

Inside India's **Luxury** *Baraat* **Boom**



Making a grand entry at a wedding has evolved from a linear procession into a designed environment.

Text * **Bindu Gopal Rao**

The wedding procession, or *baraat*, is no longer just about movement; it is about what unfolds along the way. It is all things luxe—from vintage cars, DJs, palace backdrops, helicopters and cold pyros—with the ante upped one wedding at a time.

Grand entrances

When Delhi-based communications professional Anjali K. Gupta married Purnit Shet, CEO of Scoplios Security and Manpower Pvt. Ltd, in a daytime Goa wedding, they wanted it to feel celebratory but not overdone. “Our key elements were a vintage ivory-white convertible for the groom’s entry, a live *dhhol* troupe and a DJ to keep the energy alive throughout the procession. The vintage car was adorned with fresh white and blush florals, which added elegance without going over the top. What made it truly special was the personal touch, as every *baraati* was welcomed with fresh flower garlands and traditional *ilaichi malas*. It was our way of keeping the warmth and tradition alive. The energy of the *dhhol* paired with the DJ was electric. Guests did not need any encouragement to dance,” say the couple. Much like them, wedding *baraats* are changing, even as they embrace a more luxurious beat.

An immersive experience

Today, the *baraat* is approached almost as a sequence of experiences rather than a single march. There are layers to it, shifts in music, pauses in energy and moments of interaction. Guests are no longer just walking alongside the groom; they are stepping into something intentionally built around them.



PHOTO: JUMPING SOULS



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Jai Sharma, Founder of Envelop, says, “What’s most striking is this shift towards immersion. You’ll see elements that invite participation, whether it is styling stations, moving bars or interactive set-ups embedded into the journey. The *baraat* has become less of a spectacle you watch and more of a space you engage with. Couples today are thinking about how people will feel in that moment. The *baraat* is high energy, but it is also the first shared memory of the celebration, so there is a lot of intention behind how it unfolds.”

Changing with time

Couples want the *baraat* to feel like an extension of who they are. The music, the pace and the overall vibe are all carefully considered. At the same time, there is a strong focus on making sure guests are part of the experience, rather than simply watching it.

“Those shared moments of energy are what people remember. Social media is always in the background, but the most impactful *baraats* are not created for the camera; they are created for the people, and that is what makes them visually powerful anyway. In 2026, a high-end *baraat* is less about how extravagant the entry is and more about how cohesive the entire experience feels. Yes, you still have grand elements like vintage cars or horses, but what really defines it is the flow — how the music builds, how the energy shifts and how everything comes together seamlessly,” says Rahul Soman, Founder of Jumping Souls, Wedding Photographers.

Party on the move

Baraats these days are no longer just a traditional ritual, but a full-blown experience. They are not passive processions, but immersive and interactive celebrations. It is often the first thing guests encounter when they arrive at a wedding.

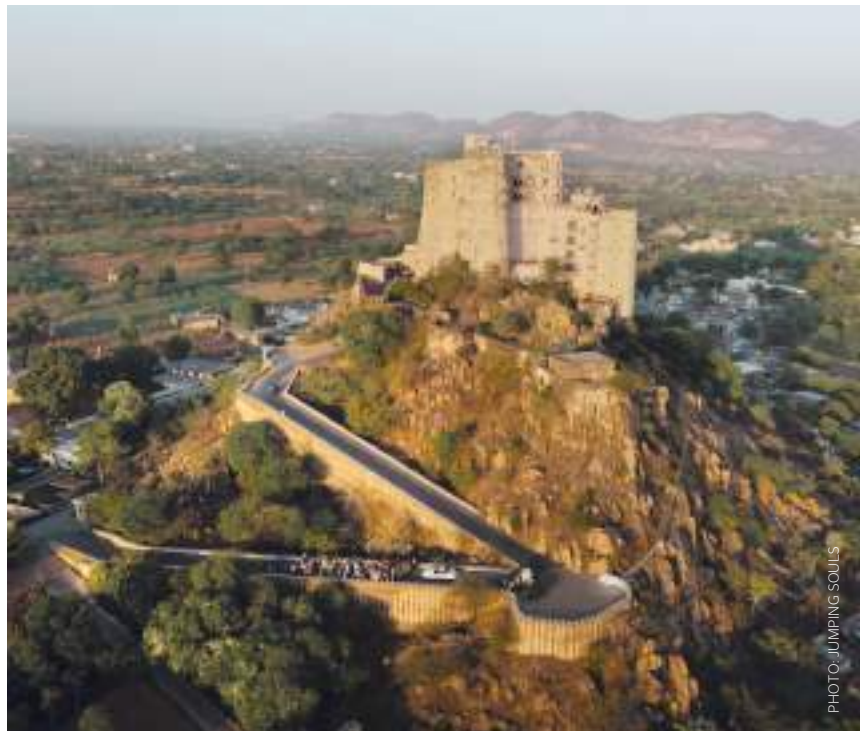


PHOTO: JUMPING SOULS

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“It is honestly a spectacle these days, from the colour-coordinated *baraatis* to the *boliyan* of the *dhol wala*, to the many ways the *dulha* arrives, from cars to moving *baraat* DJs and even moving bars. With Bar Hijack, we are seeing the *baraat* turn into a moving party. Bartenders roaming through the crowd with mobile carts bring the bar to the people, serving drinks in different forms. Just like any other event, *baraats* now have an experiential element too,” says Chaitanya Behl, Founder of Bar Hijack.

A *baraat* really sets the tone for everything that follows; it is the first expression of celebration in luxury weddings today. It is about creating a certain energy that brings people together from the very first moment. DJ Krish (TBOM) adds, “As a DJ, my role goes far beyond playing a set; it is about reading the room in real time, while also understanding the personalities of the bride, groom and their families, what they gravitate towards, and what will genuinely get them moving. This wedding season, I played



PHOTO: JUMPING SOULS



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PHOTO: KNOTTING BELLS



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at a celebration in Jaipur, set against a palace backdrop, and the *baraat* was truly the mood-setter the wedding needed. It unfolded almost like a travelling celebration, with layered percussion, *dhhol* and high-energy tracks that felt instinctive rather than planned.”

Luxury, responsibly done

There is a far more conscious approach now when it comes to planning. Planners are actively moving away from elements that raise concerns, especially around animal welfare and local regulations, and are instead focusing on alternatives that are both compliant and creatively strong.

“Sustainability is also being approached in a more practical way. There is greater emphasis on local sourcing, efficient production set-ups and reducing unnecessary excess, especially in destination settings where logistics and regulations play a big role. Overall, it is about making smarter choices, where the experience feels elevated yet aligns with evolving sensitivities and on-ground realities,” says Vaibhaav Singhvi, Founder of Movie'ing Moments.

Rajesh Satankar, Co-founder of Knotting Bells, adds, “A lot of conversations around horse and elephant usage have come into focus, with increasing awareness about how stressful and harmful those environments can be for them. Vendors are adapting, using electric vehicles for *baraats*, being mindful about sound levels and local

regulations, and even rethinking waste, décor and sourcing. It is not about taking away from the scale, but about being more responsible with how it is executed. The luxury today is in being thoughtful, creating something beautiful without it feeling wasteful or out of place.”

Personal touches

Couples want their wedding to be a memorable experience for their guests, and they want the *baraat* ceremony to play a big part in that. Anjali Tolani, Vice President, Celebrations at Tamarind Global, says, “Couples planning their wedding think about many things. One that really matters to them is making sure their guests have a great time. They want their *baraat* ceremony to feel special and truly their own, not like something that has been done before. The music they choose and the way they make their entrance are very important. They also want their guests and family to interact with one another in meaningful ways. This matters more now than it used to.”

When a *baraat* is done right, it does not feel staged; it feels lived in, becoming a memory that stays with you long after the music fades. ✱

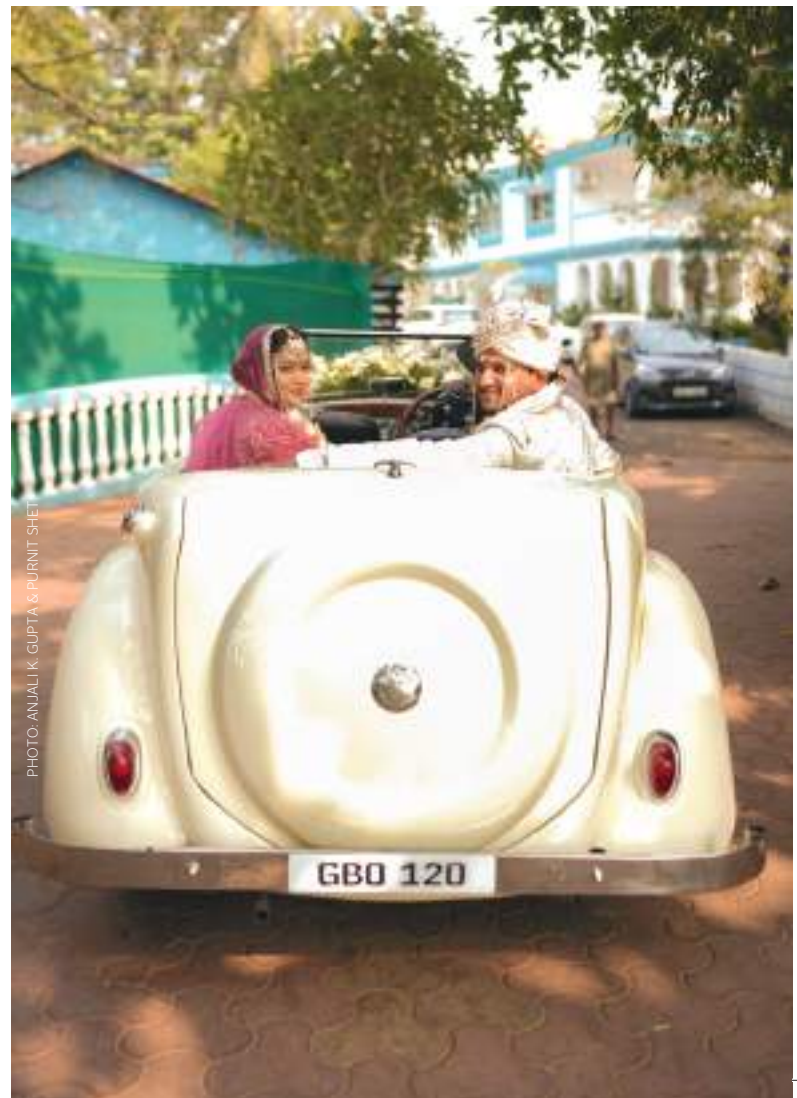


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