

*Your vision.
Their memory.*

Business Profile 2026



NEWGEN
EVENT STUDIO

Where every event begins

NEWGEN Event Studio was founded in 2017 with one conviction: a celebration should look, on the day, exactly as the family imagined it.

Before Newgen was a company, **Mohan A** spent many years in the event decoration trade starting with garland supply and rental work, learning the craft from the ground up. By the time he founded Newgen, he had a rule: no brief goes to production without a hand-drawn concept, sketched in front of the client, reviewed and approved before a single flower is ordered.

That sketch is still how every
NEWGEN event begins.

1,500+ events later, across
Chennai, Tiruchi, and Bengaluru, the
scale has changed. The process has not.

The crew arrives before the first guest and
leaves after the last chair is stacked. Trained on
a common **execution checklist** built by Mohan
himself, deployed across all three cities.



Three things that hold across every event

Guest experience, not just camera angles...

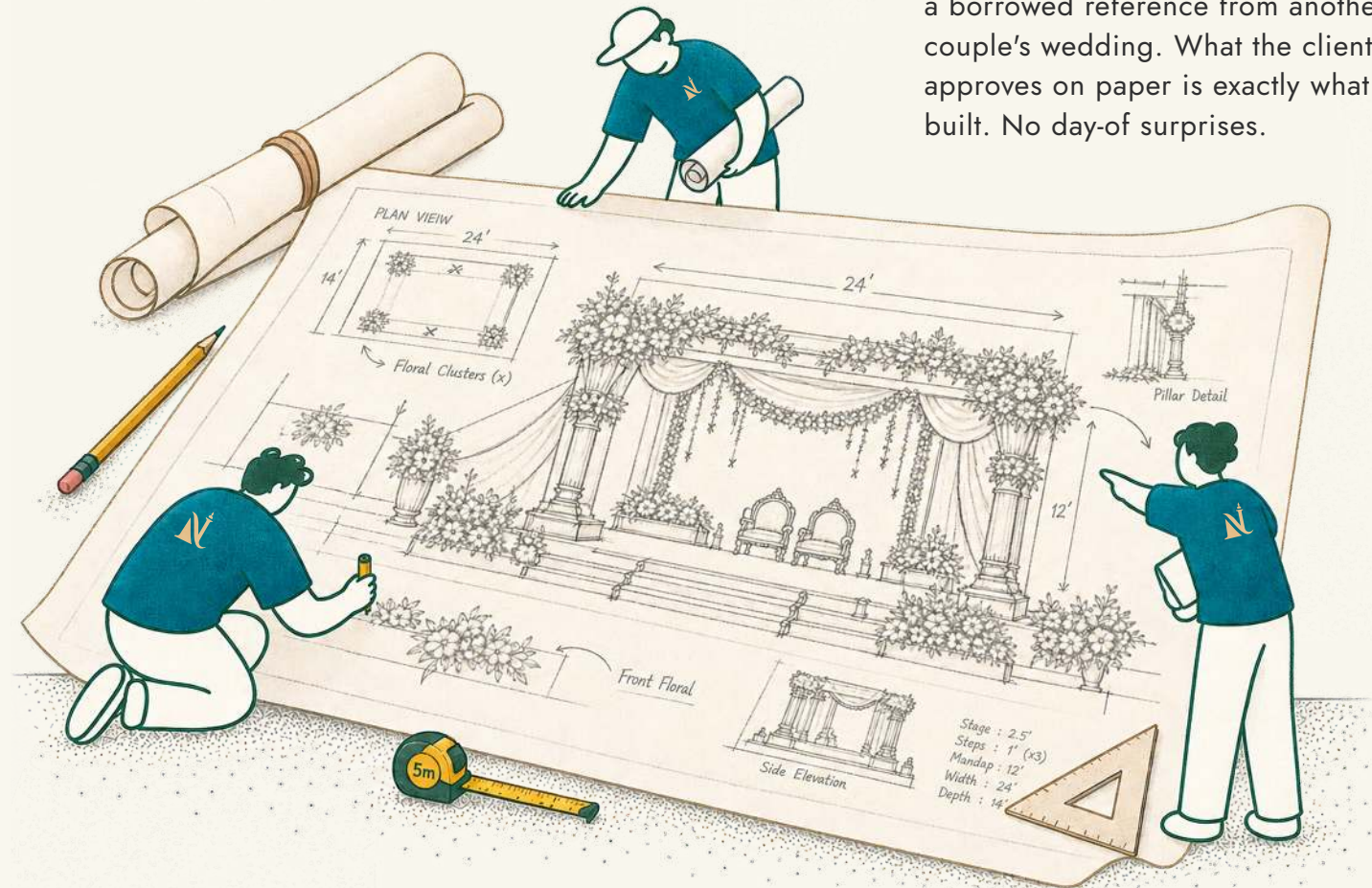
The test of a good setup is how it feels when 800 people walk in, not how it photographs from the front row. Newgen builds for the **room**, not the reel.

One team, full scope

Décor, AV, sound, photography, videography, catering coordination, and family ceremony logistics - all under Newgen. **One point of contact.** No gap between vendors. No handoff failures.

Sketch before Production

Every event starts with a **hand-drawn** concept. Not a stock mood board, not a borrowed reference from another couple's wedding. What the client approves on paper is exactly what gets built. No day-of surprises.



9 YEARS

Decoration partner of
Sri Venkatesh Mahal
Since 2017.



ILLAM

Hospitality and Banquets
Times Hospitality Icons 2025
The Hindu.

1,500+

Events
Since 2017

4.9 RATING

26 verified
Google reviews

3 CITIES

Chennai, Tiruchi
Bengaluru

6 MANDAPAMS

Partnerships
Since 2017



Engagement



Haldi



Sangeet



Reception



Muhurtham



Destination wedding



Corporate event

999 49 45 377
999 46 87 377
33HQCPM9690D1ZK

THE DETAILING MAFIA

PERFECTION IS IN THE DETAIL



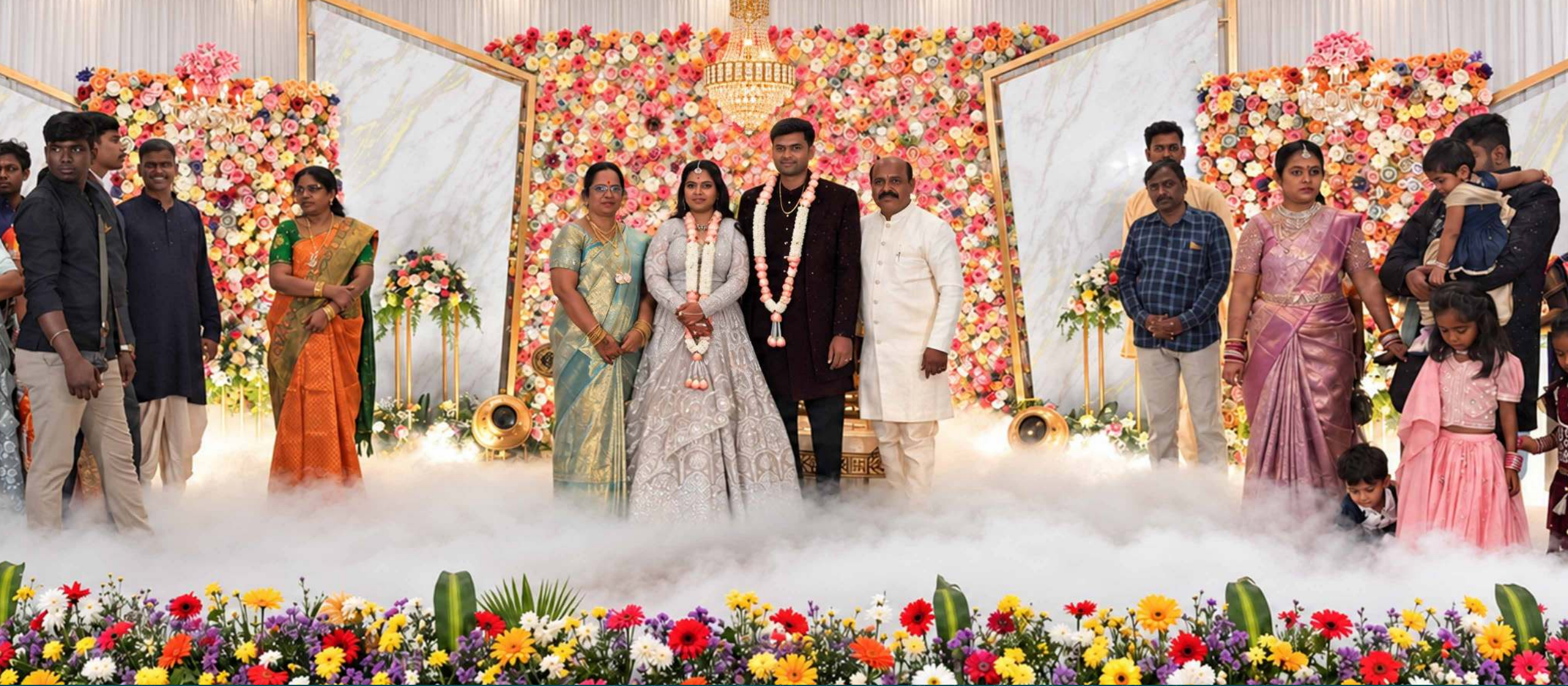
● AGRA ● BANGALORE ● CALICUT ● DELHI ● NOIDA ● HYDERABAD ● CHENNAI ● JAIPUR ● MADHYA PRADESH ● KOLKATA ● KERALA ● LUCKNOW ●



Showroom opening



Office opening



“Aha” Moment

From the first ceremony to the last guest

Wedding Décor & Setup

Reception setup
Muhurtham setup
Stage decoration
Mandap setup
Entrance arch
Floral decoration
LED wall
Ambient lighting

Full Event Management

Muhurtham coordination
Pandit support
Venue setup
Catering coordination
Photography
Videography
Live streaming
Guest management
Return gifts
“Aha moment”

Family & Social Events

Engagement
Puberty function
Baby shower
Ear piercing
Housewarming
Birthday
Anniversary

Also: Shop & Showroom openings, Office inaugurations, Brand activations, Product launches, Corporate celebrations.

*The same **sketch-first** process. Every time.*

*Where trust is measured
in years, not contracts.*

2017

Sri **VENKATESH** Mahal

MKS Grand Palace

NRP Mahal

SELVI Mahal

ILLAM hospitality

CPM Royal Palace



2017



2020



2022



2023



2024



2024

9 Years - **NEWGEN's**

LONGEST PARTNERSHIP



SIX MANDAPAM PARTNERSHIPS. NINE YEARS OF CONTINUOUS EXECUTION.

*For hotels & resorts: one trusted decorator,
already embedded. No coordination overhead.*

Every community. Every ceremony.

Hindu Weddings

Tamil Brahmin | Chettiar
Mudaliyar | Naidu
Kongu | Telugu
Kerala style

Christian

Church setup | Reception décor | Floral styling

Jain

Haldi | Sangeet | Mehendi | Reception

Muslim Weddings

Nikkah setup
Walima reception
Traditional décor

Ceremonies and Rituals

Nichayartham | Kasi yatra
Oonjal | Kannigadhanam
Muhurtham | Kalyanam
Kattu sadham function
Radha kalyanam | Reception

The protocol, the visual language, and the family expectations. Understood before setup begins.

ECO - FRIENDLY WEDDING

Covered in local press. Delivered in Chennai.



*The only Chennai decorator with a verified **eco-friendly** wedding on record.*

Locally sourced materials.

Zero waste on site.

Venue returned exactly as found.



Official travel partner

4.9 RATING

from 26 verified Google reviews



Scan to see all reviews

"As soon as we saw the wedding venue, Mohan had ideas for the backdrop. He showed us a sample and produced exactly what we wanted. His team got our venue decorated and ready on time."

Anusha Srikanthan - Sangeet, Chennai

"The decoration was elegant, beautifully executed, and exactly how we envisioned it. From the stage setup to the floral arrangements, everything added a special charm to the occasion."

Anbalagan S - Wedding Decoration, Chennai



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Tell us about your event.

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Scan to **WhatsApp**

