Want to make nice wedding planner in India by Aman Kumar

Article published on December 23rd 2011 | Weddings

Do you want to get your daughter married in a tapovan? Or have her walk down from the heavens straight to the mandap?

Oh yes, you can also have a Niagara-type waterfall as a backdrop to the rituals. Or get the groom to reach the bride's house in a chopper?

Flights of fancy? Sure, and possible too -- just get in touch with a wedding planner. He/she will deliver.

"Wedding planners are professionals who offer a range of services under one roof," says New Delhi-based Vikaas Gutgutia, managing director, Ferns 'n' Petals.

The company started as flower retailers but moved into wedding planning a few years back. Says Meher Sarid, director (themes and concepts), Sound of Music, another capital-based entity: "We provide our customers with everything that a wedding needs -- right from the pre-wedding events to sending "thank you letters" after the ceremony is over. Our USP is to provide a hassle-free wedding to our customers."

Wedding planners take charge of a wedding. And that means planning and executing all functions, selecting venues, designing and sending invitation cards, make nice wedding decorations (and that includes lighting, landscaping, music, etc), catering, entertainment.

Basically these professionals take over the management of a wedding leaving the host to have time to enjoy. "The trend started around 2000," says Jai Raj Gupta, chief executive officer, Shaadionline, the Internet-based matchmaker.

"It sort of coincided with the rise in the disposable incomes of the rich and upper middle class Indians. And over the years weddings have become aspiration. Your wedding should be better than your neighborâ€™s."

The recent spate of wedding exhibitions such as Bridal Asia and Vivaha has helped focusing the attention on getting in professionals to manage weddings.

Most wedding planners agree that their industry is still disorganized. The figures for the Indian wedding industry vary between Rs 5,000 crore and Rs 50,000 crore. Aspirants do not need any professional degrees/diplomas to become a wedding planner.

Working under a wedding planner and then branching off is the only way. The problem is worsened with every tentwallah and decorator calling himself a wedding planner.

Very few wedding planners disclose their real income. The problem is partly because their customers do not disclose the exact sum they spend on their daughter's or son's wedding. Charges vary.

Sarid's rates are around Rs 50,000 for designing a function plus 15 per cent for services. Mumbai-based Gurlein Manchanda says that she charges roughly Rs 50,000 and can go higher depending upon what the customer wants.

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I want to make nice a wedding planners in India including a wedding planners in Mumbai and a wedding planners in Delhi.

Article Keywords:
Wedding planners in India, wedding planners in Mumbai, wedding planner in Delhi, wedding decorations

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