



ECO
WEDS

THE PERFECT MATCH

BRIDAL EVENTS & WEDDING PLANNER

Our Team

Mayank Jaiswal



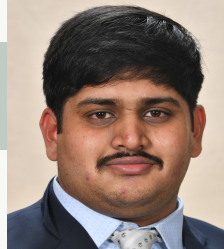
Wilson V Shaji

Tushar



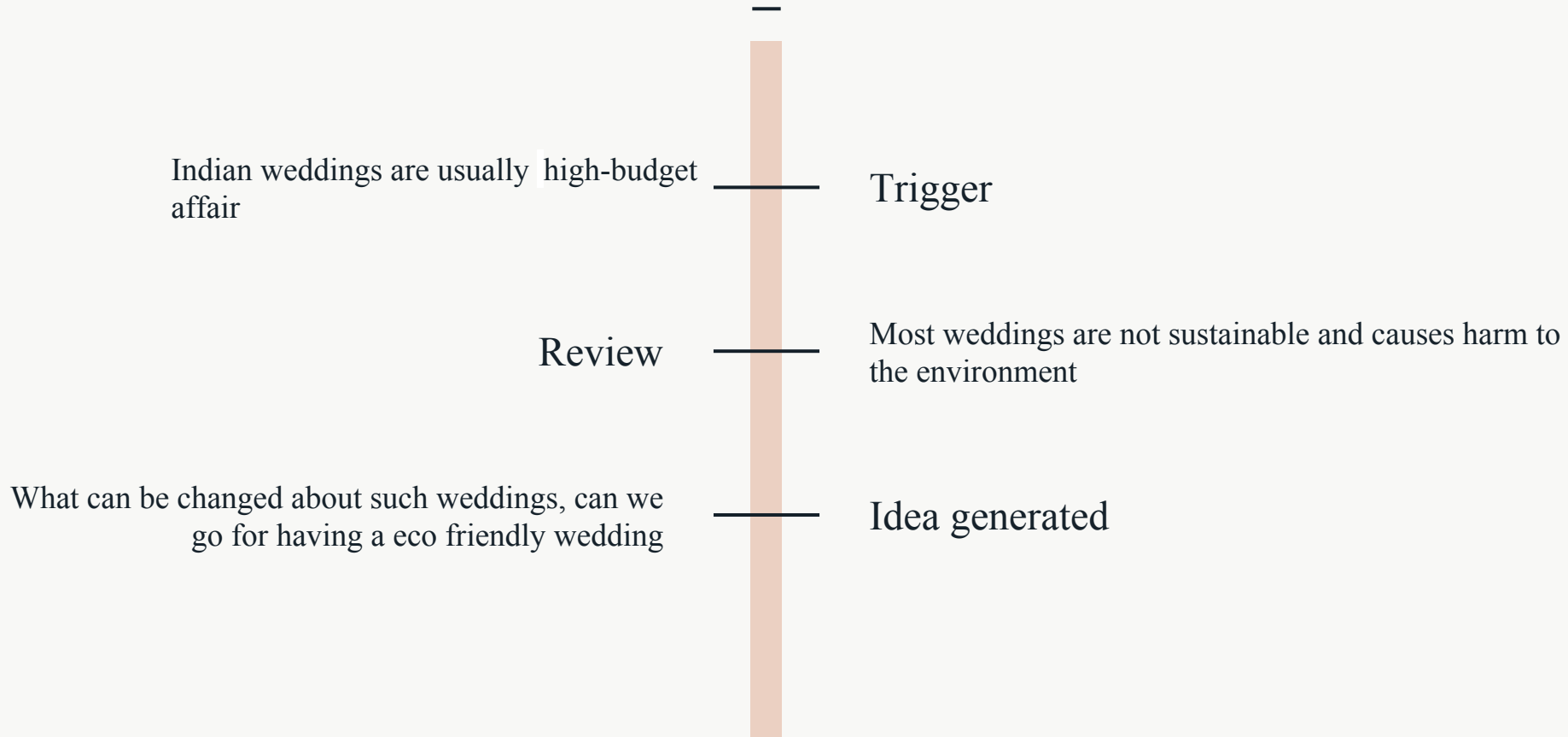
Utsav Paliwal

Abhishek Varma



Shashwat Yadav

Genesis of Idea



Problem Statement

What can be changed about weddings, can Indian weddings become sustainable and eco friendly wedding

- Approximately 40 percent of the food prepared at a wedding venue is wasted and thrown away after the wedding ends
- Indian wedding hosting 400-1000 people results in around 3 tonnes of waste



Service / Solution

E-invites

E-invites/seed paper invites



Decor

Locally-sourced decor and souvenirs and things that can be reused



Rent and upcycle outfits

Comeback of Banarasi and traditional embroidery



Eco friendly

Reduced use of plastic cutleries, green crackers, Silent Dj



Eco Weds

- Tied up with service vendors like music bands, photographers, mehndi artists, event managers, wedding venues, NGOs to provide zero waste wedding.
- Reduced use of plastic cutleries, crackers, decorations, DJ.
- Leftover food distributed to needy people through NGOs.
- Wedding website through which sends invites/updates, seating plan, tracks RSVP and provides other services



Market and Product Positioning

Target Customer and Market Size

Target environmentally
conscious customers

10 million weddings per year

Market Strategy

Digital Marketing
Referrals from existing
customers

Register on website
Metro Cities

Niche Market

Industry and Ecosystem Positioning

Indian Wedding industry

Estimated to be of ₹5 lakhs crore
Approx 20% yearly growth rate

Competitions

Highly affected by Covid 19
Less competition => Indians love lavish weddings.



PESTE Analysis

| | POLITICAL (Govt. Policy/ Regulatory) | ECONOMIC (Growth, Inflation, interest rates etc.) | SOCIAL (Behavior changes, Buying patterns) | TECHNICAL (R&D, Automation, Digitization) | ENVIRONMENTAL (Ecological & Environmental changes) |
|---------------------|--|--|--|---|--|
| FAVOURABLE | No child marriage, No dowery system, Acceptance of Inter caste and same sex marriages etc | Strong spending power, Large market, | Less forced Marriages | Dating and Marriages Websites/Apps | Smaller weddings, Educated customers |
| UNFAVOURABLE | Love Jihad | Highly Unorganised, More Budget Oriented Weddings | Peer to peer pressure, Late marriages | Fake marriages, Duping/Fraud | High food wastage, Polluting |

Competition Analysis

| | Vivah luxury wedding plann | Indian wedding Weds | Shubh Muhurat | Eco Weds | planners |
|--------------------|-----------------------------------|----------------------------|------------------------|-----------------------|-----------------|
| | Competitor 1 | Competitor 2 | Competitor 3 | You | |
| Strengths | Big fat Indian Weddings | Goodwill in market | Budget weddings | Eco friendly weddings | |
| Weakness | Only Delhi Based | Wastage of resources | Not good in management | Less Customers | |
| Price Point | 75,000 onwards | 60,000 onwards | 35,000 onwards | 30,000 onwards | |

Financial Projections

BASIC FINANCIAL PLAN: Eco Weds

| Startup Costs | INR |
|---------------|----------------|
| E-Vehicle x 2 | 200000 |
| Decoration | 500000 |
| cutlery | 300000 |
| lightings | 300000 |
| Total | 1300000 |

| Fixed Costs (for a month) | INR | Salary per employee | No. of employees |
|---------------------------|---------------|---------------------|------------------|
| Salary | 60000 | 15000 | 4 |
| Electricity | 20000 | | |
| Rent | 20000 | | |
| Total | 100000 | | |

| Variable Costs (per unit) | Cost | Unit | Rate (INR) |
|---------------------------|-------------|------|------------|
| installation cost | 1500 | | |
| Operational cost | 3000 | | |
| travelling | 4000 | | |
| Total | 8500 | | |

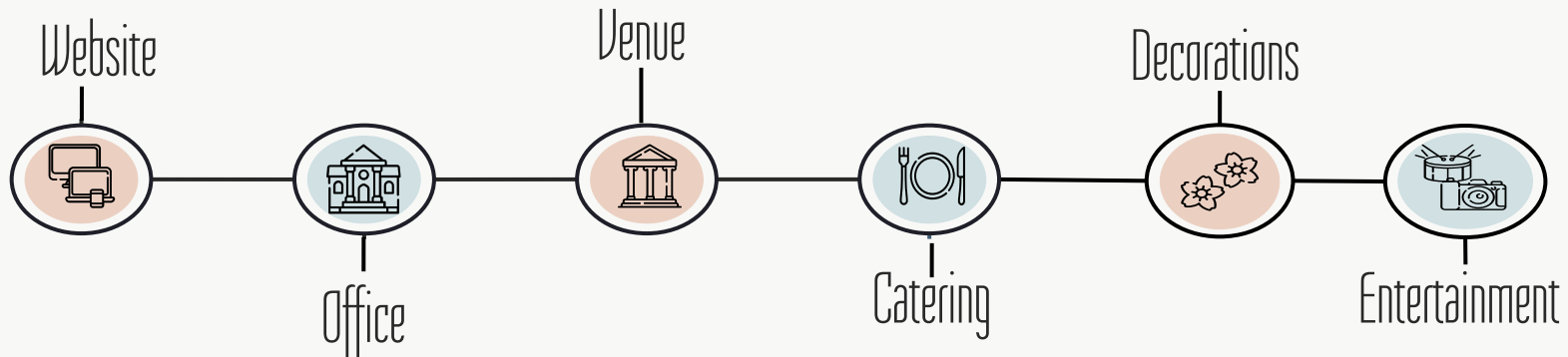
| Revenue (for 30 days) | |
|-----------------------------------|---------------|
| Number of customers | 7 |
| Units per purchased | 1 |
| Price per unit (INR) | 30000 |
| Purchase frequency | 1 |
| Total sales in units (INR) | 7 |
| Total sales revenue (INR) | 210000 |

| Customers (per month) | No. of days |
|-----------------------|-------------|
| 7 | 28 |

| SUMMARY | |
|---------------------------------|--------------------|
| Revenue | INR |
| Sales | 210000 |
| Others | 0 |
| Total | 210000 |
| Profit | 50500 |
| Breakeven | 4.651162791 |
| Pay back period (months) | 25.74 |
| Contribution | 21500 |

Operational Plan

- Tied up with service vendors like music bands, photographers, mehndi artists, event managers, wedding venues, NGOs to provide zero waste wedding.
- Reduced use of plastic cutlery, crackers, decorations, DJ.
- Leftover food distributed to needy people through NGOs.
- Wedding website through which send invites/updates, seating plan, tracks RSVP and provide other services



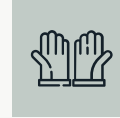
Planning & Implementation

Small fishes & ample contacts



Initially, we will go for small contracts with already settled wedding planners.

Full fledged weddings



Using our contacts, will start organising whole weddings on our own.

Approach upper class clients



After organising weddings & having experience, will go for high class clients.

Expansion



Maximising our reach to metros & tier 1 city.

Milestones

—



Quality Connections



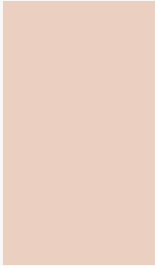
Right on track



Brand image



Reach



Organizational Plan - Team

—

Caterer

Caterer
All food sourced organically
directly from farmers.

Design & Decor Expert

Interior designer with different
venue and event decoration
experience

Photographer

Well experienced in wedding
shoots, videography, prewed
shoots, etc

Legal Identity

Key legal compliance and Company incorporation:

- Get a business license
- Get ahead of business name disputes
- Secure Commercial General Liability Insurance
- Create the right client contracts
- Pay business taxes

Risk

| | |
|---|--|
| 1 | Financial- Staying in the quoted cost to the customer |
| 2 | Strategic – making plan tailored to the the customer which may change according to conditions which is always risky. |
| 3 | Operational – renting new venue, new employee training and and keeping employees. |

RISK MANAGEMENT PLAN

| | |
|---|---|
| 1 | Making strategies for every possible situation. |
| 2 | Using all resources to stay in financial limit |
| 3 | Planning contingencies and keeping events insured |

We are asking for

45,00,000/-



5% Stakes

Buy assets from investments

Exit strategy

- **Limited amount of Fixed Assets**
- **Liquidate the Assets**




Thanks!

Do you have any questions?

By:

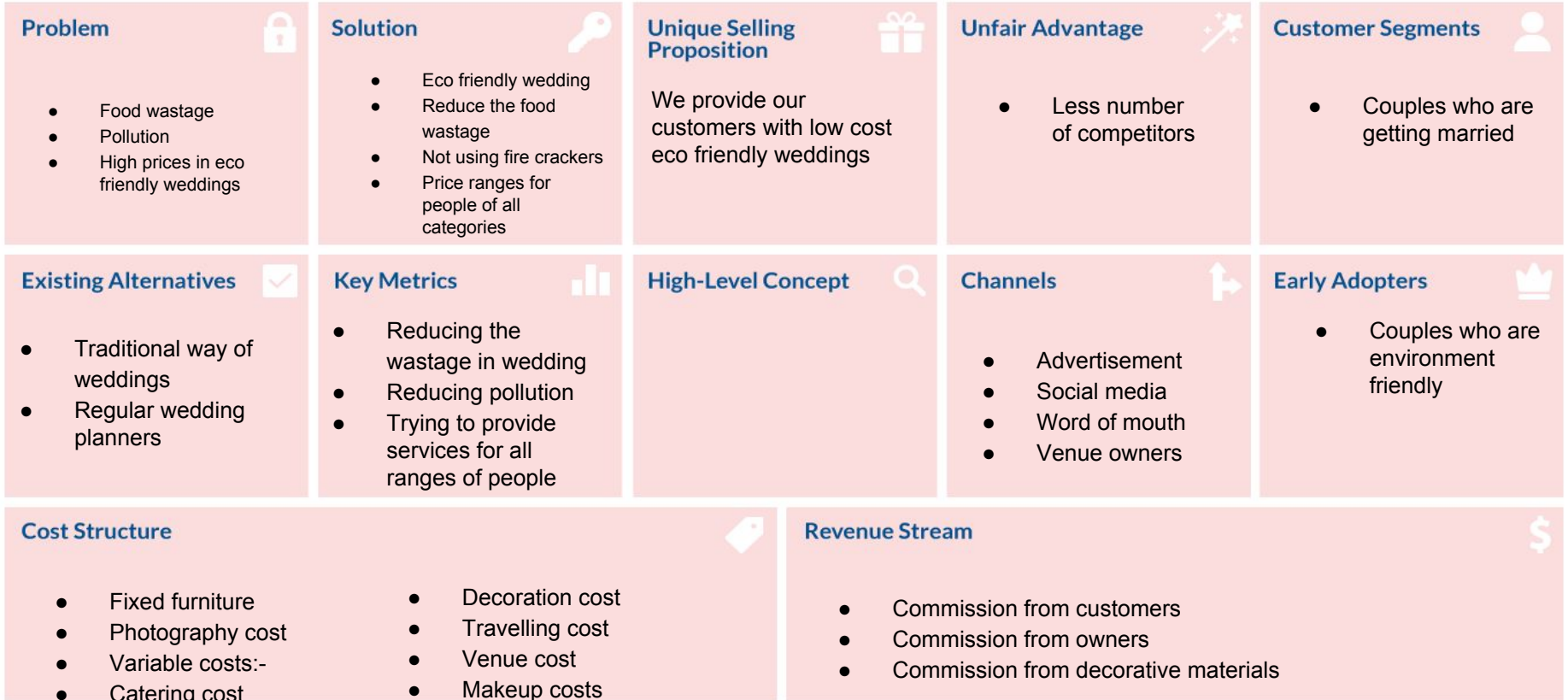
| | |
|--------------------------|-----------|
| Tushar | (20DM228) |
| Utsav Paliwal | (20DM234) |
| Wilson V Shaji | (20DM249) |
| Mayank Jaiswal | (20DM255) |
| Abhishek Varma Kalidindi | (20DM258) |
| Shashwat Yadav | (20DM260) |



Annexure Slides

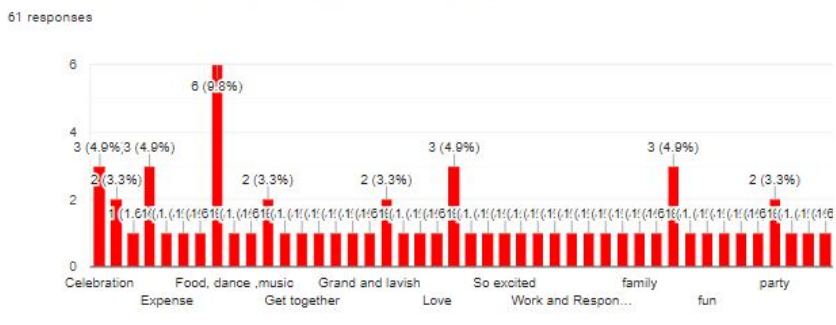


Lean Canvas Model

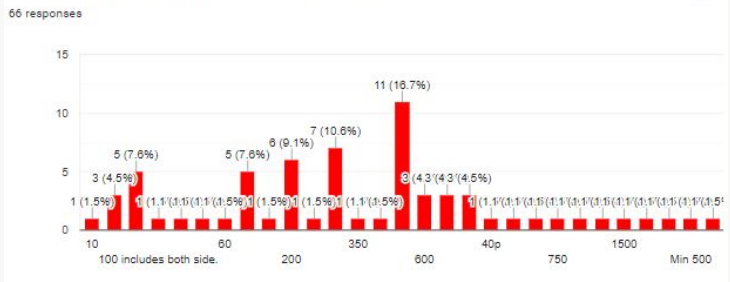


Customer Feedback and Industry Review

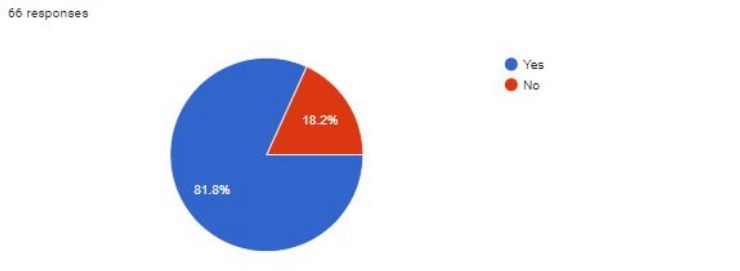
What comes in your mind after hearing the word "Wedding"?



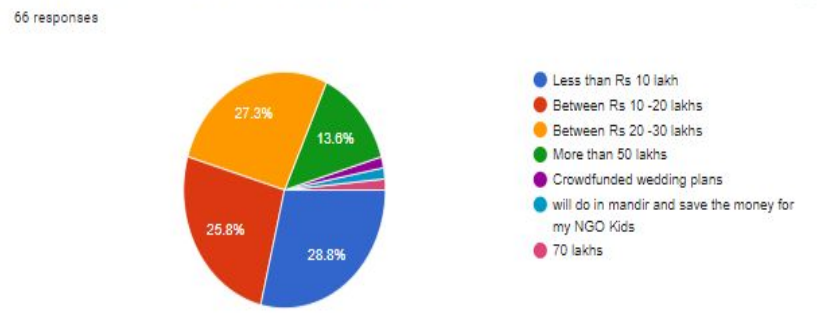
What is the expected number of guests in weddings?



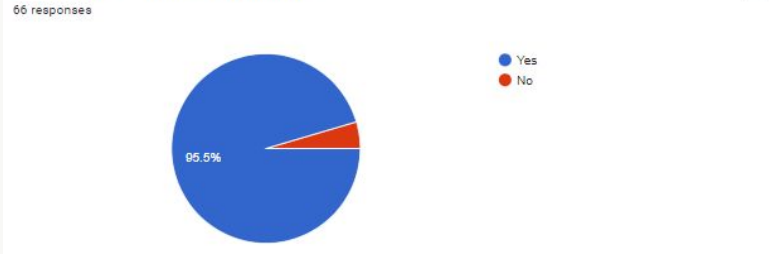
Do you think Indian weddings should be more environmental friendly(less use of plastic cutleries, crackers, decorations, DJ(Noise))



How much are you willing to spend on weddings

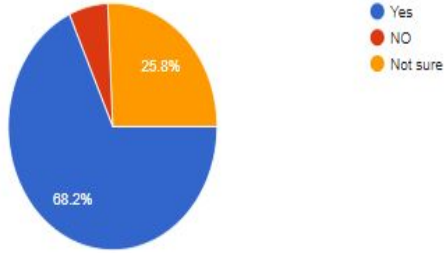


Do you think food is wasted in weddings?



Would you be interested in having an eco friendly wedding?

66 responses



What else do you think can improve in wedding functions?

36 responses

