

January 27, 2025

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| 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 Launches EasyVijay: A Groundbreaking Initiative Bringing Battlefield Tourism to Life"** 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



MEDIA RELEASE

EaseMyTrip Launches EasyVijay: A Groundbreaking Initiative Bringing Battlefield Tourism to Life

*Curating experiences that are out of the ordinary, India's premier OTA presents a unique new product
– Battlefield Tourism*

New Delhi, January 27, 2025: EaseMyTrip.com, one of India's leading online travel tech platforms, proudly announces the launch of EasyVijay, a groundbreaking initiative in battlefield tourism that allows travellers to step into history. Officially unveiled on January 26, 2025, to commemorate Republic Day, EasyVijay celebrates India's legacy of valor, strategy, and sacrifice through thoughtfully curated battlefield tours.

EasyVijay offers travellers an unparalleled opportunity to explore iconic battlefields in India and across the globe, where pivotal moments of history unfolded. This initiative provides more than just a visit to these historic sites—it creates immersive experiences through expertly narrated storytelling, curated tours, and exclusive interactions with veterans and defense experts. Travellers can witness history come alive while enjoying tailored itineraries that honor the past and celebrate the spirit of discovery.

With EasyVijay, the company is introducing a dual experience, combining physical travel packages to historic war zones with virtual battlefield tours powered by VR and AR technology. Travelers can walk through these legendary sites in person or experience realistic digital recreations of historic battles from anywhere in the world.

To make every journey unique, AI-powered personalization curates itinerary based on individual preferences, offering interactive storytelling and deep insights into each location's significance. Whether one is a history enthusiast, a researcher or someone curious about military strategy, EasyVijay ensures history comes alive in ways never experienced before.

Adding to the immersive experience, EasyVijay hosts exclusive dining events, providing travelers the rare opportunity to engage with war veterans, military strategists, and historians. These interactions offer firsthand insights into the battles that shaped history, fostering a profound connection to the past while making each journey both meaningful and unforgettable.

Sharing his vision, Mr. Rikant Pittie, CEO and Co-Founder of EaseMyTrip said, *"EasyVijay is very close to our hearts and reflects our mission to provide transformative travel experiences. Through this one-of-a-kind initiative, we aim to bridge history and travel, enabling our customers to not only explore iconic sites but also connect emotionally and intellectually with the stories of courage and strategy behind them. With EasyVijay, history is no longer something you read—it's something you experience."*

EaseMyTrip continues to set benchmarks in offering 'End to End' travel solutions including air tickets, hotels and holiday packages, rail & bus tickets as well as ancillary value-added services that resonate with the diverse interests of its customers. Alongside EasyVijay, the company also offers EasyDarshan, a platform for spiritual travellers providing comprehensive pilgrimage packages

MEDIA RELEASE

across India, and Explore Bharat—Discover the Soul of India, a program for overseas enthusiasts to explore the country's vibrant culture, architecture, wildlife, and more. For more details, visit <https://easyvijay.com>

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.

For Media Queries:

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