



We plan your *wedding*.

One AI agent makes the 60+ vendor calls an Indian wedding takes. A human planner books. You pay a flat fee.

Carson Rodrigues — Founder & Technical CEO

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THE PROBLEM

Planning an Indian wedding is *60+ phone calls* of unpaid project management.

- A typical wedding needs **14+ vendor categories** — photographer, venue, caterer, decor, mehendi, priest, band.
- Coordinating them means **60+ calls**, endless WhatsApp, and chasing quotes with no way to compare.
- Human wedding planners cost **₹3–10 lakh** and are out of reach for most of the ~10M weddings a year.

60+

vendor phone calls per wedding, today done by the couple

~10M

weddings a year in India — almost all planner-less

THE SOLUTION

An AI agent that *actually calls* your vendors — with a human planner on top.

Tell Celabe what you need. Our voice agent phones photographers, venues and caterers — **in Hindi or English** — negotiates within budget, and returns itemised, side-by-side quotes.

A **real planner reviews and books** every vendor. You watch the agent work, in real time, inside the app — and pay one flat fee for the whole wedding.

Voice agent

Hindi + English

Human-in-the-loop

Flat fee

● Celabe agent · live call · Decor vendor

CELABE AGENT

Namaste! Calling for Priya & Arjun's December wedding — looking for a floral arch and stage. Budget is ₹1.2 lakh. Can you share inclusions and GST?

VENDOR

Haan, arch plus stage ₹1.1 lakh, GST extra. Site visit possible Saturday.

CELABE AGENT

Noted. Booking a Saturday slot and adding this quote to your comparison.

HOW IT WORKS

Onboarding to booked — without a single call from the couple.

- 1 Tell us about your wedding**
A 15-minute in-app onboarding — date, venue, guest count, budget, vibe, must-have vendors. The agent ingests everything.
- 2 The agent calls the vendors**
It dials photographers, decorators, caterers, the priest — **in Hindi or English**. Asks the seven questions a competent planner asks, negotiates within budget, schedules site visits. You watch live transcripts.
- 3 A human planner reviews and books**
Every quote, contract and date is **signed off by a Celabe planner** before anything is locked in. Zero spreadsheets, zero surprises.

WHY NOW

Voice agents can finally hold a real vendor call.



Real-time voice AI matured. Sub-second latency speech-to-speech in Hindi + English makes a natural negotiation call possible — not a robocall.



Vendors live on the phone. India's wedding supply chain runs on calls and WhatsApp — the agent meets vendors exactly where they already are.



Inference costs collapsed. Running dozens of agent calls per wedding is now cheap enough to sell a fully-planned wedding at a flat fee.

Two years ago this was a call centre. Today it is one agent and a planner.

MARKET SIZE

India spends **\$75B+** a year on weddings — and almost none of it is planned.

TAM — Indian wedding spend

\$75B+

SAM — planning + vendor coordination

\$10B

SOM — AI-led planning (3–5 yr)

\$300M

~10M weddings/yr, second only to the home as a household's largest spend.

- Bottom-up: 1M planning-receptive weddings × ₹1L flat fee ≈ **₹1,000 Cr / \$120M**.
- Expands to birthdays, festivals and corporate events — same agent, more occasions.
- Then the diaspora — US, UK, Gulf — where planner costs are even higher.

TRACTION

Already *revenue-generating* — the AI agent is the wedge on top.

3 lines

live revenue today: vendor marketplace,
QR albums & e-invites

2,000+

vendors onboarded across categories

Live

shipped on [App Store](#) + [Play Store](#)

- **Revenue today** from vendors, QR photo albums and e-invites — Celabe is a working platform, not a pre-revenue idea.
- **The new wedge:** the AI planning agent monetizes the 60+ calls couples dread — the highest-value moment, on top of an audience that already pays.
- **200+ couples interviewed** before building; pilot weddings open now.

Insert current revenue / events figures here before submitting — the streams are live; the numbers are yours to fill.

Four revenue lines — *three already live.*

NEW WEDGE

AI Planning

Flat fee for a fully-planned wedding — agent calls + human booking.

₹50K–3L

• LIVE

Vendor marketplace

2,000+ vendors — listings, leads & booking take.

• LIVE

QR photo albums

Per-event capture & sharing — paid upgrades.

• LIVE

E-invites + RSVP

Designer templates, sold per wedding.

Three lines already earn revenue across the wedding journey. The AI agent **monetizes the highest-intent moment** — and pulls every couple into all four. We sell the outcome, not the software.

COMPETITION

Cheaper than a planner, complete unlike a marketplace.

	CELABE	HUMAN PLANNER	VENDOR MARKETPLACES	DIY
Makes the vendor calls for you	Yes — AI agent	Yes	No	No
Quotes compared side-by-side	Built-in	Manual	Listings only	No
Hindi + English, 24/7	Yes	Limited	—	—
Human review on every booking	Yes	Yes	No	No
Cost	Flat ₹50K–3L	₹3–10L	Commissions	Free (your time)

Marketplaces stop at a list of vendors. Planners do not scale. We are the only one that **does the calling and stands behind the booking.**

The founder ships *production voice agents that make phone calls.*



Carson Rodrigues

Founder & Technical CEO

Engineering leader & technical co-founder shipping real-time voice agents (LiveKit, Pipecat, Deepgram, ElevenLabs) and LLM pipelines to **40,000+ locations**. **6 published papers** on these exact systems — voice-AI latency **-41.8%**, ASR intent **41.7% → 91.7%**, MCP architecture.

Celabe is a fleet of voice agents holding real negotiation calls, under a deadline, in two languages — the exact system I already run in production. Most teams would have to learn this. I ship it.

THE ASK

Raising a pre-seed round with Antler.

Capital + the Antler residency to turn open pilots into a repeatable, agent-run planning engine.

55%

Voice-agent platform — scale concurrent vendor calls, sharpen Hindi/English negotiation

30%

Go-to-market — planner team, vendor supply, first paid weddings

15%

Ops & runway — 12 months to seed readiness

Milestones to seed: 200 paid weddings · proven agent-call → booking conversion · positive per-wedding contribution margin.



Life. Celebrated. — the 60+ calls, handled, so the couple just shows up.