

June 24, 2024

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 400001 Scrip Code: 543272	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051 Symbol: EASEMYTRIP
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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 “EaseMyTrip expands its footprint, opens first offline store in Bhopal” 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.

Registered office : Building No. - 223, Patparganj Industrial Area, New Delhi - 110092 (India)

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EaseMyTrip expands its footprint, opens first offline store in Bhopal

New Delhi, June 24, 2024: EaseMyTrip.com, India's leading travel tech platform, proudly announces the launch of its first franchise store in Bhopal, Madhya Pradesh. This is the 16th store to be launched pan-India, reflecting the brand's commitment to catering to customers' demands with an expansive offline reach through a franchising model. The new outlet launch marks a significant milestone in the brand's growth journey.

The store is located in the heart of the city, providing easy access for superior travel experiences to customers in and around Maharana Pratap Nagar Zone 2. The store's vibrant ambience resonates with the brand's identity and complements its core ethos of customer centricity and providing exceptional services to meet customers' ever-evolving requirements. The outlet offers a wide range of services, from flight and hotel reservations and bus and railway tickets to specially curated packages for luxurious vacations, cruises, and group travel, and even visa-related assistance, under one roof to cater to diverse requests efficiently and seamlessly.

Mr. Rikant Pittie, Co-Founder, EaseMyTrip, said, *"The franchise model was a strategic move to tap into the offline customer and meet their demands. With each store launch, we are not only expanding our geographical footprint but are also reaching one step closer to connecting with the customers in these regions and enriching their travel experiences with our exceptional offerings. The latest outlet in Bhopal showcases our continuous efforts to understand and fulfill customers' needs. It is a part of our larger vision to solidify our position in the Indian market with our retail stores."*

EaseMyTrip launched its flagship brand, EaseMyTrip Franchise, early last year. Since then, the brand has launched 16 offline stores pan-India, the most recent one being in Amritsar. Establishing offline retail stores through its franchising model is part of the company's expansion strategy. Each outlet highlights its dedicated approach to customer satisfaction and excellence.

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 fees 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.

MEDIA RELEASE

For Media Queries:

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