

January 20, 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 Penang Convention & Exhibition Bureau join hands to promote tourism”** 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)

Phone : +91 - 11 43030303, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



EaseMyTrip and Penang Convention & Exhibition Bureau join hands to promote tourism

India's premier OTA now brings Malaysia's best to their patrons by signing an MoU which is set to amplify the traveller experience in Penang

New Delhi, India, 20, January 2025: EaseMyTrip.com, one of India's leading online travel tech platforms, has

signed a Memorandum of Understanding (MoU) with the Penang Convention & Exhibition Bureau (PCEB) to enhance Penang's presence in the Indian market. This strategic partnership is set to revolutionise how Indian travellers experience Penang by leveraging EaseMyTrip's extensive market expertise and digital reach.

As part of this partnership, EaseMyTrip will create a dedicated Penang page under its Malaysia microsite to showcase the destination's attractions, itineraries, and travel insights. The company will also develop destination-specific blogs, videos, and content highlighting Penang's cultural, natural, and adventure-based offerings tailored for families, solo travellers, and honeymooners. To further amplify outreach, jointly funded marketing campaigns will be executed, leveraging innovative strategies to promote Penang as a must-visit destination for Indian travellers.

This collaboration highlights niche tourism markets, such as destination weddings, wellness tourism, and MICE travel, with EaseMyTrip creating tailored itineraries to attract these segments.

By leveraging data analytics, EaseMyTrip will share insights on Indian traveller preferences, booking trends, and high-demand periods with PCEB. These insights will refine marketing strategies and drive focused efforts in Tier 2 and Tier 3 cities, expanding Penang's reach in growing outbound travel markets.

EaseMyTrip will integrate exclusive Penang offers into its loyalty programs to encourage repeat visits and launch promotions featuring Penang-centric travel packages. This partnership underscores Penang's appeal across demographics, including senior citizens, millennials, and corporate groups. It also aligns with EaseMyTrip's commitment to driving tourism innovation and strengthening cultural and economic ties between India and Penang.

Mr. Nishant Pitti, Chairman & Founder of EaseMyTrip, expressed his excitement, "This partnership signifies a remarkable step in redefining travel experiences for Indian tourists. With Penang's vibrant culture and our expertise in customer engagement, we aim to make Penang a go-to destination for travellers seeking unique and immersive experiences. This collaboration reflects our shared vision of promoting sustainable and culturally enriching tourism."

Mr. Ashwin Gunasekeran, CEO of Penang Convention & Exhibition Bureau, shared his thoughts,

"We are thrilled to join hands with EaseMyTrip to introduce Penang to a larger audience in India. This partnership reflects our commitment to showcasing the unique experiences Penang offers, from our rich heritage to modern MICE facilities. By leveraging EaseMyTrip's digital reach and expertise, we are confident that this collaboration will open new doors for Indian travellers to discover Penang's charm and create unforgettable memories."

YB Wong Hon Wai, Penang State Executive Councillor for Tourism and Creative Economy, expressed his support for the initiative, *"This collaboration between EaseMyTrip and PCEB reflects Penang's dedication to promoting sustainable and innovative tourism. India is one of our key target markets, and this partnership will significantly boost our visibility, especially in the business and MICE sectors. We are confident that this joint effort will drive more Indian travellers to explore the rich cultural heritage, world-class infrastructure, and vibrant creative economy that Penang has to offer."*

The two-year partnership underscores a commitment to sustainable tourism, integrating innovative campaigns and data-driven strategies to achieve mutual growth in the tourism sector.

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:

EaseMyTrip Public Relations
Ms. Bhavika Sharma
bhavika.sharma@easemytrip.com
+91 98117 87304