

February 06, 2025

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 and Sabah Tourism Board sign MoC to boost Sabah’s visibility among Indian travellers**” 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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EaseMyTrip and Sabah Tourism Board sign MoC to boost Sabah's visibility among Indian travellers

EaseMyTrip will enhance Sabah's visibility through a dedicated microsite, curated travel experiences, and co-funded marketing campaigns

New Delhi, February 06, 2025: EaseMyTrip.com, one of India's leading online travel tech platforms, has officially entered into a Memorandum of Collaboration (MoC) with Sabah Tourism Board (STB) to strengthen Sabah's appeal among Indian travellers. The signing ceremony took place on 3rd February 2025 at the EaseMyTrip office in New Delhi, with STB Chief Executive Officer Mr. Julius Jeffery Jimit and EaseMyTrip Chief Operating Officer Ms. Nutan Gupta formalising the collaboration.

The event was attended by key representatives from both organisations, including Mr. Sanchit Chopra (Senior Vice President - Marketing & Alliances, EaseMyTrip), Mr. Saurabh Shukla (Assistant General Manager - Marketing & Alliances, EaseMyTrip), Mr. Humphrey Ginibun (Senior Marketing Manager, STB), and Ms. Poonam Nautiyal (Marketing Manager, Tourism Malaysia New Delhi).

This partnership marks a significant milestone in expanding Sabah's presence in the Indian travel market, leveraging EaseMyTrip's industry expertise, digital reach, and extensive customer base. Under this strategic alliance, both organisations will collaborate on a series of targeted initiatives to increase inbound tourism and enhance travel experiences for Indian visitors.

As part of the agreement, EaseMyTrip will create a dedicated Sabah page under its Malaysia microsite, providing comprehensive travel itineraries, must-visit attractions, and essential travel information for prospective travellers. The platform will also develop a series of destination-specific blogs, immersive video content, and social media campaigns to showcase Sabah's cultural heritage, pristine landscapes, adventure tourism, and luxury offerings. To maximise outreach, EaseMyTrip and STB will jointly co-fund digital marketing campaigns, ensuring wider visibility and engagement across Indian markets.

Furthermore, the collaboration extends beyond leisure tourism, with a strong emphasis on niche experiences such as MICE (Meetings, Incentives, Conferences, and Exhibitions) for business travellers, corporate retreats, and international conferences. Specialised travel packages will also be curated for destination weddings, offering couples an opportunity to celebrate their special day in Sabah's picturesque locations. Additionally, EaseMyTrip will promote wellness tourism through eco-retreats, nature therapy, and rejuvenation experiences amidst Sabah's serene landscapes.

Recognising the growing outbound travel trends in India, EaseMyTrip will expand its promotional focus to Tier 2 and Tier 3 cities, catering to the evolving demands of Indian travellers. Specialised marketing campaigns will be designed to appeal to different traveller demographics, including senior citizens, millennials, solo travellers, corporate groups, and students. These initiatives will ensure a wider reach and greater accessibility for Indian travellers looking to explore Sabah.

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By harnessing data-driven insights and analytics, EaseMyTrip will provide STB with regular reports on traveller preferences, booking trends, and demand forecasts, optimising tourism strategies for maximum impact in the Indian market. EaseMyTrip will integrate Sabah into its loyalty rewards programme, offering exclusive deals and incentives to encourage repeat visits. Additionally, new special promotions will be introduced, featuring discounts on Sabah holiday packages to make the destination more accessible to Indian travellers.

Speaking about the collaboration, Julinus Jeffery Jimit, CEO, Sabah Tourism Board, said "With India being a high-potential growth market, this collaboration between STB and EaseMyTrip is set to drive increased visitor arrivals and promote Sabah's unique offerings."

Rikant Pittie, CEO and Co-Founder, EaseMyTrip, added "Sabah is a spectacular destination with breathtaking landscapes, adventure opportunities, and rich cultural heritage. We are thrilled to collaborate with STB to introduce Indian travellers to Sabah's diverse experiences. This partnership will enable us to leverage our technology and digital reach to offer seamless travel solutions, exclusive travel packages, and truly immersive journeys."

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.

About Sabah Tourism Board:

Sabah Tourism Board is the state agency responsible for tourism promotion and marketing under the auspices of the Sabah State Ministry of Tourism, Culture and Environment.

For Media Queries:

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