

“Find Anything, Anywhere”: Bino Rolls Out Travel Vertical on WhatsApp, Hits 100,000 Vendors

New launch extends the platform’s real-time search engine to tourism hotspots, connecting users and local businesses in under 90 seconds.

Bengaluru, Karnataka May 25, 2025 ([IssueWire.com](https://www.issuewire.com)) - A green chat bubble lights up on WhatsApp: *“Need Bali eSIM + scooter for week?”*

Ninety seconds later, three prepaid e-SIM links, two scooter-rental offers—helmet photos included—and a one-tap payment button appear in the same thread. An Indian filmmaker, fresh off the red-eye from Mumbai, swaps digital SIMs before baggage claim, collects a mint-green Honda Scoopy at the arrivals gate, and rides straight to Canggu’s surf break. “All sorted before I found my passport stamp,” she texts back.

Scenes like this keep multiplying with [Bino](#), the WhatsApp-based search platform that promises to *find anything, anywhere*. A traveller—or any consumer—types a need in plain language, half-words or emojis; Bino’s hybrid engine of large-language-model parsing plus human QA funnels competing, price-checked options into the same chat in real time. The platform handles the chaotic, unstructured requests typical of life on the move, yet still supports structured catalogue bookings for flights, hotels, and transport.

From that foundation Bino has grown sideways into domains; its travel offshoot, [Bino Travel](#), now connects users to more than **100,000** verified vendors across India’s tourist belt. If “Bino” is the town square—groceries, repairs, tutoring—“Bino Travel” is the kiosk travellers tap when an itinerary frays abroad or a plan dissolves on an Indian highway. Together they form a single WhatsApp thread that begins at planning and stays open through every on-the-spot need.

“Discovery is turning pay-to-play,” founder Capt Karan Javaji notes, “and the smallest vendors can’t out-advertise brands.” Bino’s onboarding—simple as a WhatsApp message—feels more like swapping business cards than filling a dossier. Vendors pay nothing until a sale closes.

That low doorway explains the range: scooter kiosks in Bali, snow-jeep drivers in Gulmarg, craft-beer tours in Prague, homestays on the Konkan coast. **Bino Ping**, a quiet heartbeat in every chat, revisits past requests—“still need airport cab tomorrow?”—and surfaces fresh, personalised nudges without forcing sellers to buy ads.

Four Journeys, One Thread

- **Bali eSIM & Scooter**

A Mumbai filmmaker landing in Denpasar types, “e-SIM + scooter?” Three prepaid e-SIMs and two helmet-ready scooters surface in under 90 seconds. She taps to pay, rides out, and later extends rental by replying “+2 days.”

- **Tokyo Off-site Shuttle**

An Indian SaaS team’s late-night flight touches down in Narita; their pre-booked coach cancels. One ??? emoji to Bino returns four licensed buses, yen-denominated and price-locked. A 24-seater arrives in 18 minutes. Finance forwards Bino’s PDF invoice straight into their ERP.

- **Shillong Proposal**

Two hikers near Shillong text “sunset spot + guitarist now pls.” Bino triangulates their GPS, pings local cafés, and delivers a cliff-edge option plus a guitarist in eight minutes. The café fills off-peak tables after Bino Ping recycles the scene for future visitors.

- **Madurai Medical Assist**

An elderly pilgrim needs a wheelchair and Hindi-speaking guide. Bino patches in a medical-rental vendor and certified escort within five minutes, salvaging the family’s trip. Both providers now pre-stock equipment during festival weeks thanks to Bino’s demand analytics.

Inside the Chat

- **WhatsApp-only, no extra app** — search, pay, and receive receipts inside one thread.
- **Unstructured search mastery** — emojis, voice notes, scribbles parsed as fluently as item codes.
- **Sub-90-second replies** — AI routes the query; humans sanity-check before links reach users.
- **Local mobility covered** — scooters, bikes, cabs, jeeps, kayaks, and every “how do I get there?” moment.
- **DealDrop pricing** saves users an average ₹1,000 per booking while filling vendor off-peak slots.
- **One lakh+ vendors** span taxis, rentals, eateries, adventure sports, and emergency logistics.

Users see only that answers arrive fast and prices feel grounded. Vendors see a feed of high-intent leads matched to their slack capacity. Nobody debates “structured versus unstructured”; the thread just handles both.

Bino’s culture is one with a bias toward action. Where a traditional OTA demands a flight number, Bino is comfortable with “late bus maybe?” or a selfie of a broken sandal. The system extracts intent, scouts the vendor graph, and assembles vetted choices. One founder joke goes, “If you can mumble it, we can map it.”

What Comes Next

Bino’s team avoids grand forecasts. Expansion, they say, will follow need, not marketing plans. For now the focus is on tightening the loop: faster language switching, smoother refunds, deeper vendor analytics, and ever-quicker hand-offs between AI and humans. If future chapters involve voice AI or overseas corridors, they will arrive the same way the Bali scooter did—inside one green bubble, exactly when someone asks.

About Bino

<https://bino.bot> is a WhatsApp-based search platform that blends AI parsing with human assurance to match real-time consumer requests—messy or precise—to trustworthy offers from a worldwide network of verified sellers. Its travel arm, Bino Travel, specialises in on-the-move assistance, connecting tourists to local experiences, transport, and services in seconds. Headquartered in Bengaluru, Bino’s mission is

to keep discovery, booking, and problem-solving as effortless as sending a message.

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