

KNOTS OF SPLENDOUR

*A Complete Guide to the Magic and
Traditions of Indian Weddings*

Sudhir Warier



INDIA • SINGAPORE • MALAYSIA



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To my family.

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Foreword

Love is an extraordinary language, one that effortlessly bridges hearts across borders, cultures, and generations. Nowhere is this universal emotion celebrated more vibrantly than in the mesmerizing grandeur of Indian weddings. A harmonious blend of tradition and innovation, each ceremony becomes a timeless story—a golden memory that transcends mere celebration.

In *Knots of Splendour*, Sudhir Warier masterfully guides us through this dazzling world, illuminating an industry valued at over \$130 billion, intricately woven into the fabric of Indian society. Drawing on decades of experience, Warier reveals the fascinating evolution from humble family gatherings to extravagant spectacles, showcasing how each wedding uniquely blends heritage with contemporary flair. As couples today embrace sustainability, creativity, and personalization, weddings become powerful expressions of individual identities and collective joy.

Whether you are embarking on your own journey, exploring the industry's limitless opportunities, or simply fascinated by cultural traditions, this book will enchant and inspire you. Enjoy this voyage into the

Foreword

heart of Indian weddings, where love, tradition, and innovation intertwine beautifully.

This book goes beyond the realms of traditional weddings and includes a comprehensive business and academic framework to bring organization into hitherto unorganized sector. This is an invaluable resource for any person connected directly or indirectly with the Wedding Industry!

Dinesh Pandya

CEO, Bhoomi Group of Companies

Preface

Welcome to The Knots of Splendour, a vibrant journey into the enchanting world of Indian weddings—a world brimming with colour, emotion, and boundless celebration. Picture yourself stepping into a masterpiece, a living tapestry woven from threads of love, tradition, and artistic creativity. Each wedding is more than an event; it is a breathtaking story waiting to unfold, and this book is your invitation to explore the magic behind these unforgettable moments.

Indian weddings are not merely celebrations—they are grand spectacles, an exquisite fusion of cultural heritage and personal expression. From the intricate mehndi designs gracing the hands of radiant brides to the pulsating rhythms of music that fill the air with joy, every detail tells a tale of love, unity, and celebration. As you delve into these pages, you'll witness the remarkable evolution of Indian weddings, where timeless customs meet the innovation of modern trends, creating experiences that are as dynamic as the nation itself.

But this book is more than a tribute to the beauty and splendour of weddings—it's a window into the thriving global wedding industry, with Indian weddings at its heart. Through comprehensive insights

and analysis, we explore the trends, challenges, and transformations shaping how love is celebrated around the world. Whether you're a wedding enthusiast or curious observer, this book offers something extraordinary for everyone.

The Knots of Splendour also serves as a beacon for the Indian wedding industry, advocating for its structured growth and professional excellence. To that end, we introduce a comprehensive competency model, designed as a guide for both aspiring talents and seasoned professionals. This roadmap offers practical pathways for skill development, empowering readers to navigate and succeed in this dynamic field.

As the world embraces sustainability, this book champions the cause with a dedicated green framework tailored specifically for Indian weddings. From eco-conscious décor to mindful celebrations, we provide actionable strategies for couples and planners to honour both tradition and the environment—because love, in its purest form, deserves to be celebrated responsibly.

Education, too, takes centre stage in this exploration. Recognizing the need to formalize wedding management as a professional discipline, we present an academic framework to inspire educators and students alike. By integrating this field into mainstream curricula, we aim to equip the next

generation of professionals with the tools to thrive in an ever-evolving industry.

Every chapter of *The Knots of Splendour* is enriched with captivating stories, invaluable tips, and stunning visuals that illuminate the vibrancy of Indian weddings. Whether you're planning your own big day, helping a loved one prepare, or simply marvelling at this cultural phenomenon, this book will inspire and delight you at every turn.

As we embark on this adventure together, I invite you to immerse yourself in the joy and wonder that define Indian weddings. May this journey spark your imagination, deepen your appreciation, and guide you in celebrating love in all its glorious forms.

Thank you for joining me in exploring this remarkable world. Here's to love, celebration, and the extraordinary moments that unite us all!

Warmly,
Sudhir Warier,
December 09, 2024

Acknowledgments

As I look back on the incredible journey of bringing The Knots of Splendour to life, my heart overflows with gratitude for the many extraordinary individuals who have made this book possible. This labour of love is the result of countless contributions, and I am humbled by the support, wisdom, and encouragement that has surrounded me every step of the way.

First and foremost, my deepest thanks go to Dinesh Pandya, CEO of Bhoomi Group of Companies and one of India's most visionary wedding planners. Dinesh, your unparalleled expertise and generous guidance have been a cornerstone of this book. Your decades of experience, combined with an unwavering passion for innovation and excellence, have infused this project with a wealth of insight. I am endlessly inspired by your dedication to elevating wedding planning into an art form.

To the many authors—both print and digital—who have shared their knowledge of Indian weddings, traditions, and destinations: your collective wisdom has laid a strong foundation for this book. Your work has not only illuminated the intricacies of this vibrant industry but also sparked countless ideas that have

Acknowledgments

enriched its pages. Thank you for your invaluable contributions to this field.

I am deeply grateful to the practitioners and researchers who opened their hearts and shared their stories, experiences, and perspectives. Your insights have added a layer of authenticity and depth to this book, transforming it into a comprehensive guide that reflects the dynamic reality of Indian weddings. Your voices have truly brought this vision to life.

To the countless friends, colleagues, and well-wishers who offered encouragement along the way—thank you for your words of wisdom, your enthusiasm, and the little acts of kindness that buoyed me through the most challenging moments. You may not realize it, but each of you has played a part in this journey, and I am profoundly grateful.

To my family and friends: your patience and love have been my anchor. Thank you for standing by me through the late nights, endless drafts, and moments of doubt. Your unwavering belief in me reminded me why this project mattered, and your support gave me the strength to see it through.

Finally, to you, the reader—thank you for opening this book and stepping into the extraordinary world of Indian weddings with me. It is your curiosity and

Acknowledgments

passion that make this journey worthwhile. I hope these pages inspire, inform, and ignite your imagination.

Thank you all for being part of this remarkable adventure. *The Knots of Splendour* is as much yours as it is mine.

With heartfelt gratitude,

Sudhir Warier

Prologue

A Glimpse into the Global Wedding Industry's Potential

Weddings are far more than ceremonies; they are profound cultural expressions, deeply rooted in heritage, emotion, and the human instinct to celebrate life's most cherished moments. Across the globe, weddings weave a tapestry of traditions and modernity, blending sacred customs with contemporary extravagance. The wedding industry itself is a thriving, multi-billion-dollar ecosystem, constantly evolving to mirror societal trends, economic shifts, and the changing aspirations of couples.

From opulent destination weddings to intimate micro-ceremonies, the sector encompasses a vast array of businesses, from couture fashion and gourmet catering to experiential event planning and technology-driven celebrations. It is not just an industry—it is an ever-adapting reflection of how love is honoured across cultures and generations.

A Multi-Billion-Dollar Global Phenomenon

As of 2024, the global wedding industry is valued at an astonishing \$207 billion, with projections indicating

it will reach \$414 billion by 2032, growing at a CAGR of 9.3%. This impressive trajectory is fuelled by key factors:

1. *Rising Disposable Incomes*: Increasing affluence, particularly in emerging economies, is driving demand for larger-than-life celebrations.
2. *Cultural and Social Significance*: Weddings continue to be one of the most significant life events across cultures, often celebrated with grandeur.
3. *Experience Over Expense*: While spending remains high, modern couples prioritize uniqueness and personalization over sheer extravagance.
4. *Technology Disruption*: AI-driven wedding planning, virtual reality venue tours, and live-streamed ceremonies are transforming the industry.

Regional Market Highlights

1. *Asia-Pacific*: The undisputed leader, accounting for 40% of the global market. Indian and Chinese weddings dominate, with multi-day celebrations and elaborate rituals.

2. *North America*: A \$70+ billion industry where personalization, themed weddings, and social media trends reign supreme.
3. *Europe*: Home to some of the most sought-after destination wedding locations, including Italy, France, and Greece.
4. *Latin America*: A region where vibrant traditions, music, and culinary excellence create immersive, culturally rich celebrations.

India: The Beating Heart of the Wedding Industry

India stands as the wedding capital of the world, boasting a market estimated at \$75 billion in 2024—second only to the U.S. The country sees over 10 million weddings annually, with expenses ranging from modest budgets to ultra-luxurious affairs crossing \$20 million. The Indian wedding industry is poised for substantial growth, projected to reach \$120 billion by 2030, driven by factors unique to its landscape:

1. *Cultural Grandeur*: Indian weddings are multi-day affairs, deeply rooted in Vedic traditions, with elaborate rituals and vibrant celebrations.
2. *Destination Weddings Boom*: Rajasthan, Goa, Kerala, and Udaipur continue to be

sought-after locations, with international destinations like Bali and Dubai also gaining popularity.

3. *Luxury & Personalization*: From couture bridal fashion to immersive wedding experiences, high-net-worth individuals are pushing boundaries on exclusivity.
4. *Technology & AI Influence*: Digital wedding planning apps, AI-powered matchmaking, and virtual venue previews are revolutionizing the Indian market.

A Changing Landscape: Key Industry Trends

The wedding industry is undergoing a transformation, shaped by new-age consumer preferences, sustainability concerns, and digital advancements. Some of the most prominent trends shaping its future include:

1. The Rise of Sustainable Weddings

Eco-conscious couples are making sustainability a priority, opting for:

- a) *Digital invitations instead of printed cards*
- b) *Locally sourced, organic catering*
- c) *Zero-waste weddings and biodegradable décor*

Prologue

- d) *Ethical wedding attire from slow-fashion designers*

2. Intimate & Destination Celebrations

- a) *While big, fat weddings remain prevalent, intimate ceremonies with 50-100 guests have gained traction, emphasizing meaningful experiences over sheer scale.*
- b) *Destination weddings now contribute 18% of the Indian wedding market, expected to grow by 30% by 2030.*

3. The Digital & AI Wedding Revolution

- a) *Technology is reshaping how weddings are planned and experienced:*
- b) *AI-driven wedding planning apps help couples coordinate venues, vendors, and décor with personalized recommendations.*
- c) *Virtual Reality (VR) allows couples to tour venues remotely.*
- d) *Live streaming & hybrid weddings ensure global participation, transcending physical limitations.*

4. The Shift Toward Bespoke Experiences

- a) *Modern couples are veering away from cookie-cutter weddings, favouring:*

- b) *Unique themes inspired by their journeys, professions, or passions.*
- c) *Artisanal, hyper-local cuisine experiences curated by celebrity chefs.*
- d) *Experiential entertainment, such as aerial performances, immersive storytelling, and customized wedding fragrances.*

The Next Decade: A Forecast of Growth & Innovation

The next 10 years will see an industry that is:

1. More technology-driven, integrating AI, blockchain (for secure contracts), and metaverse weddings.
2. More sustainable, with a surge in green wedding initiatives.
3. More experience-focused, shifting the emphasis from grandeur to deeper, immersive, and meaningful celebrations.

With India's growing millennial and Gen Z consumer base, the wedding market will continue to evolve rapidly. By 2035, the Indian wedding industry is projected to cross \$200 billion, making it one of the fastest-growing lifestyle sectors globally.

A Celebration of Love, Legacy, and Opportunity

The wedding industry is more than just an economic powerhouse—it is a living, breathing testament to human connection, tradition, and the relentless pursuit of happiness. It is an ever-evolving canvas where love stories are immortalized through artistry, culture, and innovation.

This book will delve deep into the multifaceted world of Indian weddings—from ancient Vedic traditions and rituals to the business dynamics and competency models that sustain the industry. Whether you are a wedding planner, an entrepreneur, a scholar, or simply someone fascinated by the grandeur of Indian nuptials, this journey will unveil the intricate, captivating world of the Indian wedding industry.

Let us step into this universe where love meets legacy, where commerce meets culture, and where every wedding is not just an event—but a masterpiece...

SECTION 1

THE INDIAN WEDDING ECOSYSTEM - SCALE, STRUCTURE & STRATEGY

1

The Indian Wedding Industry

Introduction

The Indian wedding industry is undergoing a stunning evolution — transforming from intimate, family-led affairs into a thriving, billion-dollar powerhouse of professional planning and production. What was once managed solely by close relatives and friends has now blossomed into a structured, dynamic sector teeming with specialized service providers and wedding planners who bring expertise, creativity, and precision to every celebration.

Fuelled by India's vast population of over 1.3 billion and its deeply rooted cultural diversity, weddings in India are more than just ceremonies — they're grand spectacles steeped in tradition, spanning several days and marked by intricate rituals, opulent décor, and vibrant festivities. This cultural richness has created a fertile ground for a wide array of vendors, including event managers, caterers, decorators, photographers, makeup and mehndi artists, entertainers, and more — all contributing their unique skills to craft unforgettable experiences.

Today's wedding planners orchestrate every detail — from venue selection and budget management to seamless coordination with multiple vendors. Caterers serve up elaborate feasts that celebrate regional and seasonal flavors, while decorators transform spaces into immersive wonderlands that reflect the couple's vision. Photographers and videographers freeze-frame precious memories, while makeup artists and mehndi designers elevate the bride's elegance for every occasion. And of course, no Indian wedding is complete without show-stopping entertainment — with DJs, live bands, and performers turning every function into a lively celebration.

This booming industry is not only a cornerstone of cultural expression but also a powerful driver of the Indian economy — employing millions across diverse sectors. It's also becoming smarter and more responsive, integrating cutting-edge technology, embracing evolving consumer trends, and redefining what modern celebrations look like.

Yet, challenges remain. The industry still grapples with seasonal demand fluctuations, limited regulation, and concerns around the ethical treatment of contractual labour. Despite these hurdles, the Indian wedding industry continues to thrive, propelled by the sheer emotional and cultural weight weddings carry in Indian society.

What lies ahead is an exciting chapter — one where tradition meets innovation, and celebration meets consciousness.

Boundless Potential

As of the latest estimates, the Indian wedding industry stood at a staggering \$50 billion in 2019 — and it's only getting bigger. With a projected compound annual growth rate (CAGR) of 25–30%, the industry is expected to double in value and touch the \$100 billion mark by 2025. What's fuelling this explosive growth? A perfect storm of rising disposable incomes, a booming middle class, and an increasing appetite for grand, curated wedding experiences.

Today's couples are no longer satisfied with the ordinary — they're opting for lavish celebrations, immersive themes, and picture-perfect moments. The rise of destination weddings has added an exotic flair to this trend, with picturesque palaces, beachside mandaps, and mountain retreats becoming the new norm for tying the knot.

However, the COVID-19 pandemic brought this high-growth industry to a sudden pause. Postponed and cancelled ceremonies, restrictions on gatherings, and safety concerns disrupted the traditional wedding ecosystem. But the industry's response was nothing short of remarkable. Vendors pivoted

overnight, offering innovative virtual and hybrid wedding services, socially distanced ceremonies, and personalized micro-wedding packages that kept the essence of celebration alive — just reimagined.

What emerged was not just resilience, but reinvention. As India begins to bounce back, the pent-up demand for weddings is creating a surge in bookings and a renewed buzz across the industry. The focus is shifting to more meaningful, intimate, and experience-driven events that blend tradition with modern sensibilities.

Alongside scale, the Indian wedding industry is witnessing a wave of transformation. Innovation and creativity are now front and center — from out-of-the-box décor concepts and personalized entertainment to curated culinary journeys and tech-integrated experiences. Vendors are pushing boundaries to make every wedding unforgettable and Instagram-worthy.

Sustainability has also stepped into the spotlight. Eco-conscious couples are making greener choices — from zero-waste décor and digital invites to locally sourced menus and carbon-conscious logistics. Wedding planners are rising to the occasion, offering eco-friendly packages that combine opulence with responsibility.

Technology, too, is rewriting the rules of wedding planning. From virtual venue tours and online mood

boards to AI-powered planning apps and immersive VR experiences, the digital transformation has made wedding planning more accessible, interactive, and global than ever before.

Perhaps most importantly, the industry is maturing. There's a growing emphasis on transparency, ethical practices, and professionalism. Service providers are adopting global standards, building trust with clients, and bringing structure to what was once an informal sector.

All these changes are reshaping the Indian wedding industry into a vibrant, future-ready ecosystem — one that respects tradition, embraces innovation, and reflects the evolving aspirations of modern India. With creativity, technology, and sustainability at its core, the industry is poised for a bold, beautiful future.

The Global Wedding Industry: A Thriving Tapestry of Tradition, Trends, and Transformation

The global wedding industry is poised for continued expansion, riding the wave of rising incomes, shifting consumer preferences, and an ever-evolving tapestry of wedding trends. According to ResearchAndMarkets.com, the industry is projected to reach a whopping \$1,012.9 billion by 2027, growing at a CAGR of 9.8% from 2020 to 2027. This impressive trajectory is powered by

several megatrends — from the allure of destination weddings and the rise of sustainable celebrations to the seamless integration of technology into every aspect of planning and execution.

Wedding Hotspots: The World's Most Sought-After Destinations

While there's no one-size-fits-all answer to the best country for weddings — given the diversity of tastes, cultures, and traditions — some countries stand out for their iconic venues, expert vendors, and unforgettable atmospheres. These include:

1. United States – Known for variety, from vineyard weddings in Napa to beachside vows in Hawaii.
2. India – The land of elaborate rituals and cultural opulence.
3. Italy – The romantic allure of Tuscany, Venice, and Amalfi Coast.
4. Mexico – Sun-kissed beaches and vibrant fiestas.
5. Thailand – A favourite for tropical, culturally rich destination weddings.
6. Japan – Famed for minimalist elegance and serene landscapes.

7. Greece – Whitewashed beauty and iconic sunsets in Santorini.
8. United Arab Emirates – Glamorous weddings in the lap of luxury.
9. Turkey – A blend of East and West with regal venues.
10. Spain – For passionate flamenco-infused celebrations and Mediterranean charm.

Each of these countries brings something uniquely magical to the wedding experience, making the global wedding landscape rich with opportunity and diversity.

India: A Powerhouse in the Global Wedding Ecosystem

India stands tall among global wedding markets — not just for the scale of its celebrations, but for the sheer cultural richness and industry resilience it demonstrates. With a population of over 1.3 billion and a deeply rooted tradition of elaborate ceremonies, India's wedding industry is projected to double from \$50 billion (2019) to \$100 billion by 2025, growing at a phenomenal pace.

Key growth drivers include:

1. A rising middle class with greater disposable income, fueling demand for luxurious, statement-making weddings.
2. The growing trend of destination weddings, with couples increasingly opting for regal palaces in Rajasthan, beachside resorts in Goa and Kerala, or hill stations in the North.
3. Technology and social media, transforming wedding planning into a seamless, visually curated journey, while expanding market access for vendors.

However, modern Indian weddings aren't just about opulence. A new wave of couples is embracing eco-conscious celebrations — opting for digital invites, local sourcing, zero-waste décor, and cruelty-free fashion. Vendors and planners are responding by embedding sustainability into their services, making “green weddings” not just a trend, but a movement.

The Stakeholders behind the Magic

India's thriving wedding industry is a vast ecosystem powered by a dynamic network of stakeholders:

Wedding Planners & Event Management Companies

The maestros of coordination — they turn dreams into reality, managing everything from logistics to aesthetics.

1. Wedding Venues

From grand heritage forts to beachside luxury resorts, India offers unforgettable settings tailored to every couple's style.

2. Caterers

Indian weddings are incomplete without culinary extravagance, with regional flavours taking centre stage.

3. Photographers & Videographers

Capturing timeless memories — from cinematic wedding films to candid, heartfelt moments.

4. Designers & Stylists

From bridal couture to bespoke decor themes, stylists bring a visual narrative to life.

5. Makeup & Mehndi Artists

Enhancing natural beauty with traditional artistry and modern flair.

6. Entertainers

From Sufi nights to Bollywood performances, entertainment adds rhythm and soul to every celebration.

The Hierarchy of Services

The organization of services within the wedding industry can be categorized into four main groups as summarized in table 1.1:

Table 1.1 – The Wedding Hierarchy

Category	Description
Wedding Planners	Offer end-to-end planning services
Wedding Venues	Provide locations for hosting weddings
Caterers	Supply food options ranging from traditional to contemporary
Photographers & Videographers	Capture moments through photography and videography

These categories often overlap as many service providers offer multiple services tailored to client needs.

Cost Breakup of a Typical Indian Wedding

The cost of an Indian wedding can vary greatly depending on various factors such as location, number

The Indian Wedding Industry

of guests, and level of extravagance. However, here is a rough cost breakup of a typical Indian wedding (Refer Figure 1)

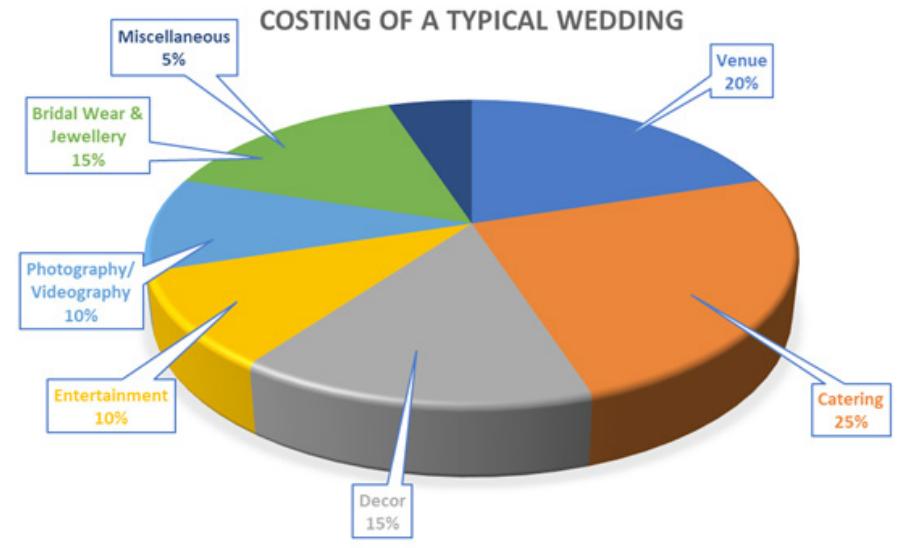


Figure 1.1 – Cost Breakup of a Typical Indian Wedding

- 1. Venue - 20-25% of total cost:** The cost of the wedding venue can vary depending on the location, size, and facilities. Popular wedding venues such as banquet halls, hotels, and resorts can cost anywhere from a few lakhs to several crores.
- 2. Catering - 20-25% of total cost:** The cost of catering will depend on the number of guests, type of food, and the level of service required. Catering can range from traditional Indian cuisine to fusion or international cuisine.
- 3. Decor - 15-20% of total cost:** The cost of wedding decor can vary depending on the level

of extravagance desired. This includes floral arrangements, lighting, furniture, and other decor elements.

4. **Entertainment - 10-15% of total cost:** The cost of entertainment can vary depending on the type of entertainment required, such as live music, DJ, dancers, or performers.
5. **Photography and videography - 10-15% of total cost:** The cost of photography and videography can vary depending on the type of package and the level of coverage desired. This can include pre-wedding shoots, candid photography, and videography.
6. **Bridal wear and Jewellery - 10-15% of total cost:** The cost of bridal wear and jewellery can vary depending on the designer and level of customization required.
7. **Miscellaneous expenses - 5-10% of total cost:** This includes expenses such as transportation, accommodation, invitations, and wedding favours.

It's important to note that these percentages are not set in stone and can vary depending on individual preferences and budgets. The various heads are as outlined in the table 1.2:

Table 1.2 – Cost Breakup of a Typical Indian Wedding

#	Heads	%
1	Venue	20
2	Catering	25
3	Decor	15
4	Entertainment	10
5	Photography/ Videography	10
6	Bridal Wear & Jewelry	15
7	Miscellaneous	05
TOTAL		100

Industry Associations and Government Support

Several industry associations have been established to promote and regulate the wedding industry in India, including the Wedding Planners Association of India (WPAI) and the Indian Bridal Fashion Week (IBFW). These associations provide platforms for networking, knowledge sharing, and collaboration among industry players. Furthermore, the Indian government has recognized the potential of the wedding industry for economic growth and tourism. Initiatives promoting infrastructure development in popular wedding destinations such as Goa, Rajasthan, and Kerala have successfully attracted couples from both domestic and international markets. While challenges remain

regarding standardization and regulation, the Indian wedding industry is steadily progressing toward greater organization and professionalism.

Iconic Weddings in India

India has witnessed some of the most extravagant and culturally rich weddings over the past decade, blending tradition with modern opulence. These events have set benchmarks in grandeur, attracting global attention and redefining wedding trends. Here's a glimpse into a few iconic weddings:

1. Virat Kohli and Anushka Sharma (2017)

The power couple tied the knot in a fairytale-like ceremony in Tuscany, Italy. The intimate yet luxurious affair was a blend of traditional Punjabi customs and minimalist elegance..

2. Isha Ambani and Anand Piramal (2018)

The wedding of the daughter of India's richest man, Mukesh Ambani, was an epitome of extravagance. Spread over several days, it included a star-studded pre-wedding bash in Udaipur featuring a private Beyoncé concert. The main wedding at Antilia, the Ambani residence, showcased traditional Gujarati rituals paired with unparalleled luxury.

3. Deepika Padukone and Ranveer Singh (2018)

Bollywood's beloved couple celebrated their union at Lake Como, Italy, with two ceremonies honouring their Konkani and Sindhi roots. The intimate setting contrasted with their grand receptions in Mumbai and Bangalore, reflecting their unique blend of cultural pride and glamour.

4. Priyanka Chopra and Nick Jonas (2018)

This Indo-American wedding was a global sensation. Hosted at the Umaid Bhawan Palace in Jodhpur, the event featured dual ceremonies to honour both Christian and Hindu traditions. The lavish celebrations exemplified a perfect cultural amalgamation, captivating worldwide audiences.

5. Vicky Kaushal and Katrina Kaif (2021)

Kept under wraps until the big day, this wedding took place at the opulent Six Senses Fort Barwara in Rajasthan. The event exuded royal charm, with a guest list limited to close friends and family, marking a trend toward private yet lavish celebrations.

6. Kiara Advani and Sidharth Malhotra (2023)

Held at the majestic Suryagarh Palace in Jaisalmer, their wedding was a fusion of modern chic and Rajasthani tradition. From intricate bridal couture to intimate mehndi and sangeet ceremonies, this event redefined subtle luxury.

These weddings not only celebrated love but also showcased India's rich heritage, craftsmanship, and evolving wedding aesthetics. They set trends in décor, destination choices, and attire while exemplifying the seamless integration of tradition and modernity.

The Most Expensive Indian Weddings¹

The table 1.3 presents the list of the top 16 weddings in India based on the overall cost. The Table 3 summarizes the list.

1 Source: Koimoi <<https://www.koimoi.com/fashion-lifestyle/from-ambanis-to-hindujas-top-8-richest-indian-weddings-of-all-time/>>

The Indian Wedding Industry

Table 1.3 – The Sixteen Costliest Weddings in India²

#	Wedding	Year	INR (crores)	\$ (million)
1	Isha Ambani and Anand Piramal	2018	700	93
2	Akash Ambani and Shloka Mehta	2019	700	93
3	Anant Ambani and ³ Radhika Merchant	2024	650	85
4	Brahmani Reddy and Rajeev Reddy	2016	500	67
5	Sanjay Hinduja and Anu Mahtani	2015	140	18.7
6	Priyanka Chopra and Nick Jonas	2018	120	16
7	Virat Kohli and Anushka Sharma	2017	100	13.3
8	Sidharth Malhotra and Kiara Advani	2023	100	13.3
9	Deepika Padukone and Ranveer Singh	2018	77	10.3
10	Vicky Kaushal and Katrina Kaif	2021	75	10

2 Costs are approximate and based on figures quoted in media (Print and online)

3 Does not include cost of pre-wedding festivities

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#	Wedding	Year	INR (crores)	\$ (million)
11	Adar Poonawalla and Natasha Poonawalla	2022	50	6.7
12	Arpita Khan and Aayush Sharma	2014	50	6.7
13	Yuvraj Singh and Hazel Keech	2016	50	6.7
14	Lalit Tanwar and Yogita Jaunapuria	2015	250	3.3
15	Shahid Kapoor and Mira Rajput	2015	25	3.3
16	Rakul Preet Singh and Jackky Bhagnani	2023	20	2.7

Summary

The trend of grand Indian weddings is deeply ingrained in Indian culture and traditions, and it has been a part of Indian society for centuries. Therefore, it is likely that the trend of grand Indian weddings will continue in the years to come. However, the COVID-19 pandemic has led to changes in the way weddings are being celebrated, with a greater emphasis on intimate weddings and smaller gatherings. Moreover, with the increasing cost of weddings, there is a growing trend towards more sustainable and eco-friendly affairs.

The Indian Wedding Industry

This means that couples are becoming more conscious of their wedding's impact on the environment and are making efforts to reduce waste and promote sustainability.

The Indian wedding industry is a dynamic market rich in cultural heritage while embracing innovation. With its vast employment opportunities and diverse service offerings, it continues to evolve into a more organized sector. By understanding the intricate web of stakeholders involved—from planners to caterers—couples can create magical experiences that reflect their unique love stories.