



MPIRE

WWW.MPIREWEDDINGS.COM

About Mpire

Mpire is India's leading luxury event consultant, renowned for its clinical approach, intricate planning and global reach. Recognized as a full-service boutique wedding planning and corporate event Management Company, Mpire specializes in luxury soirées and destination weddings. Over the years, Mpire has been recognized for its custom creations and spectacular settings, celebrating life's most anticipated occasions.

Global Reach



Destination
Wedding Specialist
India and Beyond

Headquartered in Mumbai, Mpire operates the world over, with their set up and staff spanning across Hawaii, Florida, Thailand, Sri Lanka, Middle East, Malaysia, Hong Kong, Goa, Jaipur, Udaipur, Jaisalmer, Mussoorie, Lucknow, Nashik, Delhi, Kerala, Bangalore and Chennai.

Global Recognition



The renowned DWP Congress (the most recognized summit for destination wedding planners across the globe) honoured Mpire as Best Wedding Planners in Indian Sub-Continent, on March 29th 2019, at Atlantis The Palm, Dubai. Their creations at Walt Disney World was also nominated as 2018's Top 3 Weddings of the World.

Mpire is currently voted in the top 9 wedding planners in Asia (at no. 2) by Elle magazine.



Mpire

www.mpireweddings.com



Mpire struck Gold for Experiential Wedding of the Year and Silver for Wedding Celebration of the year at the WOW Awards, held at Aerocity Delhi on June 29th, 2019

WOW is Asia's largest business & recognition platform for the Experiential Marketing, MICE, LIVE Entertainment & Wedding Industry.

Global Recognition



The Wedding Sutra Influencer Awards (WSIA 2019), held at the Taj Lands End in Mumbai on May 1st, recognized Mpire with the Best Trendsetting Wedding Planning & Management Award (runners up) for 2019!

Global Recognition



Mpire has the honour of being the first and only wedding planning company to plan a wedding at the Walt Disney World, Orlando in July of 2018.

Company Philosophy

We believe wedding planning is all about the ABCD – awe-inspiring decor, breathtaking locations, creative ideas and detailed execution. At Mpire, we carefully select our clients, hand pick projects and often bring an all-new definition to the business of Wedding Planning, which we fondly call as ‘Personalized Planning’. Our company is driven not just by passion & creativity, but the desire to delight customers. This customer obsession still serves as the guiding principle, and the subsequent trust built in the brand is easily demonstrated by the fervent support of our clientele. As our Director’s favorite quote goes

"To know even one life has breathed easier because you have lived. This is to have succeeded." - Ralph Waldo Emerson

Mehendi



Mehendi



Mehendi



Mehendi



Mehendi



Mehendi



Sangeet



Sangeet



Sangeet



Sangeet



Sangeet



Sangeet



Sangeet



Pheras



Pheras



Pheras



Pheras



Pheras



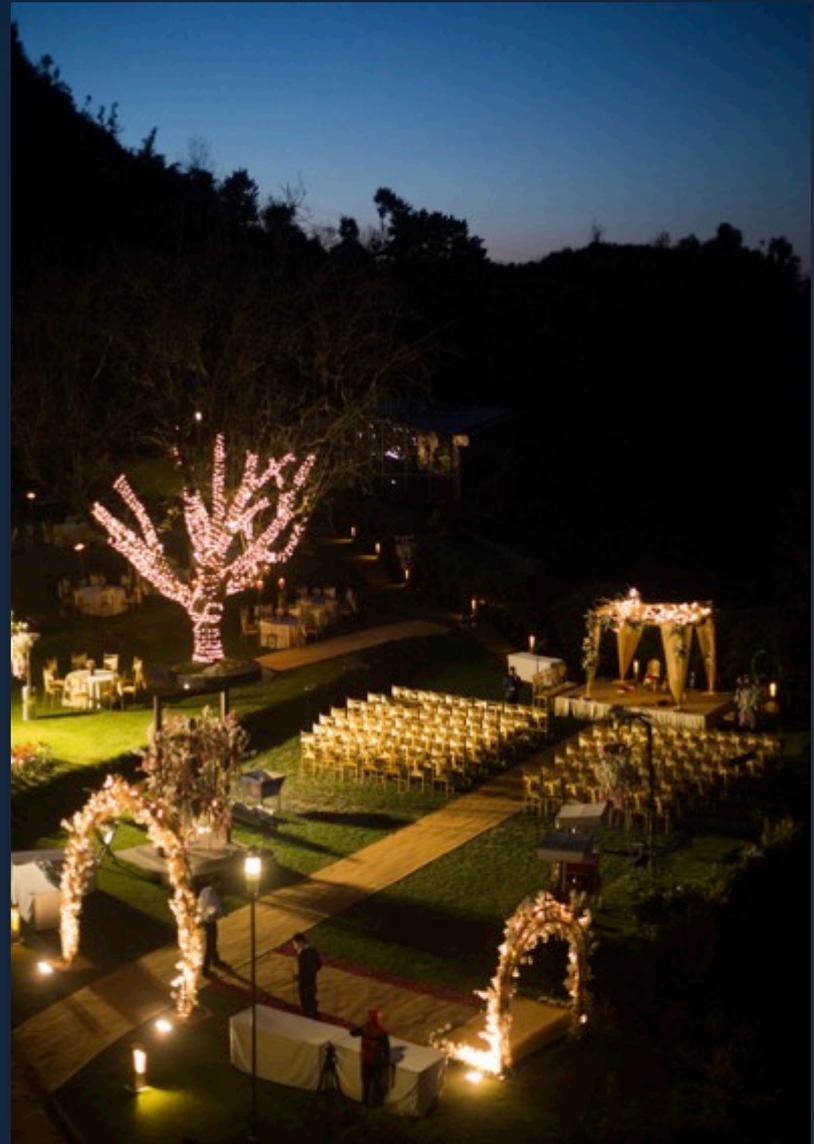
Pheras



Pheras



Pheras



Reception



Reception



Reception



Reception



Reception



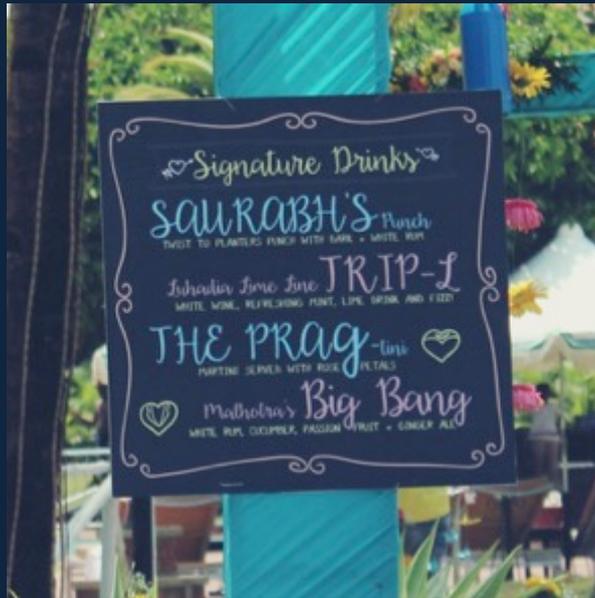
Hamper Bags



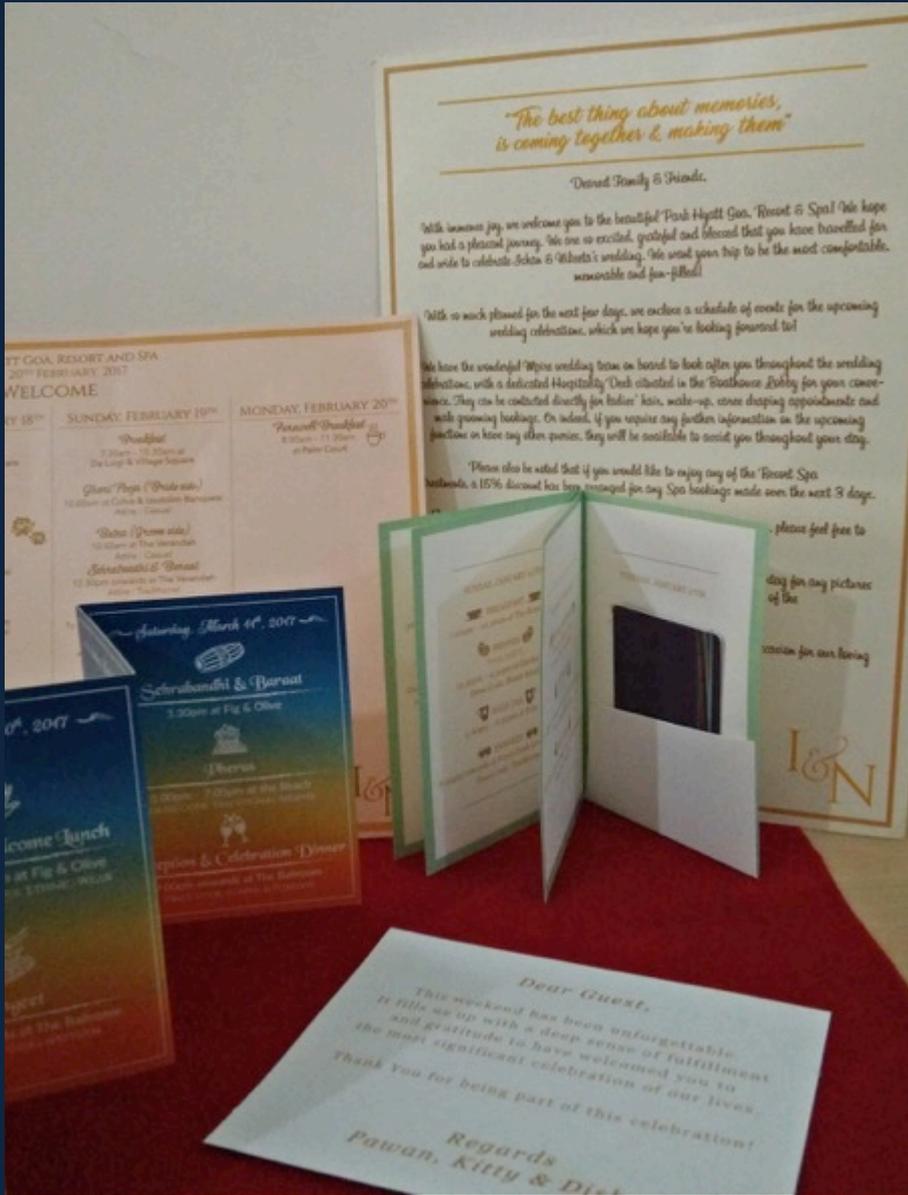
Hangover Kit



Bar Menus



Wedding Collaterals



Wedding Collaterals



*Narwani - Jagwani
family welcome you
to Bangkok*



*Transport to
Avani Riverside
Bangkok Hotel*



Kumars & Kalras
WELCOME YOU TO GOA

ISHAN KALRA WEDS NIKEETA KUMAR

Park Hyatt, Resort & Spa

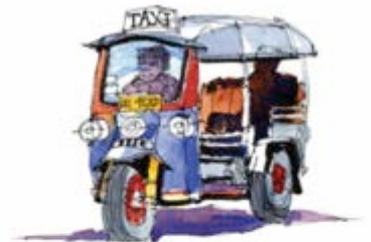
#ishnik

I&N



16.01.2017

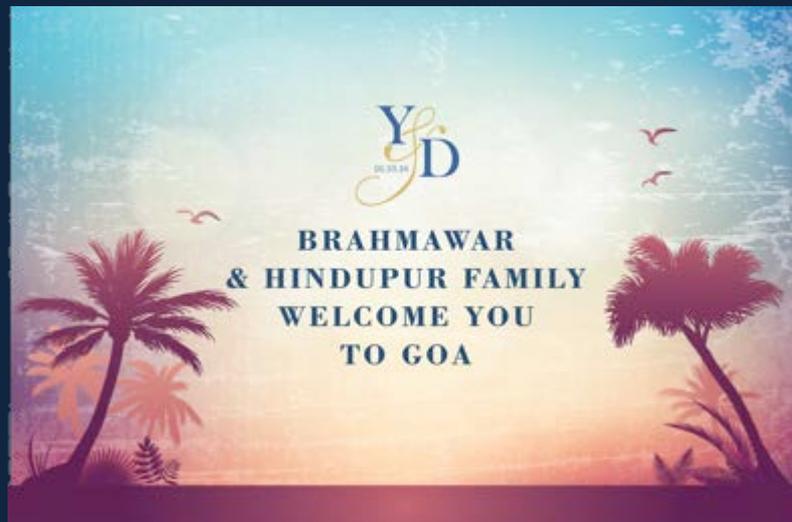
PAWAN & KITTY KANSAL
WELCOME YOU TO
THAILAND



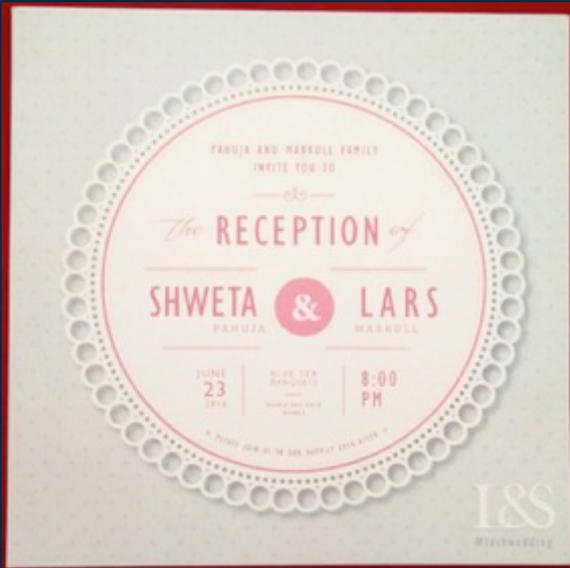
Transport to
Dusit Thani, Hua Hin.



BRAHMAWAR
& HINDUPUR FAMILY
WELCOME YOU
TO GOA



Wedding Collaterals



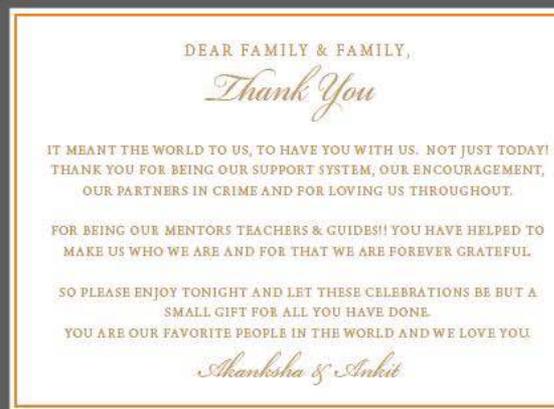
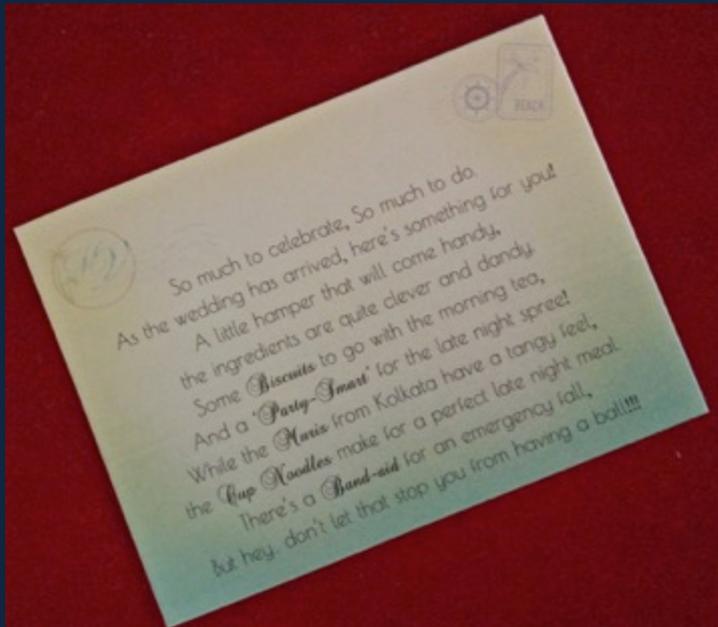
PARK HYATT GOA, RESORT AND SPA
17TH - 20TH FEBRUARY, 2017
WELCOME

FRIDAY, FEBRUARY 17 TH	SATURDAY, FEBRUARY 18 TH	SUNDAY, FEBRUARY 19 TH	MONDAY, FEBRUARY 20 TH
Welcome High Tea 3:30pm - 6:30pm at The Palm Court	Breakfast 7:30am - 10:30am at De Luigi & Village Square	Breakfast 7:30am - 10:30am at De Luigi & Village Square	Farwell Breakfast 8:00am - 11:30am at Palm Court
Welcome Dinner 7:00pm onwards at The Dunes Attire - Cocktail	Wedded Lunch 12:30pm - 4:30pm at Magical Forest	Ghari Pooje (Bride side) 10:00am at Colva & Loutolim Baraquets Attire - Casual	
After Party 11:00pm onwards at The Salcete Ballroom Attire - Ready to dance the night away	Wedded High Tea 4:30pm - 6:00pm at Magical Forest Attire - Chic / Traditional	Batna (Groom side) 10:00am at The Verandah Attire - Casual	
	Sangeet 8:00pm onwards at The Salcete Ballroom Dress Code: Traditional	Sahasrnamam & Baraat 12:30pm onwards at The Verandah Attire - Traditional	
		Lunch To be served from 1:00pm - 4:00pm at Sea Side Lawns	
		Pheras (Wedding Ceremony) 2:15pm at Sea Side Lawns Attire - Traditional	
		Pheras High Tea 4:30pm - 6:00pm at Sea Side Lawns	
		Reception 8:00pm onwards at The Salcete Ballroom Attire - Formal	

WEDDING HOSPITALITY DESK DETAILS (MPIRE EVENTS)
Extension number: #1484
Helpline numbers: +91 88796 50905 / 906 / 907



Wedding Collaterals



Media Coverage



WeddingSutra.com

Young & Inspiring – Vikram Mehta of Mpire Weddings

Wedding Planning, Young and Inspiring - Dec 12, 2018



For Vikram Mehta, owner and founder of Red Om Entertainment – India's premier event and brand management agency – wedding planning was a gift of fate. Although his advent into the industry was unplanned, it quickly led him to conceptualize and create **Mpire Weddings**, the luxury arm of his operations, that specializes in giving couples their dream weddings.

Today, he and his teams are innovators and trendsetters who are best known for their creative ideas, awe-inspiring decor and exquisite attention to detail. The **Mpire Weddings** team is capable of planning everything from a party for a few to an extravaganza for thousands efficiently and creatively. Here, Vikram shares what it takes to be one of the best in the business.



The Afternoon DESPATCH & COURIER

24 | The Afternoon DESPATCH & COURIER BUSINESS

What is the idea behind Mpire?

Mpire was built on the concept of providing specialised, customised event planning. What worries a client most at a wedding is not so much the bigger things or ideas, but the smallest points that tend to be missed out. Mpire is built to stem the gap and put the dots together.

How are you different from others?

It wouldn't be fair for me to say that I am different from others. But what I wrote above is the thought process behind the company, which could be a different ideology to that of others. To add to it, I am a strong believer in macro-management. I have a more casual approach with families, brides and the grooms. I put them at ease and I talk to them more like friends. That is also the reason why many of them speak to me about subjects that are not related to the wedding planning, or catch up with

MAKING WEDDINGS MAGICAL!



Vikram Mehta,
Founder,
Mpire Events

Vikram Mehta is the founder and CEO of Mpire events. Vikram, who pursued his Masters in Commerce and Economics from the Mumbai University, came upon events accidentally. What attracted him to event planning was the concept of pulling a crowd together and building an event from scratch. Vikram was one of the first event planners to bring electronic, trance and rap disc-jockeys to India and the thought of creating an energy where everybody has a good time together is what stuck with him.

In conversation with **Dominic Rebello**, Vikram says his vision for Mpire is to provide unparalleled solutions to every aspect of a wedding.

me for a drink or dinner months after the wedding. I find this approach unique and contemporary, but also something that comes naturally to me.

Tell us about the industry size and the latest trends?

The industry is huge. If you attend huge conferences or get-together, it is then that you realise the number of people who are involved in wedding planning. Also bear in mind that the fraternity is made of not just planners but photographers, make up artists and other vendors. It's endless and a big market, especially in Mumbai and Delhi.

In terms of trends, I think it's fast moving and the younger generation, particularly brides have more control than they did in the past. It's the couple or their siblings that take most of the calls while the parents sit back and enjoy. This is a win-win for everyone. There are fresher ideas brought to the table from the couple too, since everyone nowadays is so active on social media and well traveled.

Your vision for the company?



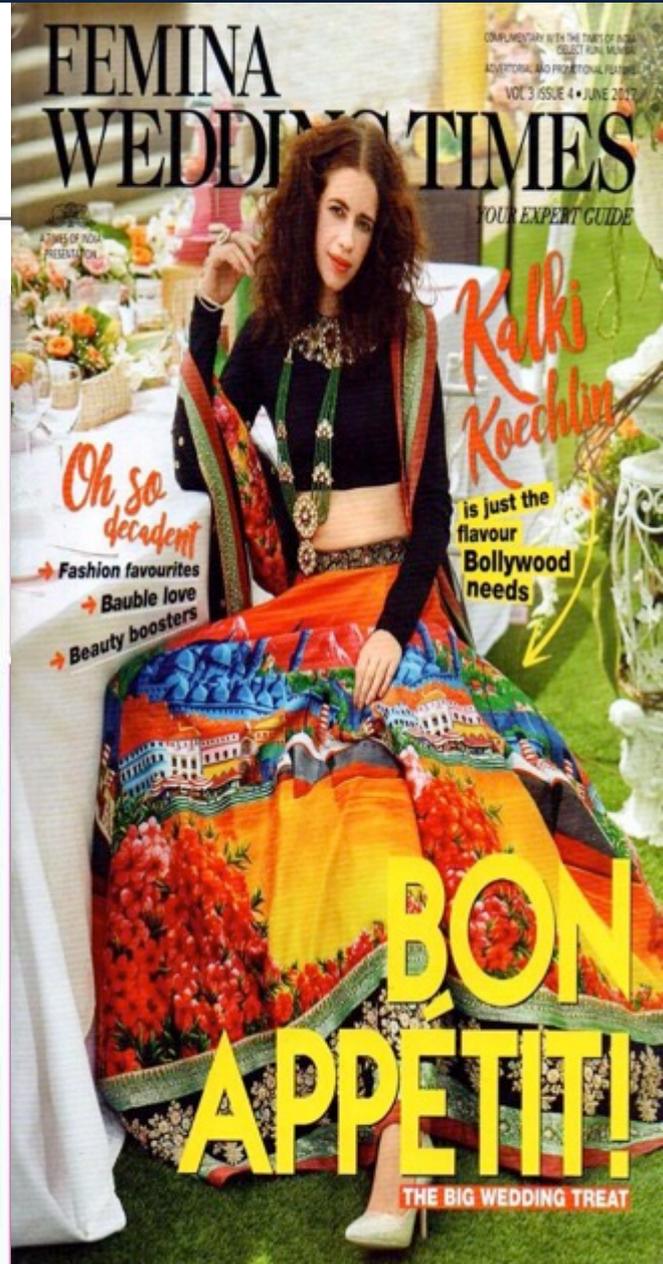
My vision for Mpire is surely to provide unparalleled solutions to every aspect of a wedding. I think nothing is more satisfying than bringing a smile on the face of the bride & groom and their families.

I also aim to develop major tie ups with world brands. I think since we are a destination wedding company, associations with big hotels across the globe is truly a great way to look back and check your growth graph. We

have associated with about 10-12 new properties and brands across different cities and countries in the last one year. And the family is growing bigger!

Where do you see yourself five years down the road?

I prefer not to compare myself with others or see where they stand in terms of growth. But if I have to set a yardstick, I would like to see Mpire in the top 5 wedding planners to choose from in India, in the next 3 years as well as in the top 5 to choose from in the world around 7 years from now. I would like to believe we are close to the top 5 in the city at the moment but the above two are still a long way away. It is surely a goal we will achieve soon!



Media Coverage



Indian wedding planner to execute wedding at Disneyland

IANIS | Jun 27, 2018, 14:58 IST



Get credits when you stay- Rs.1000 for every night you stay!
Caravela Beach Resort Goa



How about a wedding at Disney Land? A couple's magical dream came true when their search for a wedding venue ended at Cinderella's Castle for which an Indian wedding planner company has been roped in. Mpire Events will become the first Indian wedding planners to set foot in Walt Disney World with the

wedding.

Bride Jennie Jethwani hails from London and Roshan Nainani is from New York, now settled in Los Angeles.

Jennie and Vikram Mehta from Mpire Events have been friends and work in the same industry. She always had the love for Disney and its characters. But once she found her prince charming in Roshan, a destination wedding at Bahamas was on the cards.

Now with less than a month to go, Mpire is all set to be the first-ever Indian wedding planners to do a wedding at Disney's Magic Kingdom. The guests will be hosted from July 20 to July 23 at the Renaissance Orlando at Sea World,

The first night, that is the Sangeet will be a fusion of traditional and western impressions while the wedding will be held at the Wedding Pavilion, a castle inside the Disney property created around a lake and white sands.

The Reception will be held at the Contemporary Ballroom at Disney.

Disneyland Wedding: Indian wedding planner company roped in

— By IANS | Jun 27, 2018 11:58 am

FOLLOW US:



New Delhi: How about a wedding at Disneyland? A couple's magical dream came true when their search for a wedding venue ended at Cinderella's Castle for which an Indian wedding planner company has been roped in.

Mpire Events will become the first Indian wedding planners to set foot in Walt Disney World with the wedding.

Bride Jennie Jethwani hails from London and Roshan Nainani is from New York, now settled in Los Angeles.

Media Coverage

mid-day
daily dossier

Harper's
BAZAAR
BRIDE

A Cinderella wedding

IT'S only befitting that Jennie Jethwani, owner of London's biggest dance company specialising in Bollywood dance, has a wedding as dramatic as her moves. As you read this, Jethwani and her LA-based fiance Roshan Nainani, are prepping for their wedding at Walt Disney World, Orlando. The duo has roped in wedding planner Vikram Mehta for their big day, which will take place at the Wedding Pavilion, a stunning castle inside the Disney property created around a lake and white sand. The reception will be at the ballroom with crystal chairs that will have Disney characters sculpted on them. Photobooths will be designed in full-size Cinderella mirrors with 'make a wish' (touch technology) cameras, and Mickey and Minnie mascots will join the party on the diamond-shaped dance floor. "To have a wedding after-party at Magic Kingdom with the bride and groom entering in Cinderella's chariot coach is the kind we have only grown up imagining," gushes Mehta.



Roshan Nainani and wife Jennie Jethwani with Vikram Mehta



After gate crashing her best friend's birthday party, a young and energetic Deepak met Mehak for the very first time. "There was something geeky, endearing, and charming about him and I thought he was handsome," says Mehak with a giggle. A few drinks and some small talk later, Deepak took Mehak on their first date to Aqua Kyoto in South London. "During dinner, he interrogated and grilled me non-stop. I was taken aback at first, but then I knew he was using me up as wife material on our very first date." Turning up at Mehak's house with a ring and a huge bunch of roses, Deepak ended up with—Mehak post it—the "perfect non-proposal." For Mehak, the weekend pool party was her favorite ceremony of the wedding. "Everybody lost their inhibitions, let their guards down, and came forward, uniting as one," she says. The bride chose a Sunset Varma creation as her bridal ensemble, pairing it with Jimmy Choo heels and jewellery from Dhar Diamond. So what were the couple's most emotional moments during the wedding? Mehak replies, "During the halo ceremony, when my dad nibbled some paste on my cheeks, I had tears in my eyes." Adding to that anecdote, Deepak quips, "Walking together to the mandap, I was looking at her through the veil and trying to talk to her. She looked beautiful." With an experience that was out of this world, the couple agree that they married the love of their lives, in a beautiful setting that was created by Mpire Weddings. "Mehak managed to marry two cultures together, two families, and two hearts," concludes Deepak. ■

THE FINAL CHECKLIST

Here's the wedding to-do list.

- Bride's outfit: Sunset Varma
- Bride's wedding shoes: Jimmy Choo
- Bride's makeup: Ambika
- DJ: Aman Haggal
- Wedding caterers: Kabir Thakrat and Coco's Catering
- Conceptualised by: Mpire Weddings

Media Coverage



QUIRKY TIPS TO PLAN A Luxury Wedding



Want a luxurious look for their wedding day that oozes quality, glamour and elegance? **Vikram Mehta, Founder and Managing Director, Mpire Luxury Weddings** shares quirky tips to make your wedding day exclusive and reflect your personality.

Luxury can mean so many things. It's a term that has widespread meaning and is often loosely used. When it comes to weddings, beyond your budgets, locations and number of rooms booked, luxury is the treatment and privilege you can leverage upon.

GET TRENDY WITH DECOR

To catch up with trends before they become obsolete is imperative. What we thought was a great idea in 2012 isn't necessarily spectacular in 2015. For instance, a photo-booth with guests holding placards and messages written (like Keep Calm, Team Bride, Team Groom boards) have overshadowed their welcome. Now, when we say that, we don't

mean they aren't fun anymore. You could make badges and whistles for team bride and team groom to see who brings the roof down during the respective sangeet performances.

It has been dominant in the west for a while, but The Great Gatsby theme was timely captured by Indian wedding planners and couples alike, as soon as Leonardo gave yet another 'almost-Oscar-worthy' performance. Having said that, on a broader outlook there are certain things that stand the test of time. A disco or retro theme is a classic example, so is a Disneyland, a Vegas or even a white reception. What planners can do to move with generations is to stick to the theme, but work on elements that adorn the theme. Your white themes, for

instance, can be worked around lopsided bottles and mesh balls splashed with white paints, than just white drapes and blue lasers all across the ceiling.

REACH OUT TO YOUR GUESTS

In terms of services to guests, ensure to work on methods that are not just trendy but also technically strong. Gone are the days where you announce the wedding through a Facebook group/event. Just like in décor, your social connect to guests can also have a few things that are classics - a good website always helps. For instance, we have tried to improvise on this by introducing our own wedding application. Everyone is an android or apple user, so a mobile app



that gives you direct access to the happenings of the wedding is the way ahead. 'Mpire' app gives the guests access to the program card months in advance, to confirm their presence or regret and also check out the important hashtags, outfits, airport arrangements and weather forecasts during the wedding.

Hashtags are bigger than ever today. There are weddings with hashtags written across save-the-dates, mail reminders, wedding cards, welcome letters and even doorknobs. Couples need to go as unique as possible on hashtags during their wedding communication. In fact if there's a back-story on the couple or a long history of dating prior to the wedding, you can come up with creative stuff, which close friends and family immediately relate to.

HERE COME THE GROOM AND THE BRIDE

Brides usually steal the thunder (and rightly so) at most weddings. Those two hours where everyone waits for the groom during his arrival is his moment of glory. You can sit extensively on methods of groom entry, which can vary from the usual horse and elephant entries to the mobile DJ van entry. Beach weddings have given the added dimension of entry or exit by speedboat for the groom. We have

also experimented with Trinka, Vespa and ATV entries, completely based on how crazy the bhaarat wants to go. Crazyness is not necessarily saved just for the boys. Trends also mean guests now see the bride's entry as important as the bhaarat. Once the bhaarat makes the entry, weddings can have the bride come in, in a fashion that will overshadow the two hours of effort!

GOODIE BAGS

Lastly, families usually seem short of ideas on ways of showing their gratitude for the guests that come to attend the functions. Tea boxes, candles, dry fruits, religious idols often feature in the list of return favours. The most trendy and handy thing you could work on is a selfie stick. The hysteria surrounding it is phenomenal and you will be surprised how popular it is across generations. Similarly, props for functions like whistles, colourful shawls, Hawaiian slippers for beach weddings, funny shades and hats for pool parties can be handed out in the rooms itself. In terms of utility, your gifts and return favours can be given out on the very first day to make full usage. Alternatively, handing it out the last evening before they step out for the function is a novel idea too. Guests tend to value and probably even use the gift more, when they are in the middle of the extravaganza. Then after, when they are rushing back home. Similarly, hangover kits are common accompaniment of gift hampers. Calling them 'You Will Survive' kit or 'Use me before Tequila' could set a trend or two.

Remember, there is a constant cultural shift across the world. It is not a surprise how the west is constantly inspired by Indian culture at their weddings, and people in India are shifting even more so to international locations, international themes, cuisines. It is always important for luxury planners as well as prospective couples to have their fingers on the pulse. ●



QUICK PLANNING TIPS

1. Create a common wedding email id accessible to all the important family members.
2. Create your tentative guest list before looking for venues.
3. Delegate work heads even within the family with clear roles. You don't want the father to get involved in the wedding dress, and the mother on the license obligations.
4. Avoid overlapping food menus at multiple functions. Guests spend a lot of time noticing the food on display.
5. Make the welcome letter formal and the thank you letter casual. Don't be formal in your goodbye, if you just want to drink and dance with the guests till 5 a.m.
6. Keep constant check on guests and their flight bookings.
7. Make ample arrangements for kids' meals, seating, caretakers and daytime play areas.
8. Most importantly, hire a good wedding planner to manage all of the above.

Media Coverage

WEDDINGS



The Wedding planner

"Falling in love was the easy part; planning a wedding—yikes!" said American comedian Niecy Nash. **Dhanishta Shah** meets Vikram Mehta, CEO of Mpire, to find out how he keeps the bridal party always smiling



EVENT Management happened to me by chance," says Vikram Mehta, CEO of Mpire, a full-service boutique wedding planning and corporate event management company, specialising in luxury soirees and destination weddings. Conceptualised and created by Vikram, also the founder and CEO of Red Om Entertainment, Mpire is the luxury arm of Vikram's operations. Serendipity played a role in Vikram joining the field of event management. "While I was preparing for the CAT, I attended a couple of social events and I was almost immediately drawn to the line. I saw a massive market for the concept of creating something unique, which people look forward to attending."

Red Om Entertainment was an immediate success soon attracting a roster of celebrity clients and as importantly an association with the Sunburn festival. "The year of the 26/11 attacks, we took the difficult decision of going ahead with our New Year's Eve party at Taj Lands End. It was probably one of the most mentally, emotionally and financially challenging experiences, yet in the end we were proud of what we had achieved," he recalls.

However, he soon realised that Red Om Entertainment was synonymous with clubs and concerts. "We were able to draw large numbers and (at the risk of sounding immodest) even create mass hysteria around some of the events which we produced. But I also saw that there was a direct disconnect



between the crowds that I knew personally (or would personally hang out with) and the ones that attended these events. I needed to find a new way to create something that directly reflected my style and my personality. We are in the service industry and I saw scope for a market that I always knew existed, but had not been tapped. What ensued was almost instinctive," he explains. Thus Mpire, was born.

"In terms of weddings, the beauty of it is that every wedding gives us different memories to cherish. There's one stand-out from each wedding. At the same time some incidents help us learn, as we learn from each other and take their own directions simultaneously."

How is he inspired to constantly come up with new ideas? "Travel is one way to innovate. You keep your mind fresh and you are exposed to things outside your environment. Hiring innovative people is also important. Social network, being active on apps and trends is a must too. You can have your team do it too, but the personal touch always helps. You have to set short-term goals, and respect them. If you believe in them, you will be inspired enough to chase them!"

The wedding industry has evolved over the years and people have begun to understand the significance of a one-point decision maker. Destination

Secrets of Success

"We have an unconventional approach and it is usually clear by the first or second meeting with potential clients if we will be able to work with each other."

We are looked at as a young wedding company, and my team tries to transcend this in their conduct. I train my team extensively for guest relations weeks in advance. Hospitality is not just the check-in desk at the reception, but is extended to the rooms, the airport, the functions and the after parties. Briefing of all departments is done at the same time, so in times of urgency even a substitute knows what is expected of him.

For destination weddings, to start with, you should probably stick to a destination-centric welcome. Our pheros and boarot are usually religious and culturally inspired, so the scope of adding the local flavour really starts at the entrance. The traditional Rajasthan folkloric, or small melo theme stalls at the *mehandi* are common and often repeated by clients too. We also have a tie up with a specialised live band that sings local songs, as well as Hindi and English songs, at each of the destinations. Local bands have their own style, so hearing them sing Hindi and English classics (like an R.D. Burman or a Freddie Mercury number) in their accent is an altogether different experience. We started this with a fabulous Goan band, and have now tied up with one in almost every city/country.

We are working on setting up a trend, for couple-named cocktail drinks, fruit cut-outs in the shape of the wedding logo, personalised shot glasses, one stand-out signature drink per function and so on. The ancillary activities are the ones that usually stand out."



weddings are his forte and he has planned weddings in the USA, Thailand, Maldives, Rajasthan and Goa. "We are running a campaign called #12WeeksOfEscape on our website, Instagram and Facebook with a new destination every Sunday. The destinations range from locations in the U.S. to Malaysia and the Maldives, and a lot of friends and prospective clients have called to learn more about the locations. We have also considered budgeted weddings so have a mix of destinations," says the savvy businessman.

His family comprises of his parents and brother. Like any regular guy, he loves sports, watching TV shows, movies, going on drives and working out. A secret passion is writing. "I have written a column or two on sports and I often help younger friends with their college theses or personal statements," he confides.

How would he like to get married? "We have seen some couples completely doing away with the old tradition of four or five functions, keeping a single celebration cocktail dinner and following it up with a destination celebration for friends and close family. Now that's pretty much how I am going to get married!" he laughingly concludes. ☺





MPIRE

WWW.MPIREWEDDINGS.COM

Facebook: www.facebook.com/mpirevents

Instagram: www.instagram.com/mpirevents

Pinterest: www.pinterest.com/vkmpire

YouTube channel link: [Mpire](#)

E-mail: office@mpireweddings.com / vikram@mpireweddings.com