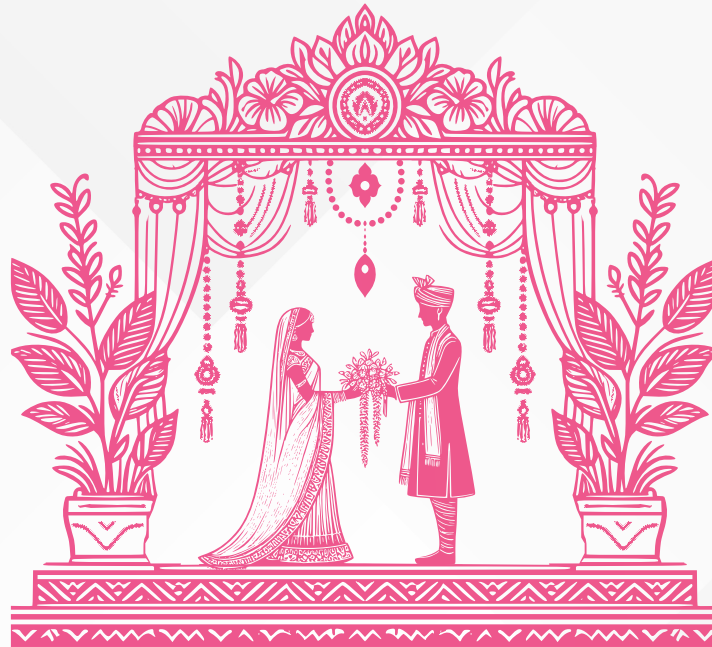


InvAsset's Voice



A CULTURAL EXTRAVAGANZA

**THE RICH TRADITIONS AND
CUSTOMS OF INDIAN WEDDINGS.**



India's Best Performing and Most Customer Centric PMS



The Indian Wedding Industry: **A Cultural Extravaganza and Economic Powerhouse**

Picture this: vibrant colors, exquisite décor, melodious tunes of traditional instruments, and the mingling laughter of families and friends. Indian weddings are not just ceremonies; they are grand festivals that blend culture, tradition, and modernity into unforgettable experiences. Beyond the celebrations, however, lies a booming economic engine—an industry valued at a colossal \$130 billion, making it the fourth-largest in India.

From creating millions of jobs to driving growth across allied sectors, the wedding industry is more than just a celebration—it's a dynamic force shaping India's socio-economic landscape.

A snapshot of magnificence

Weddings in India take place twice a year during peak seasons—November to mid-December and mid-January to July. These seasons often coincide with major festivals like Diwali and Dussehra, creating a ripple effect of economic activity. The numbers speak for themselves:

- **Annual Weddings:** Nearly one crore weddings occur in India annually.
- **Employment:** The industry provides livelihoods to approximately 10 million people.
- **Sectoral Impact:**
- **Hospitality:** \$603 million annually in wedding-related hotel bookings.
- **Jewelry:** A staggering \$7.2 billion spent on gold and ornaments.
- **Retail:** \$1.2 billion for wedding apparel.

This interconnected ecosystem demonstrates how weddings fuel sectors such as tourism, technology, logistics, and even luxury real estate.



KEY GROWTH CATALYSTS

1. Rising Disposable Incomes

Families are increasingly willing to spend on grander weddings. Lavish décor, gourmet catering, and designer outfits are becoming essential, reflecting a family's social stature and creating cherished memories.



2. Celebrity Influence and Social Media

The grandeur of Bollywood weddings and social media influencers has set new benchmarks. Destination weddings, designer outfits, and thematic celebrations inspire couples to replicate the glamour.

3. Government Initiatives

The "Wed in India" campaign promotes India as a global wedding destination. From Rajasthan's majestic forts to Kerala's tranquil backwaters, the government showcases India's diverse venues to attract both domestic and international clients.



EMERGING TRENDS REDEFINING INDIAN WEDDINGS

- **Larger Celebrations:** Guest counts rose from 270 in 2022 to 310 in 2023, with couples hosting an average of 4.2 functions compared to 3.2 earlier.
- **Shared Financial Responsibility:** While tradition held that the bride's family bore expenses, urban families now split 59% of costs equally between families, with millennials contributing to meaningful experiences and luxury services.
- **Luxury Spending and Sustainability:**
 - Artificial jewelry is gaining traction, with 36% of brides opting for affordable yet stunning alternatives.
 - Rental options for outfits reflect a growing trend of practicality over ownership.



DESTINATION WEDDINGS A RISING TREND

India's breathtaking locations have made it a hub for destination weddings. From Kerala's serene backwaters to Uttarakhand's lush hills, couples are opting for picturesque venues to add magic to their special day.

The government's initiative to promote 25 key destinations ensures India remains a top choice for global wedding tourism.



A VISION FOR THE FUTURE

The Indian wedding industry's future is as bright as the golden ornaments it cherishes. With 40 crore weddings expected over the next 15 years and 600 million Indians yet to marry, the scale is monumental. By 2024, the sector is forecasted to grow at a CAGR of 12–20%, reaching ₹5 lakh crore (\$67 billion).



CONCLUSION

The Indian wedding industry encapsulates the spirit of celebration and the dynamism of an evolving economy. Its influence spans generations, sectors, and geographies, blending tradition with innovation. As it continues to thrive, this industry not only symbolizes cultural grandeur but also stands as a beacon of economic resilience and opportunity.

For those looking to invest in a sector that epitomizes India's heart and soul, the wedding industry offers unmatched potential. It's more than a celebration—it's a phenomenon that unites emotions and economics in a uniquely Indian narrative.

Disclaimer: This report has been prepared by the research department of Invasset, is for information purposes only. This report is not construed as an offer to sell or the solicitation of an offer to buy or sell any security in any jurisdiction where such an offer or solicitation would be illegal. Invasset have exercised due diligence in checking the correctness and authenticity of the information contained herein, so far as it relates to current and historical information, but do not guarantee its accuracy or completeness. This Document may contain confidential and/or privileged material and is not for any type of circulation and any review, retransmission, or any other use is strictly prohibited. This Document is subject to changes without prior notice.

The opinions expressed are our current opinions as of the date appearing in the material and may be subject to change from time to time. Prospective investors are cautioned that any forward looking statement are not predictions and are subject to change without prior notice. Recipients of this material should rely on their own investigations and take their own professional advice. Invasset or any of its affiliates or employees shall not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. Invasset. or any of its affiliates or employees do not provide, at any time, any express or implied warranty of any kind, regarding any matter pertaining to this report, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. The recipients of this report should rely on their own investigations.

Invasset and/or its affiliates and/or employees may have interests/ positions, financial or otherwise in the securities mentioned in this report. Opinions expressed are our current opinions as of the date appearing on this material only. While we endeavour to update on a reasonable basis the information discussed in this material, there may be regulatory, compliance, or other reasons that prevent us from doing so. This report is not directed to or intended for display, downloading, printing, reproducing or for distribution to or use by any person in any locality, state and country or other jurisdiction where such distribution, publication or use would be contrary to the law or regulation or would subject to Invasset or any of its affiliates to any registration or licensing requirement within such jurisdiction. Invasset may or may not hold any securities discussed in the article in its portfolios. Invasset may or may not take decisions based on the information contained in the article while curating portfolios for its clients. Without limiting any of the foregoing, in no event shall Invasset, any of its affiliates or any third party involved in, or related to, computing or compiling the information have any liability for any damages of any kind.

**This research has been done by the
Core Fundamental Research Team of InvAsset PMS Desk.**

Anirudh Garg

anirudhgarg@invasset.com

Kushal Ahuja

kushalahuja@invasset.com

Yash Chauhan

yashchauhan@invasset.com



India's Best Performing and Most Customer Centric PMS



MUMBAI

911 One Lodha Place,
Lower Parel, Mumbai 400013

GURUGRAM

4th Floor Two Horizon Centre,
DLF Phase 5, Gurugram,
Haryana 122002

LUDHIANA

1401, Aspen 2, Centara Greens,
Pakhawal Road, Opp. Riviera Resort,
Ludhiana 141001



1800-309-2172
98158-10172



info@invasset.com



www.invasset.com
