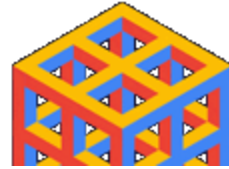




Your data is secure.
PCI, ISO, and HIPAA compliant.



TRY IT FRE

Home (/) >> Art & Culture (/art-culture) >> Your own scout

Your own scout

Vinaya Patil | Sunday, 6 August 2017

0

0



“

Scoutmytrip, a venture by Deepak Ananth and Vineet Rajan, offers a guide for travel bugs who love taking road trips

”

Love doing road trips, but wish they were a little more organised and easier? Scoutmytrip might just be your answer. “It’s a do-it-yourself platform for road trips,” Deepak Ananth says about his start-up. The website acts as a guide for any road trip you might want to take in India.

“It is not restricted to any region. You can get help on roads across India. That is the USP,” says Ananth. You just have to enter your start point and destination, and Scoutmytrip will plan the rest for you – the road to take, which halts to make, the lodging and boarding facilities on the way, restaurants, small food joints, fuel stations and even

the public toilet facilities on the way. "It also additionally suggests things you could see and do on the way," Ananth explains, adding, "Very often, we are so engrossed in the road trip and its planning that we completely forget there could be some beautiful spots on the way too. So Scoutmytrip suggests these to you."

The beginning

Ananth, who launched the venture with his partner Vineet Rajan, quit his job in January last year to focus on the start-up. "We began in April 2016 and went live in December last year," narrates Ananth who met his partner "on the road". Couldn't have been more apt. An avid traveller for almost two decades now, Ananth was on the Mumbai-Pune route, when he happened to befriend Rajan, who too has been doing road trips for more than a decade now. The two of them instantly clicked, and after months of travelling together, came up with this idea. "The two of us, both bike lovers, have done close to 50,000 km together," he says.

"We realised that while doing road trips, one is generally all over the place. Especially if you are doing a particular stretch for the first time, there are so many things you just don't know and cannot anticipate about the journey. Even if you are the more organised one, who studies things in advance, the internet is a big world where you will have to through a hundred different webpages and blogs to figure out the things that best suit you and still not be sure about them," explains Ananth.

The venture

Currently available on desktops, and optimised for your mobile phones, Scoutmytrip is a free-for-user interface. The user doesn't pay for anything at all. One can check the routes and all the other services on the way for no cost at all, unless you decide to use the platform for making hotel bookings or hiring cars. "We have tied up with a few of these companies like the bookings.com for hotel bookings, Myles for car rentals and Aha taxis. If you wish to book these, you can do so from Scoutmytrip website and that's where you will need to pay," Ananth tells us.

The platform is also in sync with Google Maps and iMaps (on iPhones) and accordingly guides you to your destination.

Speaking of revenue generation, he says that they have tie-ups with some hotels that help them with the income. Also, another source, he says, is the B-to-B model. "We help tour brands connect with a community by taking some trips with bloggers and influencers. For instance, we recently went on a road trip to Leh, reaching Khardungla, the highest motorable road. We took some people along like bloggers and people who are good at driving on such roads; we call them scouts – they know the terrain and understand the driving necessities of the place. What they do for us is write about the tour, even mentioning our tie-up organisations," Ananth elaborates.

In a country that is seeing more and more people taking up travel and adventure, Scoutmytrip hopes to provide for the much-needed travel assistance and make it all smooth for them.