

DECORATING INDIA SINCE 1954



**NEW VARIETY  
DECORATORS**

**ISO - 9001:2008**

*Weddings . Social Events . Corporate Events .  
Govt. Events . International Events . Destination Weddings*

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**Rajiv Sud**  
Managing Director

*Our Vision is to give  
an idea the shape of  
reality and make it an  
event to remember!*

## *Our Story*

*It all started with a small man with big dreams. One fine day back in 1954, a regular shop owner, Nanak Chand Sud was riding to work on his cycle. He crossed a beautiful wedding, and that's when an idea crossed his mind! He decided he too wanted to decorate weddings. He started off his own little business in Delhi, called New Variety Decorators. Working hard to fulfil his dream, brick by brick, or rather tent by tent, Nanak Chand Sud built New Variety Decorators with his determination and commitment. Soon, his small company became a name to reckon with, hosting and decorating some of the biggest events in the city. After his son Rajiv Sud joined him, he took things a notch higher, making New Variety Decorators an internationally renowned brand.*

*Today, the Managing Director Rajiv Sud has distinguished himself as a seasoned veteran in the field. With over 35 years of experience in event and venue management, he has worked with some of the biggest names in the country and abroad. With his daughter Gunjan Sud, an alumini of the prestigious NIFT, Chennai and Polimoda Fashion School, Italy, joining the ranks in the company, it is a perfect blend of the conventional as well as modern.*

*New Variety Decorators have come a long way. With a team of finest experienced professionals from diverse fields, we provide a multi-sensorial experience, catering to every sense and paying attention to every minute detail making us one of the leading names in our field. But the ideas and values remain the same, just like the hard work of a simple man who had big dreams.*

*We can do it all!*







## *Weddings*

*We've been decorating weddings  
for over 50 years... that's the  
experience we bring with us!  
Planning a wedding is hard work, so  
relax and let us take the hassle out  
of organizing your big day.*





*From traditional to trend,  
intimate to grand... we have an  
array of themes, designs and  
services to choose from, to make  
the special day deserving of the  
title Once in a Lifetime.*





## *Cocktail and Reception*

Want a glamorous and glitzy Cocktail or Reception? Right from capturing the ambience of your favourite city in the World to even recreating a Bollywood movie, we can make whatever you desire a possibility!







## *Pre-wedding Functions*

*They set the mood for the wedding, so why shouldn't they be just as magical and exciting? From a fresh and flowery Mehendi to a rustic and traditional Haldi, we make sure it all culminates into one big amazing celebration that everyone will remember!*





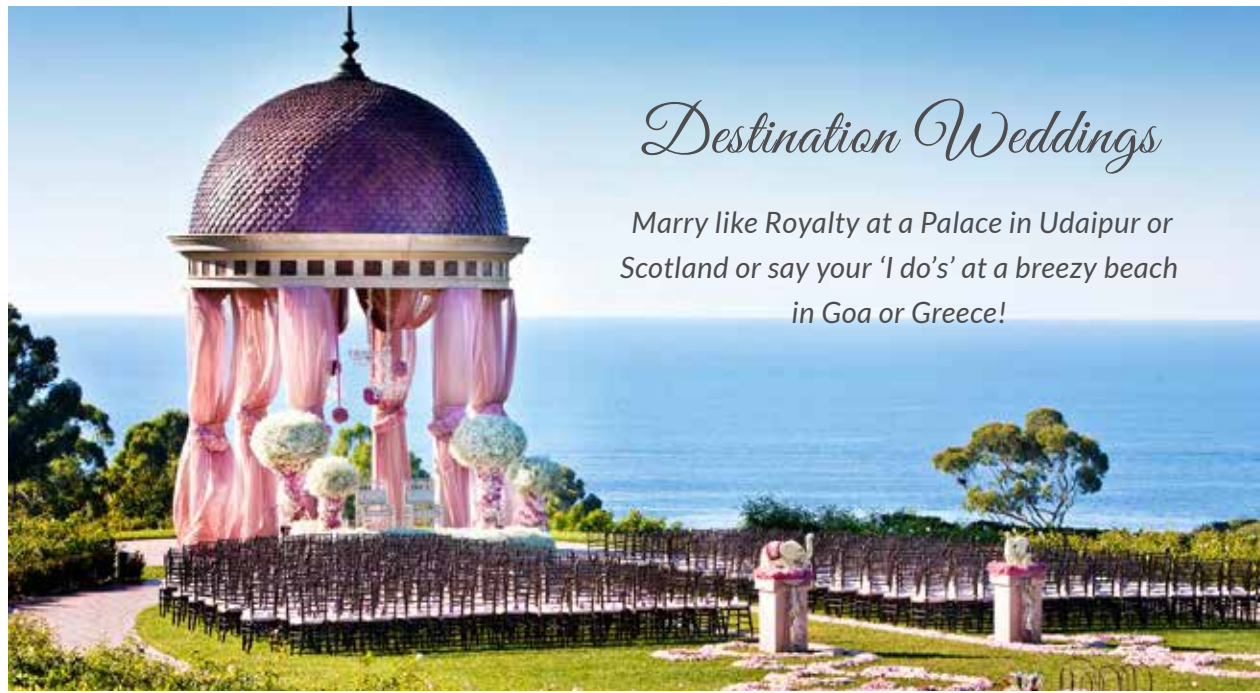


## *Theme-based Parties*

Looking to celebrate an Anniversary, Birthday, a Jubilee celebration or just want to throw a fancy do?

From elegant gatherings to theme-based crazy parties like a Bachelorette or a Baby Shower, New Variety Decorations has something for everybody!





## *Destination Weddings*

Marry like Royalty at a Palace in Udaipur or  
Scotland or say your 'I do's' at a breezy beach  
in Goa or Greece!





*Party hard at your own wedding in Thailand  
or have a quiet, picturesque wedding in the  
beautiful hills of Shimla*

*Return to your roots in the backwaters of  
Kerala or the farms of Punjab or just think out  
of the box.... Darjeeling, Italy or even Dubai!*







## *Corporate Events*

*Right from Exhibitions  
to Conferences, we boast  
of an impressive world-famous  
clientele that includes BASF,  
Mercedes, BMW, Pedicon,  
Conferences of the Parties (COP)  
as well as the World Ayurvedic  
Conference among many others.*





## *Government Events*

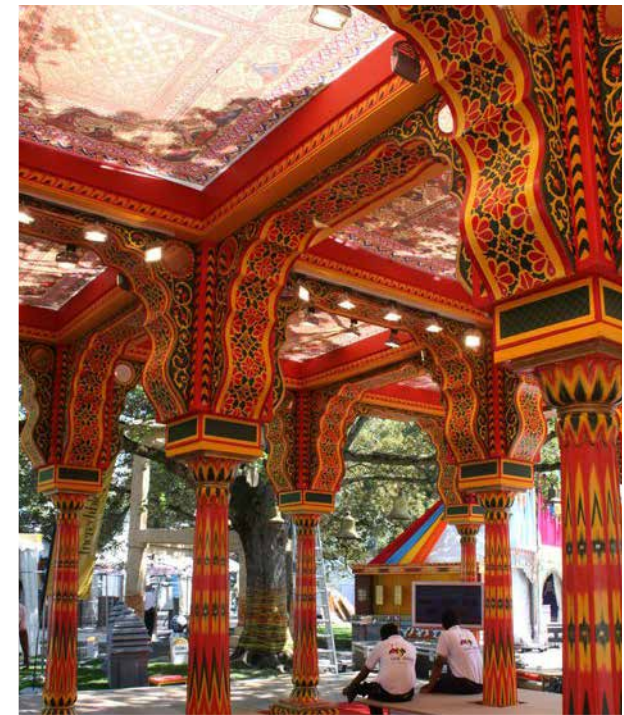
*From Hon'ble Prime Minister Narendra Modi's Oath-taking Ceremony to the President of India, from the Commonwealth Games Ceremony at India Gate to events for FICCI and IIT- we have all these feathers in our cap!*





## *International Events*

Various International events as well as collaborations like Fetes de Geneve 2011, International Tourism Bourse in Berlin (2012, 2013, 2014), World Travel Market London 2012 and PetroTech- all have one thing in common- New Variety Decorators.

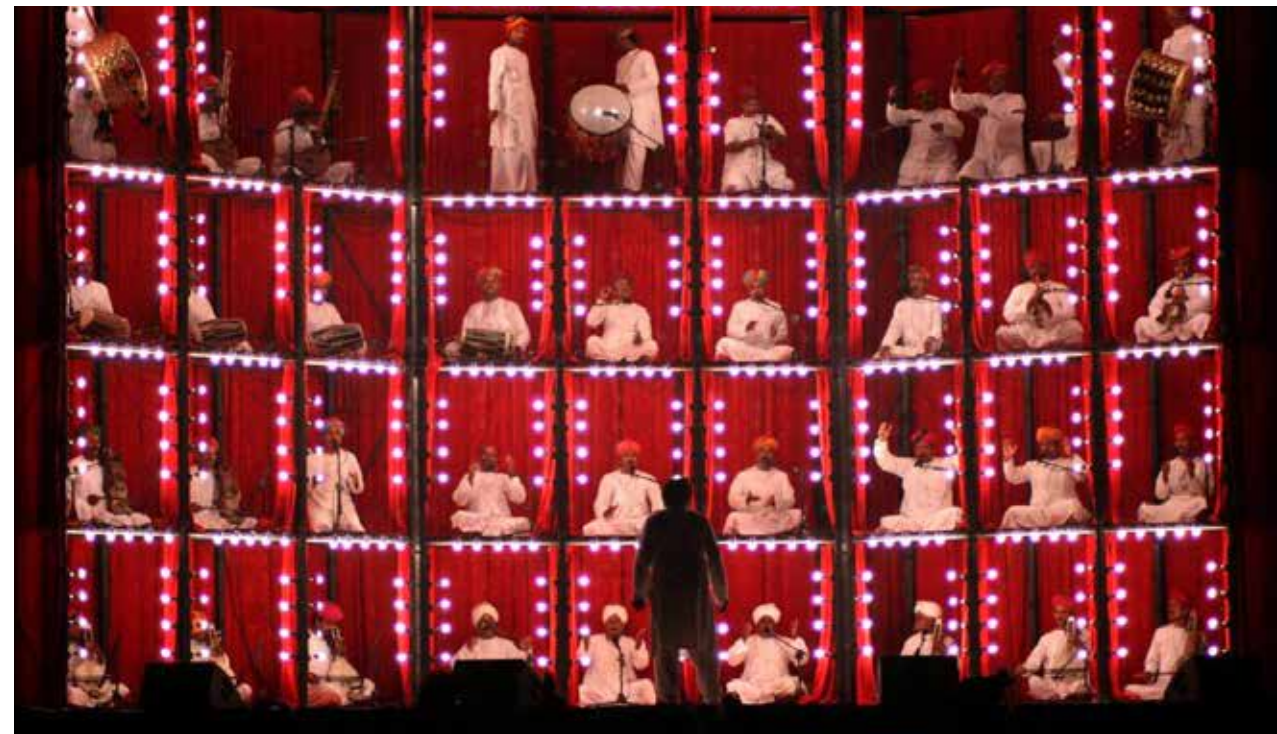




## *Entertainment Events*

*Floored by the weddings in Band Baaja Baarat and Monsoon Wedding? Well, we're the ones who decorated them!*

*Fashion shows like Wills India Fashion Week, stage shows and carnivals- New Variety Decorators organise entertainment events all over the country and abroad as well.*





# *The Pavilion*

*It's the perfect venue for that perfect wedding... just how you dreamt it!*

*The Pavilion in Chhatarpur, South Delhi is one of the most sought-after wedding venues, thanks to its lush green gardens and landscaping.*

*The perfect mix of the modern and traditional, here everything can be curated to just how you want it for your special day. The Pavilion imbibes all your requirements and creates it into a beautiful memory, for you as well as your guests!*

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## **Accommodates 3000 Guests**

### **Space Overview**

Total Area: 1,00,000 sq. ft.

(includes porch, lawn and dressed covered pandal)

Banquet Hall: (A/C): 30,000 sq. ft.

Open Area: 70,000 sq. ft.

Stage: 120'x30' = 3600 sq. ft.

Vedi: 30'x40' = 1200 sq. ft.

Parking Area: Approximately 1000 cars

Baarat Assembly Area (A/C covered structure): 1404 sq. ft.

## **Facilities Provided**

Customized Ambience Designed by New Variety Decors

Luxurious Bridal A/C Suites and Washrooms with attendants

Valet Parking

Well-lit Parking Space

CCTV Surveillance

EPBX Connections at all vital points

## **Location**

Pavilion at Sharma Farms, Chattarpur Mandir Road

New Delhi-110074





# *Imperial at Mallu's*

Looking for that perfect destination within the heart of the city for the wedding of your dreams? Then Mallu Farms could be just what you're looking for! Beautiful, spacious, elegant and exquisite... Mallu Farms has a wide array of facilities for your wedding, the way you want it!

Located just 4 kms away from Chhatarpur Mandir, Mallu Farms is the ideal location for Weddings, Receptions, Parties and Corporate Events.



## **Accommodates 2000 Guests**

### **Space Overview**

Total Area: 72,000 sq. ft.  
Banquet Hall: (A/C structure): 12,000 sq. ft.  
Open Area: 60,000 sq. ft.  
Stage: 960 sq. ft.  
Vedi: 36'x36' = 1296 sq. ft.  
Parking Area: Approximately 1000 cars

### **Facilities Provided**

Customized Ambience Designed by New Variety Decors  
Luxurious Bridal A/C Suites and Washrooms with attendants  
Hassle-free Valet Parking  
Well-lit parking space  
CCTV Surveillance  
EPBX Connections at all vital points

### **Location**

Imperial at Mallu's  
Main Chattarpur Mandir Road  
New Delhi-110074





# Lata Greens

Want to host an event in the lap of luxury.... and greenery?

Lata Greens gives you just that! Conveniently located just 20 minutes away from the Delhi Airport, Lata Greens has been rated as one of the top three luxury venues in the city... at par with some of the finest 5-star hotels! With plush gardens and huge well-equipped halls, Lata Greens gives you the perfect ambience- right from a luxurious wedding to a lavish event!



## Accommodates 2000 Guests

### Space Overview

Total Area: 1,30,680 sq. ft.  
Banquet Hall: (A/C structure): 9,000 sq. ft.  
Open Area: 60,000 sq. ft.  
Stage: Customizable  
Vedi: 30'x30' = 900 sq. ft.  
Accommodates: 1000 guests  
Parking Area: Approximately 500 cars

### Facilities Provided

Customized Ambience Designed by New Variety Decors  
Spacious Bridal A/C Suites and Washrooms with attendants  
Valet Parking  
Ample parking space  
CCTV Surveillance  
EPBX Connections at all vital points

### Location

Lata Greens  
MG Road, Near Sultanpur Metro Station  
New Delhi-110030







## *Mapple Emerald*

*We all want memories to remember and cherish forever, and a wedding is one such occasion. There is a lot that goes into planning, organizing and decorating a wedding in the right way. So, leave the daunting task to the professionals and do what you're just meant to do... enjoy the day of a lifetime!*

*Maple Emerald is your one-stop solution for all your wedding requirements- be it a theme wedding or one that calls for exotic cuisines and performances. Blessed with a perfect location and ample venues to suit every occasion, Mapple Emerald is fast emerging as the most popular wedding destinations in New Delhi.*



### **Accommodates 1000 Guests**

#### **Space Overview**

Total Area: 400,000 sq. ft.  
 Banquet Hall: (A/C structure): 12,000 sq. ft.  
 Open Area: 19,250 sq. ft.  
 Stage: Customizable  
 Vedi: Customizable  
 Parking Area: Approximately 500 cars

### **Facilities Provided**

*Beautiful Customized Weddings Designed by New Variety Decors*

*54 Luxurious Deluxe Rooms and Suites*

*Fully equipped Gymnasium and Fitness Centre*

*Concierge and Transport Facilities*





# Mapple Exotica

*Rated one among the best business hotels in New Delhi, Mapple Exotica is an ideal venue not only for conferences, conventions, seminars, and corporate get-togethers, but weddings and other related events as well.*

*Right from the inquiry to the implementation of even the minutest details, our team of dedicated experts will make sure you don't just get what you want- you experience something even better than you imagined! Mapple Exotica epitomizes elegance, something that will reflect on your big day too!*



**Accommodates 3000 Guests**  
(1000 Indoors + 2000 Outdoors)

## Space Overview

Total Area: 350,000 sq. ft.  
Banquet Hall: (A/C structure): 14,000 sq. ft.  
Open Area: 22,000 sq. ft.  
Stage: Customizable  
Vedi: Customizable

Parking Area: Approximately 500 cars

## Facilities Provided

Beautiful Customized Weddings Designed by New Variety Decors  
43 Luxurious Deluxe Rooms and Suites

Fully equipped Gymnasium and Fitness Centre

Concierge and Transport Facilities

## Location

Mapple Exotica  
Chattarpur Mandir Road  
Satbari, New Delhi – 110074





## *Why us*

*Events turn out well when good people are organising them! We at New Variety Decorators pride ourselves on putting our heart and soul into what we do. Under the guidance of the CEO Rajendra Nigam, we have a qualified and dedicated team that works to organise and crease out even the nitty-gritty details of your big day! Seriously, we couldn't have reached where we have without them!*



*And of course, no event can be possible without the hard work of our crew, who work tirelessly to make sure that every little need of yours is taken care of! With a crew of over a hundred, New Variety Decorators boasts of one of the biggest teams capable of handling even the grandest wedding or event.*





# Clientele and associations

## Govt. Departments / Organizations

Ministry of External Affair  
Ministry of Rural Development  
Ministry of Human Resource Development  
Ministry of Textiles  
Ministry of Sports  
Ministry Of Tourism  
Ministry of Micro Small and Medium Enterprises  
Central Public Works Department  
Municipal Corporation Of Delhi  
Public Works Department  
Delhi State Industrial And Infrastructure Development Corporation  
Election Commission of India  
Parliament house  
Ministry of Environment & forest

## Non-Government Organization / Trust

Indian council for Child welfare  
Amarjyoti Charitable Trust  
Caspplan Path finder  
Gandhi Peace Foundation  
Nehru Yuva Kendra Sangathan  
Y.M.C.A & Y.W.C.A.  
Delhi Commonwealth Womens Association.  
Delhi State Bharat Scouts & Guides  
Petrotech

## Hotels

The Lalit, New Delhi.  
The Lalit , Goa  
The Taj Group of Hotel  
Vasant Continental  
Mapple Emerald NH-8 New delhi  
Mapple Exotica Chatarpur New Delhi  
Raddisson, Paschim Vihar

## Embassies / High Commission

American Embassy  
Embassy of Austria  
Embassy of Brazil  
Embassy of Italy  
Embassy of Mexico  
Embassy of Spain  
Embassy of France  
Embassy of Sweden  
Embassy of Germany  
British High Commission  
Royal Norwegian Embassy  
High commission of the Republic of Namibia  
High Commission of Sri Lanka

## Reputed event companies using our Services

Wizcraft  
Sumant jayakrishnan  
Showtimes Events.  
Event Net work  
Aurum By Varun Bahl  
Show Time  
Q-Events  
Interlude  
CRI Event  
Wedding Design company  
Alphabetsz  
Gravity  
Scoopholding

## Awards

ITB- Berlin 3rd Best Exhibitor  
ITB Berlin 5th Best Exhibitor  
Appreciation Letter By C & MD ITDC - Dr. Lalit  
Panwr I.A.S for Fete De Geneva

## Others Organisations

Hyderabad House  
PATA (Pan Asia Tourism Association)  
Export Promotion Council of India  
World Bamboo Congress  
Living Media India Ltd. (India Today Group)  
Ford Foundation of India  
Indian Oil Corporation  
Indian Olympic Association  
AICC (All India Congress Committee)  
FICCI  
FDCI  
Maruti Suzuki

## Farm Houses

The Pavilion at the sharma Farms  
The Imperial at Mallu's  
Lata Greens





[www.16c.com/india/](http://www.16c.com/india/)