

October 17, 2024

BSE Ltd. P J Towers, Dalal Street, FortMumbai - 400001  <b>Scrip Code: 543272</b>	National Stock Exchange of India Limited (NSE).Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai - 400051  <b>Symbol: EASEMYTRIP</b>
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**Sub: Media Release**

Dear Sir/Madam,

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled "**Kho Kho World Cup 2025 to take place From January 13 to 19 in New Delhi, announces KKFI**" being issued to the media.

The aforesaid information will also be hosted on the website of the Company at <https://www.easemytrip.com/investor-relations.html>.

You are requested to take the aforesaid on record.

Thanking you,

**For Easy Trip Planners Limited**

**Priyanka Tiwari**  
**Group Company Secretary and Chief Compliance Officer**  
**Membership No.: A50412**

**Easy Trip Planners Ltd.**

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Government of India





**KHO KHO  
WORLD CUP  
INDIA 2025**



## **Kho Kho World Cup 2025 to take place From January 13 to 19 in New Delhi, announces KKFI**

*World Cup Logo and tagline #TheWorldGoesKho revealed in mega event at Thyagraj Stadium*

**New Delhi, October 17, 2024:** In a landmark moment for traditional Indian sports, New Delhi's Thyagraj Stadium erupted with excitement as the Kho Kho Federation of India (KKFI) unveiled the dates and logo for the first-ever Kho Kho World Cup.

Set to enter the global sporting landscape, the inaugural edition of the tournament will take place between 13th and 19th January 2025, in New Delhi. The groundbreaking tournament promises to showcase India's beloved indigenous sport on the global stage.

The announcement ceremony featured a spectacular exhibition match between Team Maharashtra and the Rest Of India. The match ended 26-24 in Maharashtra's favour as the crowd were left on the edge of their seats.

This was followed by the dramatic reveal of the World Cup's official logo and tagline #TheWorldGoesKho. The air was charged with enthusiasm as hundreds of young aspiring athletes and school students witnessed what could be the dawn of their sporting dreams.

Making this ancient Indian game truly international, the tournament will feature an impressive lineup of 24 nations, with both men's and women's teams competing for world supremacy. The championship structure includes 16 teams in each division, setting the stage for an intense battle.

KKFI President Shri Sudhanshu Mittal captured the spirit of the moment with his passionate declaration, "Kho Kho is a sport of our country's mud. So, we are very proud to bring this sport to the mat. A big thank you to the federation which has worked hard to ensure that Kho Kho becomes an international sport. We first brought the sport to its fans through the Ultimate Kho Kho League, and now, it is time to take things to the next step with the First Kho Kho World Cup."

Shrimati Raksha Nikhil Khadse, Union Minister of State for Youth Affairs and Sports, graced the event and said, “Kho kho has been a part of our country's history from the time of the Mahabharata. The government of India has been promoting as many indigenous games, and hosting the inaugural edition of the Kho Kho World Cup in 2025 is a step in that direction. A big congratulations to the KKFI for their endeavours in different fields, especially sports science, as this takes the level of the game to another level.”

“We are excited to be the official partner for the inaugural Kho Kho World Cup in 2025. This event marks a significant step not only in showcasing the dynamic spirit of Kho Kho but also in promoting its inclusion on the global stage, with aspirations to bring it to the Olympics and Asian Games. Just as EaseMyTrip strives for excellence in the travel industry, we are committed to supporting the sport’s journey to international prominence,” said **Mr. Nishant Pitti, CEO & Co-founder of EaseMyTrip.**

This historic championship represents a massive leap for Kho Kho, transforming it from a beloved local sport to a global phenomenon. With India leading this sporting revolution, the 2025 World Cup promises to be an unforgettable celebration of speed, strategy, and sporting excellence.

## **ABOUT KHO KHO FEDERATION OF INDIA**

The Kho Kho Federation of India (KKFI) is the national governing body for Kho-Kho in India with Shri Sudhanshu Mittal as the President of the organisation. All the state associations are affiliated to the National Federation which conducts the National championship for Men, Women and Junior classes every year. Ultimate Kho Kho (UKK), a franchise-based Indian Kho-Kho league, is hosted in collaboration with KKFI each year.

**For more details, visit:** <https://khokhofederation.in/>

**For any further queries, please contact:**

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## **About EaseMyTrip**

EaseMyTrip (a publicly listed company at NSE and BSE) is India’s one of largest online travel platform in terms of air ticket bookings, based on the Crisil Report-Assessment of the OTA Industry in India, February 2021. Furthermore, growing at a CAGR of 47% during FY20-24 in profits before tax, it is one of the fastest-growing internet companies. Bootstrapped and profitable since its inception, EaseMyTrip offers 'End to End' travel solutions including air tickets, hotels and holiday packages, rail & bus tickets as well as ancillary value-added services.

EaseMyTrip offers its users the option of zero-convenience fee during bookings. EaseMyTrip provides its users with access to more than 400 international and domestic airlines, over 2+ million hotels as well as train/bus tickets and taxi rentals for major cities in India. Founded in 2008, EaseMyTrip has offices across various Indian cities, including Noida, Delhi and Gurugram, Bengaluru, and Mumbai. Its international offices (as subsidiary companies) are in the Philippines, Singapore, Thailand, the UAE, the UK, the USA and New Zealand.

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