

## CASE STUDY

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# VAGABOND EXPERIENCES

## About Vagabond Experiences:

Founded in 2014, Vagabond Experiences is a travel company that curates offbeat trips and camps across India.

Close friends Nihar and Jinks joined by Elton and Shannon share a common love for the outdoors. They fused their love for the outdoors and their craze for Harry Potter, to curate interesting experiences like 'Into the Wild', 'Back-Pack-Go', O.W. Ls and 'Rapid Rush' that soon became a big hit with their customers.

## Biggest Business Challenge: **PAYMENTS**



- Accepting payments from their customers.
- Delayed payments, which would in turn impact the company's working capital.

# CASE STUDY

## Solution: Instamojo

Instamojo, which provides simple, link-based payments to SMEs enabled Vagabond to generate payment links which could be shared with their customers via:



WhatsApp



Email



SMS



Social Media



We plan to reach out to youth all over the country and introduce a platform to encourage community travel. Our goal is to facilitate an environment where one can travel to lesser-known places, meet and interact with individuals from diverse backgrounds and build bonds which last a lifetime.



— **Elton D'mello**, Co-Founder, Vagabond Experiences

## Result:

Instamojo's versatile payments platform helps Vagabond accept payments via debit cards, credit cards, UPI and Net banking. Instamojo is their preferred payments partner due to interoperability and convenience that it offers.

Today, the company collects

**70%-80%**

of their total payments via Instamojo. The rest is via NEFT/Bank Transfers.