

## Anant Ambani and Radhika Merchant's Pre-Wedding Social Buzz

### THE GRAND AFFAIR: THE EXTRAVAGANT WEDDING OF ANANT AMBANI AND RADHIKA MERCHANT

If we talk about the major events of 2024, the wedding of Anant Ambani, the youngest son of India's billionaire businessman Mukesh Ambani, and prominent figure Radhika Merchant tops the list. The wedding is nothing short of an event, a celebration of love and grandness. The event's significance is not limited to their families but also captivates the interest of the entire nation and worldwide, causing a stir on the digital platforms from their pre-wedding until the actual wedding happening on 12th July 2024. Let's look at how their wedding has created a digital impression.

- **Pre-Wedding Celebrations:** All the social media buzz started from Pre-Wedding. The festivities before the wedding day were a three-day affair hosted by Ambani's, a luxurious event that included Bollywood celebrities, global celebrities, and prominent business figures. It shook Instagram, X, Facebook and other social media. Influencers make videos of the outfits, recreating the looks, fan pages aggressively post inside images and videos, and hashtags like AnantRadhikaWedding trending everywhere. Many influencers were also invited to the event, they shared videos of their experiences and pictures, which amplified the storm. The pre-wedding was the most starstudded affair in India, with guests including Bill Gates, Rihanna, Mark Zuckerberg, Ivanka Trump, Shahrukh Khan, and Amir Khan. Their appearance gave the event an international appeal. Networking with such international influential personalities as guests can create new associations, ventures, and enterprises in the global market. People outside the country who were unfamiliar with the Ambani family wedding expressed interest. Videos, images, and live updates from the celebrations have been widely shared, resulting in a digital flood highlighting the Ambani family's splendour and glory.
- **Media Partnership:** Top media houses collaborated with Ambanis to exclusively cover the wedding ceremonies. Media partners created the pictures, inside footage, information about the ceremonies, guest list, food, and much more that were made viral by being featured on prime time slots, and writing stories and articles. Exclusive interaction with famous celebrities present at the ceremonies magnified the hype as fan pages created more hashtags and traffic by using those pictures and videos. Some media partners also live-streamed functions and performances, and all these were consumed by social media users daily, making it a larger-than-life event.

- **Interactive Content:** Custom AR (Augmented Reality) filters were created on Instagram and Snapchat to engage with the audience, allowing users to embed elements of the ceremony into their own stories and posts using trending hashtags. This made users more interested in ceremonies. Ambanis also made digital invitations to make users feel included; they featured personalized messages and other interactive elements that created a new trend in marriage invitations to fans and followers. Since the wedding is just around the corner, social media users are expecting more such elements.
- **Charitable Events:** Ambanis took the initiative during the three-day pre-wedding of “Anna Seva” to serve meals to around 50,000 people daily for three days in Jamnagar, Gujarat. They aimed to incorporate social service into the celebration and show their commitment to the philanthropic philosophy of giving back to society. Digital campaigns were carried out to exhibit the Ambani family’s contribution to humanitarian causes. They have always emphasized contributing to arts and culture and celebrating their roots in every aspect, whether it is the creation of Vantara or Nita Mukesh Ambani Cultural Centre. All these have been highlighted digitally on social media to amplify engagement, which has created awareness among users about Ambani’s work in different domains of society.
- **Fashion and Lifestyle Impact:** Fashion is one of the most popular topics in which social media users and followers have taken an interest. The luxurious jewelry and designer outfits of everyone involved and invited to this wedding have been subject to scrutiny and discussion. Details of the groom and bride’s wedding and ceremony outfits, their designers, and celebrity outfits went viral. Influencers and the fashion-centric population are taking a continuous interest in their fashion sources and trends. Many people are already looking forward to their D-Day outfits. This anticipation is driving significant engagement, with fashion blogs and social media posts analyzing every fashion choice, boosting the profiles of the designers involved, and setting new fashion trends inspired by the wedding.
- **Brand Exposure and Marketing:** The Ambani family is exclusively known for their business empire, Reliance Industries, which has gained a lot of media attention through their high-profile wedding, synonymous with excellence and luxury. The media coverage has given their brand new visibility in the Indian and global markets. The Ambanis' opulence, luxury, and grandeur of the event have reflected their economic power, potentially drawing fresh business prospects and alliances, further solidifying their influence across various industries, enhancing their reputation, and attracting high-value collaborations in India as well as globally.

