



Getting married *Made Easier*

Driven by the observation that weddings in India call for a whole lot of planning and the fact that information about vendors is sometimes hard to come by, Manas Wadhwa entered the internet space to launch WeddingPlz.com which offers a wide range of tools and a database that makes the wedding process so much easier to manage

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As a person who has always been associated with hospitality ventures, Manas Wadhwa nurtured the idea of setting up something that would help people find anything related to weddings easily. It was an idea born out of experience as he himself had faced inconvenience while helping out with his cousin's wedding. Wadhwa therefore went ahead and started an online venture called WeddingPlz.com. His conviction to start working on this idea deepened further when he saw how easy it was to search for eateries on Zomato and how difficult it was to search for wedding products and services online. Thus, WeddingPlz.com was born with an apt punch line – 'Search Everything for Your Wedding!' Currently operational in Delhi and NCR,

WeddingPlz lists more than 20,000 vendors specialising in wedding services with in-depth information. Apart from listing these vendors, some of the core features of the portal include wedding planning tools like wedding checklist, budget, guest list, e-invites, and a very special yet unique feature through which a couple can create a personal wedding website absolutely free of cost. "Nowadays couples want each and everything to be unique and different in their wedding and therefore WeddingPlz offers vendor details, planning tools, etc. along with a blog facility to enable them to share their story with their friends and relatives," Wadhwa points out.



Manas Wadhwa



Pegged
at Rs 2.5

lakh crore, the Indian wedding industry is booming and expected to grow at an annual rate of 25 per cent per annum. "Approximately 100 lakh weddings happen in a year and everybody involved in the preparation and planning, including the family, friends and relatives, are our valuable customers," Wadhwa says. Being a college dropout, ever since Wadhwa started his first entrepreneurial venture, it has been a roller-coaster ride for him. "Formal education indeed plays a very vital role but nothing beats hands-on experience," is how he puts it.

What makes WeddingPlz so unique are the different tools it offers on its website. These include:

SEARCH BAR: This helps the user search for anything related to a wedding

WEDDING PLANNING

TOOLS: This includes wedding checklist, budget, e-invites, guest lists, etc.

WEDDING WEBSITE: It provides designer and beautiful wedding websites to its users absolutely free of cost.

E-INVITES: This redefines the way you connect with your guests and lets the user send personalised online invitations.

So what has been the response to this website so far? "I have an army

of cousins queued up for their weddings and one or two have made extensive use of the website. From finding relevant and detailed vendor information to the use of wedding planning tools, my cousins have managed everything through this portal. There are many outside the family too who are now beginning to use it," Wadhwa replies.

For Wadhwa it has been a long journey in entrepreneurship. He started doing odd jobs at an early stage in life and then worked with an event management company where he learned the basics of the trade. He even did a stint with a call centre company and worked with Jet Airways as a cabin crew member before finally zeroing in on starting his own venture called Bean Tree Hospitality in Noida along with a few friends. This led to starting Desi Vibes, a restaurant, which has fetched him several accolades such as the 'Best Indian Restaurant in Noida', 'Best Butter Chicken Award' and 'Best Family Restaurant Award'. Along with that the restaurant has also been rated by TripAdvisor. In 2013, Desi Vibes was also the official public caterer to Formula One (F1) racing.

Coming from a modest family with limited financial means and support, the passion of owing something seemed like a distant dream in the beginning. "A careful yet risky calculation made me do an exact six-month stint of flying with Jet airways - sufficient enough to secure a personal loan for my long desired personal venture. With no backing and zero experience but on the strength of sheer will and determination, I co-founded my first restaurant in 2005." There has

been no looking back since then. Wadhwa is also the co-owner of two other award-winning restaurants - Kaffiia - Italian Cafe & Lounge and Nysha Bar & Grill, both in Sector 18, Noida.

Wadhwa is also associated with the IT industry as he owns Virtual Space Infotech which was started in 2012. It is a leading virtual tour provider in Delhi and NCR providing 360-degree virtual tours for businesses across different sectors and Google business photographs for SMEs. It has some of the most coveted brand names on its roster, including Max Hospitals, Amity University, Mercedes Benz, IGI Airport and Imperial Hotel, among others.

Meanwhile, WeddingPlz caters to two sets of users or customers. "There are those who search for wedding vendors in different categories then there are wedding vendors who wish to be present on the website with all their information available to customers," explains Wadhwa. Having been launched recently, WeddingPlz now plans to follow a grassroots strategy to market and brand it.

Along with online media partnership to an e-mail marketing campaign, Wadhwa also plans to use the platform of social media marketing that will cover Facebook, Twitter, etc. "We aim to launch our portal in Mumbai and Bangalore by the end of this year and wish to make it as big as Zomato," he says. Besides going mobile-friendly with an app that will be launched soon, WeddingPlz will also add a photo gallery section to host a collection of wedding photographs. A wedding without WeddingPlz is hardly complete – that's the mantra the portal swears by.

■ *(feedback@businessforall.in)*