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India's **1st** & Only Listed
Market Research Company

'FutureProof The Enterprise'

29th May, 2017

To,
The Corporate Services Department,
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Sub: Press Release about FICCI-MRSS Knowledge Report on 1st ever Wedding Tourism Summit released

Ref: Scrip Code 539229 (Majestic Research Services and Solutions Limited)

Dear Sir/Madam,


With reference to the above mentioned subject, kindly find enclosed the Press Release about FICCI-MRSS Knowledge Report on 1st ever Wedding Tourism Summit released.

Kindly take the same on your record and oblige.

Thanking You,

Yours Truly,

For Majestic Research Services and Solutions Limited


Kajal Sudani
Company Secretary



Encl: Press Release about FICCI-MRSS Knowledge Report on 1st ever Wedding Tourism Summit released

Majestic Research Services and Solutions Limited

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CIN No. : L72200KA2012PLC063818 An ISO Company

Entrepreneur / MSME Number - 27222202663



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FICCI-MRSS Knowledge Report on 1st ever Wedding Tourism Summit released

Mumbai, 29th May 2017:

Wedding tourism destination market in India is expected to grow to Rs 45,000 crore by end of 2020, said a joint study by FICCI and MRSS India. The current wedding destination market is estimated at Rs 23,438 crore out of the overall Indian wedding market of Rs 110,000 crore.

"A large number of states, especially Rajasthan, with its wide array of forts and luxury hotels and Odisha, with its widespread beaches in addition to private entities like Aamby Valley in the West and Ramoji Film City in the South have already made their name as prime wedding destinations in India," said the report.

While destination wedding accounts for 28%, traditional wedding still accounts for 40% while theme based wedding stands at 22% and the balance 10% is simple wedding preferred by consumers.

Celebrity endorsements of destination marriage and emergence of wedding ecosystems players like wedding planners and spruced up infrastructural support amenities are some of factors that have worked in favour of wedding tourism.

Today all major national tourism sites have a separate section promoting wedding tourism in their country, testifying the fact that it has cemented its' position in the niche tourism products, the report said.

Globally, wedding tourism has started contributing incredible statistics recording a massive growth of 75% between 2007 and 2012, reported by Weddings and Honeymoons International (2012); and an incredible 400% increase from 2000 to 2010 for the American market (TIAA, 2010). These figures, though a little old showcases the immense potential that this niche tourism has to offer.



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India has an impeccable opportunity to place itself at the global map of wedding tourism. Moreover, the Indian destinations have the potential to match up with the global leaders in terms of its exclusivity and exquisiteness, said the report.

Commenting on the report, **MRSS India, chairman, Raj Sharma said**, "The WTS is the first of its kind and MRSS is proud to be the knowledge partner for this new property of FICCI."

About MRSS India: MRSS India relies exhaustively on usage of technology for data acquisition offering reliability, validity and faster turnaround times to its clients. The company has wide range of offerings such as eye tracking, mobile analytics, video analysis, facial recognition, digital tracking, online communities, neuroscience, emotional analysis, automated audience measurement, sensory sciences, etc. It is India's 1st and only listed Market Research Company, also a member of MRSI and DIN (Digital Insight Network - Global). It is the subsidiary of Majestic Market Research Support Services Ltd, - One of Asia's largest full service market research firm. MMRSS is a member of ESOMAR, QRCA, MRA, etc with presence in 18 countries across Middle East and Asia Pacific region. (ENDS)

Thanks & Regards,

The Corporate Communication Team
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JYOTSNA SURI