

For all the women you are

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WOMEN'S DAY
SUPERWOMEN LIST

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crowns**

**10
heroes**

WHAT'S THE
BIG IDEA?

Six women, six
whopping ideas



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MUM-IN-LAW
TALES TO PUT
EKTA KAPOOR
OUT OF
BUSINESS

WHAT WOULD
YOU GIVE UP
SEX FOR?

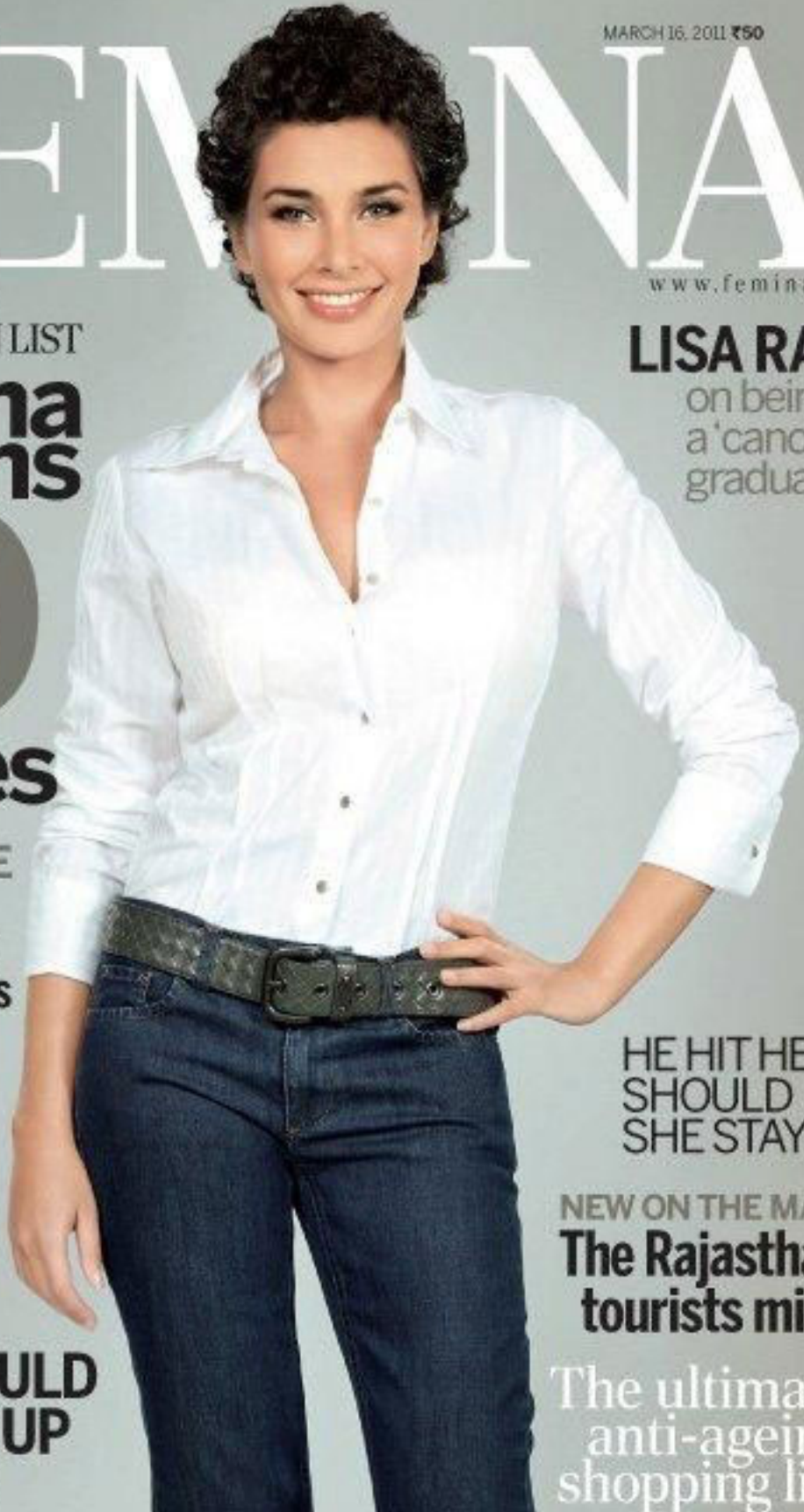
LISA RAY

on being
a 'cancer
graduate'

HE HIT HER,
SHOULD
SHE STAY?

NEW ON THE MAP:
**The Rajasthan
tourists miss**

The ultimate
anti-ageing
shopping list



It's not just the wedding that requires planning these days. Candice Pereira, a Mumbai-based proposal planner, tells **Upneet Pansare** how young men wanting to pop the question are relying on her to get that moment right



Candice loves seeing people in love

Now testing

FIND A PLANNER

Marry Me, The Wedding Planners: 022 65248821, + 91 9769682323
My Genie, Mumbai: + 91 9967676796

Proposal planner

Candice Pereira's work involves the most unusual and the most lavish requests from men. Candice is a proposal planner. She helps people, mostly men, propose marriage in unique ways.

"Once we hired an entire cinema hall where a mini movie depicting the love story of the couple was played," says Candice, creative director of Marry Me: The Wedding Planners. "Even as the emotional girl relived their special moments, after the movie ended, the boy proposed." Another time, the girlfriend was a huge fan of Disneyland, so Candice and her team planned a surprise trip with the characters to the proposal party. And

then there are those who want to go down on their knees in mid-air! One of Candice's clients asked her team to hire an aircraft, while another asked for a proposal on a yacht off Mumbai.

It's these requests that make Candice's work interesting. "Even though I started my company three years ago, there isn't much competition," she

says. "But the scenario is slowly changing."

Why men need help

As a proposal planner, what demands Candice's attention are the surprise factor and the exclusivity of the ideas. And, of course, she has to take care to ensure that the surprise is kept under wraps for the partner. Another important part of Candice's job is coming up with ideas.

As a personal challenge, Candice wants each proposal to be better than the last. And while the man involved usually has an idea of how he wants to propose to his girlfriend, Candice has to give suggestions on feasibility too. Sometimes, she comes up with her own

idea, depending on the personalities of the couple involved. She charges between ₹10,000 to a few lakhs, per proposal.

Candice stresses that everything that needs to be done as a part of the meticulous planning has to be out of the box. "Excellent organisational skills, creativity and quick thinking are prerequisites for those planning to get into this field," she says. "It's always good to network. Inform people that you are planning to start this business and word-of-mouth will ensure that you get regular business. Assisting those in the wedding planning business will help you learn tricks of the trade." ●

Pros

- It's a big kick to see two people in love take things to the next level.
- Work is never routine.

Cons

- High stress levels
- The slightest glitch can prove disastrous if it ruins the surprise.