

WEDDING PLANNING GUIDE

Chennai Bridal Timeline & Budget Planner

90/60/30/7-day countdown · all service prices · pre-bridal calendar · mehendi options · destination cost adders.

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₹38-72k

TYPICAL CHENNAI BRIDE ALL-
IN SPEND

90 days

RECOMMENDED PLANNING
WINDOW

3 tiers

MODEST · PREMIUM · LUXURY

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I · INTRODUCTION

How to use this planner

This is a working tool, not a brochure. Print Chapters 2 (countdown), 4 (wedding-day) and 8 (worksheet) and stick them on your wedding-prep folder. Reference Chapter 1 to identify your tier; Chapters 3, 5, 6, 7 fill in details based on your specific wedding shape.

IF YOU HAVE ONLY 5 MINUTES

Skip to Chapter 8 – the personal budget worksheet. Fill it in. That gives you a number to discuss with family before any salon consultation.

Three things this planner assumes

1. Your wedding is in Chennai or within 200 km. Destination weddings further out have additional logistics – covered briefly in Chapter 6.
2. You're booking salon services 6 weeks to 6 months before the wedding. Earlier is fine; less than 6 weeks limits options.
3. Your bridal package will include at minimum makeup + hair + saree drape. Add-ons (pre-bridal, mehendi, family glam) are optional.

CHAPTER 01

The three Chennai bridal tiers

Across 100+ bridal bookings per year at our four YLG Chennai outlets, brides cluster into three budget tiers. Identify yours first — every other decision flows from this.

Tier 1 — Modest (₹15,000-30,000 all-in)

Right for: small intimate weddings, court marriage + reception, second weddings, brides who prioritise other parts of the wedding budget. Includes: standard normal makeup, light hair styling, 1-2 week pre-bridal, light family glam.

LINE ITEM	PRICE
Standard trial	₹1,500
Normal bridal makeup	₹8,000
Hair styling included	—
Saree drape (basic)	₹1,500
2-week pre-bridal (essentials)	₹8,000
Mehendi (DIY/external)	₹3,500
Light family makeup × 2	₹4,000
Total	₹26,500

Tier 2 — Premium (₹35,000-55,000 all-in) — most common

Right for: traditional Chennai weddings, 200-400 guests, photographer hired, reception + ceremony separate days. Includes: HD makeup with trial, full pre-bridal cycle, salon mehendi, multi-person family glam.

LINE ITEM	PRICE
HD trial	₹2,000
HD bridal makeup	₹15,000
Bridal hair styling included	—
Designer saree pleating	₹2,500
4-week pre-bridal	₹14,000
Premium mehendi (hand+feet+arm)	₹6,500
HD family makeup × 2	₹9,000
Total	₹49,000

Tier 3 — Luxury (₹65,000-100,000+ all-in)

Right for: large weddings (600+ guests), destination weddings, multi-event functions (engagement + sangeet + ceremony + reception), premium photography. Includes: signature luxury makeup, 6-week pre-bridal, mehendi at home, multi-day family glam, hair smoothing pre-wedding.

LINE ITEM	PRICE
HD trial	₹2,000
Luxury Bridal Signature Makeup	₹40,000
Lehenga full setting	₹4,000
6-week premium pre-bridal	₹22,000
Mehendi at home (full bridal)	₹10,000
HD family makeup × 3	₹14,000
Hair smoothing 4 weeks before	₹6,000
Total	₹98,000

"The cost of YOUR bridal is the cost of YOUR specific build, not the average — pick services that match your day, skip what doesn't."

CHAPTER 02

The 90-day wedding countdown

When to book what, in what order, with what budget held back. Print this and stick it on your wedding planning folder.

Day -90 to -60 (3-2 months before)

- **Initial bridal consultation** at any YLG outlet – free, 30 minutes. Bring wedding date, venue, guest count, photographer's name.
- **Lock in senior stylist** for the wedding date. Pay 25% advance.
- **Hair colour or smoothening** if planning a fresh look. Smoothening done 4 weeks before wedding (not closer).
- **Mehendi vendor selection** if doing at home – book the artist now.
- **Photographer-stylist coordination** – exchange WhatsApp numbers; share mood-board.

Day -45 to -30

- **Bridal trial** – try the wedding-day look. Take photos in the salon and in natural light outside (very different cameras).
- **Pre-bridal package starts** (4-week protocol – see Chapter 3).
- **First family glam check-in** – book the family makeup slots, lock the timing.
- **Saree blouse first fitting** – at the tailor.

Day -30 to -14

- **Refine trial** based on photos and family feedback. Most brides go for 2 trials.
- **Pre-bridal continues** (week 2-3 of protocol – facial, hair spa, mani-pedi).
- **Final saree blouse fitting**.
- **Confirm wedding-morning timing** with the salon (arrival, makeup start, departure).

Day -14 to -7

- **Final pre-bridal session** – the polish-and-glow week.
- **Mehendi booking confirmed** for date 2-3 days before wedding.
- **Hair gloss/colour refresh** if hair colour was done earlier.
- **Family glam confirmation** – exact arrival times.

Day -7 to -1

- **Day -7:** final hair spa, threading touch-up, mani-pedi top-up.
- **Day -3 or -2:** mehendi (gives time for color to develop).
- **Day -1:** last threading touch-up, eyebrow shaping. Get full sleep.

Day 0 – Wedding Day

Bridal makeup starts ~3 hours before ceremony. Family glam in parallel. Saree drape in last 30 minutes. See Chapter 4 for hour-by-hour.

CHAPTER 03

Pre-bridal calendar (4-week and 6-week protocols)

Pre-bridal isn't a single service — it's a series. The 4-week protocol is YLG's standard recommendation; the 6-week is for premium tier with an extra cycle of repair and brightening.

4-week protocol (Tier 2 standard)

WEEK	SERVICE	PRICE
Week 1	Detox facial + hair spa + body wax	₹3,500
Week 2	Brightening facial + threading	₹2,500
Week 3	Premium facial (Bearberry / Vitamin C) + hair spa + mani-pedi	₹5,500
Week 4	Final luxury facial + threading + final wax	₹2,500
Total 4-week		₹14,000

6-week protocol (Tier 3 / luxury)

WEEK	SERVICE	PRICE
Week 1	Detan + clarifying facial + hair detox spa	₹4,000
Week 2	Mid-tier facial + body wax + threading	₹3,000
Week 3	Pure Gold or Bearberry premium facial + hair spa	₹4,500
Week 4	YLG Signature Brightening Facial + premium mani-pedi	₹5,500
Week 5	24 Karat Queens Luxury Facial + hair gloss	₹6,500
Week 6	Bridal Luxury Facial + final touch-ups	₹6,666
Total 6-week		~₹22,000-24,000

Note: pre-bridal packages bundled at the salon usually include a 10-15% bundle discount over à la carte. Above are à la carte numbers.

CHAPTER 04

Wedding-day hour-by-hour

A typical Chennai bridal morning starts 3 hours before the ceremony. Backwards from "I walk down the aisle at 11am":

TIME	ACTIVITY	WHO
4:30-5:00 AM	Bride wakes, light breakfast, gets to salon by 5:30	Bride
5:30-6:00 AM	Bridal arrives, settles in salon room	Bride + 1 family member
6:00-7:00 AM	Hair styling starts (curls / braids / buns)	Hair stylist
7:00-8:30 AM	Foundation + base makeup. Family glam starts in parallel	Bridal artist + family artist
8:30-9:30 AM	Eye makeup, contouring, lip color, dewy finish	Bridal artist
9:30-10:00 AM	Saree drape / lehenga setting	Drape specialist
10:00-10:30 AM	Final touch-ups, jewelry, photos at salon	Bridal artist
10:30 AM	Departure for venue	—
11:00 AM	Ceremony begins	—

For evening receptions, shift this back by 6-7 hours. Most Chennai brides do morning ceremony + evening reception; if budgets allow, second look + second drape session ₹4,500-7,500 between events.

CHAPTER 05

Mehendi options & pricing

Mehendi is its own line item separate from the bridal package. Three approaches Chennai brides typically pick:

Option A — Salon-applied (budget-friendly)

You visit the salon. Henna applied on hands and feet. Standard mehendi designs.

- Hands only: ₹1,500-3,500
- Hands + feet (basic): ₹3,500-5,000
- Hands + feet + arms: ₹5,500-8,000

Option B — Mehendi artist at home

External professional mehendi artist visits your home. More elaborate work, traditionally a 4-6 hour session.

- Standard bridal: ₹6,000-10,000
- Premium intricate: ₹10,000-18,000
- Royal bridal (full hands + feet + arms): ₹18,000-28,000
- +₹3,000-6,000 for bridesmaids in the same session

Option C — Mehendi function with multiple guests

A separate mehendi function. Multiple artists, hours of work for bride + family + bridesmaids. Plan as a separate event.

- Function package (1 bridal + 5-8 family/friends): ₹15,000-30,000
- Includes setup, refreshments coordinated separately

YLG outlets have in-house mehendi for Options A. For Option B-C, we work with curated external mehendi vendors and can recommend.

CHAPTER 06

Destination wedding cost adders

If your wedding is outside Chennai (or at a destination resort), bridal costs include team travel, lodging, and on-site fees.

DESTINATION	TRAVEL + LODGING ADDER	ON-SITE FEE	MIN TEAM SIZE
Mahabalipuram / ECR resorts (within 60 km)	₹6,000-10,000	₹3,000-5,000	1 stylist + 1 assistant
Pondicherry (~150 km)	₹12,000-18,000	₹5,000-8,000	1 stylist + 1 assistant
Coimbatore / Mysore (flight required)	₹25,000-40,000	₹6,000-10,000	2 stylists
Goa / Kerala backwaters	₹50,000-75,000	₹8,000-15,000	2 stylists + 1 assistant
Rajasthan / North India	₹65,000-100,000	₹12,000-20,000	2 stylists + 1 assistant

Prices include flight + accommodation + on-site service fee. Equipment + product kit is included; perishable items (flowers, lashes) sourced local. Book destination weddings 2-3 months ahead minimum.

CHAPTER 07

Reception & multi-event planning

A traditional Chennai wedding is usually one event. But many couples now do engagement + ceremony + reception across 2-3 days. Each event needs its own bridal look + cost line.

Two-day setup (ceremony + reception same day)

Same morning bridal, different evening look. Includes second hairstyle (curls → updo), second makeup transformation, second saree drape.

- Same-day reception: 60-70% of original bridal package = ₹9,000-30,000 add-on

Three-event week (engagement / ceremony / reception)

EVENT	SERVICE	TYPICAL COST
Engagement	Party glam + saree drape + light family glam	₹6,000-12,000
Ceremony	Full HD bridal + hair + saree + family glam	₹25,000-50,000
Reception (same day)	Second look + drape + retouch	₹9,000-20,000
Reception (separate day)	Second full bridal package	₹15,000-30,000

Sangeet / mehendi night

Lighter glam vs ceremony, but still salon-styled.

- Glamorous makeup + soft hair: ₹4,619-6,000
- Often combined with mehendi function timing

CHAPTER 08

Personal budget worksheet (tear-out)

Print this page. Fill it in. Bring it to your bridal consultation. The senior stylist will validate and refine your numbers.

SERVICE	ESTIMATED PRICE	YOUR NUMBER
Bridal trial (Standard / HD)	₹1,500 / ₹2,000	_____
Wedding-day bridal makeup (tier?)	₹8,000-50,000	_____
Saree drape / lehenga setting	₹1,500-4,000	_____
Pre-bridal package (2/4/6 week)	₹8,000-22,000	_____
Mehendi (option chosen)	₹3,500-28,000	_____
Family glam (mother + sister + ?)	₹4,000-14,000	_____
Hair smoothening / colour pre-wedding	₹3,500-8,500	_____
Reception second look (if same day)	₹9,000-20,000	_____
Engagement glam (if separate event)	₹4,619-12,000	_____
Sangeet / mehendi function glam	₹4,619-6,000	_____
Travel/destination adder	₹6,000-100,000	_____
Touch-up artist on wedding day	₹2,500-5,000	_____
Buffer / contingency (10-15%)	—	_____
YOUR TOTAL	—	_____

Decision check

- Wedding date confirmed and senior stylist booked
- Trial date scheduled (6-8 weeks before)
- Pre-bridal start date scheduled (4-6 weeks before)
- Mehendi booked for 2-3 days before
- Family glam slots reserved
- 25% advance paid

- Wedding morning timing locked

Free 30-min Bridal Consultation

Walk into any YLG outlet with this worksheet. Senior stylist validates your build, recommends improvements, and quotes the final number.

Book at ylgchennai.in/book.php?category=bridal-makeup or WhatsApp **+91 91504 55822**

All prices reflect April 2026 service menu and observed market rates. Final pricing determined at consultation. Mehendi pricing for external vendors is market-rate, not YLG-set. Pre-bridal protocols can be adjusted based on skin type and timeline. © 2026 YLG Salon Chennai · LS Enterprises.