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Maneesh Srivastava

The Architect Behind The Bull Wedding's
Legacy of Timeless Celebrations

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Maneesh Srivastava

The Architect Behind The Bull Wedding's Legacy of Timeless Celebrations



Shweta Singh | The CEO Magazine

There's nothing ordinary about a wedding. A celebration of love framed by memories that last a lifetime, weddings have a way of capturing life's essence in a single day. For the bride, it's her moment to step into her own fairy tale as a queen; for the groom, it's a chance to become the hero of his own story. Every dance, every laugh, every tear—it all comes together to create a bundle of memories that will be cherished in hearts forever.

Yet, orchestrating such a dreamy celebration is no simple task. Behind every picture-perfect wedding lies a story of careful planning, of bringing together countless details, each one a tiny piece of the larger picture. As the search for the right venue, the perfect décor, and the most fitting theme begins, there arises one essential question: who will weave all these elements together to create something extraordinary?

Maneesh Srivastava

Founder - Bull Events
Management Pvt. Ltd.



This is where the art of wedding planning comes into play. And in India, where weddings are not just celebrations but cultural landmarks, few names resonate as strongly as The Bull Wedding. An initiative of Bull Events Management Pvt. Ltd., The Bull Wedding was founded by **Maneesh Srivastava** to turn wedding dreams into reality. With a legacy rooted in creativity, precision, and client-centric innovation, The Bull Wedding has become synonymous with crafting celebrations that truly feel like dreams come true. Beyond this, Maneesh also serves as the President of the International nepal wedding & mice summit, an initiative dedicated to strengthening wedding industry collaborations between the two nations india and nepal.

The Genesis of The Bull Events

As an advertising graduate, Maneesh launched an advertising agency in Banaras in 1995, successfully running it for more than a decade. It was during 2004, when he encountered an unusual request from an acquaintance—a desire to create something different and unique for his daughter’s wedding. This request led Maneesh on a journey of exploration, taking him to cities like Delhi and Jaipur to discover wedding destinations and understand the intricate process of planning.

His main concern was clear: while families explored possibilities, who would take charge of organising the wedding itself? During his time in Delhi, he met with some of the wedding planners of that era and gained a firsthand understanding of the nuances of wedding planning. The experience left a mark—Maneesh felt a strong instinct that wedding planning was an industry on the brink of growth. Driven by curiosity and intuition, he decided to venture into this new domain.

Returning to Banaras, Maneesh teamed up with 7-8 members of his advertising agency and undertook the ambitious task of planning and organising the wedding. Despite being his first foray into the field, the event was nothing short of extraordinary. The extravagance and regal charm of the wedding left every attendee in awe. From exquisite cuisine to mesmerising music and impeccable décor, every detail was executed with precision and style. The wedding, as grand as it was, became a benchmark and is still remembered fondly by those who attended.

His advertising background also played a crucial role. Maneesh and his team were tasked with designing the wedding invitations, and their creativity shone through. The invitations, crafted on jute, were one-of-a-kind at the time and left a lasting impression.

That single wedding became the springboard for his new venture. Within the same year, Maneesh planned and executed 4-5 wedding planning contracts from guests who



had attended the event. This marked a turning point in his career, as he transitioned from advertising to the world of wedding and event planning. This passion for creativity and precision seamlessly translated into the founding of The Bull Events Management Pvt. Ltd. in 2005, a brand that would go on to redefine the art of creating unforgettable celebrations. With a mission to deliver extraordinary celebrations, the company quickly became synonymous with unforgettable experiences, whether for intimate weddings, lavish celebrations, or high-profile corporate events.

The Bull Wedding

The Bull Wedding began as a dream to craft more than just events—it aimed to create lasting memories, experiences that would stay with families for years to come. Headquartered in the heart of Varanasi, with a presence in Delhi, Jaipur, Kathmandu, Lucknow, and Agra, the company has quickly grown into a symbol of seamless and unforgettable celebrations.

Reviving the Essence of Vedic Weddings

In an age dominated by technology and rapid modernity, there’s a quiet but undeniable pull of tradition. Despite the rapid rise of destination weddings and modern influences, age-old customs continue to hold their place—especially when it comes to weddings. Five years ago, Uttar Pradesh Tourism entrusted Maneesh with a unique mission: to bring back the charm of Vedic Weddings, a centuries-old tradition, and integrate it into modern celebrations. The



Left to Right :- Amit Rathore, Paula Rooney, Nefianto Setion, Pooja M Srivastav, Maneesh Srivastava, Jose Maria Fuentes and Rhiannon Downie Hurst | Event : S.W.L.A Fairmont Jaipur India

idea was to promote Vedic Weddings in the holy city of Varanasi, bringing couples to its sacred ghats and timeless streets while boosting tourism in the city.

Vedic Weddings, deeply rooted in Hindu rituals and values, were how weddings were always meant to be. Rooted in Hindu scriptures, they symbolise the union of two souls and their destinies. These weddings focus on simplicity, sanctity, and meaningful rituals that go beyond materialism. Key rituals like Ganesh Pujan, Kanyadaan, Mangal Phere, Sindoor and Mangalsutra, and Ashirwad make each ceremony a truly transformative experience. But with the advent of flashy destination weddings and evolving trends, this sacred tradition was slowly losing its prominence.

Seeing the growing shift, Maneesh took it upon himself to bring these ancient ceremonies back into the limelight. His vision was clear: to keep this sacred tradition alive amid modern wedding trends. With dedication, he introduced Vedic Weddings into modern wedding culture. His dedication has already borne fruit. Over the past few years, The Bull Wedding has successfully hosted several Vedic Weddings, each following the traditional rituals to perfection. These weddings have not only revived the practice but also captured the imagination of those seeking a deep, spiritual connection to their heritage, even in the midst of modernity.

This unique approach has positioned Maneesh as the brand ambassador for Vedic Weddings in India. His ability to balance the authenticity of ancient customs with the

sensibilities of contemporary clients has not only reignited interest in Vedic traditions but has also made them accessible to a global audience. For Maneesh, a Vedic wedding is a deeply personal and spiritual experience. “Every mantra, every ritual has a purpose. It’s a journey of the soul, a union blessed by the universe,” he shares. His philosophy resonates with couples who seek more than just a grand celebration—they desire an immersive, meaningful connection to their heritage.

Timeless Traditions, Global Appeal

Beyond cultural preservation, Vedic Weddings are gaining immense global appeal for their adaptability and sustainability. They can be hosted in intimate home settings, iconic destinations like Varanasi’s ghats, or even abroad, creating a unique blend of tradition and personalisation. Additionally, their use of natural decor and rituals aligns with the growing demand for eco-conscious celebrations.

Maneesh has redefined the wedding industry with The Bull Wedding, inspiring couples to embrace traditions that are timeless and meaningful. Together, they have created a blueprint for Vedic Weddings that honours the past while remaining relevant to the present.

Today, Maneesh stands as a pioneer in the modern revival of Vedic Weddings, a torchbearer for spiritual celebrations, and an advocate for meaningful nuptials that transcend lifetimes. His efforts are not just about hosting weddings—they are about preserving a heritage and creating a legacy of love, spirituality and authenticity.

SERVICES THAT DEFINE EXCELLENCE

Apart from Vedic Weddings, The Bull Wedding offers a wide range of services, turning events into unforgettable experiences.

Luxury Weddings

Specialising in crafting opulent and elegant celebrations, The Bull Wedding ensures that every detail reflects sophistication and grandeur.

Destination Weddings

From picturesque locales like Thailand, Nepal, Dubai, and more, they handle everything—travel arrangements, venues, décor, and hospitality—making destination weddings seamless and stress-free.

Entertainment

Whether it’s celebrity performances, DJs, live bands, or choreographed dance routines, The Bull Wedding adds vibrance and energy to every celebration.

Corporate Events

Beyond weddings, The Bull Wedding expertly manages corporate gatherings, ensuring professionalism, creativity, and flawless execution for all types of business events.

Event Design & Décor

Their team specialises in creating visually stunning setups, combining floral artistry, lighting, and bespoke themes to transform venues into magical spaces.

Under his leadership, The Bull has become synonymous with innovation, crafting unforgettable celebrations that balance cultural heritage with modern sophistication. Maneesh’s dedication to excellence has earned him numerous accolades, including recognition at the prestigious EMF Global Ace Abu Dhabi 2024.

Catering & Hospitality

With curated menus and professional hospitality services, they ensure a delightful culinary experience and unparalleled guest comfort.

Photography & Cinematography

Collaborating with top talents, they capture timeless memories through breathtaking visuals and cinematic storytelling.

Safety & Security

Prioritising guest well-being, The Bull Wedding delivers impeccable experiences through trusted security partnerships and expert crowd management.

With this comprehensive range of services, The Bull Wedding continues to redefine excellence, making every event truly extraordinary.

What Lies Ahead for The Bull

Looking ahead, Maneesh has ambitious plans for the company’s future, balancing innovation, sustainability, and client-centric growth. “I’m excited about where we’re headed,” he says.

MR. MANEESH SRIVASTAVA, FOUNDER AND CEO OF THE BULL, IS A TRAILBLAZER IN THE WEDDING PLANNING INDUSTRY, RENOWNED FOR HIS BOLD CREATIVITY AND ABILITY TO BLEND CONTEMPORARY CONCEPTS WITH TRADITIONAL ELEGANCE. WITH A PASSION FOR TRANSFORMING EVENTS INTO EXTRAORDINARY EXPERIENCES, MANEESH HAS POSITIONED THE BULL AS A TRENDSETTER IN NORTH INDIA AND BEYOND.

He is also focused on bringing innovation into event planning. “We’re investing in cutting-edge technologies like augmented reality, virtual reality, and AI-driven solutions to make each event more immersive and engaging. The idea is to merge creativity with technology to deliver something truly unforgettable,” he shares.

The company also plans to expand its services to reach new markets, ensuring its signature excellence is accessible to more people. “We’ve seen tremendous success so far, but this is just the beginning. We’re ready to take Bull Events to new regions, adapting to different cultures and preferences while maintaining the quality and precision we’re known for,” says Maneesh.

Community and social impact remain close to Maneesh’s heart. “I’ve always believed in giving back. As we grow, we’re committed to strengthening our contributions to local communities and supporting meaningful causes,” he shares.

At the core of Bull Events’ future is an aim to create a more client-centric approach. “We’re committed to delivering events that aren’t just visually stunning but also deeply personal and tailored to our clients’ visions. Every event should be an unforgettable experience, and that’s what we strive for every day,” Maneesh concludes.



Mrs. Pooja Srivastava: The Driving Force Behind The Bull As Executive Director of The Bull, Pooja Srivastava brings dynamic leadership and extensive expertise. With a postgraduate degree in finance and a successful career in aviation, she excels in innovation and customer satisfaction, driving the company’s growth.

Leadership Mantra

Maneesh believes that succeeding in the wedding and event planning industry requires a mix of passion, perseverance, and adaptability. He emphasises that this is not just a career but a commitment to creating memorable experiences. “First and foremost,” Maneesh begins, “you have to be passionate about what you do. Without genuine love for what you do, it’s hard to find the energy to go above and beyond for your clients.”

He stresses the importance of building relationships. Networking, he explains, is the lifeline of this business, and maintaining strong industry connections is as essential as honing creative skills. “Innovation is key,” he continues. *“Trends in the wedding world change faster than seasons. Stay updated and don’t be afraid to try something new. Whether it’s décor, technology, or experiences, the ability to adapt and innovate keeps you relevant.”*

Maneesh also encourages aspiring entrepreneurs to keep an eye on financial planning and market trends.

He stresses the need to innovate constantly. “Always remember,” he adds, “happy clients are your best marketing. Deliver exceptional customer service, and the word-of-mouth will follow.”

For professionals stepping into the industry, Maneesh advises starting with hands-on experience. “Jump in and learn by doing. Theoretical knowledge is great, but nothing beats on-ground experience,” he says.

“Upskilling is non-negotiable,” Maneesh stresses. “Take courses, attend workshops, and stay informed about the latest tools and techniques. And don’t shy away from mentorship. I’ve learnt a lot from people who’ve been in the industry longer than I have.”

“At the end of the day, the industry is all about creating joy and lasting memories for people. If you stay passionate, adaptable, and focused on delivering exceptional service, success will follow,” Maneesh says.