

January 23, 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 “**EaseMyTrip ventures into EaseMyTrip Franchise as Retail Outlets**” being issued to the media.

The aforesaid information will also be hosted on the website of the Company at www.easemytrip.com.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited

**PRIYANKA
TIWARI** Digitally signed by
PRIYANKA TIWARI
Date: 2023.01.23
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**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)

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EaseMyTrip ventures into EaseMyTrip Franchise as Retail Outlets

- *EaseMyTrip Franchise aims at having a Localised centric approach*
- *It will offer a lucrative commission arrangement for people who are passionate to join the travel business sector*
- *Anyone who wants to start a Travel business and have a good Network of HNI Clients, Cluster of customer base, Network of Societies, Associations, and who can pull a huge walk-in business can open an EaseMyTrip Franchise*

New Delhi, 23rd January 2023: EaseMyTrip.com, one of India’s largest online tech travel platforms, has announced its foraying into EaseMyTrip Franchise; a flagship brand of EaseMyTrip. EaseMyTrip Franchise aims at providing a retail store experience to its customers. The business model will allow the customers to have an in-store retail experience which will prove to become a delight to those who are looking for a meet and greet kind of an experience. With EaseMyTrip Franchise, the company is tapping a new set of offline customers that will enable them to expand its reach. Within its commercial ambit, the target audience it aspires to reach out to are the walk-in customers.

EaseMyTrip Franchise offers best in commission structure on all transactions and its bookings, 24*7 dedicated support center in resolving query and live training on products, operational break-even and profitable growth within 3-4 months, regular marketing and credit support to scale the business, lead generation support to scale the business and more.

In this new proposition, an EaseMyTrip Franchise can be set up by anybody who has a strong network of HNI clients, a cluster of customers, a network of societies and associations, and the ability to generate a substantial amount of walk-in business. EaseMyTrip will extend its support in onboarding, liasoning, managing, marketing etc. Ardent aspirants who are eager to enter the lucrative and lively world of travel and tourism can consider EaseMyTrip franchise. The pre-requirements would include: knowledge about travel vertical, sales, customer services, good network of customer base and local contacts. Details regarding the proposition can be viewed here: <https://www.easemytrip.com/franchise/index.html>. Interested people can write to us at franchise@easemytrip.com

Speaking about the flexibility that the franchise model provides, **Rikant Pittie, Co-Founder, EaseMyTrip said**, “EaseMyTrip Franchise model is born with a simple idea of catering to the different set of customers who likes to be assisted face-to-face and are not internet savvy. With EaseMyTrip Franchise, our focus is to provide a meet-and-greet experience which is a one-of-a-kind in the travel industry. This will help the brand with trust and brand building through offline personnel support and demonstrations of products and services to customers, while also helping them with booking and confirmation without facing any hassles.”

EaseMyTrip, with a customer base of more than 11 million and growing, holds 61,000+ networks of travel agents, and a 98.4% booking success rate makes it a trustworthy brand that has been profitable since its inception. Products and services that will be offered under the EaseMyTrip Franchise will include flight booking, group fares, hotels, holidays, IRCTC (rail booking), cabs, buses, cruises, charters, and visas.

*T&C Apply

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.

For Media Queries:

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