

December 05, 2022

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 “**GO FIRST enters into an exclusive GSA with EaseMyTrip for their sales in Saudi Arabia**” being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited

PRIYANKA Digitally signed by
TIWARI PRIYANKA TIWARI
Date: 2022.12.04
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MEDIA RELEASE

GO FIRST enters into an exclusive GSA with EaseMyTrip for their sales in Saudi Arabia

The agreement would mandate EaseMyTrip to be an official distributor, promoter, and marketer for passenger tickets in Saudi Arabia

New Delhi, December 05, 2022: GO FIRST, erstwhile GoAir has announced that it has signed an exclusive General Sales Agreement with EaseMyTrip, one of India's largest online tech travel platform to sell, promote and market passenger tickets and other services to passengers in Saudi Arabia effective from this month. To establish a fruitful commercial relationship and expansive grip within one of the biggest travel markets in Western Asia, EaseMyTrip will be extending operations of GO FIRST by opening an independent branded office and representing the airlines in Dammam & Riyadh, Saudi Arabia and other locations in an attempt to cater to the larger travel markets.

The three-year exclusive partnership deal provides an opportune time for both brands to expand and bolster their service range in Saudi Arabia. EaseMyTrip and its sweeping reach, comprehensive marketing interventions, and knowledge of the locals would help GO FIRST provide suitable schemes for Saudi tourists and locals, enhancing their experience. Furthermore, this association would necessitate all the other travel agents within the vicinity to create a purchase circuit from EaseMyTrip when they will be buying GO FIRST tickets from Saudi Arabia.

Articulatingly summing up the agreement, **Rikant Pittie, Co-Founder** said, "At EaseMyTrip, we understand that Saudi Arabia attracts millions of tourists every year, and the locals love to travel as well. It is a significantly crowded travel market that is yearning for a better travel experience. With our successful endeavours in most associations and businesses around the world, we want to enter the market here in Saudi Arabia and serve the tourists with utmost dedication. We are overjoyed to begin our journey as a GSA partner with GO FIRST, one of the most popular and affordable airline services in multiple international destinations."

Mr. Kaushik Khona, Chief Executive Officer, GO FIRST commented, "Saudi Arabia is a key market for us as we continue to expand internationally. We are pleased to partner with EaseMyTrip since the brand has been successfully catering to the travel needs of people globally and we are positive that this association will ease and enhance the travel experience of people travelling for work as well as leisure."

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 78% during FY20-22 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, Bengaluru, and Mumbai. Its international offices (as subsidiary companies) are in the Philippines, Singapore, Thailand, the UAE, the UK, the USA, New Zealand and London.

About GO FIRST:

Founded as GoAir, GO FIRST, which was recently rebranded from GO AIR, is the aviation foray of 285-year-old Wadia Group that comprises leading brands including 150-year-old Bombay Burmah, 140-year-old Bombay Dyeing, 102-year-old Britannia Ltd., 67-year-old National Peroxide Limited, a nine-year-old Bombay Realty

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