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Tech Outlook



Certificate



BollyWeds

This award is in recognition of **BollyWeds'** stellar reputation and trust among customers and industry peers, evident in the numerous nominations we received from our subscribers. **BollyWeds** emerged as the **Top Wedding Event Planner Platform 2026** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders, and our editorial board.

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BollyWeds

Protecting the Budget behind the Big Day

Most wedding planning mistakes do not begin with decor or guest lists. They begin with contracts.

Venues create urgency. Dates disappear. A food and beverage minimum looks manageable and a deposit is placed. Only later do per-person catering rates, bar packages, service charges and taxes reveal the true total. By then, 50 to 60 percent of the budget is already committed, leaving little room to adjust.

BollyWeds was built to intervene before that compression of choice occurs. Planning begins with the budget, mapping how each category fits into the total investment. Budgets, vendors, travel and timelines are coordinated through an end-to-end planning framework, keeping decisions within a single structure. The firm combines full-service wedding planning, licensed travel agency capabilities and an AI-powered planning platform into one connected financial workflow designed to surface total costs before contract execution.

Budget First, Execution Second

Every engagement begins with a detailed needs assessment that breaks the total wedding investment into defined categories using historical data from real events. Clients see how allocations typically distribute across venue, decor, catering, entertainment and logistics and how adjustments in one category affect the whole. If a client increases decor spending beyond baseline ranges, the redistribution is calculated upfront rather than discovered months later.

“I have actually noticed a lot of people start off doing it themselves and then realize maybe halfway that they actually need a planner,” says Soniya Shah, co-founder.

A recent case illustrates the stakes. A client was preparing to sign a contract listing a 20,000 food and beverage minimum. A deeper review revealed outside catering priced at 65 per guest and a 70 per person bar package. With 350 attendees, catering alone would exceed the minimum before service charges and taxes were applied. The headline number suggested control. The detailed math exposed risk. The contract was renegotiated before signing, preventing a significant budget overrun.

For many couples, weddings represent one of the largest financial commitments of their lives. Protecting that investment requires financial discipline as much as creative vision.

Because the firm also operates as a licensed travel agency, destination logistics are incorporated into the same financial framework. Hotel room blocks, guest flight coordination and suite negotiations are aligned with the overall investment plan rather than managed independently. This ensures that travel does not become an unmonitored expense.



Soniya Shah, Co-Founder

Arjun Gandhi, Co-Founder & Managing Director

From Spreadsheets to Scalable Systems

The technology behind BollyWeds emerged from hands-on execution. Before launching a platform, the founders built internal spreadsheets to manage budgets, vendor databases, timelines and structured RFP templates across multicultural and multi-day weddings. Those working systems, refined under real pressure, became the backbone of a scalable platform.

“We have taken an approach where we built all these systems on spreadsheets first,” explains Arjun Gandhi, co-founder and managing director. “These are the spreadsheets we would use with our own customers, and that is where we actually built the platform out of it.”

Today, users input guest count and number of events and receive a starting budget grounded in historical trends. An automated timeline generates nearly 200 action items mapped to the event date, projecting deadlines across categories.

Vendor requests follow structured templates built around event type, making it easier to gather comparable quotes without rebuilding requirements each time. For South Asian and multicultural, the platform integrates sequencing, makeup timing and layered scheduling into a customizable planning framework.

An embedded AI assistant supports decisions throughout the process, answering questions and helping users adjust assumptions as plans evolve. DIY couples can continue moving forward inside the platform even when planners are executing live events. The system serves full-service clients, DIY users and professional planners managing budgets and vendor outreach.

Weddings will always carry emotion. Contracts will always carry consequence. By anchoring planning in financial clarity before creative execution, BollyWeds keeps financial visibility ahead of every major decision.



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