200 guests ate invited by 20% people.this may be covid situation.

➤ **Chart (13):- From where did you get wedding idea?**

Sources	Social media	Newspaper advertisement	Online Site	Friends and relatives	Total
Frequency	66	12	50	71	199
Percentage	33.17%	6.03%	25.13%	35.68%	100.00%

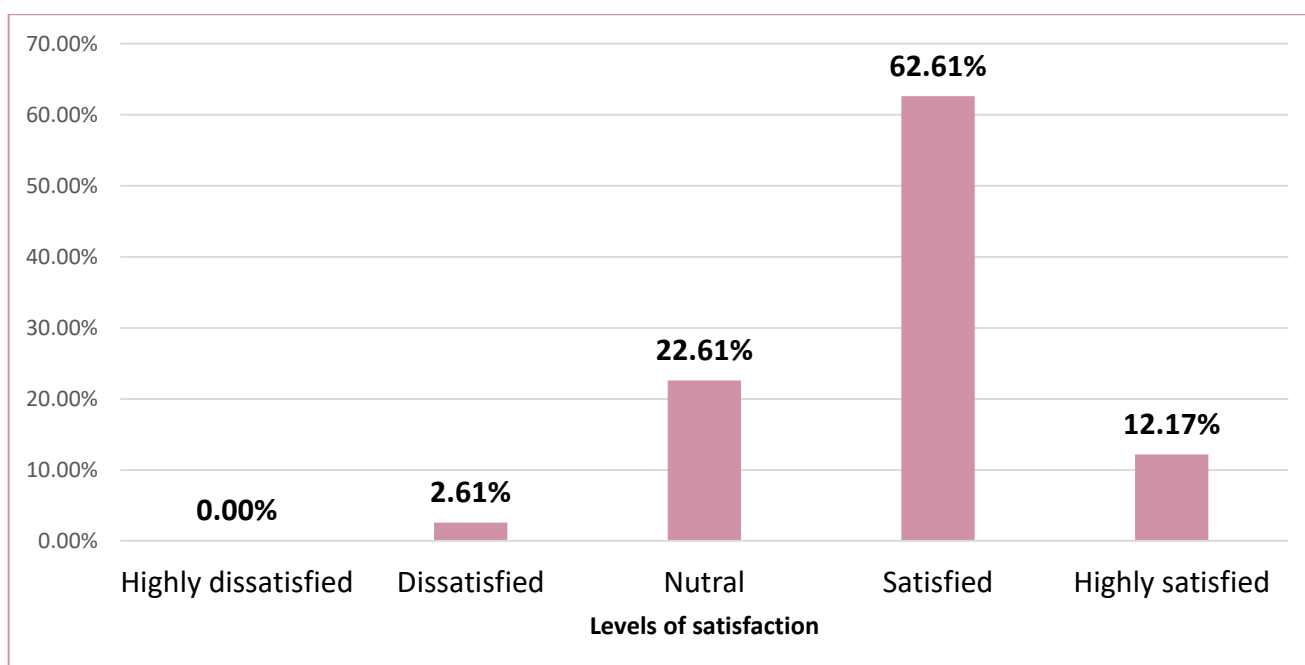


• **Interpretation:-**

- Above chart shows people are getting the idea for wedding from different sources.
- Here, people mostly preferred 36.68 % from friends and relative’s idea for their wedding.
- Then main important sources is social media , where 33.17% people are getting idea from social media.then online site preferred by 25.13 %.
- So, friends and social media are main sorces for their wedding idea.

➤ **Chart (14):- How much are you satisfied with your wedding plan?**

Levels	Highly dissatisfied	Dissatisfied	Nutral	Satisfied	Highly satisfied	Total
Frequency	0	3	26	72	14	115
Percentage	0.00%	2.61%	22.61%	62.61%	12.17%	100.00%



• **Interpretation:-**

- Above chart shows satisfaction level of their wedding plan.
- Above chart shows 62.61 % people satisfied with their wedding plan.and good thing is that very less amount of people are dissatisfied.
- So, people are well satisfied with their plan and execution.

CHAPTER 5

CONCLUSION , FINDINGS

AND SUGGESTIONS

CONCLUSION AND FINDINGS

- After all the analysis we can see the trend in Indian wedding industry. That is Modern trend in every aspects. People see modern cloths, decoration, and destination wedding trends. In research 36 % people use mix material in flower trends. In wedding themes 52.17 % people use the modern wedding themes. Which shows the modern trends in the market.
- We can divide the customer in different segment according to the requirement like wedding themes, cloth trends, and budget, and income group.
- In this research I also found that people see Studio services as very crucial aspects. Because 23.83 % people believe that studio services are important for them and give more weightage to their wedding, because it creates and captures all the memories. Then second important aspects is gems and jewelry which is 19.16% , that's also suggest Indian people are much jewelry and gold oriented in their wedding.
- Nowadays destination wedding is new trend as we discussed the modern trend is followed by people in their wedding, 37 % people are organized their wedding as destination wedding. which is not small figure, as compare to those who not want destination wedding. Because , modern trends are easily accepted by people.
- Here people preferred winter season as wedding season for their wedding. 72 % are believed in winter season for wedding.
- In wedding people are spending more nowadays, around 80% are believed that their wedding budget are between 1 lakh to 15 lakh. which shows more growth opportunities in wedding industry And 52.17 % people believed that their budget is well budgeted. Which means people are well planning for the wedding. And pre planned for their all activities.
- And 62.61% people are satisfied with their wedding plan as we discussed they are planning well.
- Nowadays people gets idea from 35.68 % from friends and relatives and 33.17% from social media. Which shows social media and friends are main affected in the wedding. What social media trends and what others are doing in their wedding which is easily followed by people in their wedding. People getting idea from these main sources.

SUGGESTIONS

- According to my research i suggest every businessman or potential businessman to enter after analysing all related business factors, which I included in my study.
- As social media and friends and relatives are main factor for their wedding plan then businessman has to follow the trends which are running in market. Because people preferred the latest trends, anything they watch new, they easily implement in wedding.
- People nowadays increased their budget for wedding due to new things, themes, cloths, activities etc. They are also planning well for their wedding. So event management also the chances to grow.
- And winter season is boom season for every businessman related in wedding business.
- And according to their monthly income they are spending accordingly, so, accordingly budget business firm shold offered the products and services to customers.

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"MARKET STUDY OF INDIAN WEDDING INDUSTRY"

My name is Vicky Talakunchiwala. I am a student of SYMBA (SEM 4) at the Department Of Business And Industrial Management, VN S GU. I am conducting a research project on "Market study of Indian wedding industry".

This questionnaire is an academic exercise, so please feel free to give the information.

*** Required**

1. Are you living in Surat? *

Mark only one oval.

Yes

No

2. Are you married? *

Mark only one oval.

Yes

No

3. Was your wedding is "Destination Wedding" ? *

Mark only one oval.

Yes

No

4. Which factor affect the most on your wedding? *

Check all that apply.

- GEMS & JEWELLERY
- EVENT MANAGEMENT (Hospitality, Venue, Catering ,Decor)
- APPAREL (ATTIRE, DRESSES)
- Studio services (Photography, Videography, Invitation Card)
- Beauty and Makeup service
- All of the above

5. Which wedding themes did you used? *

Mark only one oval.

- Glam
- Vintage
- Modern
- Any other

6. Which Floral trends did you used? *

Mark only one oval.

- Mixed Materials
- Minimalist
- Orchids
- Wildflowers
- Any other

7. Which Clothing Trends did you used? *

Mark only one oval.

- Colorful
- The 1920s
- Classic
- Modern
- Any other

8. Which Food Trends did you used? *

Mark only one oval.

- Food Trucks
- Buffets
- Plated
- Any other

9. Which Photography Trends did you used? *

Check all that apply.

- Candid
- Normal
- Photo junction
- All

10. Which videography Trends did you used? *

Check all that apply.

- Candid
- Normal
- Drone
- All

8/30/2021

"MARKET STUDY OF INDIAN WEDDING INDUSTRY"

15. From where did you get wedding idea? *

Check all that apply.

- Social media
- Newspaper advertisement
- Online Site
- Friends and relatives

16. How much are you satisfied with your wedding plan? *

Mark only one oval.

- Highly dissatisfied
- dissatisfied
- Nutral
- satisfied
- Highly satisfied

Personal Information

This questionnaire is an academic exercise, so please feel free to give the information.

17. Your Name: - *

18. Gender: *

Mark only one oval.

- Male
- Female

8/30/2021

"MARKET STUDY OF INDIAN WEDDING INDUSTRY"

19. Your Age *

Mark only one oval.

- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- Above 45

20. Occupation *

Mark only one oval.

- Businessman
- Professional
- Housewife
- Employee

21. Your Income (Monthly)? *

Mark only one oval.

- Less than 20000
- 20000 - 30000
- 30000 - 40000
- 40000 - 50000
- 50000 -75000
- 75000 and above

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Google Forms

<https://docs.google.com/forms/d/19tgZGwLeV1B0sm3KvfDiK8sbURRlYaZZQKepolWW8Yg/edit>

6/7

The End