

CASE STUDY



SAFFRON STAYS

About SAFFRON STAYS:

SaffronStays started as an aggregator of homestays in 2015. At that time, the owner of the Matheran Parsi Manor homestay approached the founders Devendra and Tejas Parulekar to revamp and manage the home. That was when the idea for SaffronStays 2.0 was planted.

SaffronStays now curates boutique homes and partners exclusively to manage the hospitality operations, branding, marketing and reservations thereby helping home owners monetise their otherwise dead assets.

Biggest Business Challenge: **PAYMENTS**



Bank transfers were time-consuming and tardy.



On-spot payments from customers was difficult.

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We find instamojo to be very intuitive and therefore easy to use. It is a simple product that directly addresses the expectation of a payment gateway. The ability to create links on the go, and share with our guests has helped us receive payments when they are travelling to, or enjoying their holidays at our SaffronStays homes.

— Tejas Parulekar, Founder, SaffronStays

Result:



The brand has acquired more than **35 exclusive homes** across the country with a presence in Maharashtra, Goa, Tamil Nadu, Rajasthan, and Uttarakhand with a target of **100 homes by the end of FY 2018**.

At a given point of time, we can deal with over **₹2,00,000** for bookings too.

Upto 15% of SaffronStays bookings are paid for via Instamojo.



Solution: Instamojo



PAYMENTS ON WHATSAPP:

Instamojo has a great feature that allows you to generate a payment link that can be shared over WhatsApp (Our greatest tool for guest relations), and guests can pay remotely from whichever home they are staying at.



REFUNDS & TRANSACTION TRACKING

Refunds and reverse payments via Instamojo have helped overcome some technological barriers too. It was definitely an area where Instamojo played a crucial role in easing out the challenges faced, and helping track each transaction.