

July 31, 2023

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai- 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: Outcome of Board Meeting – Proposed Acquisition of  
Guideline Travels Holidays,  
Dook Travels and  
Tripshope Travel Technologies.**

Ref.: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 (“LODR”).

Dear Sir/ Madam,

The Board of Directors at their meeting held today i.e., 31st July 2023, has *inter-alia*, considered and approved the following businesses:

**1. Proposed acquisition of 51% of the aggregate paid-up share capital of each of Guideline Travels Holidays India Private Limited, Dook Travels Private Limited and Tripshope Travel Technologies Private Limited:**

The Board of Directors of the Company has *inter alia* approved execution of definitive agreement(s) to acquire 51% stake in ***Guideline Travels Holidays India Private Limited, Dook Travels Private Limited and Tripshope Travel Technologies Private Limited***. The consideration for the proposed acquisitions will be paid by the Company by way of issuance of its equity shares to the selling shareholders of the respective target companies on a preferential basis.

The above-mentioned proposed acquisitions by the Company shall be subject to completion of customary conditions precedent, obtaining of relevant approvals from the shareholders/ members of the Company, and any other regulatory approval(s), as may be required under the applicable law(s).

**2. Proposed preferential issue of the Company:**

The Board of Directors of the Company has considered and in-principally approved the raising of funds, by way of issuance of equity shares in one or more tranches through preferential allotment or any other mode to eligible investors and in such

## 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



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Approved by Ministry of Tourism  
Government of India



manner and on such price, terms and conditions, in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended and applicable provisions of the Companies Act, 2013 and rules issued thereunder, as amended in each case, the enabling provisions of the Memorandum and Articles of Association of the Company and any other provisions of applicable laws, for an aggregate amount not exceeding Rs. 90 Crores in one or more tranches subject to such regulatory/ statutory approvals as may be required, including the approval of the Shareholders of the Company. The proceeds from the aforesaid proposed fund raising are intended to be utilised for meeting funding requirements and growth objectives of the Company and its businesses.

The detailed disclosure(s) as required under Regulation 30 of the LODR read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 for compliance with the relevant provisions of the LODR by listed entities concerning the above proposed business items shall be made as and when such disclosure(s) becomes applicable to be made by the Company.

We are hereby attaching the Press Release as well.

The Board Meeting concluded at 05:33 p.m.

The aforesaid information will also be hosted on the website of the Company at [www.easemytrip.com](http://www.easemytrip.com).

You are requested to take the aforesaid on record.

### For Easy Trip Planners Limited

**PRIYANKA**  
**TIWARI**

Digitally signed by  
PRIYANKA TIWARI  
Date: 2023.07.31  
17:48:58 +05'30'

**Priyanka Tiwari**  
**Group Company Secretary and Chief Compliance Officer**  
**Membership No. A50412**

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## EaseMyTrip on a Game-Changing Acquisition Spree to Acquire Three companies – Guideline Group, Tripshope Online and Dook Travels

*Being one of India's leading online travel tech company the acquisition spree sets in motion a seamless ingress towards a stronger growth and market expansion*

**New Delhi, July 31, 2023:** EaseMyTrip.com, one of India's largest online travel tech platforms announces the approval of EaseMyTrip's board to acquire 51% of the aggregate paid-up share capital of each of the three prominent travel companies incorporated in India, to solidify its position as a major player in the travel and tourism industry. The consideration for the proposed acquisition will be paid by EaseMyTrip by way of issuance of its equity shares to the selling shareholders of the respective target companies on a preferential basis.

EaseMyTrip has quintessentially been one of India's preferred travel partners and they are proactively expanding through acquisition of companies in order to have a prominent market presence. The trio of eclectic companies that the company proposes to acquire includes - *Guideline Travels Holidays India Private Limited, Mumbai, TripShope Travel Technologies Private Limited, Jammu and Kashmir and Dook Travels Private Limited, New Delhi.*

### *Guideline Travels Holidays India Private Limited, Mumbai:*

Guideline Travels, a highly reputed travel company that excels in both B2C and B2B circuits. The company boasts an extensive product portfolio international group tours, bespoke FIT ventures, fixed departures and MICE movements and has its major business line in cruises.

### *TripShope Travel Technologies Private Limited, Jammu and Kashmir:*

TripShope Online, a travel and leisure solution provider based in Kashmir, offering a wide range of travel products, including flights, holidays, hotels, and more. The company's dedication to providing exceptional travel experiences at the best available prices has garnered a loyal customer base.

### *Dook Travels Private Limited, New Delhi:*

Dook Travels is a renowned integrated Travel Management Company based in Delhi, operating across CIS countries, Turkey, the UAE, and India. The company has established itself as the biggest DMC for CIS countries, serving a vast customer base of over 1 lakh tourists in the past 8 years.

Commenting on the acquisition, **Mr. Nishant Pitti, Co-Founder of EaseMyTrip**, *"These three companies have a strong track record and a wealth of experience in their respective areas.*

*Together, with these remarkable travel companies, we extend and embrace to a diverse spectrum of exceptional services catering to larger markets. Together, we are poised to ignite the wanderlust of countless explorers, crafting unforgettable journeys that resonate with every soul and paint the world with the colors of adventure and discovery.”*

*“Being pioneers at cruise selling, we sought an aggressive online selling platform for cruise products around the world. Our partnership with EaseMyTrip gives us a big thrust to bring a bouquet of cruise products to our B2B as well B2C clients. Partnership with EaseMyTrip opens up our horizons and will allow us to bring to fruition our vision hence propelling Guideline Travels to new heights.”*  
**- Mr. Pradeep Saboo, Director of Guideline Travels.**

*“This is going to be a quantum leap in the travel, tourism and employment generation of Jammu and Kashmir,” Adil Sathu, Founder and COO, Tripshope, “The brand equity of EaseMyTrip is also going to help us expand in Jammu and Kashmir, apart from other parts of the country,” he added.*

*“Tourism for CIS destinations is poised to grow exponentially for next several years because of increasing air connectivity, simplification of visa process and cordial bilateral relations with India. We together shall be able to leverage our positions as market leader in CIS destinations through our extensive agent network, strong hold in airlines and EaseMyTrip’s extensive customer name and brand value.”- Sandeep Gupta, Director, Dook Travels.*

EaseMyTrip expresses its commitment to maintaining the unique identities of the acquired companies while fostering synergies to achieve operational efficiencies and deliver enhanced value to customers. The consolidation of talent, resources, and knowledge is expected to drive growth, innovation, and an enriched travel experience for all stakeholders involved.

\*The proposed acquisitions is subject to completion of customary condition precedents, shareholders' approval, and any other regulatory approval as may be required under the applicable law(s)..

### **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.*

### **About Guideline Travels Holidays India Private Limited**

*Guideline Travels is a highly reputed travel company, excelling in both B2C and B2B circuits. The company boasts of an extensive product portfolio, including cruises, international group tours, bespoke FIT ventures, and MICE movements. As a preferred sales agent for various cruise lines worldwide and offering an array of tour options to exotic destinations. Guideline Travels has gained the trust of many valued customers.*

**About Dook Travels Private Limited**

*Dook Travels is a Delhi based integrated Travel Management Company operating in CIS countries, Turkey, UAE and India. Dook Travels is a well-known International Travel Agency Brand in India operating in CIS Countries. Dook is Biggest DMC for CIS Countries, served more than 1 Lakh Tourists in last 8 years and executed over 500 fixed departures without fail. It provides Tour Packages for CIS, Baltic and Balkan Countries at lowest price in the market. Dook is an integrated Travel and Destination Management Company specializing in crafting all-inclusive travel packages to both offbeat and sought after destinations across the globe. Dook offers comprehensive tours to exciting destinations around the world. To explore constant possibilities of tourism around the world and make a trimmed inventory of products offering true value to customers is their endeavor. To achieve this, they have established a robust supply chain and by positioning themselves at various juncture in the tourism value chain, they have achieved a leveraged position to offer customers, best bargain on travel products and services.*

**About Tripshope Travel Technologies Private Limited**

*TripShope Online is a company providing Travel & Leisure solutions based out of Kashmir, offering the best in Flights, Holidays, Hotels, and other travel products across India and the world. TripShope Online is young but fueled by experienced travel consultants and believes in the lightning-fast response. They intend to provide client all travel solutions and to make their journey convenient and joyful, with the assurance of a professionally managed travel solutions. Their consultants can organize: Flights, holidays, hotels, rail, car hire, cruises, travel insurance, coach tours, frequent flyer points redemption and more. Their call center provides a worldwide 24-hour service to assist in all the time. Their in-depth knowledge of the travel industry in India and its ways ensures that guests enjoy the best of services by highly qualified and competent staff.*

**For Media Queries:**

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