



PAY IT **FORWARD**

Founder insights
on building
MakeMyTrip

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Obsess over repeat rates

While customer acquisition is important, focus on customer retention. To avoid a leaky bucket, figure strategies on how to hold on to your customers.



Know your customer well

There are always new shades of customers and it is impossible to know every type of customer. But truly understanding your customer and their pain points will increase your chances of success.



Build a solid core team

The most important decision is building your core team. There is no easy formula. You need to trust their abilities and find complementary skills. Your team should be aligned on similar values in order to avoid conflict.



Entrepreneurship is a long game

Building a successful startup requires time. Give yourself a 4-5 years time frame. In order to survive, you need that stamina and strategies to sustain yourself.



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