

February 15, 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

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 expands into the Indore market, launches its first franchise store in the city”** 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)

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MEDIA RELEASE

EaseMyTrip expands into the Indore market, launches its first franchise store in the city

This is the first store in Indore and the 10th store to be launched pan-India

New Delhi, February 15, 2024: EaseMyTrip.com, one of India's largest online travel tech platforms, announces the launch of its first offline retail store in Indore, Madhya Pradesh. This is the 10th store to be launched as a part of the brand's franchise model, underscoring its unwavering commitment to servicing its customers efficiently through both online and offline channels. With the new store, EaseMyTrip aims to reach its offline customer base seeking tailored meet-and-greet experiences.

The office is nestled in the prime location of Shubhshree Plaza in Indore. Its interiors have a modern touch and compliment the brand's colour palette to ensure customers connect better and have a strong brand recall. The store will provide high-end services, including flight and hotel bookings, bus, railway, and group tickets, and luxurious vacation, cruise, and charter packages. Additionally, EaseMyTrip's Indore store will also offer value-added services such as visa applications and other related formalities.

Mr. Rikant Pittie, Co-Founder, EaseMyTrip, said, *"The EaseMyTrip Franchise model is helping us expand our presence across the country and penetrate deeper beyond the metro cities. Through this strategy, we are aiming to revolutionise the travel experiences for customers. This new store launch symbolises our forward thinking and dedication to achieving robust growth plans. We are excited about the new store launch and are looking forward to achieving more such milestones in the future."*

EaseMyTrip officially launched its flagship brand, EaseMyTrip Franchise, early last year. Since then, the brand has opened 10 offline stores under its franchising model across India, with the recent one being in Pune. Inaugurating stores through its franchising model is a strategic decision aligned with the company's expansion plans.

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.



MEDIA RELEASE

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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