

August 29, 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 “**EaseMyTrip and magicpin form a unique strategic partnership; to together bring the best of travel and local shopping offers**” 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.

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PRESS RELEASE

EaseMyTrip and magicpin form a unique strategic partnership; to together bring the best of travel and local shopping offers

New Delhi, 29th August: EaseMyTrip, One of India's largest online travel platforms and magicpin, India's largest platform for local shopping and savings have come together to form a unique partnership to bring delightful customer experiences for their users. As part of the partnership, EaseMyTrip and magicpin are launching a suite of products and services that will bring travel and shopping experiences together through cross promotion to give their customers a holistic purview.

This partnership will have unique and specially curated offerings on each other's platforms, mutually benefiting both parties and consumers alike. The step is taken towards the strong recovery of both the industries; Travel and Retail shopping which is expected to grow even further during this year's festive season giving its customers the perfect opportunity to enjoy savings on their purchase.

Excited about the partnership, **Rikant Pittie, Co-Founder, EaseMyTrip** said, "We are delighted to be partnering with the largest retail savings company, magicpin. Both the brand's core mantra focuses on savings. EaseMyTrip also swears by offering zero convenience fee to its customers that help them save better on their bookings. With this partnership, we are excited to come up with exciting offers to delight the customers even more."

Anshoo Sharma, CEO & Co-Founder said: "The economy is getting back and people are stepping out more. We've seen a massive surge in the last 6 months and this is going to go to its highest this year. We're excited about our partnership with EaseMyTrip as it will enable people to get the best of both worlds, travel and savings on shopping."

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's one of the 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, 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 the Philippines, Singapore, Thailand, the UAE, the UK, the USA and New Zealand.

About magicpin

magicpin is India's largest platform dedicated to discovery and savings at local stores. magicpin's 10 million+ members earn rewards on \$3B + of their annual spends that lets them save at 250K brands and retailer stores across categories - fashion, food, electronics, grocery, pharma, nightlife and entertainment.

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