

ROADTRIP PLANNER SCOUTMYTRIP RECEIVES SEED FUNDING FROM ZNATION LABS

By Aekansh Malhotra (<https://www.travhq.com/profile/aekansh/>) on April 13, 2017 | News (<https://www.travhq.com/news/>)



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ScoutMyTrip, the trip planning startup targeted at roadtrip enthusiasts, has received an undisclosed amount in seed funding from Znation Lab. The investment comes through Znation's investment arm ZNL Growth LLP. The startup plans to put the funds towards expanding the team and adding to the technology features on the platform. Along with this, they will also invest actively in marketing the product through various channels.



Vineet and Deepak, Founders, ScoutMyTrip

Founded by avid travellers Deepak Ananth and Vineet Rajan in March 2016 and launched later in December, ScoutMyTrip allows travellers to put together a thorough plan for their roadtrips offering relevant information at various stages of planning. It allows one to scout for halts, over 10K points of interest, fuel pumps, toilets and hotels. It also offers a large number of ready made trips created by the experts on the platform and other travellers.

ScoutMyTrip fuses together a roadtrip planner and a social channel which means there is an active travel community to help with planning in addition to the available tools. The social element built into ScoutMyTrip also enables brands to leverage it as a medium to connect with travellers, thus opening up a monetisation channel.

The two founders carry leadership experience in various roles. Deepak Ananth, the CEO has been associated with organizations like Tata Communications and Verifone Limited in marketing as well as leadership roles. Vineet Rajan, the CMO at ScoutMyTrip is a marketer with rich content marketing background. He started Indiblogger back in 2007 to mobilise the blogosphere. The duo also actively engages in charity work leading as a part of various motorcycle clubs.

Owing to the improving road network in our country and changing preferences of travellers, there has been an increase in number of people travelling by road over the past few years. This has created significant room for products catering to this segment of travellers. In our earlier conversation with the ScoutMyTrip team, Deepak shared that among the major additions, ScoutMyTrip will soon feature an improved picturesque discovery for attractions and an array of activities across the country. You can [read the full story \(https://www.travhq.com/industry/startup-feature/meet-theia-and-laetitia-machines-inspired-travel-startup-scoutmytrip/\)](https://www.travhq.com/industry/startup-feature/meet-theia-and-laetitia-machines-inspired-travel-startup-scoutmytrip/) about their journey.

More details about ScoutMyTrip can be found at [ScoutMyTrip.com \(https://scoutmytrip.com/\)](https://scoutmytrip.com/).

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