

Marital networking catches up among middle-class couples

Ina Chaudhary, a 23-year-old executive in the Millennium City, has seen her Canada-based fiancé just twice, but she meets him almost daily in the virtual world and shares their wedding preparations.

Like her, many would-be brides and grooms are bitten by the marital networking bug, as they share the course of their wedding preparations, discuss the guests list, create checklists, upload images — everything at tailor-made wedding management portals.

The trend is fast catching up among the young middle-class couples, who can't afford to splurge huge money seamlessly like a real estate developer, who recently threw a star-studded bash at his daughter's pre-wedding ceremony in a city hotel followed by a reception hosted at a palace in Antalya, Turkey, where the guests were flown in by specially booked flights. But all of us do not have such money to share our biggest joy. The best part of marital networking is that every bit of expenditure is accounted for, which draws comments from your would-be life-mate.

“If I feel he is overspending, I highlight the head of the expenditure and discuss it with him over phone or e-mail. That's how we keep a tab on each other's expenses. After I get engaged, I will post the pictures on the website,” she said.

Another marital networking enthusiast Bobby Uppal doesn't need to remember the checklist for his wedding, which is due next month. “I get reminder messages on my mobile phone, which helps me recall important meetings such as the one I planned with the florist or the caterer,” he said. Thanks to the portal, Shaadi-e-Khas, he sent around 50 e-cards to his guests who stay in Meerut, Moradabad and Amritsar.