

# UnityVows — Product Brochure

The operating system for the world's most complex events.

Plan grand. Run lean. Profit clearly.™

A B2B SaaS platform built for professional event and wedding planners — and for couples who plan their own wedding with the same toolkit — engineered for the scale, ceremony, and cultural depth of modern celebrations. UnityVows replaces eight spreadsheets, six group chats, and one prayer with a single calm system of record.

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## 01

### The paradox of modern celebrations

Today's celebrations — weddings, milestone events, corporate galas, destination experiences — are simultaneously the most logistically complex consumer events on the planet and the most under-tooled. A single mid-tier event now spans multiple days, multiple venues, hundreds to thousands of guests, dozens of vendors, and a long tail of cultural and contractual micro-decisions. Most of it still runs on spreadsheets and forwarded screenshots.

|                                                         |                                                  |                                                 |
|---------------------------------------------------------|--------------------------------------------------|-------------------------------------------------|
| \$890 bn global wedding industry, 2025                  | \$1.5 tn global business-events industry, 2025   | ≈ 30 mn weddings hosted worldwide each year     |
| 3 days average duration of a complex modern celebration | 70 % of event planners still run on spreadsheets | 15–30 % of food spend lost to plate-count drift |

The gap isn't features. It's fit. Legacy tools assume one venue, one day, one cuisine, a single ledger, and visibility-on-by-default. Modern events demand the opposite of every one of those.

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### What UnityVows is

Three connected surfaces, one tenant, one ledger.

#### Planner Cockpit

Your team's home base. Pipeline, events, vendors, staff, finances, Smart Assistant, audit log. Built for the firm, not the freelancer.

## Host / Couple Portal

A branded micro-site per celebration. The host's guest list, RSVPs, budget visibility (filtered, on your terms), gallery, timeline.

## Guest Channel

WhatsApp Concierge. No app to install. Guests RSVP, get itineraries, ping for the bus, and trigger SOS — all in the channel they already live in.

— · —

Web + iOS + Android + WhatsApp. The whole event, in one signal.

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## Use cases — every kind of celebration

UnityVows started in the most complex corner of events — multi-day, multi-faith weddings — and now powers every celebration that asks the same questions of a planner: who, where, when, how much, and how do we make it look effortless.

## Weddings

Multi-day, multi-venue, multi-faith. Hindu, Muslim, Christian, Sikh, interfaith, same-sex — UnityVows assumes nothing.

## Corporate Events

Conferences, off-sites, summits, brand launches, awards nights. Vendors, attendees, comms, P&L — one tenant.

## Private Milestones

Milestone birthdays, anniversaries, baby showers, debut balls. All the gravitas of a wedding plan, scaled to one host.

## Destination Events

Cross-city, cross-country, cross-currency. Branded per agency, permission-fenced per stakeholder.

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## Four things you've never had until now

These are the capabilities clients ask us to demo first. They are the reason planners switch.

## Shadow Ledger

Two ledgers, one screen. Internal cost on the left, the client quote on the right. Margin updates with every payment — no surprises at month-end.

## Click-to-Reveal

Financial confidentiality, built in. Sensitive numbers are masked by default; one click reveals, the next click hides. Screen-share without flinching.

## Surgical Permissions

Decide, per staff member, who sees vendors, contracts, financials, client contacts, profitability, affiliations. Per-event client-portal toggles, too.

## Integrated Guest Experience

One guest, one token. RSVP, eCard, itinerary, transport, accommodation, photos — all stitched into a single no-login flow.

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## The full set of differentiators

Twelve capabilities that exist because we asked working planners what they wished a tool would do — and then built that.

#### Shadow Ledger

Dual accounting — internal cost vs. client-facing quote, side by side. See real margin in real time, not just revenue.

#### Click-to-Reveal Confidentiality

Financial figures stay masked until a click. Run client meetings, train staff, share your screen — nothing sensitive leaks by accident.

#### Surgical Permissions

Per-staff toggles on financials, vendors, contacts, contracts, guest data, profitability and more. Every person sees only the world they need.

#### Inclusive by Design

Partner 1 / Partner 2 throughout — never fixed gendered roles. Hindu, Muslim, Christian, Sikh, Jain, interfaith, and same-sex civil weddings, each with tradition-aware ritual-materials catalogs.

#### Driver GPS & Fleet Bridge

Live driver tracking, masked driver↔guest numbers, route choreography, and a dedicated mobile-web Driver Portal.

#### Customizable eCards

Token-based animated eCards per couple, per event — branded, shareable, and RSVP-linked. No app for guests, ever.

#### Multi-Mode RSVP

Single-step, multi-step, per-event, per-ceremony. Dietary, +1s, song requests, transport asks — your RSVP, your way, on any device.

#### Integrated Guest Experience

One guest, one identity across RSVPs, itinerary, eCard, accommodation, transport, photos. Token-based, no-login, multi-channel.

#### Collaborative Mood Boards

Pinterest-grade boards per event with real-time co-editing. Stakeholders comment, approve, and lock looks before procurement.

#### WhatsApp Concierge

RSVP, itinerary, transport, SOS — over the channel 2 billion+ guests already use, every day.

#### Cross-Firm Handshake

Encrypted, permissioned sync between two planning firms collaborating on the same celebration. Shared truth, separate ledgers.

#### Smart Tax Engine

Multi-region tax automation: GST/HSN tiers with room-rate thresholds, VAT, sales tax. Invoices generated correctly the first time.

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#### The complete feature surface

UnityVows ships roughly fifty features across nine functional domains. What follows is the curated set — the ones planners ask about by name.

#### Guests & RSVP

|                                                                                  |                                                                              |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Multi-Mode RSVP Single-step, multi-step, per-event, per-ceremony — your builder. | Customizable eCards Token eCards: animated, branded, shareable, RSVP-linked. |
| Guest Portal Per-guest no-login portal: RSVP, itinerary, eCard, photos.          | Guest Hierarchies Categories, VIP flags, sides, family groups, tiers.        |
| Bulk Import CSV / Excel / contacts — with merge and dedupe.                      | Plus-Ones & Dietary +1 workflows, dietary, accessibility, song requests.     |

#### Comms & Channels

|                                                                                  |                                                                   |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------|
| WhatsApp Concierge No-app RSVP, itinerary, transport, SOS, broadcasts.           | SMS Channel Reminders, RSVP nudges, day-of alerts.                |
| Email Transactional email for invites, RSVPs, reminders, and vendor/staff comms. | Push Notifications Mobile + web push for staff, vendors, drivers. |
| Media Vault 168-hour collaborative guest photo gallery.                          |                                                                   |

#### Transport & Logistics

|                                                                           |                                                                           |
|---------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Driver GPS Tracking Live location per vehicle, ETA, geo-fenced arrivals.  | Driver Portal Mobile-web app for drivers — trips, masked calls, meal QR.  |
| Fleet Matrix Vehicle ↔ guest assignment, route choreography.              | Accommodation Matrix Drag-drop room allocation with check-in telemetry.   |
| Baraat Buffer Cross-side timing sync between connected celebrations.      | Shadow Board Role-filtered on-day task view — crew sees only their phase. |
| Day-of Runsheet Live timeline segment status for coordinators on the day. | Meal Packet QR QR-verified meals for staff, drivers, vendors.             |

#### Financial OS

|                                                                               |                                                                         |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Shadow Ledger Dual accounting: internal cost vs. client-facing quote.         | Click-to-Reveal Financials masked until clicked. Safe screen-sharing.   |
| CFO Dashboard Real-time pipeline, P&L, payment status, margin meter.          | Smart Tax Engine GST/HSN tiers, VAT, sales tax — invoices auto-correct. |
| Payment Milestones Custom triggers per vendor (e.g. 25-50-25).                | Multi-Currency Regional pricing, FX, tax handled per market.            |
| Commissions & Credits Affiliate commissions, planner credit balance, refunds. |                                                                         |

#### Vendor & Operations

|                                                                      |                                                                                    |
|----------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Vendor CRM Quotes, contracts, payments, milestones, availability.    | Vendor Portal Vendors log in, submit quotes, track payments, message.              |
| Vendor Marketplace Browse curated vendors; built-in RFQ flow.        | RFQ & Quotations Structured RFQs, vendor comparison, signed e-quotes.              |
| Contracts Document storage, e-sign, version tracking, expiry alerts. | Glam & Beauty Bureau Main-artist vs. guest-pool with host/guest billing.           |
| Tasks & My-Tasks Per-event, per-staff task boards with assignments.  | Staff Chat & Comms Log In-app crew chat plus auditable WhatsApp/SMS/email history. |

|                                                                                    |                                                                                        |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Vendor CRM Quotes, contracts, payments, milestones, availability.                  | Vendor Portal Vendors log in, submit quotes, track payments, message.                  |
| Document Vault Contracts and run sheets with the same permission gates as finance. | Workflow Automations If-this-then-that rules inside UnityVows (RSVP, tasks, payments). |

#### Planning & Creative

|                                                                                                   |                                                                               |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Collaborative Moodboards Real-time co-edit, comments, approval, lock-before-buy.                  | Smart Seating Planner Constraint solver + relationship graphs (no 'AI' hype). |
| Timeline Builder Visual day-of timeline synced to vendor call sheets.                             | Planning Templates Clone proven task/timeline playbooks to new weddings.      |
| Event Website Branded micro-site per wedding.                                                     | Cultural & Ritual Library Ritual + supplies checklists across faiths.         |
| Samagri & Gifts Ritual-materials catalog across Hindu, Muslim, Christian, Sikh & Jain traditions. | Auspicious Calendar Date helper for cultures that observe auspicious timings. |
| Notes & Quick Links Free-form notes and shared link hubs per event.                               |                                                                               |

#### Team, Permissions & Compliance

|                                                                                |                                                                                    |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Surgical Permissions 9+ per-staff toggles on financials, vendors, guests, etc. | Staff Rules Assignment policies, SOPs, escalation paths.                           |
| Collaborators Per-event invites with scoped roles and audit trails.            | Cross-Firm Handshake Two firms, one celebration — shared events, separate ledgers. |
| Audit Logs Every write recorded; export-on-request.                            | GDPR / DPDP Ready Tenant isolation, right-to-export, encrypted backups.            |
| Real-Time Presence See who's editing what, live, across the cockpit.           |                                                                                    |

#### Sales & Pipeline

|                                                                                  |                                                                              |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Intake Forms Branded lead-capture forms feeding straight into the cockpit.       | Prospects CRM Stages, sources, conversion analytics for sales pipeline.      |
| Smart Suggestions Pattern-based recommendations for seating, timelines, vendors. | Reports & Analytics Pipeline, P&L, vendor performance, capacity utilization. |
| Calendar Integration Two-way sync with Google / Outlook / Apple Calendar.        |                                                                              |

#### Platform

|                                                                                   |                                                                                         |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Branding & Domains Your logo and colours on every plan; custom domains on Agency. | Multi-Language 19 languages — 12 Indian regional plus ES, FR, DE, IT, PT, PL, and more. |
| Integrations Hub Joy webhooks, RSVPify OAuth, Google/Outlook/Apple calendar sync. | PWA + Mobile Apps Installable web app + iOS & Android planner apps.                     |
| Webhooks & API Connect to your stack — Zapier, Make, custom endpoints.            | Affiliations Network Track referrers, partners, vendor affiliations.                    |

## How we compare

Side-by-side capability matrix against the three most frequently named alternatives. ● full support · ■ partial / limited · — not supported.

| Capability                                | UnityVows | TTO  | Aisle Planner | Planning Pod |
|-------------------------------------------|-----------|------|---------------|--------------|
| Shadow Ledger (dual accounting)           | ●         | —    | —             | —            |
| Click-to-Reveal financial masking         | ●         | —    | —             | —            |
| Surgical per-staff permissions            | ●         | ■    | ■             | ■            |
| Driver GPS & Fleet Bridge                 | ●         | —    | —             | —            |
| Customizable eCards (no-app)              | ●         | ●    | ■             | —            |
| Multi-mode RSVP builder                   | ●         | ●    | ●             | ●            |
| Integrated guest portal (token, no-login) | ●         | ■    | —             | ■            |
| Collaborative moodboards                  | ●         | ●    | ●             | ■            |
| Smart seating (constraint solver)         | ●         | ●    | ●             | ●            |
| Timeline builder                          | ●         | ●    | ●             | ●            |
| Vendor marketplace + RFQ                  | ●         | ■    | ●             | ■            |
| Vendor & Driver portals                   | ●         | ■    | —             | ■            |
| Cross-firm event handshake                | ●         | —    | —             | —            |
| Cultural & ritual library                 | ●         | —    | —             | —            |
| WhatsApp Concierge                        | ●         | —    | —             | —            |
| Inclusive partner labels                  | ●         | ■    | ■             | ■            |
| Meal Packet QR                            | ●         | —    | —             | —            |
| Audit log on every write                  | ●         | ■    | ■             | ●            |
| Multi-currency + tax engine               | ●         | ●    | ■             | —            |
| Starting price                            | ₹4,999    | \$72 | \$93          | \$72         |

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### Pricing & packaging

Subscription tiers (INR/month): Starter ₹4,999, Basic ₹8,999, Pro ₹13,999, Agency ₹49,999. Annual billing –20%. Regional USD/EUR/GBP at checkout.

Pay Per Wedding: ₹29,999 per credit (3 staff · 20 vendors · 15 GB per workspace). Bulk packs –10% / –15% / –20% at 3 / 5 / 10 credits. Off-peak PPW –30%.

Burst credits (subscribers): ₹13,999 per overflow wedding, 30-day validity. WhatsApp add-on bundles: 250 messages, 30 days, tier list Starter ₹500 · Basic ₹450 · Pro ₹300 · Agency ₹125 per bundle; volume 10/15/20% at 3/5/10 bundles.

| STARTER                                                                                                               | BASIC                                                                                                                               | PRO ★                                                                                                                                      | AGENCY                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| ₹4,999 / mo 1 wedding/yr · 2 staff · 10 vendors · 10 GB · 250 WhatsApp/mo · Community support · Core tools + branding | ₹8,999 / mo 3 weddings/yr · 10 staff · 35 vendors · 40 GB · 750 WhatsApp/mo · Budget, timeline, moodboards · RSVP builder + rituals | ₹13,999 / mo 5 weddings/yr · 15 staff · 75 vendors · 200 GB · 2,500 WhatsApp/mo · Fleet GPS, eCards, contracts · Click-to-Reveal + website | ₹49,999 / mo Unlimited weddings & team · 20k WhatsApp/mo · Custom domains · Cross-firm handshake |

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### Architecture, security & trust

#### Stack

NestJS · Next.js 14 · React Native · PostgreSQL · Redis · BullMQ. Container-orchestrated on cloud with CDN edge. Multi-tenant from the database up.

#### Data isolation

Row-level tenant separation. Audit logs on every write. GDPR + DPDP export-on-request endpoints. Daily encrypted backups.

#### Confidentiality

Click-to-Reveal masks financials per browser tab by default. Surgical permissions restrict every staff member's surface area. Nothing leaks by accident.

#### Payments

Merchant-of-Record billing. INR base with regional USD / EUR / GBP. Tax handled globally; planners just send invoices.

#### Smart layer

Constraint-solver seating, pattern-based suggestions, draft day-of timelines and vendor briefs. PII-aware. Never leaves your tenant. Not a chatbot — a useful colleague.

#### Reliability

99.9% uptime SLO. 146/146 end-to-end specs in CI across 4 personas. Blue-green deploys.

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### Roadmap

#### Now (Live)

Core ERP · Shadow Ledger · Click-to-Reveal · Surgical permissions · WhatsApp Concierge · Driver GPS · Glam Bureau · Website builder · Smart Assistant

Q3 2026

Expanded locales (Tamil, Telugu, Marathi, Punjabi, Spanish, Arabic) · Vendor marketplace 2.0 · Mobile planner app GA  
Q4 2026

Predictive budget · Auto-itinerary · Host Co-Pilot · Secondary payment gateways

2027

Destination-event mode · Multi-region tax engine · Embedded working-capital for planners

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Get started

Three ways in:

Book a guided demo

30-minute live walkthrough tailored to your event mix. Book at [unityvows.com](https://unityvows.com) or email [sales@unityvows.com](mailto:sales@unityvows.com).

Start on your own

Register at [app.unityvows.com](https://app.unityvows.com), create your wedding, and follow the in-app setup guide and help manual.

Branded demo

Agency-tier walkthrough with your branding pre-staged.

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UnityVows · For every kind of celebration, at every scale.

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