

Shubh Weddings

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SIMA TAPARIA

THE INDIAN MATCHMAKER

Elite members had the chance to discuss the modern art of matchmaking, virtual weddings and upcoming trends in the country



Weddings are a significant moment, deeply rooted in traditions and culture, all over India. The aftermath of the pandemic leaves us with a wide range of new trendsetting patterns in the 'Big Fat Indian Wedding' industry that have now turned into smaller, more intimate affairs. Sima Taparia, the Indian Matchmaker joined Kerrie Hannaford, Vice President

Commercial, Accor India & South Asia and Rajiv Kapoor, General Manager, Fairmont Jaipur, to discuss some of these nuances on how the millennial audience is meeting, dating and making the decision to get married today.

Sima Taparia has recently been part of the Big Boss OTT, apart from the blockbuster success - Sima interacted with elite members of ALL - Accor Live Limitless along with renowned Indian wedding planners and brides to be at an intimate evening. She shared insights on the importance of matchmaking, the

upcoming wedding season and choosing the perfect venue for a celebration of a lifetime, Fairmont Jaipur.

Sima Taparia shared "I come across all kinds of people in my profession as a matchmaker and have the ability to understand each individual's needs. The past few months have been all about virtual conversations, discussions between families, and we have all adapted to this new normal and made it work. With my experience with the couples in recent times, they are looking at a large wedding venue even for an intimate gathering for reasons such as safety and adding grandeur to their lifetime celebration.

