

## Bootstrapped Company by IIM graduates becomes Maharashtra's Biggest Camping Destination



**Pune, Maharashtra Aug 6, 2022 (Issuewire.com)** - Weekend Feels is a technology platform, which makes booking camping trips as simple as ordering food online.

Camp stay as an outdoor activity has gained significant popularity in India, yet the sector is still unorganized. The problem is with discovery and trust. With Digital India on the rise, there were a lot of scams. Customers felt cheated with fake promises. That's where Weekend Feels comes in. Weekend Feels is the brainchild of 3 IIM graduates who partnered with local vendors to set up camps and invest in it to make it an acceptable alternative for leisure and corporate travelers.

Since its inception in 2019, Weekend Feels has onboarded only 10 campsites to date, making sure the quality doesn't get compromised at all costs. Their slow expansion has allowed them to focus on improving their offering to the point that today they are the preferred campsite spot for every 8 out of 10 travelers. They have structured a highly-unorganized sector. They are expanding into Bangalore in Q4 of 2022 and aim to replicate the same camping standardization in Bangalore by 2023.



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