

March 27, 2023

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 “**Boxed and branded: EaseMyTrip sponsors the IBA Women's World Championship 2023**” being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited

**PRIYANKA
TIWARI**

Digitally signed by
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Boxed and branded: EaseMyTrip sponsors the IBA Women's World Championship 2023

- *The brand's logo was displayed in multiple places, including the designated branding sites at the stadium, the tournaments various marketing and media exercises*
- *The EaseMyTrip logo was imprinted in the Indian team's tracksuit and volunteer uniforms*

New Delhi, 27 March, 2023: EaseMyTrip.com, one of India's largest online tech travel platforms lends its support to the 13th edition of the IBA Women's World Championship 2023 as the associate sponsor of the tournament. As a commercial partner of the tournament, EaseMyTrip's brand visibility bolstered by its logo being on full display in various merchandise, roster lists, media docketts, and live TV visuals. The easily recognizable EaseMyTrip logo was emblazoned on the outdoor branding sites at the stadiums, hotels, and other prominent media kiosks, as well as on related official social media accounts. The tournament-related media obligations and exercises also carried the name of EaseMyTrip including the high-octane areas where live action took place, such as ring corners, Toblerone, and ad boards around the ring. The tournament gave EaseMyTrip's brand visibility in millions through the channels: SonyLiv, Sony Ten 1 in HD and SDon RODP, and Doordarshan.

New Delhi, India, hosted the 13th edition of the IBA Women's World Boxing Championships, which took place from March 15th to 26th, 2023. Prize money was given to medal winners; gold medal winners received \$100,000, silver medal winners received \$50,000, and bronze medal winners received \$25,000. The tournament is a premier event conducted by the International Boxing Association.

IBA, as the sanctioning body, is an independent sports organization that is responsible for sanctioning amateur boxing contests in Olympic-style competition and awarding world championships and championships in lower divisions. The IBA is made up of five different continental confederations: the AFBC, AMBC, ASBC, EUBC, and OCBC. There are 203 national boxing federations represented in this organization.

Speaking on the development, Rikant Pittie, Co-Founder, EaseMyTrip said, *"Boxing is a combat sport where 360-degree, high-octane action is always exhibited to the fans. The women's world championship in 2023 is a marquee event and has some superstars competing for the coveted championship win. It is our attempt to support women empowerment through this association as we truly stand by it. Being such a dynamic and 360-degree sport, the IBA Women's World Championship 2023 also presents us with an amazing opportunity to amplify the brand's visibility to millions of boxing fans."*

"It was a great tournament for the world's top women boxers, as New Delhi provided a warm welcome and staged a landmark edition of the IBA Women's World Boxing Championships," **IBA Secretary General and CEO George Yerolimpos said.**

“An exceptionally high standard of competition in New Delhi was witnessed by fully packed K.D. Jadhav Indoor Hall, and the medal-winners from previous major events as well as newcomers at this level were able to claim medals. This was also an outstanding opportunity for the home country’s top boxers to get well-deserved support of the home crowd. India’s reputation as a powerhouse nation in women’s boxing was cemented one more time.” **Added Yerolimpos.**

EaseMyTrip has been a marquee supporter of various big-ticket sporting events, multi-team tournaments, and trailblazing teams in the recent year. The brand bolstered its sponsorship portfolio with some marquee cricket tournaments, including the prominent ACC-conducted Asia Cup 2022 and the much-loved T20 cricket competition, the Road Safety World Series 2022. It was also the official travel partner for the World Tennis League, the capri-global-owned Sharjah Warriors in the International League T20, and the associate sponsor for the Chennai Blitz in the Prime Volleyball League.

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, Delhi and Gurugram, 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 the International Boxing Association

The International Boxing Association (IBA) is the worldwide governing body of boxing, established in 1946. As the custodian of boxing, the IBA’s strategy is underpinned by an athlete-first approach, with a clear mission to promote, support, develop and unite the prestigious and historic sport worldwide.

For Media Queries:

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