

Between the Lines

An interview with Mr. Vineet Rajan, an alumnus of SIBM Pune & the founder of ScoutMyTrip.



Mr. Vineet Rajan, an alumnus of SIBM Pune, batch 2008 is now in his second venture after IndiBlogger which he co-founded in 2007. A full stack marketer with a rich content marketing background and an avid traveler is the CMO at ScoutMyTrip. Mr. Rajan is also a volunteer and moderator of the biggest Royal Enfield community in the world. He too rides the Royal Enfield who he fondly calls Laetitia. One of his fondest rides is the ride back to Mumbai from Leh, 3200 kms in 6 days.

Mr. Rajan, tell us about your inspiration behind ScoutMyTrip.

In one line it would be the love for road trips. While our passion motivated us, we also felt that there was a definite need for a platform which could help people plan and optimize their road trips better. The sheer lack of a single point of information was the primary motivation to start ScoutMyTrip.

What can one do on ScoutMyTrip?

One can plan and optimize a road trip between any two points across India. You can scout for halts, over 12,000 points of interest, gas stations, toilets along the way, multiple routes, and hotels. One can also pick from ready-made road trips that have been planned by others. If you don't feel like planning all of

this yourself, you can choose to ask a Scout – the expert in that region to help you, or even ask for a customized package to be made just for you.

We recently also launched the community layer to the product integrated with access to road trip experts who can add value to each road trip. This is my favourite part. One can never get tired interacting with travelers!

Could you tell us about the team?

I was hoping you'd get to that soon! The core team comprises of the founders - Deepak Ananth and I along with Neeraj Sinha who joined us as the CTO. Neeraj has over 20 years of experience in technology and has been instrumental in getting us recognized by FICCI as one of the top 20 travel tech startups in India.

Deepak and I met each other almost a decade ago through our network of riders. Collectively as a core team, we would have clocked over 1 million kilometers on Indian highways. We also have an ever-burgeoning team of marketing professionals handling content, social media presence and the technological aspect of the business in the organization.

What's your long-term vision with ScoutMyTrip?

Our aim is to get people to explore the coun-

tryside as almost every small village or destination in this country is connected by roads. Therefore, this is the best way to see the unexplored or explore the oft-explored! And it's better planned.

Our vision is to go global but think very local in the places that we go to! You would be able to ask a local scout and get to know which place is the best to get an undhiyo in Gujarat, or a pretzel in New York!

We'd like to see ourselves as one of the top travel tech companies in the world in five years' time by integrating every touch point for a road tripper – from their dashboard to the dhabba.

Tell us about your fundraising and expansion plans?

We raised an accelerator round of funding from Z Nation Lab, a Silicon Valley-based incubator, which has helped us scale operations and focus on technology

development, which is very core to us being a travel tech startup. Very high on agenda for us to expand is launching our mobile app which allows all that one can do on the website and more. We also hope to hit the European and American regions.

How do you think SIBM has helped you in the entrepreneurial journey?

SIBM has always had a special place in my life. I was part of the students' council from 2007-2008 as the coordinator of the erstwhile 'IT Team'. My biggest learning and an asset truly have been the ability to get things done. Entrepreneurs a lot of times fall into the trap of planning too much and not hitting the road running. With both my ventures thus far – IndiBlogger and now ScoutMyTrip, I've been able to hit the highest gear as soon as possible. In a nutshell, it's not the GTM but STM – Speed to Market. This is something that SIBM has fostered in me!



Mr. Vineet Rajan(left) along with the other co-founder of ScoutMyTrip, Mr. Deepak Ananth