



Alka Pandey

Incartiamo IL
LUSSO

“WRAPPING LUXURY”





<i>Fioranini</i> [®]	<i>Elena</i>	<i>Friends of Nature</i> [®]	<i>JCE</i> <i>Jewels of the Crown</i>
Decorative floral packaging	Ribbon	Hand made paper	Gift Hampers
	Textile	Shopper and boxes	Boxes / Shoppers
	Decorative accessories	Album	Decorative Pouches
		Cards	Deco frame

Product Range

- We design product for each of the following categories

❖ **WEDDING**

❖ Corporate & Seasonal gift packaging

❖ Floral



We create Luxurious Wedding Packaging



GROWTH

The wedding market in India

No. of Indian marriages in a year: Approx 1,00,00,000

Indian wedding market worth: Rs 100,000 to Rs 110,000 crore

Gold and diamond jewellery market worth: Rs 60,000 crore

Apparel market (wedding) worth: Rs 10,000 crore

Durable goods market worth: Rs 30,000 crore

Hotel and other wedding related market worth: Rs 5,000 crore market

Pandal and venue decoration market: Worth Rs 10,000 crore

Favorite honeymoon destinations: Goa, Jaipur and Udaipur

Goa wedding cost: Between Rs 1 crore to 1.5 crore

Jaipur wedding cost: 1 to 2 crore

Udaipur wedding cost: 1.5 crore to 2 crore

Wedding cost in metropolitan cities: Between Rs 25 lakh to 70 lakh

Wedding invitation card market : Worth Rs 10,000 crore annual

Bridal Mehendi market in India: Worth Rs 5000 crore

Item-wise expenses on Indian weddings

Dinner cost: Rs 700 to 1000 per person

Pandal decoration cost: Rs 10,000

Bridal designer saree/lehnga cost: Between Rs 10,000 to 50,000

Designer shervani cost: Rs 15,000 to Rs 40,000

Wedding invite cost: Rs 500 to Rs 1500 per card

Bridal make up cost: Between Rs 5000 to Rs 50,000

Bridal Mehndi cost: Between Rs 1000 to Rs 5000

Wedding invitation card market
Cap

Rs. 10,000 crore annual

The Big Fat Wedding Industry in India: Recap of 2015 and outlook for 2016

[Usha Rani Das](#)



India is known for its colourful culture and weddings are the best places to observe its varied traditions. Apart from being a symbol of culture, it is fast becoming a lucrative business opportunity. With each passing year, Indian weddings are getting bigger and better, and so is the business involved, from designers, caterers to planners. As it is expanding at a break neck speed, let us have an inside look at the industry and its forces.

Statistics

The wedding industry in India is flourishing and statistics corroborate the fact. Currently, the industry is over Rs 100,000 crore and is growing at 25-30% annually. The estimated cost of a wedding with no expenses spared could be between Rs 5 lakh to Rs 5 crore, in India. A person, in India, spends one fifth of the wealth accumulated in a lifetime on a wedding ceremony.

Business Standard

Start-ups target the big fat Indian wedding industry

With India all set to become the youngest country by 2020, they see enormous opportunity in this segment

Sohini Das | Ahmedabad May 07, 2016 Last Updated at 22:10 IST



Wedding planning websites have replaced uncles and aunts as event managers of the Big Fat Indian wedding, a recession-proof industry, estimated to be around \$40-50 billion in size. Wharton-graduate Dharam Mehta founded Wedwise in October 2015 and 25-year-old Sanna Vohra's Wedding Brigade recently raised Rs 4 crore in pre-series A round of funding led by Blume Ventures. Read more from our special coverage on "START-UPS" Start-ups target the big fat Indian wedding industry Nykaa to raise Rs 80 cr via private equity and HNI for expansion Preathon raises Pre-Series A investment from Blume ...

BIG FAT GAINS

- Indian wedding a recession-proof industry pegged to be \$40-50 billion in size
- Annually, there are 10-12 million weddings in India
- Wedding industry to benefit from demographic dividend
- 300,000 vendors employ three million during peak season

The Flourishing Indian Wedding Industry



With the ongoing wedding season one can't help but notice that the Indian wedding industry is a huge one. In an Indian wedding, everyone just spends and does not think of returns. Every manufacturer and retailer involved with marriage related goods eagerly awaits the season to push business. With each passing decade the

Indian weddings are getting grandeur. Three decades ago people hardly thought about the lavish wedding function that has now become a trend and may be a compulsion. However, no one's complaining; at least not the retailers and associated players because of the tremendous business opportunity that comes along with it. Let's penetrate deeper.

The Indian Wedding Industry

Currently, the Indian wedding industry is over Rs 100,000 crore and is growing at 25 to 30 per cent annually. The estimated cost of a wedding with no expenses spared could be between Rs 5 lakh to Rs 5 crore, in India.

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A person, in India, spends one fifth of the wealth accumulated in a lifetime on a wedding ceremony. That means, a tremendous opportunity for retailers to capitalize on.

100,000 CRORE MARKET CAP

- This is what we bring home for you
- Tap into the INR 100,000 Crore MARKET CAP
- We will be YOUR PARTNER to tap into this MARKET CAP

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[Sohini Das](#)

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Read more from our special coverage on "START-UPS"

- [Start-ups target the big fat Indian wedding industry](#)
- [Nykaa to raise Rs 80 cr via private equity and HNI for expansion](#)
- [Prepathon raises Pre-Series A investment from Blume ventures](#)
- [MyDentistChoice raises \\$150,000 funding](#)
- [Chennai Angels invests Rs 2.5 cr in parking technology start-up Agile Parking](#)

According to various reports, there are 10-12 million weddings in the country in a year. Also, India is set to become the youngest country in the world by 2020, when the median age will be 29 years and the wedding industry will benefit from this demographic dividend.

Wedding vendor Success

- Personalization
- Be Unique
- Integrate the Theme for Customer
- We brings skill to scare and develops the trust and increases the dependability on you.
- Offer a Package to the customer
 - Cards
 - Decoration
 - Floral
 - Non Floral
 - Integrated
 - Center Pieces
 - Hospitality Articles
 - Parting gifts



We are ONE STOP SOURCE: ISO 9001

- We will create ONE OF A KIND PERSONALIZED Wedding theme
 - This extends beyond one article
 - Invites
 - Decoration
 - Hospitality Kits to parting gifts
 - Gift Boxes
 - We design them, manufacture them and source all materials UNDER ONE PLANT
- AWARD WINNING COMPANY



Our Company: WRAPPING LUXURY

- With this vision, our founder incorporated the company in Italy
- With a 40,000 S.q. Feet manufacturing plant in Jaipur India

ITALIAN DESIGN



MADE IN INDIA

Our Manufacturing Unit

- Raw Material Cloth Cutting
- Silk Screen Printing
- Addition of Glitter or Flocking
- Dye Cutting machine
- Production of Paper product Items
- Stitching of Textile products
- Quality Control & Packing Department
- Lab Test
- Performed in a 3200 Sq. Meter Plant
- 250 Personal Working



Assembly line based production

- ISO 9001 Plant
- We do it to ensure the GREATEST QUALITY in paper Industry
- Each member of our team, is trained to perform their part
- They are the BEST at what they do
- We then deliver a product of superior production quality





Spring 2017

Indian Handicrafts &
Gifts Fair, Spring
16-20 February, 2017
India Expo Centre & Mart
Greater Noida Expressway, New Delhi



NOIDA - GREATER NOID...

**BEST DESIGNED & DISPLAYED STANDS DISTRIBUTED AJAY SHANKAR MEMORIAL AWARDS ON
CONCLUDING DAY OF 43rd Edition Of IHGF-Delhi Fair Spring 2017**

Felicitated/
Awarded by
the
Industrial
Leaders





WE are BEST at WE DO

1. High degree of personalization - people spend more per guest (but call fewer guests) and try to integrate their love stories and interests in the decor, food and themes.

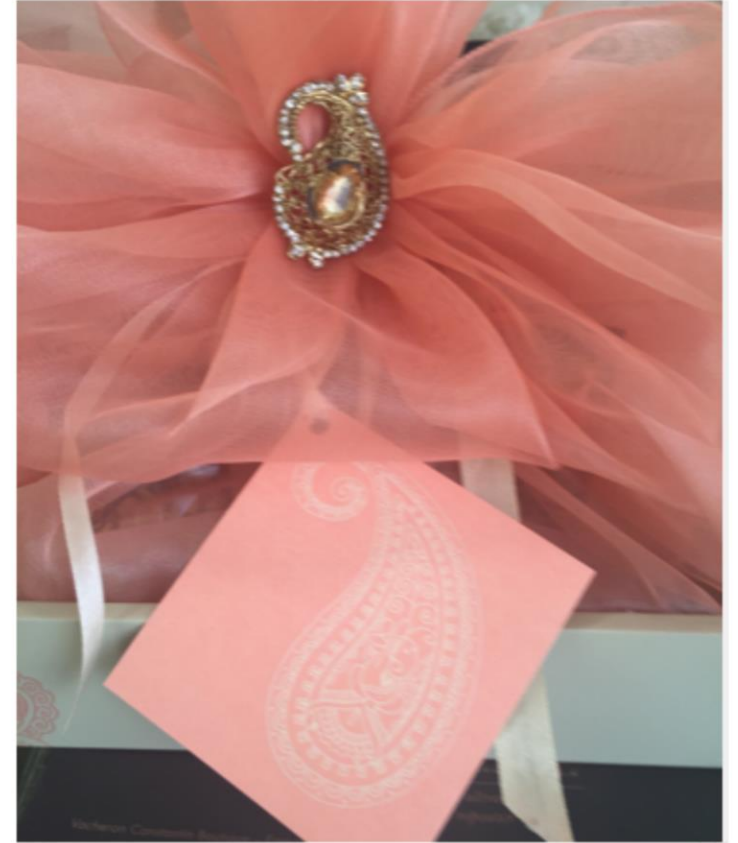
Welcome to Franchise with US

- We will join with YOU to get this market cap
- We need our Franchisee to seek the CUSTOMER
- We will them Design, create and Produce and Deliver



Potential

- We tap into the INR 10,000 MARKET with One of a Kind Invitations
- And Decorations
- PERSONALIZATION is the our GOAL and WE are the BEST at THIS



Potential

- We BRING in OUR Designers From Italy
- And Each and very Article is designed ground up for our Customer to their CHOICE
- Personalization at its HIGHEST
- And then WE ARE UNIQUE In WHAT WE DELIVERY
- The Customer has a NEVER DONE BEFORE WEDDING





Wedding

- We custom design Weddings for Customers
- We manufacture Unique products
- Invitations
- Gift Boxes
- Wedding decoration props



Weddings

- Each wedding is custom designed and Unique



LUXURY AT ITS BEST

COLOR AND THEME COORDINATION



Theme based

- We work together with our Customers to produce a coordinated image
- Building a unique experience



Unique

- What we offer
never DONE
BEFORE



Ultramodern product
with tradition
PERSONAL
MONOGRAMS



HOSPITALITY KIT



TRAY with org.



	₹	
L	384	<input type="checkbox"/> _____
M	326	<input type="checkbox"/> _____
S	298	<input type="checkbox"/> _____

RECT. TRAY



	₹	
L	428	<input type="checkbox"/> _____
WITH ACC.	677	
S	396	<input type="checkbox"/> _____

SWEET BOX



	₹	
L	246	<input type="checkbox"/> _____
S	173	<input type="checkbox"/> _____

BOAT TOILETRIES



	₹	
L	281	<input type="checkbox"/> _____
M	261	<input type="checkbox"/> _____
S	236	<input type="checkbox"/> _____

DATE BOX



₹148 ☐ _____

TENT CARD



₹ 48 ☐ _____

KEY CARD



₹ 48 ☐ _____

BAGGAGE TAGS



₹ 25 ☐ _____

WELCOME CARD



₹48

☐ _____

WELCOME FLOWERBBASKET



₹ 233

☐ _____

WELCOME MONOFLOWER



₹ 108

☐ _____

CHOCOLATE OR MINT BOX



₹ 69

☐ _____

ITINERY CARD



₹ 55

☐ _____

TENT CARD



₹ 48

☐ _____

WRITING PAD



₹ 55

☐ _____

BUTTON TIE BAG



₹ 77

☐ _____

SHOPPER



	₹		
L	207	<input type="checkbox"/>	_____
M	104	<input type="checkbox"/>	_____

COIN GIFT BOX + BAG



₹ 252	<input type="checkbox"/>	_____
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MONEY ENVELOPE GUSSET



₹ 39	<input type="checkbox"/>	_____
	<input type="checkbox"/>	_____

MONEY ENVELOPE



₹ 30	<input type="checkbox"/>	_____
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THANK YOU CARD



₹ 48	<input type="checkbox"/>	_____
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CHEST BOX

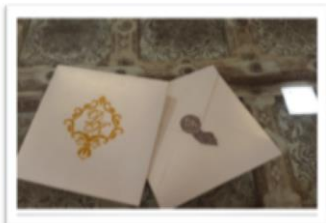


	₹		
L	936	<input type="checkbox"/>	_____
M	816	<input type="checkbox"/>	_____

WEDDING CARDS



FOLDED CARD WITH ENVELOPE



₹

WITHOUT ACC. 338 ☐

WITH ACC. 464 ☐

CARD WITH BOX



₹

WITHOUT ACC. 682 ☐

WITH ACC. 809 ☐

SINGLE SCROLL CARD



₹ 359 ☐

SCROLL CARD FULL SET



₹ 549 ☐

JEWEL SCROLL CARD



₹ 549 ☐

DOOR CARD /BOOK STYLE



₹ 696 ☐

SQUARE CARD BOX



₹

WITHOUT ACC. 879 ☐

WITH ACC. 1006 ☐

WINDOW CARD



₹1252 ☐

CYLINDER CARD BOX



₹
L 1379 ☐ _____
M 900 ☐ _____

PYRAMID CARD BOX



₹ 1266 ☐ _____

CUBECARD BOX



₹ 1702 ☐ _____

TEMPLE CARD BOX



₹
L 1984 ☐ _____
M 1702 ☐ _____

PRINCE BOX



₹ 1487 ☐ _____

KALASH CARD



₹
L 1196 ☐ _____
M 1013 ☐ _____

A stylized, flowing signature logo in a dark grey color. The logo consists of a cursive 'A' followed by a 'P' and a 'm', which then transitions into a long, sweeping horizontal line that curves upwards at the end. A small registered trademark symbol (®) is located at the end of this line.

Alka Pandey®



www.alkapandey.in

ALKA PANDEY PACKAGING PVT. LTD.

SP-1013C, PHASE III, RICO INDUSTRIAL AREA

SITAPURA, JAIPUR – 302022

RAJ. (INDIA)

