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How Vipul Kasera's travel po posted a Rs 1.8 cr turnover v three years

Milan Sharma, ET Bureau Jul 2, 2012, 08.55AM IST

Tags: Vipul Kasera | travel portal | Kolkata | ET Wealth

Google doesn't have all the answers all the time. It was kernel of learning that had Vipul Kasera vying to start hi own venture. Being a travel buff, he had relied on the se engine to come up with 'interesting getaways near your but over the years, the options had begun to dry up.

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So the 29-year-old decided to bridge this gap and aggre LifelsOutside.com, an experiential [travel portal](#), which h

The website was not Kasera's first shot at being his own Engineering in Bangalore, in June 2005, he worked for : the city. Says Kasera: "Thought Works encourages emp

a six-month sabbatical in October 2007 to launch Comrn the portal is run by Ashwin Sampat, his ISB classmate.

He called it quits in May 2008 and took 11 months to co surveys to understand customer requirements. He put it launched the site with only 20 service providers in and a call from the Indian School of Business (ISB), Hyderabad

For the next one year, Kasera travelled back and forth, period, he also realised the importance of building a sca grow at a very slow pace, people lose interest. You need portal was selected by the Wadhvani Centre for Entrep be incubated after his graduation in March 2010.

In August, he hired his first employee and money starte Then, in January 2011, Kasera's sister, Yamini, officially had been involved as an adviser while she worked with month later, the siblings rented a 750 sq ft office space regions to the website.

Today, they offer weekend getaways around Mumbai, F Chennai, [Kolkata](#) and Delhi. You can search for options wildlife, beaches or spas, or even by distance. With five customers come in via Google.

From the initial 15 bookings a month, it has shot up to 1 day. The biggest chunk of business comes from the nea HP, Thought Works and [MindTree](#). The company gener already managed to break even.

What are Kasera's plans for the future? "We want to foc desks in firms that we are already working with. We exp fiscal," he says.

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The website is down...I really wanted to check it out. But no

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Excellent work chaps!