

February 21, 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 Korea Tourism Organization sign MoU to promote Korea as a leading travel destination for Indian tourists”** 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 Korea Tourism Organization sign MoU to promote Korea as a leading travel destination for Indian tourists

EaseMyTrip will strengthen Korea's presence in the Indian travel market through a dedicated microsite, curated travel experiences, and targeted digital campaigns.

New Delhi, February 21, 2025: EaseMyTrip.com, one of India's leading online travel tech platforms, has signed a Memorandum of Understanding (MoU) with the Korea Tourism Organization (KTO) to enhance Korea's visibility as a key outbound destination for Indian travellers. The signing ceremony took place on February 19, 2025, formalizing a strategic partnership to drive Indian tourist arrivals to Korea by leveraging EaseMyTrip's digital reach, industry expertise, and extensive customer base.

The event was attended by senior representatives from both organizations, including Mr. Myong Kil Yun, Regional Director – India & SAARC Countries, Korea Tourism Organization (KTO), signifying the commitment of both entities to fostering tourism growth between India and Korea.

This collaboration aims to position Korea as a premier travel destination for Indian tourists, offering a mix of cultural, natural, and adventure-driven experiences. Through a targeted marketing approach, EaseMyTrip and Korea Tourism Organization will work together to increase awareness, improve accessibility, and create seamless travel experiences for Indian travelers exploring Korea.

As part of the agreement, EaseMyTrip will develop a dedicated Korea microsite on its platform, offering curated travel itineraries, must-visit attractions, and essential travel insights tailored specifically for Indian travellers. To further engage potential visitors, EaseMyTrip will produce destination-specific blogs, video content, and social media campaigns, showcasing Korea's rich cultural heritage, modern cityscapes, and natural landscapes. The two organizations will also launch co-funded marketing campaigns, ensuring widespread visibility and deeper engagement in the Indian travel market.

EaseMyTrip will also expand its promotional efforts to Tier 2 and Tier 3 cities in India, tapping into emerging outbound travel markets. This initiative will ensure greater accessibility and awareness of Korea among Indian travellers from smaller cities, where interest in international travel has seen significant growth.

Using data-driven insights and analytics, EaseMyTrip will provide Korea Tourism Organization with regular reports on Indian traveller preferences, booking trends, and high-demand periods. This will help in refining destination marketing strategies and optimizing promotional efforts to maximize Korea's appeal in the Indian market.

Speaking about the partnership, Mr. Myong Kil Yun, Regional Director, India & SAARC Countries, Korea Tourism Organization said, "India is an important and growing outbound travel



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market, and Korea has immense potential as a preferred international destination. Through our collaboration with EaseMyTrip, we aim to introduce Indian travelers to Korea's unique blend of tradition and modernity, making it an exciting and accessible travel choice."

Mr. Rikant Pittie, CEO and Co-Founder of EaseMyTrip, added, *"Korea is a potpourri of history, vibrant city life, and breathtaking landscapes, making it a highly desirable destination for Indian travellers. Our partnership with Korea Tourism Organization will allow us to bring exclusive travel opportunities to Indian tourists while ensuring seamless booking experiences and customized itineraries. We look forward to making Korea a top choice for Indian outbound travel."*

With this strategic partnership, EaseMyTrip and Korea Tourism Organization are set to transform the Indian travel experience to Korea, offering seamless and memorable journeys while strengthening cultural and economic ties between the two nations.

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 Korea Tourism Organization (KTO)

The Korea Tourism Organization (KTO) is the official National Tourism Organization (NTO) of South Korea, operating under the Ministry of Culture, Sports, and Tourism. Dedicated to promoting South Korea as a premier travel destination, KTO has a global presence with 30 overseas offices, including its New Delhi office in India.

Established in May 2008, the KTO India Office is responsible for marketing South Korea's diverse tourism offerings across India and neighbouring countries. The office actively collaborates with travel trade partners, media, and other stakeholders to enhance South Korea's visibility in the Indian market.

For Media Queries:

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