

May 20, 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 “**Saudi Tourism signs MoU with EaseMyTrip to Drive Inbound Tourism**” being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited



Priyanka Tiwari
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)

Phone : +91 - 11 43030303, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



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Government of India



Saudi Tourism signs MoU with EaseMyTrip to Drive Inbound Tourism

- EaseMyTrip to create awareness in India and promote 'Visit Saudi'

New Delhi, 20th May, 2022: The Saudi Tourism Authority and EaseMyTrip have signed a Memorandum of Understanding to boost inbound tourism to Saudi Arabia by leveraging EaseMyTrip's extensive travel network. Through this MoU, EaseMyTrip and Saudi Arabia Tourism will explore opportunities to jointly collaborate on key initiatives and undertake various activities to promote and develop quality tourism experiences in Saudi Arabia and expand its presence in the Indian market.

As a part of the collaboration, EaseMyTrip will promote the "Visit Saudi" initiative, raise destination awareness in India, and amplify Saudi Arabia's diverse travel experiences. EaseMyTrip will also provide greater connectivity and convenience for its customers by offering specifically curated tourist packages to Saudi Arabia, and multi-destination travel packages that include leisure destinations and a few renowned events. EaseMyTrip will also undertake various online and offline initiatives to showcase the vibrant and rich culture, unique experiences, festivals and various tourist attractions of Saudi Arabia.

Indian travellers are very well acquainted with the Middle East, and Saudi Arabia has been considered as a distinguished travel destination for Indians looking at unique and exciting travel prospects. With easing COVID restrictions globally, the partnership is intended to substantially boost inbound tourism into Saudi Arabia, especially amongst leisure travelers who are looking to explore diverse travel experiences.

Speaking on the MoU, **Rikant Pittie, Co-Founder, EaseMyTrip** stated, "Through our collaboration with Saudi Tourism, we aim to strengthen its awareness across our community highlighting the destination's unique range of travel experiences. In addition, the collaboration also enables us to strengthen our offerings in the region by making it more accessible through enhanced connectivity, thereby providing more value to our customers. We look forward to growing our relationship with the Saudi Tourism Authority, and enabling our customers to experience all that Saudi Arabia is about."

"Saudi is a new, unique leisure and spiritual tourism offering, a destination that is untapped and unexplored," said **Alhasan Aldabbagh, Chief Markets Officer – APAC, Saudi Tourism Authority**. "As the authentic home of Arabia, Saudi offers fascinating heritage sites, an authentic cultural experience and breath-taking natural beauty, ideal for the curious, adventurous Indian traveler."

"As we work towards achieving our ambitious tourism goals, India is a key source market for Saudi and this signing is key in paving the way for strategic tourism collaboration with EaseMyTrip, to unlock opportunities for growth and strengthen the position of Saudi as a must-visit destination."

Over the years, EaseMyTrip has been one of the key contributors to Gulf tourism, and this partnership is in line with the company's efforts in the region. Recently, EaseMyTrip partnered with Dubai Expo 2020, the six-month global mega-event, from 1st October 2021 to 31st March 2022. Previously, the company has collaborated with the tourism boards of Abu Dhabi, Yas Island, Bahrain, Sharjah and Dubai.

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's second-largest online travel platform in terms of air ticket bookings, based on the Crisil Report-Assessment of the OTA Industry in India, February 2021. Further, growing at a CAGR of nearly 50%, 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 1 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 Singapore, Thailand, the Philippines, the UAE, the UK, and the USA.