

July 08, 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

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 Franchising Network, Opens Doors to the First Franchise Store in Ahmedabad, Gujarat”** 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 Expands its Franchising Network, Opens Doors to the First Franchise Store in Ahmedabad, Gujarat

- *This is the 17th store to be unveiled by the company under its flagship program, EaseMyTrip Franchise*
- *EaseMyTrip is on an expansion spree, aiming to tap customers through its strong network of offline retail stores*

New Delhi, July 08, 2024: EaseMyTrip.com, one of India's leading online travel tech platforms, announces the opening of its first franchise store in Ahmedabad, Gujarat. This is the 17th store the company has unveiled under its flagship program, EaseMyTrip Franchise. The new outlet launch marks a milestone in the brand's expansion journey as it aims to tap offline customers through its strong network of retail stores.

The new store is situated in the prime location of Titanium City Center Mall, 100 Feet Road. It offers a plethora of services, from flight and hotel reservations to bus and railway tickets. It also provides tailored packages for luxurious vacations, cruises, and group travel, along with visa-related assistance. With its inviting atmosphere and vibrant interiors, the store's ambience resonates with the brand identity and color palette. The new outlet effectively displays EaseMyTrip's core ethos of customer centricity and provides them with high-end services catering to their evolving needs.

Mr Rikant Pittie, Co-Founder, EaseMyTrip said, *"We aim to solidify our position and reputation in the Indian market with our flagship program, EaseMyTrip Franchise. The latest outlet launch in Ahmedabad is part of our larger vision to expand our footprint nationwide and provide our invaluable customers with exceptional offerings. After establishing a strong foothold in the online space, we are committed to bridging the market gaps with our offline stores and are putting our best foot forward to ensure our customers' demands and needs are effectively catered to."*

EaseMyTrip Franchise was launched last year with the vision of establishing a strong network of retail stores pan-India. Aiming to reach the 100-store mark by FY25, the brand has already launched 16 stores, the most recent one being in Bhopal.

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.

For Media Queries:

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