



PRE-SEED · PRIVATE & CONFIDENTIAL

Meet Bells — *the most advanced wedding agent ever built.*

Atharv Nimsarkar · Founder & CEO · WedTriX Global Private Limited

THE REALITY

You built a career. *Your wedding still needs a second one.*

The average Indian wedding takes 120+ hours and 8–11 months to plan, across 45+ vendors — squeezed into evenings and weekends around a career that does not pause for it.

01

Two careers, one wedding

Demanding professional lives, planned around nights and weekends for most of a year.

02

120+ hrs · 8–11 months

Average coordination time and planning window for a single wedding — a second, unpaid job.

03

45+ vendors, by hand

Caterers, decorators, priests, photographers — each found, vetted and chased over WhatsApp.

10M

weddings planned in India, every year

~\$130B

size of the Indian wedding industry, annually

60%

of couples report high wedding-planning stress

WHY NOW

Three forces just crossed. *This window is 18 months old.*

01

Agentic AI matured

Models can now hold a months-long, multi-step plan — budgets, constraints, sequencing. Wedding planning became computationally possible for the first time.

02

India came online, properly

UPI everywhere, vernacular internet at scale, Tier-2 families planning digitally, in their own language — the demand side is finally ready.

03

Incumbents are structurally stuck

Directories earn when you browse longer. An agent earns when your wedding goes well. They cannot become us without cannibalizing their own revenue.

This is not a ten-year land grab. It is an 18-month window before the incumbents are forced to try — *and structurally can't.*

THE PRODUCT

Meet Bells — *the most advanced wedding agent ever built.*

Bells doesn't just plan — she *acts*. She plans, calls vendors, negotiates, books and manages the wedding through to the day — in your language.

Couple Command Center

Budget guardian, vendor pipeline, timeline, tasks and RSVPs — run by talking to Bells.

Vendor Business Hub

Couple leads matched by city, budget and aesthetic — bookings, payments and a live Trust Score.

Guest Experience Portal

A personal QR portal for every guest — no app download. 200+ people touch it, per wedding.



Eight engines. One Bells. Wedding Brain, Memory Engine, Copilot Engine, Simulation Engine, Ritual Intelligence, Vendor Intelligence, Guest Intelligence and Design Director — eight specialist systems, one conversation.

THE INTELLIGENCE

One Bells.

Three modes, one for every moment.

MODE 01 · SPEED

Bells AI

The default for getting things done: fast, precise, unsentimental. Budgets recalculate instantly, vendor shortlists in seconds, timelines re-sequence the moment life changes — ask her anything from “start my wedding” to “what if 40 more guests show up.”

MODE 02 · EMOTION

Bells Drama

The mode built to be felt, and shared. Warm, expressive, plans like your most emotionally fluent friend — the version couples screenshot into their group chat. This is deliberate: Bells Drama is WedTrix's Gen-Z viral coefficient, not a side feature.

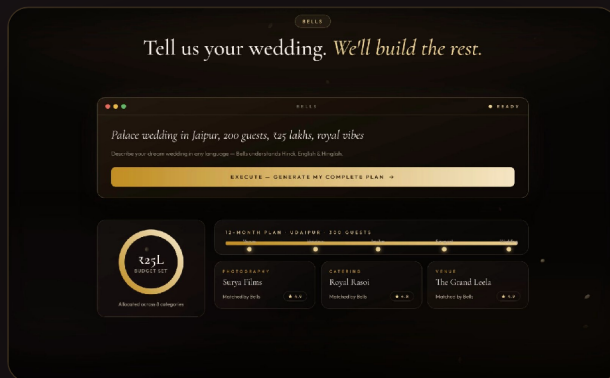
MODE 03 · SACRED

Bells Ceremony

Ritual-accurate guidance across every faith WedTrix supports, meter-true Sanskrit śloka chanting via Vāḡdhenu and step-by-step officiant coordination — built from a dedicated research corpus, not scraped from blogs. Emergency ceremony guidance is free, every couple, every tier, always.

THE COMMAND SYSTEM · SHE DOESN'T JUST PLAN, SHE ACTS

One sentence in. *A complete wedding, handled end to end.*



Plans **LIVE**

One sentence in, and she returns budget, timeline and dual-tradition ceremony order in 90 seconds.

Calls **LIVE**

Voice-calls the shortlisted vendors on the couple's behalf, gathering quotes and availability.

Negotiates **IN BUILD**

Negotiates inside the approved budget — never over the cap — then books the vendors the couple approves.

Manages **IN BUILD**

Manages every deadline, payment and change through to the day.

Whether a couple has nine months or nine days, Bells compresses the work to the time they actually have. *Not planning software. Time given back.*

Every faith. Every couple. Every love, fully held — *on an ethical-research corpus built before a single ritual answer ever shipped.*

Ceremony guidance accurate to exact tradition and region — across 28 Indian states and languages, interfaith and intercaste ceremonies, with chosen families weighted equally. Most AI wedding tools scrape blogs. Bells was built on a purpose-built research framework and a non-discrimination protocol most funded companies never bother to write.

LGBTQIA+ INCLUSIVE

Radical inclusion, by design

Equal research depth for Bahá'í and Hindu, Jain and Muslim. No default religion, no privileged caste, no monolithic “Hindu wedding” — sectarian, regional and linguistic variation mapped for every tradition Bells supports.

A 10-rule non-discrimination protocol

From stakeholder consultation to monthly bias audits: caste is never a ranking signal, indirect proxies like postal code or budget band are actively tested, and independent outside experts review every category.

Diaspora & intersectional intelligence

Purpose-built research tracks for UK, US, Gulf and Caribbean Indian communities, and equity-based analysis that protects the highest-risk couples — interfaith, intercaste, LGBTQIA+ — first, not last.

Ceremony mode features authentic Sanskrit śloka chanting via Vaṅdhenu — an IISc-built, meter-aware chanting model, used with the creator’s permission. Infrastructure a competitor cannot shortcut — *a moat we own.*

THE MEMORY ENGINE

She remembers what matters — *and uses it, unprompted.*

Not a CRM with a chat window bolted on. Every conversation deepens a private memory of the couple — people, places, tastes — and Bells acts on it, at exactly the right moment.



A directory can copy a feature in a quarter. It cannot copy a relationship that compounds with *every conversation.*

THE LANDSCAPE · DEFENSIBILITY

Everyone else is a directory. *Bells is an agent* — behind four moats that deepen with every wedding.

LISTINGS PLAYERS

WedMeGood, Meragi, Shaadi-category marketplaces

Human-led, marketplace-first. They list vendors; they don't plan, remember or negotiate through one intelligent agent.

GLOBAL INCUMBENTS

The Knot, Zola

AI bolted onto a legacy directory. The architecture is a website, not an agent — and not built for Indian ritual, language or family structure.

GENERIC AI

ChatGPT and friends

Can talk about weddings, but can't book a vendor, call a caterer, remember your budget, or guide a ritual. No memory, no execution, no ritual authority.

01 · Compounding memory

Each couple's memory graph deepens with every conversation. A later entrant starts at relationship-zero, forever.

02 · The ritual corpus

A dedicated research framework across every faith and 28 states — years of cultural knowledge engineering no scrape or model can shortcut.

03 · The trust graph

A 6-factor vendor Trust Score built from verified booking outcomes — data that only accumulates by operating, never by launching.

04 · Model-agnostic core

Every frontier model improvement makes Bells smarter with a one-line swap. We ride the AI wave without betting the company on one lab.

No one combines an autonomous agent, owned memory, voice calling in 11 languages, ritual accuracy and a self-building vendor network — that combination is the company. Directories sell visibility into a market; WedTrix transacts inside it. They profit when couples browse longer; we profit when the wedding succeeds. *We have no legacy business to protect.*

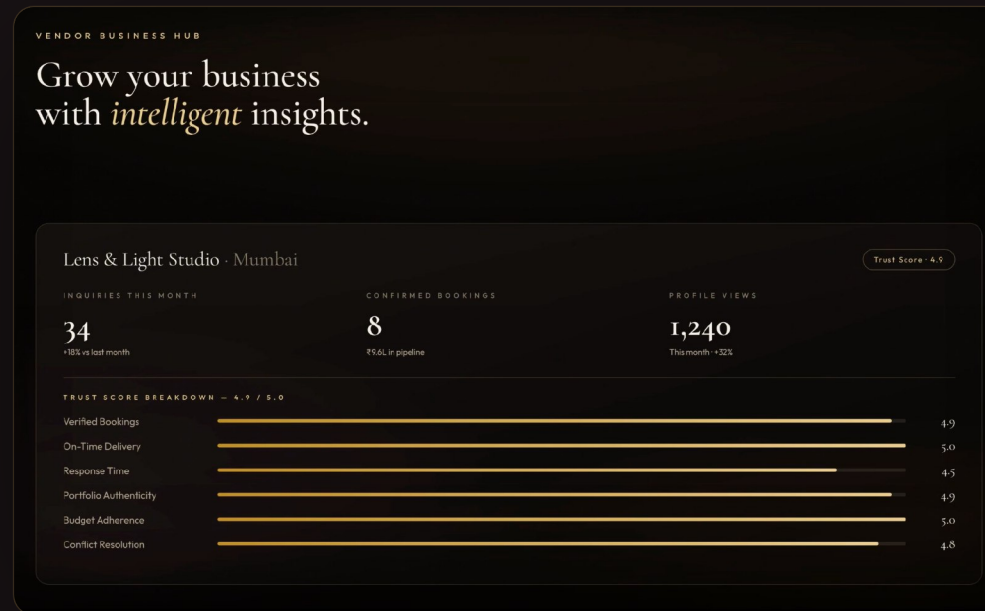
TRUST BY DESIGN · FOR VENDORS

Pay with confidence. Every dollar protected.

Grow your business with intelligent insights, not ad spend.

Wedding budgets are large, one-shot, and terrifying to hand over in advance. WedTrix removes that fear structurally — not just with a promise.

Vendors don't pay to be seen. They get matched — to couples whose budget, city and aesthetic already fit — behind a real business dashboard.



45+ VENDOR CATEGORIES

6-FACTOR TRUST SCORE

REAL-TIME BOOKING & PAYMENT TRACKING

GROWTH ENGINE

Every wedding broadcasts *to 200+ future customers.*

Every guest gets a personal QR portal at the exact emotional moment marriage is most top-of-mind. This is the rare consumer loop where usage is distribution.

LOOP 01

The Guest QR Loop

200–500 guests experience the product at a peak emotional moment. The subset who are engaged or soon-to-marry sign up — their weddings expose the next 200.

LOOP 02

The Vendor Cross-Side Loop

Couples bring their booked vendors onto the platform to coordinate. Vendors then bring their other client couples — every wedding imports 10–20 vendor relationships.

LOOP 03

The Memory & Story Loop

Bells' most emotionally resonant moments are inherently shareable. Couples arrive pre-sold on the feeling, not a feature list — brand compounds where the other loops compound users.

Designed-in $K \approx 0.6 - 1.6$

Modeled across conservative-to-base scenarios on the guest loop alone — measured for real from launch, never claimed as fact today.

BUSINESS MODEL · MARKET

Three revenue engines. One high-margin core. A \$1.5B revenue pool, sized honestly.

WedTrix is the platform for the global Indian & multicultural wedding market — UAE, Qatar, Saudi, US, UK, Canada — not India alone.

COUPLES · SUBSCRIPTIONS

Free, Plus, Premium, Pro

Free — the hook. Plus \$3/mo (₹299) · Premium \$17/mo (₹1,599) · Pro \$31/mo (₹2,999) — full agent, voice & priority. Concierge \$520 (₹49,990) — human-assisted, destination weddings.

VENDORS · SAAS + FEE

Listing, Growth & platform fee

Listing \$10/mo (₹999) · Growth \$62/mo (₹5,999), plus a platform fee on bookings closed through WedTrix. Vendors pay more only as they earn more.

GUESTS · COMMERCE

Affiliate & viral commerce

Every “I need mehendi cones” becomes an order. Zero inventory, zero liability, near-pure margin, seeded by the guest QR loop at zero extra CAC.

\$130B economy

Indian wedding economy, 2026

≈ ₹12.5 lakh crore. Growing 14–15% CAGR (Custom Market Insights: \$139.33B). The economy WedTrix sits on top of — not our revenue.

~\$70B TAM

Coordinated services

≈ ₹6.7 lakh crore. Venues, catering, décor, photography, entertainment, planning, beauty, transport. Excludes jewellery, gold & apparel bought directly.

~\$25B SAM

Digitally reachable

≈ ₹2.4 lakh crore. The organised, digitally-reachable vendor base within coordinated services — where a platform can actually transact.

~\$1.5B /yr pool

Our revenue pool

10M weddings, avg \$29K (₹28L); top 10% = \$29B spend (₹28,000 Cr), at 4–6% commission. Our Year 5 projection is 1.7% of this pool.

Because Bells books on the couple's behalf, the transaction happens inside the platform by default — that's what turns a subscription product into a take-rate business on 4–6% of a \$29,000 (₹28L) average wedding. Gross margins 85%+ on subscriptions and the platform fee; concierge is the one lower-margin line, capped on purpose. *The ladder holds under diligence.*

TRACTION · FINANCIAL TRAJECTORY

Where we are today — before a dollar of ad spend. $\$125K \rightarrow \$25M$, *built to compound, not to spike.*

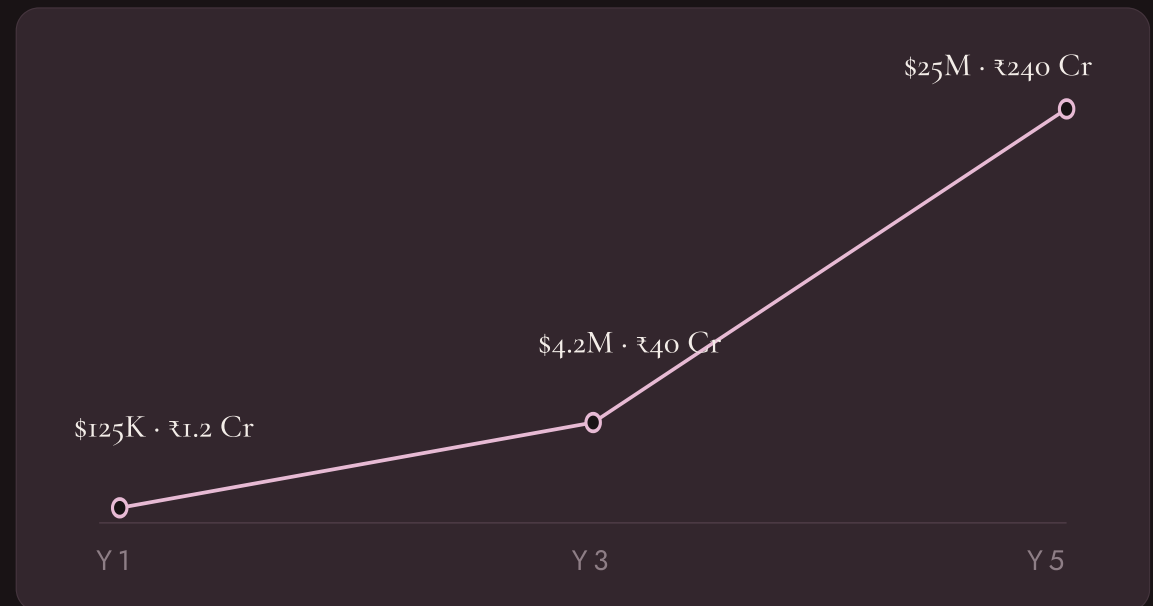
Vendors

Active vendors onboarding via our autonomous Vendor OS — live at wedtrixvendor.in

Vendor OS finds, contacts and onboards vendors largely on its own — proof that WedTrix can scale supply without scaling headcount, the hardest problem in any two-sided marketplace.

Next: a dedicated social content push — already scoped and ready to run — designed to turn launch anticipation into both more vendor signups and a curious, warmed-up couple funnel ahead of public launch.

Vendors talk in WhatsApp groups. Couples talk at weddings. Our category markets itself — we built the product to catch it.



Y1 — first monetized weddings, post public launch.

Y3 — the guest loop compounding across metros.

Y5 — vendor take-rate scale plus a diaspora premium tier.

Rule-of-40 discipline managed from Year 3 as growth normalizes and margin expansion takes over.

Figures converted at ₹1 Cr $\approx$ \$104,000 (₹96/USD).

THE TEAM

Builders, *not just planners.*

Atharv Nimsarkar

FOUNDER & CEO

Product architect who took Bells from architecture to a deployed, streaming agent in weeks. Interdisciplinary background across business, film and design (Hampshire College, US); founded Broqué, an eco-futurist fashion venture built on fruit-based leather.

Sushrut Nimsarkar

CO-FOUNDER & COO

IIM Jammu, with interdisciplinary business knowledge driving operations, vendor strategy and go-to-market — the operational engine behind Bells' launch.

Komal

CHIEF STRATEGY OFFICER

FMS Delhi, ex-Ola. Strategy and partnerships — pricing architecture, market entry, and the investor pipeline.

Built from Nagpur — Tier-2 roots, metro ambition.

THE ASK

\$600K (₹5.8 Cr) for 10%, at a \$5.4M (₹52.2 Cr) pre-money valuation.

\$600K (₹5.8 Cr) to launch across India and the GCC diaspora corridor. Pre-seed round — a priced round if led, or a capped note / SAFE (\$5.4M / ₹52.2 Cr cap, 20% discount) while we assemble commitments.

USE OF FUNDS · 18-MONTH RUNWAY

Team — engineering & knowledge	35%
Go-to-market & brand	25%
Product & AI research	20%
Infra, legal & operations	10%
Reserve	10%

WHAT \$600K (₹5.8 CR) BUYS

M4 — Bells public launch on production-grade models.

M6 — Knowledge & memory engines fully live in product.

M10–14 — Modeled break-even on the funded plan.

M18 — Series A raised on live cohort economics.

10 million families will plan a wedding in India this year. Most will trade months of their lives for one day of tradition. *We built the intelligence so that trade is no longer required.*

WEDTRIX · Where traditions meet timeless celebrations · Atharv Nimsarkar · Founder & CEO · wedtrixvendor.in · Private demo available on request