



# PR WIRE

E-zine designed and published by PR students as part of the experiential learning process at SCMC

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## EDITORIAL DESK

Public Relations is an escalating and dynamic industry. The PR Wire is an E-magazine done by the students of SCMC specialising in Public Relations. The PR Wire brings in an objective for the students to discuss various aspects of the industry. In the second edition of PR Wire, we have covered the various aspects of wedding and PR. We have added related articles with thorough research. We aim at putting down the PR studies taught at our institute into practice.

# MILLIONS WATCH AS MEGAN MARKLE AND PRINCE HARRY EXCHANGE THEIR VOWS: A WELL-EXECUTED PR STRATEGY

*-Shefali Maindan*



Source: Brides

The royal wedding of Meghan Markle and Prince Harry has enchanted millions of people across the globe. The royal wedding came into the limelight by a tweet. This tweet was posted on November 27th, 2018. “The Prince of Wales is delighted to announce his engagement Prince Harry and Ms Megan Markel,” it stated. This royal event has been a huge public relations boom. There were a series of curated posts, that allured snippets about their upcoming wedding nuptials and reaction from the royal family members. The royal family's official Instagram page even covered the wedding-related news and had announcements about the wedding rituals and musicians that will be performing at the wedding. It didn't matter if the viewers were obsessed with the royal family or not, regardless the global media did a fabulous job during the royal wedding. Their wedding was truly picturesque created for the live TV, every bit of

the wedding was perfectly choreographed, providing fairy-tale union and romance between two people from different backgrounds.

The journalist Greg Sheridan had stated a controversial statement, that the royal wedding is a strategic PR tool to increase the royal family image. Meghan Markle joining the royal family has indeed changed the blue-blooded image of the Royal family.

The PR expert Mark Borkowski states, “the wedding has been emphasizing on the minute details like there have been names published of the horse and carriages used in the procession for the Wedding of the Duke and Duchess of Sussex. This is a very important element of PR, seen in the Royal Wedding. The main press office at the Kensington Palace had handout wedding details like the cake-maker to the carriages of the house that will be passed through the streets of Windsor.

The impression of the Royal Family in their homeland and worldwide has been truly enhanced, with a rise in support for the monarchy during the wedding tenure. Indeed, the gesture by Prince Charles was a PR win, by putting kindness as his topmost priority and trumping on the royal family protocol, Charles accompanied Meghan down the aisle for her position within the wedding ceremony. He had dispelled the notions and had kept aside all the allegations and claims about Meghan Markle's family issues and stood by her. It was a heart-warming moment in the ceremony, where Prince Charles displayed a sweet gesture by saying: “You look lovely, are you all right?” to Meghan. There was an emotional hook, witnessed during the Royal Wedding, an empty seat left for the Late Princess Dianna did make the big day more auspicious.





Source: Google

The emotional hook is a PR tactic that made the Royal Wedding appealing to a mass audience. It's a tactic used by brands, as emotions sell more than facts.

Visuals from the Royal wedding and events were splendid, from the image of Meghan as a bride departing from the Windsor Castle in a luxurious silver blue Jaguar E-Type Concept Zero, it was a staged version of the 1968 British Classic. These images had sentimental and emotional appeal. There have been about 8000 media officials that were accredited to cover this ceremony. At the same time, there were very less seats for the media and journalists to attend the ceremony. There were media centres established away from the church, the Media domination has been massive for the Royal Wedding, with about 18 million search results on Google regarding the Royal Wedding. Also, there has been about 19 million people that watched the TV for the wedding coverage. There have also been numerous mentions of the #RoyalWedding hashtag on Twitter. The royal wedding received massive publicity, alongside some family drama.” The communication team at Kensington Palace consists of six people that work under Janson Knuf. The team manages the public relations for the Duke and Duchess of Cambridge, and even Prince Harry and Meghan. Each working statement, tweet, or Instagram post is part of the Royal team strategy.



Source: Pinkvilla



# ADVANTAGES OF A DESTINATION WEDDING: TOP 5

*-Stuti Sitaula*

## **MORE QUALITY TIME WITH THE GUEST:**

A traditional wedding often feels rushed, especially if there are more than 50 guests. There had been instances where the couples had said that they did not even get a chance to say hello to several members of their family and their friends too. A destination wedding is a great way to spend more relaxing time with each person who means the most to you.

## **HIGHER SPIRITS, MORE FUN:**

Having a destination wedding is not just a vacation for the couple but also a gateway for all the guests too! Spirits tend to be higher and guests will be more willing to let loose and have fun. Everyone is happy when they are on vacation!

## **SIMPLICITY:**

If the chosen venue is already scenic, there is less to plan or spend on because the décor can be kept simple. The wedding does not demand complications in such instances.

## **INTIMACY:**

Destination weddings typically require guests to pay the expenses of their own travels and accommodations. This often leads to some guests backing out of attending the wedding. It surely becomes unfortunate that many people do not turn up, but the ones who genuinely do care do show up. What's more beautiful than having the closest ones be there with you on your special day?

## **CULTURE:**

Some couples may even choose a destination where their families are from. Experiencing each other's heritage or local culture together has special meaning and some may even choose to incorporate that culture into their ceremony.

Keeping all these benefits in mind, whether or not you decide to plan a destination wedding, your wedding day should be all about authenticity and excitement in any place that stays in your heart forever!

# 'THE INDIAN MATCHMAKING' REVIEW

*-Karthika Balachandran*

If there is anything Indians love more than attending weddings, it is the prospect of finding a groom or a bride. 'The Indian Matchmaking' is an 8-episode reality series following the lives of six young adults and their personal cupid – Mrs. Sima Taparia. The millennial audience will see the reflection of a typical Indian "aunty" who is a propagator of age-old customs, superstitious beliefs, and misogynistic practices in Sima Taparia. From a PR point of view, all the characters in the series received a lot of fame – some were liked by the audience, some sympathized with, and some even hated on for their apparent regressive and classist mentalities.

The pr stunts adopted by such characters after the airing of the show were commendable. Some of them had given interviews to popular magazines, some had done talk shows to try and change the minds of the audience to show their perspective. Some others also spoke about how the end product was completely different from who they were as people and what they intended to convey – claiming that the creators of the show had dramatized the situations in various parts. The show thus generated a lot of talk and negative publicity as it spoke about religion, caste, community, physical appearance, etc and depicted how such parameters are still prevalent while looking for partners in the 21st century.



Source: Netflix

# **WEDDING PLANNERS AND THEIR RISING POPULARITY IN INDIA**

*-Manas Taneja*

In Indian culture, Weddings are one of the most important days in any individual's life. People tend to invite everyone they know including their friends, relatives and co-workers, even people whom they might have talked to even once and the whole event reflects a celebration of life. Families come together and make sure all the traditional ceremonies are carried out with the blessings of the elders. In India, weddings are not just like other ceremonies. The celebrations span across 3-4 days in which both the bride and the groom's family are completely invested. India has the second biggest wedding market across the globe. Earlier, the family members of the bride and groom used to make all the arrangements for the wedding and it required a lot of time to put everything together. In the present-day world, People are so much caught up in their own lives and busy schedules that they usually are not able to give so much attention to a wedding. There are end number of preparations that need to be taken care of for the wedding to be a success. Numerous Invitations need to be sent, venues need to be booked caterers are to be hired, the decorations for all events need to be made, lighting needs to be done and of course, there needs to be music. There are so many things and all this requires a lot of attention and time. This is where a wedding planner comes in and makes a difference. In the past few years, there has been an immense rise in the demand for wedding planners. This has been made possible due to a number of reasons. The first and foremost reason is time. Weddings require a lot of attention because of the number of people involved, it is a huge task to pull off a perfect wedding. For this, people need to put their undivided attention and wedding planners do exactly that. They take the complete responsibility of carrying out the whole wedding and totally invest themselves in the task. As a result, families get much more time to take care of all the rituals and not get worried about the preparations. Another reason is social media. Every single person is active on at least one of these social media platforms. It has become a way of interacting with each other. It might be Facebook, Instagram, Twitter or WhatsApp, People share everything about their lives here. People upload images and videos of their wedding ceremonies on these social media networks in forms of posts, stories and reels. Everyone wants their wedding to be the best the one happening around. As a result, they hire famous wedding planners in order to make their ceremonies better than anyone else. People just have to give an idea or an example of how they want the wedding to be, and these wedding planners provide the bride and the groom with their dream wedding setup. The reason these wedding planners are so successful is because they also have experts in different fields working alongside them during the whole process. Wedding planners look after every small detail which the family members might miss out on. The dress code and outfits for the ceremony is also often decided by these organizers only. To put it in a nutshell, Wedding Planners make one of the most difficult tasks easy and there is no doubt that their demand will keep on rising as years pass by.





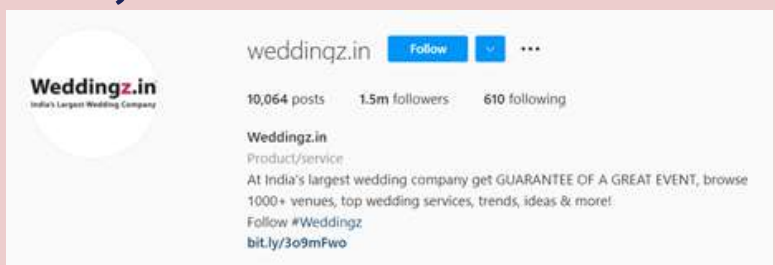
# BEST INSTAGRAM PAGES TO FOLLOW BEFORE YOUR WEDDING

-Kareena Jain



Planning a wedding can be a tough task for anyone especially the bride, thinking about the décor, flowers, outfits etc. Social Media plays an important role in your wedding planning. Everyone dreams of having a picture perfect wedding from their outfit to the decoration. The Instagram pages have been selected on the basis of followers and regular posting. To avoid any stress in your wedding day, follow these Instagram Pages just before your wedding for the latest updates and trends in the wedding industry:

## 1) WEDDINGZ.IN



weddingz.in **Follow** **▼** **⋮**

10,064 posts 1.5m followers 610 following

**Weddingz.in**  
Product/service  
At India's largest wedding company get GUARANTEE OF A GREAT EVENT, browse 1000+ venues, top wedding services, trends, ideas & more!  
Follow #Weddingz  
bit.ly/3o9mFwo

## 2) WEDDING SUTRA




weddingsutra **Follow** **▼** **⋮**

17,924 posts 1.4m followers 1 following

**WeddingSutra.com**  
Product/service  
The most popular and trusted resource on Indian Weddings. For brand partnerships & features contact E: advertising@weddingsutra.com or WA: 9892523796  
lnk.bio/weddingsutra

## 3) WEDMEGOOD



wedmeqood **Follow** **▼** **⋮**

12,798 posts 1.3m followers 2,481 following

**WedMeGood**  
Public figure  
India's favourite free wedding planning app.  
Find Photographers, Venues, Makeup, Einvites & more.  
onlink.to/instamegood

## 4) SHAADISAGA




shaadisaga **Follow** **▼** **⋮**

9,388 posts 925k followers 1,817 following

**ShaadiSaga.com**  
An all-in-one online wedding planning platform for couples 🌟  
Get wedding inspiration & hire your dream wedding vendors!  
bit.ly/3djAYH8

## 5) BRIDALAFFAIRINDIA

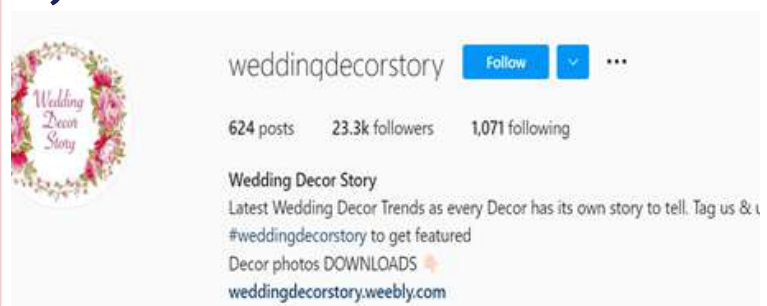


bridalaffairind **Follow** **▼** **⋮**

4,848 posts 480k followers 700 following

**The Bridal Affair India®**  
E-commerce website  
♥ Your luxury portal for all things wedding!  
♥ Collaborate: thebridalaffairindia@gmail.com  
www.thebridalaffairindia.com

## 6) WEDDINGDECORSTORY



weddingdecorstory **Follow** **▼** **⋮**

624 posts 23.3k followers 1,071 following

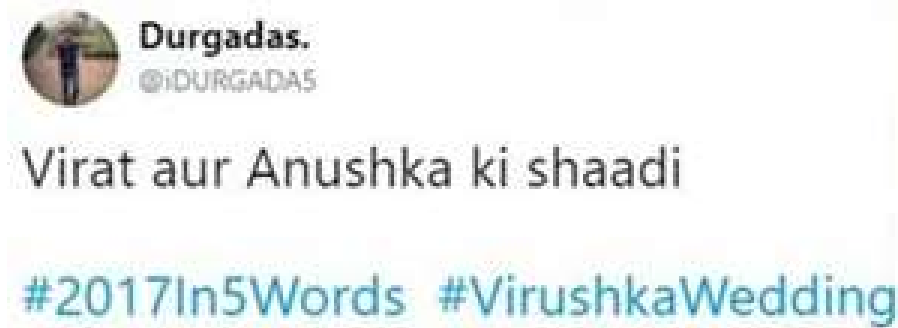
**Wedding Decor Story**  
Latest Wedding Decor Trends as every Decor has its own story to tell. Tag us & #weddingdecorstory to get featured  
Decor photos DOWNLOADS 📸  
weddingdecorstory.weebly.com

Source: Instagram

# THE RISING TREND FOR WEDDING TO BE VIRAL ON SOCIAL MEDIA

-Shefali Maindan

Weddings in India are considered to be a gala affair. These weddings today are no longer an intimate family scene. There is a rampant urge in making your wedding trend on social media. Today's Millennials prefer documenting their day-to-day lives on the Internet and social media platforms. According to a survey in 2019, most Indian millennials spend nearly 200 minutes a day on Internet Consumption. Millennials have the urge to validate each of their insignificant details and travel update, is uploaded on their choice of social media platform. In today's times, weddings are a full-blown corporate event and their success rate depends on their massive coverage and consumption. The very first stage goes in the hunting of wedding hashtag, all thanks to the very famous #Virushka hashtag, that made entire India fall in love with this couple and their ship name. The trending wedding nuptials begin with a hashtag, that is up for public scrutiny. These hashtags are customized and represent the couple's personalities, passion, and the way they met.



The rise in virality in a wedding is associated with a status symbol, people prefer hyping up their wedding day and they all want massive attention. The perfect formula to ace virality is by being unique and realistic. It can be bridal photoshoots or reels on trending sounds and even a performance where family and friends shake a leg with the bride. Especially in a millennial wedding, its emphasis is on creating a themed wedding that matches bride and groom personalities and preferences.

The recent video of a Bride working from her wedding went Viral. The video clip got viral on social media, where the bride is constantly getting work calls, and she is overwhelmed with work responsibilities. The video gained more than 5 million views on Instagram. The main reason the video got viral was as many users found it relatable and were concerned why her office was bombarding her with work on her D-Day.

Even sustainable wedding is gaining immense popularity, there are millennial that prefer eco-friendly décor items for their wedding. The wedding couples, that have tied the knot during the pandemic, want to minimize their carbon footprint for their D-Day. Considering the pandemic situation, there have released the importance of taking care of the planet.



Source: Instagram





Source: Pinkvilla

Indians love the holy union of two souls and everything following it. From decorating their hands with beautiful henna designs to dancing non-stop for five days straight, the big fat Indian wedding brings everyone together in celebration. If there is anything they love more than pompous weddings, it is most definitely celebrity weddings.

Celebrity weddings are characterized by highly sought-after picturesque destinations, designer clothes and jewellery, top-notch facilities, exclusive guests, and most importantly – hours of PR work. Being some of the most influential and most followed individuals in the country, celebrities feel the need to present themselves and their weddings as anything but perfect.

Their PR teams toil day in and out to make this usually extravagant event the ‘talk of the town’. From social media countdowns to promoting the various designer brands used by the superstars, they do it all. People, in turn, are known to closely observe every detail of such weddings, to incorporate the “fashionable trends” into their weddings.

Over the ages, weddings have been seeing many changes. Today’s celebrity brides and grooms are favouring small and intimate weddings to the pomp and show. These minimalistic settings feature traditional weddings in a modernized manner.

Though the trend of intimate weddings was present in the country, the popularity increased after the Anushka Sharma – Virat Kohli wedding. Though the ceremony was not held in India, the Indian audience was mesmerized by the intimate wedding. Soon, it became a trend. People started slowly shifting from extravagant themes to intimate ones.



One of the most discussed weddings in India was that of Dia Mirza and Vaibhav Rekhi. Their wedding consisted of the boycotting of certain rituals in recognition of gender equality. The actress was keen on using a female pandit (priest) for the wedding. She realized that practices like Kanyadaan (giving away of the bride by the father) are stopping society from viewing women as equals.

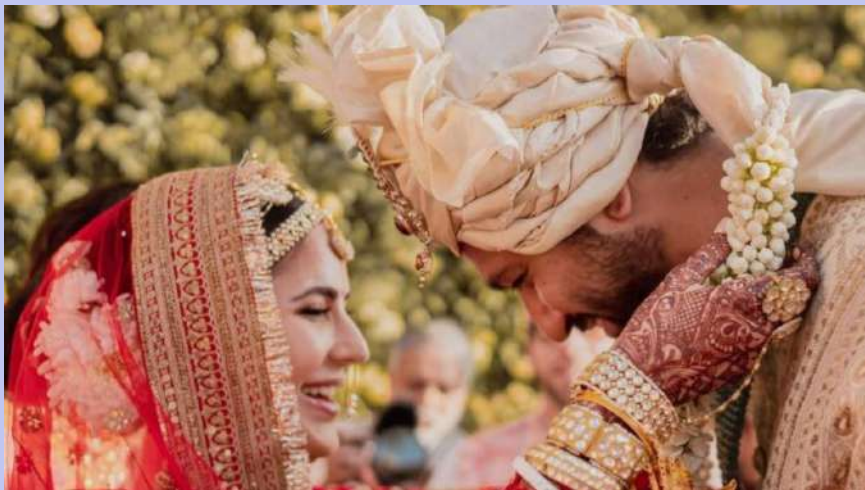
This created headlines and was seen as a bold move by the couple. Influenced by this, Indian Couples have started modifying their wedding rituals to fit the current generation of “woke” people. Instead of Kanyadaan, the bride and groom are wished by the families to lead a peaceful married life, where nobody is permanently sent off.



Source: NDTV

India has seen many different types of celebrity weddings. Some couples even managed to capitalize on the union and make money out of it. The concept of televising weddings used to be seen in the Hollywood industry; however, the Katrina Kaif – Vicky Kaushal wedding videos were said to be sold to an OTT platform. The secrecy and heightened security around such celebrity weddings pique the curiosity of their fan following, which in turn increase their popularity and their social media reach.

Therefore, PR tactics help celebrity weddings get reach popularity in India. With about 10 to 12 million people getting married in India annually influenced by such celebrity wedding ‘trends’, this billion-dollar wedding industry will only keep growing in the coming years.



Source: Pinkvilla

# TOP 5 WEDDING PLANNERS IN INDIA

## 1. SHAADI SQUAD:

Tina Tharwani, Saurabh Malhotra, and Manoj Mittra came together in 2015 to launch the Shaadi Squad. Within a span of a few years, they have managed to become one of the most famous wedding planners across the country. A few of their most celebrated and popular weddings are – Virat Kohli and Anushka Sharma’s wedding and Vicky Kaushal and Katrina Kaif’s wedding. They have 179k Instagram followers to date which puts them ahead of the competition.



## 2. THE WEDDING DESIGN COMPANY:

The company was founded by Vandana Mohan in 1989 as Backstage Productions. In the beginning, the company only used to organize events for luxury brands like Ferragamo, Chanel and Gucci. They now solely do weddings and are the most sought-after planners in India. They have 105k followers on their Instagram and their most famous weddings include the Deep-Veer wedding and the Jindal wedding.



## 3. DREAMZKRAFT:

Mrs Priti Sidhwani established Dreamzkraft in 2002. Since its inception, they have been involved in numerous projects making dreams a reality. A few of their most notable works are – Shilpa Shetty and Raj Kundra’s wedding, Preity Zinta’s wedding and the Wadhwa’s Wedding. They have also built whole sets for movies like Delhi Belly and Karan Johar’s famous talk show, Koffee with Karan. They have 67k followers to date.



## 4. DEVIKA SAKHUJA

The people of Delhi might be familiar with the name Devika Sakhuja, as she is the best in the city when it comes to organizing wedding events. The main aim with which the whole team operates is to create the most memorable experience for their clients. They incorporate all your wishes according to the budget proposed. They are immensely popular for conducting theme weddings especially when it comes to Royal and Mughal weddings. Her Instagram page has 34k followers to date.



## 5. TANVI & COMPANY

his wedding company is headed by Tanvi, who along with her team of young professionals has set her foot in a few of the biggest names in the wedding planning industry. The whole team has vast experience in conducting weddings across North India. They are mostly known for their unmatched wedding decor. If you plan to deliver the best ceremonies, you should have a look at their work. They have 36.2k followers on their Instagram to date.





# INFLUENCERS SOURCING CLOTHES FOR WEDDING

-Kareena Jain

The big fat Indian Wedding Industry has been strong, there might rarely be a problem with the financial stake. The industry helps in putting a push towards the jewellery business, high-end fashion, event companies, food caters as well as travel and tourism. The boost of all of these is since the recent years, which has mainly dependent on the sudden growth of the digital world in focus to social media. The digital world has already taken place but with the pandemic, it has further seen growth. One of the most important aspects in all wedding functions would be the outfit be it of the bride, groom or the people who are attending the wedding. Social media influencer marketing has increased day by day along with PR. The PR firms are working with communication space since the new era of media, they provide a wide range of brand portfolios and influencers who can deliver their brand well on the social media platform.

Now the question here is in the changing times how are influencers sourcing clothes for their own wedding or even influencers attending weddings. The influencers have to pitch to various brands for sourcing their clothes, along with this they even need to have a good number of followers. The benefit of brands would be attracting an audience and getting more clients. This is a business too so it needs to be worth the brand's time, effort and resources. You have PR and brand marketing people spending a good amount of time on working with the potential partnership, as they also have a return of investment. It is equally important for the brands to catch hold of the influencers as soon as they get engaged and at times even influencer agents reach out to brands. The brands might connect to micro-influencers, even with a small number of followers but their engagement rate is on the higher side as they are closely connected with their audience. Shivani Bafna is a digital creator based in the USA, who got married in December 2021 in Jaipur, India. She openly put it on Instagram that she didn't buy major of her wedding clothes instead sourced them from various well-known designers. She started pitching out to various brands when she had only 200k to 250k followers.



stylemeupwithsakshi 🌊 Playing dress up is my most favourite part of it all. But also, seeing everyone come together to celebrate the love. Seeing the smile on the groom's face as he takes a glimpse of her bride while she poses away for her pictures or seeing the two people you've seen throughout their dating journeys to take the 7 pheras and make a promise for life. Their eyes, seeing their eyes is my favourite part.

Weddings are really special. It's truly a night filled with magic, the kind that lingers and ultimately stays.

Wearing @suryasarees\_hs  
Jewels @vbhushan.adornments



Many influencers might not put that their own wedding outfits are sourced but with time this has changed. Sakshi Sindwani is a video create, who doesn't hide her curves but flaunts them. She received various clothes from brands and recently for a wedding or even shoots, she sources or receives Indian clothes. Sakshi puts up an Instagram post tagging the brands from clothes to jewellery and even talks about the brand may be on her reel or Instagram story. Many influencers source Indian and western clothes at times for certain occasions, shoots or attending events. Few such more influencers are Aashna Hegde, Kritika Khurana, Komal Pandey, Masoom Minawala Mehta etc. These influencers have a set of teams who work for them.

Sometimes instead of the influencers approaching designers at times even brands approach them for a collaborative partnership it helps brands optimize their communication across the different age group through a medium. The influencers usually put out posts or reels in the sourced outfit along with all the details of their outfit in the caption, this helps in even increase SEO on the brands page.

The influencers have an entire PR team who are pitching about them in return for sourcing of clothes, this helps them in creating engagement between audience along with brands also receiving clients. The digital world has created a growth for everyone from brands to influencers.



Outfit: @gopivaiddesigns  
Styling: @thestylefinesse



Wearing : @leela\_by\_a





# WHOPPER WEDDING

Burger King had cleverly made a reactive PR campaign and efforts, by sponsoring the entire wedding of Joel Burger and Ashley King. Back in 2015, Joel Burger was going to marry his childhood sweetheart Ashley King at Jacksonville. A match made in heaven for the Burger-King wedding duo. When the couple got engaged, they posed it with a Burger King sign and published their photos for their local newspaper New Berlin Bee. The PR team at Burger King had caught on this couple's wedding news and made a Twitter campaign with the hashtag #BurgerKingWedding to reach out to the couple. The fast-food chain had offered to pay for their entire wedding expense.



The wedding did create a PR splash for Burger King. In addition, to bear the wedding expenses, Burger King even provides personalized gift bags, mason jars, and Burger King Crown. The bridesmaids and best man even wore the Burger King crown.

The wedding PR by Burger King had a positive impact and made it raise through the roof of Burger King. Many people still assume that the Burger King team might have even scrutinized the couple's birth certificate



# DESTINATION WEDDING PROMOTING TOURISM

-Stuti Sitaula

If we look at weddings happening in recent times, what has been the talk of the town is Destination Wedding. Destination weddings sound fascinating, will not deny, they are fascinating, but there is a lot that goes around in it.

Destination wedding which is also often referred to as wedding tourism is a travel concept where a couple and their intimate guests travel to any of the foreign locations for their wedding and other functions if they wish to. And, because of this rising popularity of wedding tourism not only the percentage of wedding tourism has increased but also the tourism of certain places. Here is how, and why: Dubai, France, Italy, Thailand, Turkey are the most popular and the most evident destinations which are picked for destination weddings. "After numerous postponement of 2020 wedding dates, I am seeing the international destination wedding market on its way back to full recovery" Maya George, an advisor at Global Travel Collection's Tzell Travel Group has its say on how delighted he is to see destination wedding also known as wedding tourism get back on track. Not only have more couples preferred to get married overseas in very glamorous locations after the pandemic hit but also, we can see the urge in people to visit those places. The prime reason these destinations attract tourism even otherwise would be because of the public nowadays being highly exposed to social media, social media influencers, bloggers, those who write reviews/suggestions of a particular country they have visited.



Italy has seen a rise in their percentage of tourism. A noticeable reason could be that the Indian ex-skipper had tied knots with the diva of Bollywood, Anushka Sharma in Italy. They were not only the ones who tied their knots abroad. Another most loved couple from Bollywood, Ranveer Singh and Deepika Padukone decided to move away from the limelight to give their life a new beginning.

It did not stop here; both couples shared astounding pictures on the internet.

Italy, we all know how beautiful a country it is to plan a vacation to. Looking at the couple's pictures, so many people would have definitely made up their minds to visit Italy one day.

When it comes to browsing destination wedding locations, the world truly is your oyster. There would surely be some spots that would be more popular than others. In particular, 22 per cent of couples planning a destination wedding choose a tropical locale for their big day. The couples in the US would choose the Caribbean and Mexico as their venues- they are far enough that they feel like a vacation.





# MARRIAGE BUZZ AS A PR STUNT

Creating a marriage rumour for publicity does not happen only in the Bollywood industry but there have been few couples from the Hollywood industries as well. celebrities regularly date each other for publicity, but many end up getting married. Let's have a look at such celebrities who created marriage buzz:



## NINA DOBREV AND DEREK HOUGH

When it was announced that Nina Dobrev was dating Derek Hough, most people simply were not buying it. The couple seemed more like friends than anything, and there were rumours that this was done simply as an attempt to get the public to think that Derek was a straight man.

## NEHA KAKKAR AND ADITYA NARAYAN

Neha Kakkar, the effervescent famous singer, just married her lover, Rohanpreet Singh. However, Neha's affair with Aditya Narayan, the son of famed musician Udit Narayan, was widely publicised before their marriage. It created quite a stir for a while until both celebs revealed in front of the press that it was only a publicity trick by the makers of Indian Idol.



## SHAILENE WOODLEY AND THEO JAMES

The sparks between Shailene and Theo were clearly visible even off the screens and during promotions. Apparently, the two actors grew a thing for each other while filming "Divergent" In 2013. But that romantic bubble burst Immediately after the film hit the theatres. So this can be called a publicity stunt that was pulled off quite nicely.



## RAKHI SAWANT AND RITESH

This was one of the most talked-about 'marriages.' In the past few months after Ritesh had appeared In the Bigg Boss 15 house as Rakhi Sawant's husband buzz was created. But, after the show ended both parted ways. It might come out as a shock, but Ritesh tweeted himself that It was just a publicity stunt and the show makers had asked him to carry such a stunt like that.



# MEET THE TEAM



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