

June 21, 2023

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 400001  <b>Scrip Code: 543272</b>	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051  <b>Symbol: EASEMYTRIP</b>
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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 opens its another franchise store in Patiala**” being issued to the media.

The aforesaid information will 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**

Digitally signed by  
PRIYANKA TIWARI  
Date: 2023.06.21  
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**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)

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MEDIA RELEASE

## EaseMyTrip opens its another franchise store in Patiala

*It represents a tactical decision that aligns with the brand's expansion ambitions, as well as a significant aspect of its franchising business*



**New Delhi, June 21, 2023:** EaseMyTrip.com, one of India's largest online travel tech platforms, launches its first offline retail store in Patiala, Punjab. This is a deliberate move in line with the brand's growth ambitions. By providing tailored experiences through the stores, the brand will be able to grow its business and reach out to offline customers.

The Patiala store is located in Leela bhawan. To ensure that consumers connect better and have a strong brand memory, the store's interiors are created with a modern touch and are in line with the brand color spectrum. The store will provide exclusive amenities such as flight and hotel bookings, bus, train, and group price ticket purchases, as well as deluxe holidays, cruises, and charter packages.

**Mr. Rikant Pittie, Co-Founder, EaseMyTrip,** said, "With clients being our primary focus, we strive to provide them with exceptional services that meet their changing needs. We are certain that our approach towards franchising will alter the travel sector and help us to better assist our consumers. The establishment of our latest store in Patiala signifies a milestone in our expansion journey. Our goal is to enhance brand visibility and provide seamless access to our services, ensuring a hassle-free experience for our valued clients."

In 2023, EaseMyTrip has already opened offline storefronts under the franchising model at Patna, Bihar followed by Surat, Gujarat, and Jaipur, Rajasthan. The brand has now moved ahead with its fourth store opening this year in Patiala.

## MEDIA RELEASE

### **About EaseMyTrip**

*EaseMyTrip (a public 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 59% during FY20-23 in profits, 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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