

September 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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**Subject: Investor Presentation**

Dear Sir/Ma'am,

With reference to the listing compliances, we hereby submit Investor Presentation (figures in USD) of Easy Trip Planners Limited.

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**  
**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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Approved by Ministry of Tourism  
Government of India





# Easy Trip Planners Limited

## Investor Presentation



Confidential

September 2022



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# Executive Summary



# EaseMyTrip – 2<sup>nd</sup> largest OTA in India<sup>1</sup>



## End-to-end travel solutions



Air Tickets



Hotels and holiday packages



Rail Tickets



Bus Tickets



Taxi Rentals



Ancillary value-added services: travel insurance, visa processing etc.

## Distribution channels



B2B2C

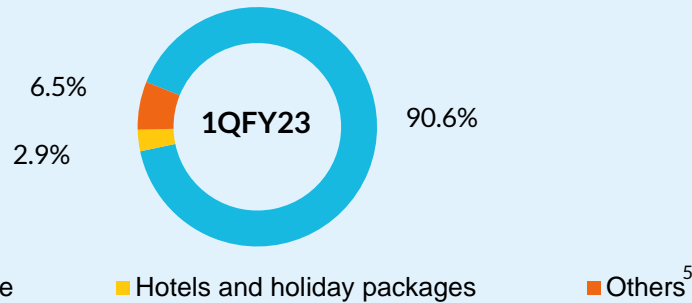


B2C



B2E

## Diversified Segment Presence<sup>4</sup>



## Well placed to benefit from tailwinds in Indian OTA market

FY23E-27E CAGR<sup>6</sup>:



15%



10%



12%



7%

## Key Performance Indicators

11 Mn

Customers<sup>2</sup>



Geographical Presence

45k+

Travel Agents<sup>2</sup>

400+

International & domestic airline access<sup>3</sup>

~99%

Booking Success Rate<sup>3</sup>

2+ Mn

Hotels partnered worldwide<sup>2</sup>

180%

YoY Revenue Growth 1QFY23 vs 1QFY22

28

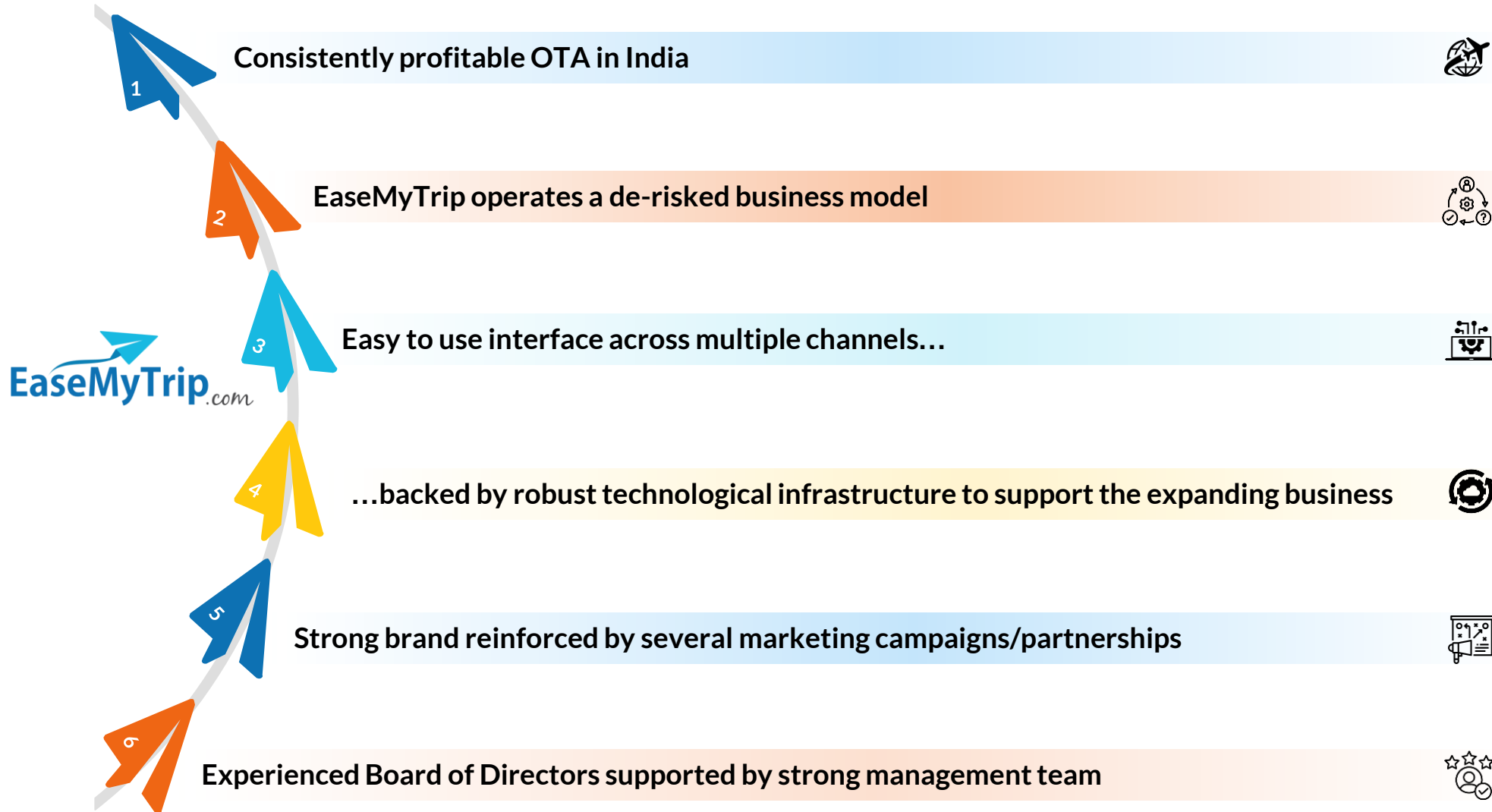
API partnerships with hotels<sup>2</sup>

Note: 1. Basis FY22 Gross Booking Revenue vs OTA1 and OTA2 as per the CRISIL Report. 2. As of 30 June 2022. 3. As of 31 March 2022. 4. Based on Gross Booking Volumes. 5. Others primarily refers to the sale of rail and bus tickets. 6. As per CRISIL Report.

# Key Highlights



# Key Highlights



# Consistently profitable OTA in India



Profitable since inception (14 years)



Rapidly growing travel portal<sup>3</sup>

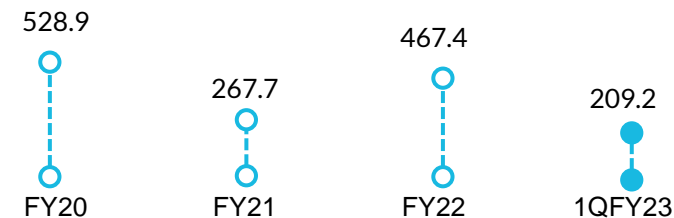


Internally growth funded<sup>4</sup>

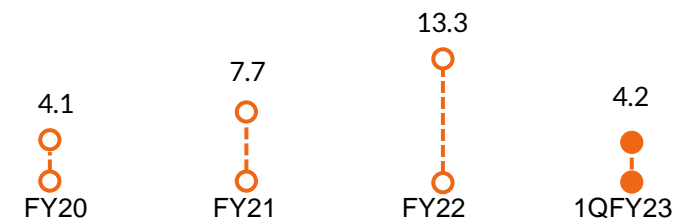


Average ROE<sup>2</sup> of ~38% in last three years

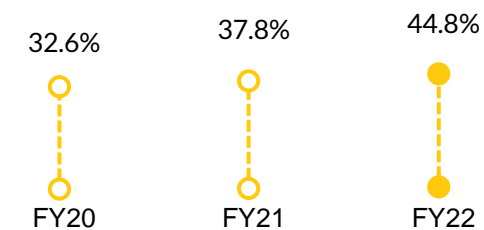
Gross Booking Revenue  
(USD mn)<sup>5</sup>



PAT<sup>1</sup>  
(USD mn)<sup>5</sup>



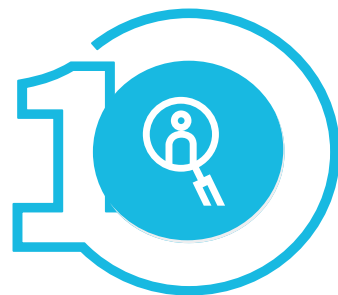
ROE<sup>2</sup> (%)



Note: 1. PAT excludes other comprehensive income. 2. ROE is calculated including other comprehensive income in PAT. 3. Growing at 75% on a GBR basis in FY2022 vs FY2021. 4. No external equity infusion since inception. 5. Converted to USD with an FX rate of USD/INR = 79.5.



# EaseMyTrip operates a de-risked business model



## End-customers

B2C customers<sup>1</sup> form the bulk of EaseMyTrip clientele; several customer initiatives in place



## Asset base

Lean low-cost business model



## End-markets

Diversifying across end markets such as hotels and holidays



# De-risked end-customers (1/2)

## High B2C exposure and customer initiatives lead to a de-risked end customer base

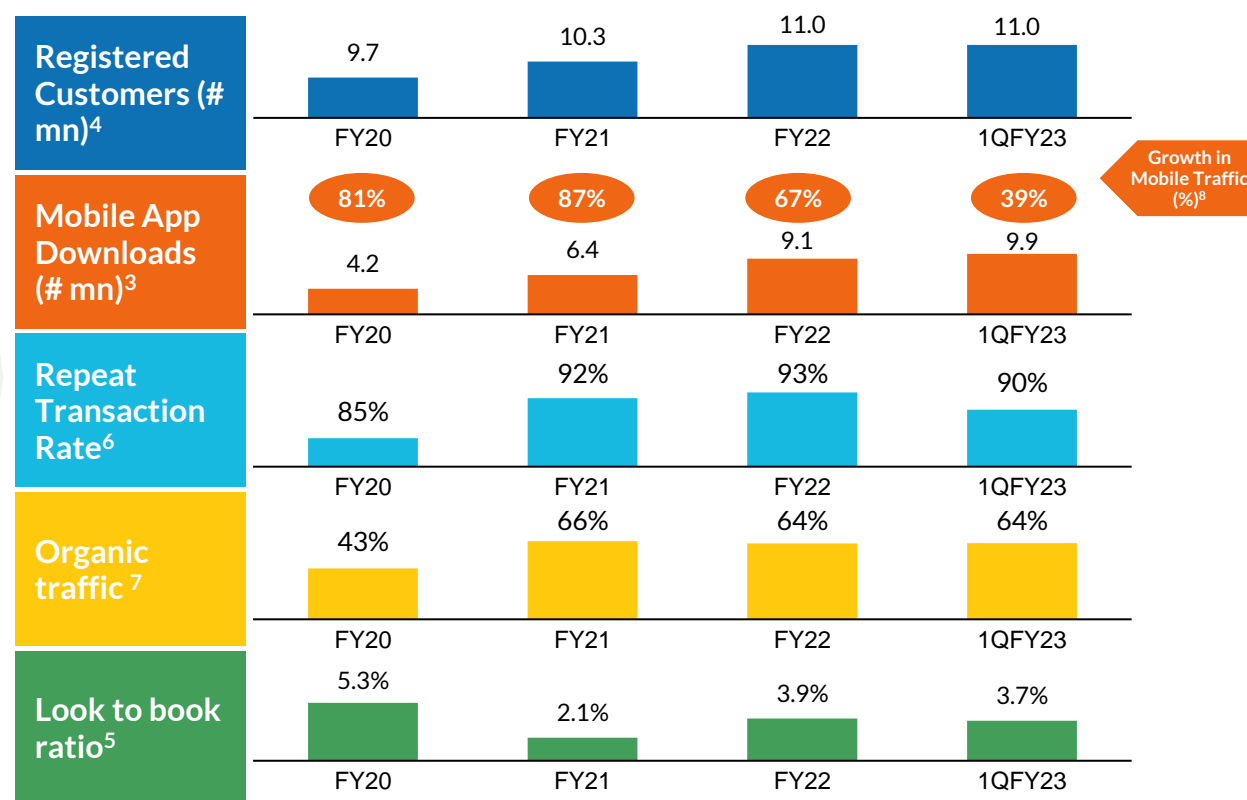
B2C segment constitutes c. 85% of Gross Booking Volumes<sup>1</sup>



EaseMyTrip offers several appealing features...

- No convenience fee<sup>2</sup>
- In house 24\*7 call centers with web-support for resolution of queries / complaints
- E-tickets and flight alerts through text messages and online messaging platform
- Free full-refund medical policy for air passengers<sup>9</sup>
- Discounted airfares to users with unconfirmed train tickets<sup>10</sup>

...that have translated to consistently strong customer engagement



Note: 1. As of 1QFY23. 2. Applicable only when other discounts and promotion coupons are not being availed. 3. On a cumulative basis. 4. Refers to customers who have provided their unique mobile number and/ or e-mail address, as applicable, on websites and mobile applications in the relevant fiscal/ period. 5. Defined as number of customers in the B2C channel who have executed a transaction out of the total number of customers that visit company websites (www.easemytrip.com and ww.easemytrip.in) and mobile applications in the relevant fiscal/ period. 6. Calculated as percentage of transactions by repeat customers, identified by their unique email address. 7. Refers to the unpaid organic visits received on the websites (www.easemytrip.com and www.easemytrip.in) out of total visits. 8. Refers to the percentage increase of visits to websites (www.easemytrip.com and www.easemytrip.in) and mobile applications through mobile phones out of total visits. 9. Applicable for domestic travel. 10. This offer is valid only for those passengers whose train tickets are waitlisted.

# De-risked end-customers (2/2)

## High B2C exposure and customer initiatives lead to a de-risked end customer base



Service fee charged by other OTA peers<sup>1</sup> in the Indian scenario

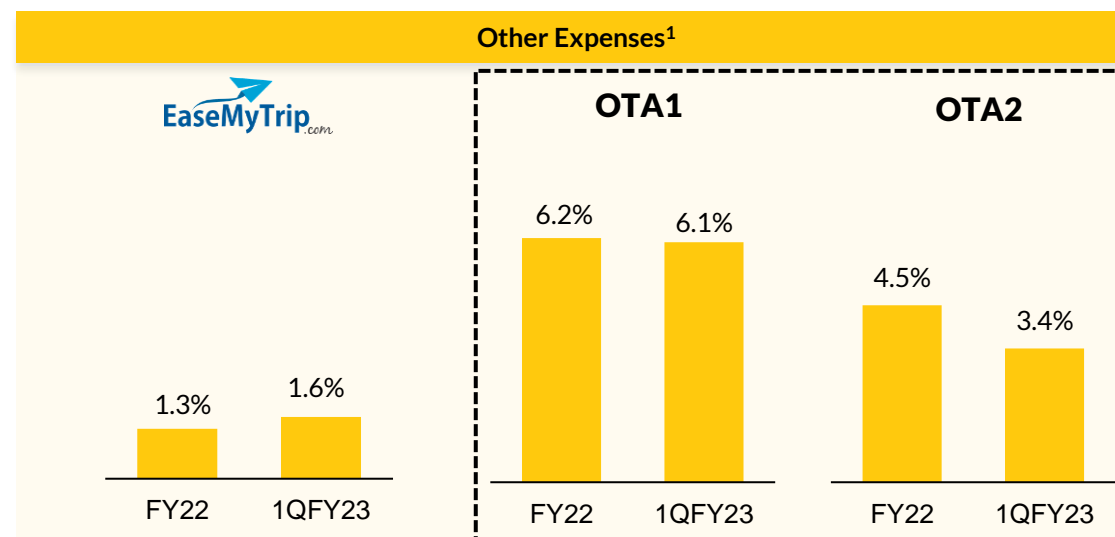
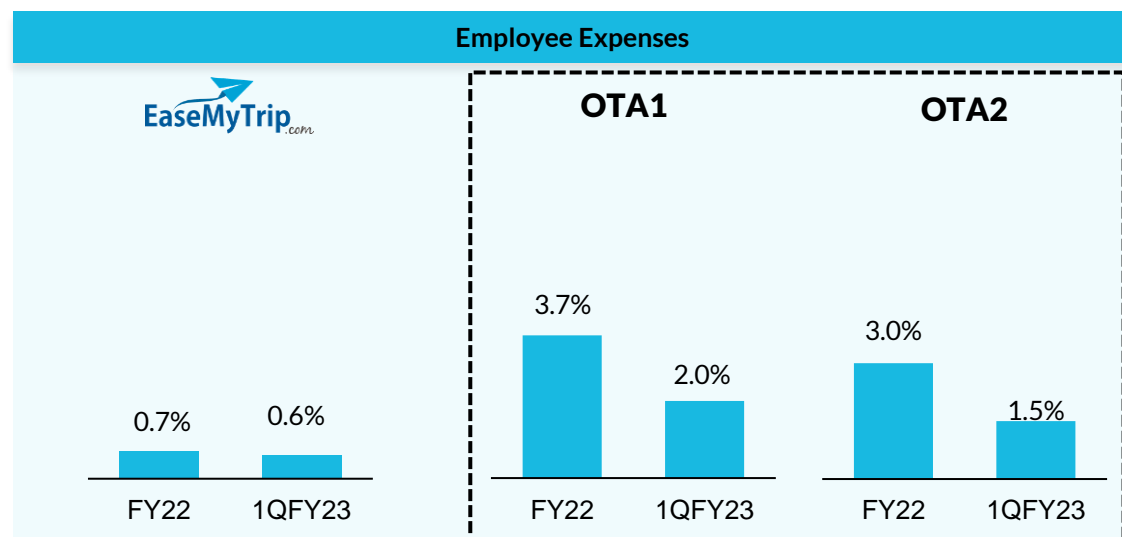
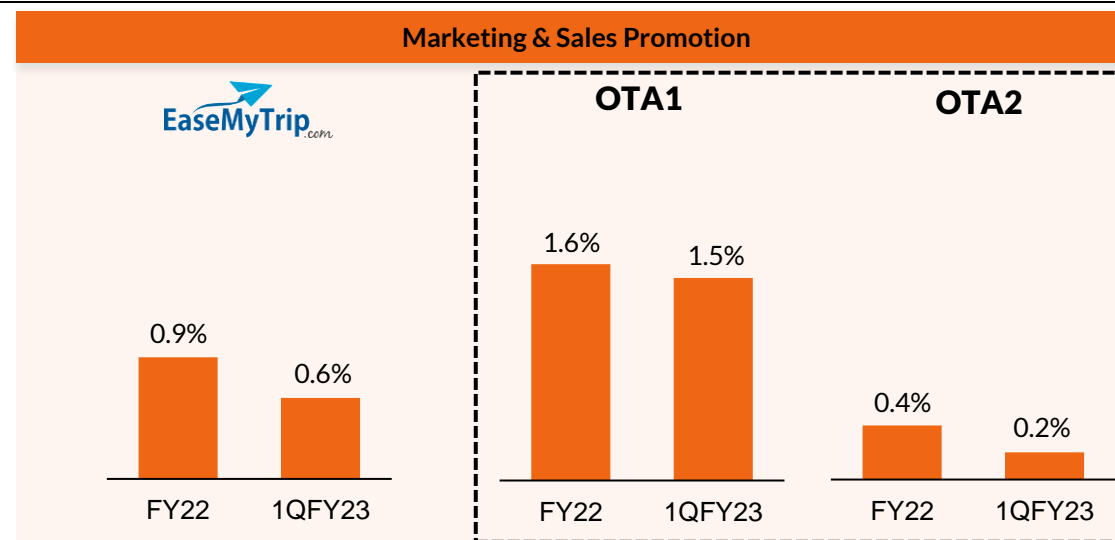
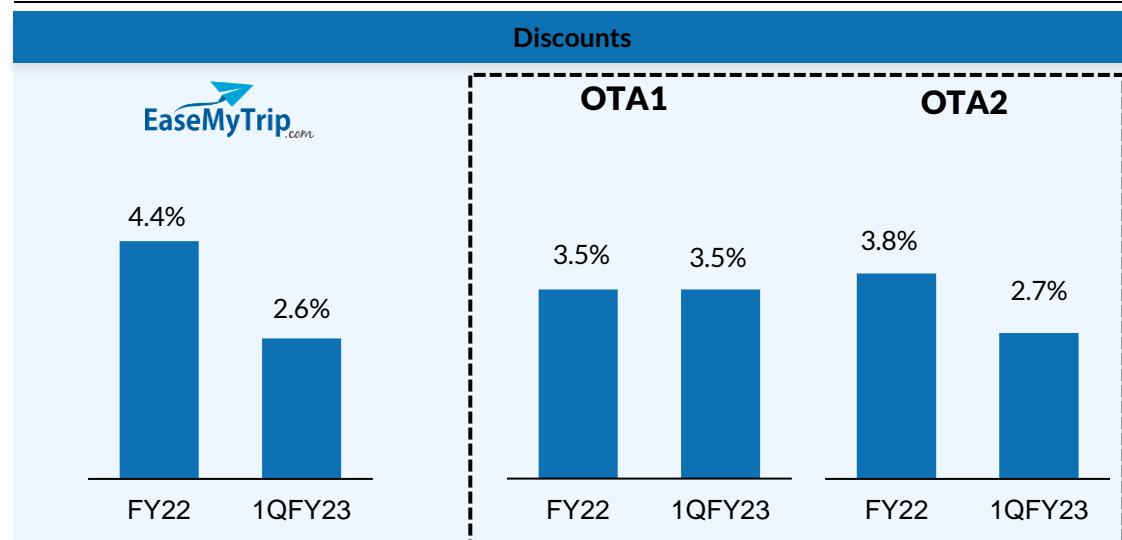
Type	Direction	Convenience fee charged (USD) <sup>2</sup>		
		OTA1	OTA2	OTA3
<b>Domestic</b> 	One-way	3.6	3.8	4.3
	Round-trip	5.8	5.8	6.5
<b>International</b> 	One-way	11.9	11.9	8.8
	Round-trip	17.6	14.5	12.6

Source: CRISIL Report. Note: 1. Data as per respective company websites as of 7th September 2022. The convenience fee charged value mentioned across the players in the above table is for 1 passenger, booking a ticket through the OTA mentioned, under the type mentioned, in the same direction considered, in the economy class. 2. Converted to USD with an FX rate of USD/INR = 79.5.

# De-risked asset base

## EaseMyTrip has an efficient cost model vs its competitors

Lean cost model (% of GBR)

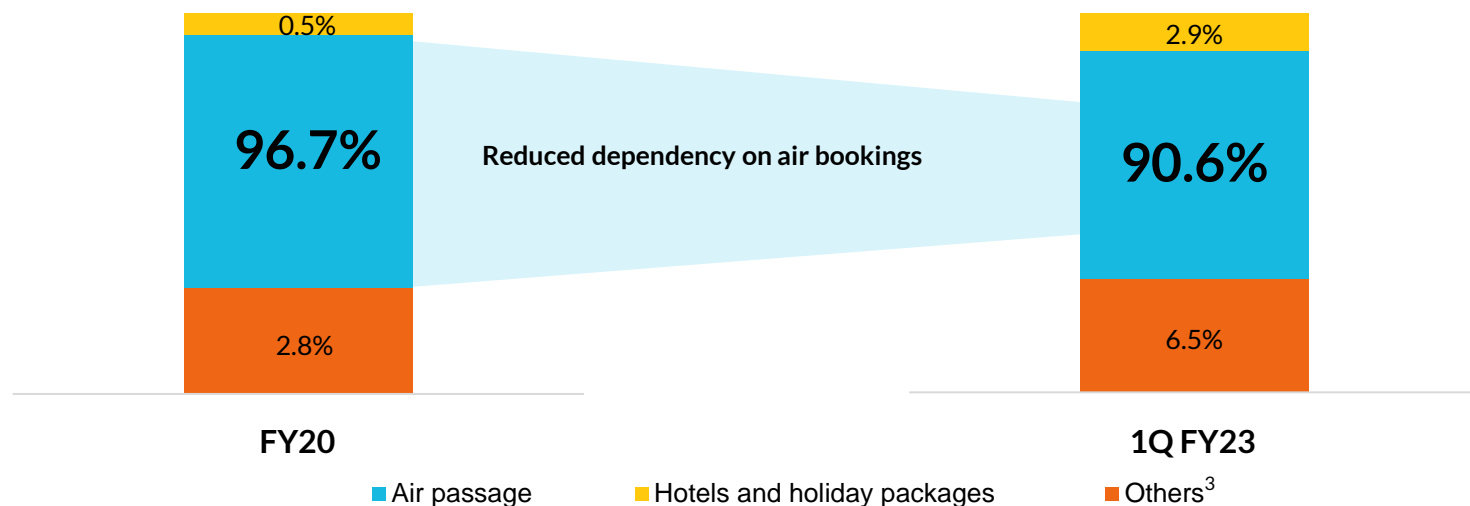


Source: CRISIL Report. Note: 1. Other expenses for the above-mentioned players include all the operational and non-operational expenses incurred by the company during the respective financial years excluding marketing sales and promotional expenses, employee expenses and any extraordinary expenses incurred and includes depreciation, finance cost, and service cost.

# De-risked end markets

## Diversification into new non-air segments

### Evolving presence across multiple end markets



### Increasing foothold in Hotels & Holidays...

2Mn+ Hotels listed on EaseMyTrip<sup>1</sup>

Zero inventory commitment<sup>2</sup>

(excluding Spree)

...by offering several customizable packages<sup>4</sup>



**Kerala**  
4 Nights/5 Days

Starting from ~\$302



**Singapore**  
5 Nights/6 Days

Starting from ~\$626



**Andaman**  
4 Nights/5 Days

Starting from ~\$453



**Maldives**  
4 Nights/5 Days

Starting from ~\$855

### Recent initiatives taken to diversify end-markets

#### YoloBus

- Acquired YoloBus, a **premium intercity bus mobility platform**
- Provides luxury coaches and a smart fleet with tech-friendly operations



- Acquired Spree, a **1,142-room-keys hospitality management company**
- Acquisition adds a new revenue vertical and enables EaseMyTrip to fast-track its hotel and holiday portfolios



- Partnered with SpiceJet to power their holiday bookings
- EaseMyTrip will develop a platform to provide SpiceJet customers with a hassle-free booking experience

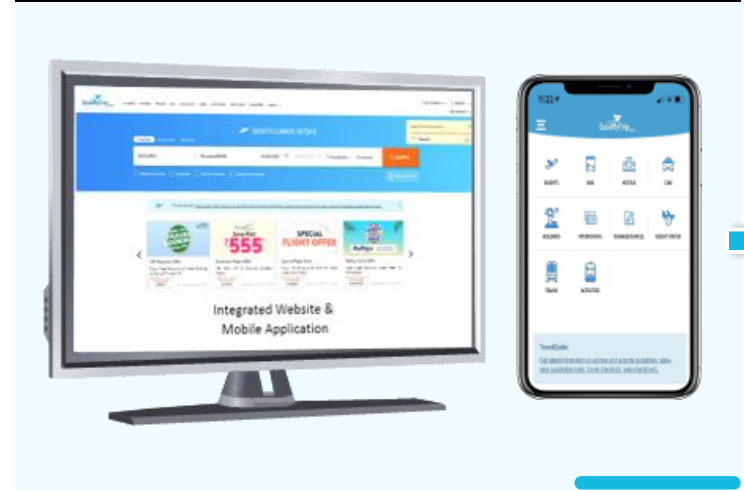
Note: 1. As on 30 June 2022. 2. The company does not assume inventory risk and typically acts as an intermediary for hotels except for 3 hotels in Spree which are on a revenue share basis. 3. Others primarily refers to the sale of rail and bus tickets. 4. Prices converted to USD with an FX rate of USD/INR = 79.5.



# Easy to use interface across multiple channels...

## Integrated website and mobile apps with user friendly features reflected in high customer ratings

### Integrated website and mobile application



### Strong in-app features

- Integrated search with multiple offers**
- More than 2mn Hotels listed<sup>1</sup>**
- Holiday & Activities across India & Abroad**
- No convenience fees<sup>2</sup>**

### Continuous customer focus

- 24\*7 Support
- Secure Access Booking
- 1 Click Search & Book functionality

**4+**  
Stars on Mobile App Stores<sup>1,5</sup>

**Trusted by Customers**

**~99%**

**Booking Success Rate<sup>3</sup>**

**11 mn**

**Registered customers<sup>1,4</sup>**

Note: 1. As on 30 June 2022 2. Applicable only when other discounts and promotion coupons are not being availed. 3. As on 31 March 2022. 4. Registered Customers refers to customers who have provided their unique mobile number and/ or e-mail address, as applicable, on the company's websites and mobile applications. 5. Includes rating of 4.6 and 4.1 on Android and iOS App store respectively.

# ...backed by robust technological infrastructure to support the expanding business



Customer Friendly & Advanced Integration for Smooth & Seamless Booking Experience

### Airplane Chat

Android mobile app that allows passengers to chat in offline mode

### Automated Technology

Automated technology for customer refunds, seat and meal bookings

### Inhouse Technology Team

Dedicated in house technology team of 78 employees with domain expertise<sup>1</sup>

### Increase in Mobile Traffic

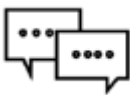
Growth stood at 87% in FY21 and remained resilient during Covid-19, coming in at 67% in FY22

### Advanced & Scalable Technology

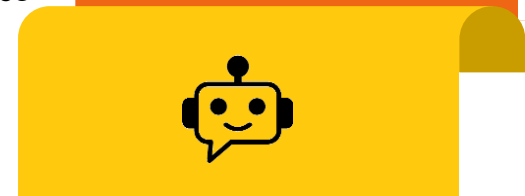
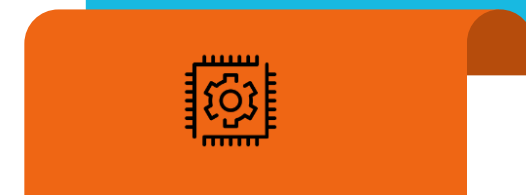
Cloud-based technology with ability to scale up as customer traffic, transactions and bookings increase

### Enhancing Customer Experience

Chatbots allow customers to make new airline ticket bookings, check airline ticket prices and receive airline ticket price alerts



First company to introduce online chat box for bookings & price alerts



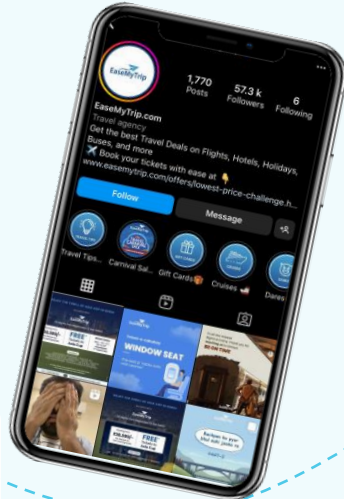
Note: 1. As on 30 June 2022.

# Strong brand reinforced by several marketing campaigns/partnerships



## Campaigns featuring celebrities

- Focused towards digital marketing campaigns



- Appointment of brand ambassadors
- Sponsorship of sporting tournaments globally

## Marketing Initiatives



- Brand communication strategies encompass digital, print and social media channels
- Tie-ups with tourism boards globally to promote destinations



## Partnerships

- Partnership with DBS Bank India to launch an environment-friendly green debit card
- Launched co-branded credit and debit cards with Standard Chartered
- Widespread network of ~45K+<sup>1</sup> travel agents across India



Note: 1. As on 30 June 2022.



# Experienced Board of Directors supported by strong management team



## Promoters and Directors



**Nishant Pitti**

*Co-Founder, Whole-time Director and CEO*

- 13+ years of experience
- Area of Expertise: Travel and Tourism Sector



**Prashant Pitti**

*Whole-time Director*

- 10+ years of experience
- Area of Expertise: Travel, Tourism and Construction Sector



**Rikant Pittie**

*Whole-time Director*

- 10+ years of experience
- Area of Expertise: Travel and Tourism Sector



## Independent Directors



**Justice Usha Mehra**

*Independent Director*

- 39+ years of experience
- Area of Expertise: Legal Sector



**Vinod Kumar Tripathi**

*Independent Director*

- 41+ years of experience
- Area of Expertise: Taxation, Finance, Textiles and Administration



**Satya Prakash**

*Independent Director*

- 41+ years of experience
- Area of Expertise: Railways Sector

## Senior Management



**Ashish Kumar Bansal**

*Chief Financial Officer*



**Naimish Sinha**

*Chief Technology Officer*



**Lokendra Saini**

*Chief Operating Officer*



**Priyanka Tiwari**

*Company Secretary and Chief Compliance Officer*



**Nutan Gupta**

*President - Alliances*



**K Manivel**

*VP - Revenue Generation & Growth*



**Vipin Shah**

*VP - Hotels bus Cabs*



**Aditya Chawla**

*Head - Operations*



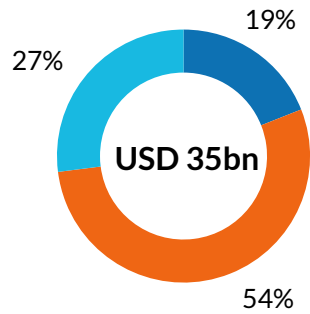
# Industry Trends



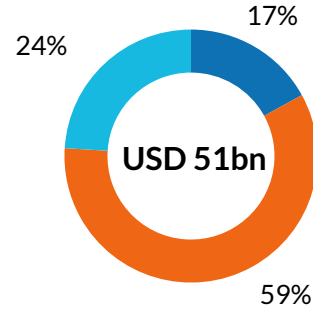
# Indian Travel & OTA Market: Headroom to grow further



Total Travel Market (FY23E)

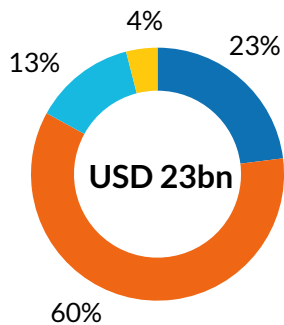


Total Travel Market (FY27E)

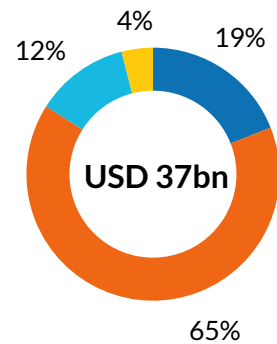


■ Rail ■ Air ■ Hotels

Online Travel Market (FY23E)



Online Travel Market (FY27E)



■ Rail ■ Air ■ Hotels ■ Bus

	FY23E-27E CAGR
Air	15%
Hotels	10%
Buses	12%
Rail	7%
Total	12-13%

Key Drivers

The travel industry is expected, to be broadly driven by **development of tourism infrastructure, increase in connectivity across means of transport, rising income levels** etc.

Ticketing across segments has undergone a change thanks to **higher internet penetration, greater affordability of smart phones, user friendliness of online platforms** etc.

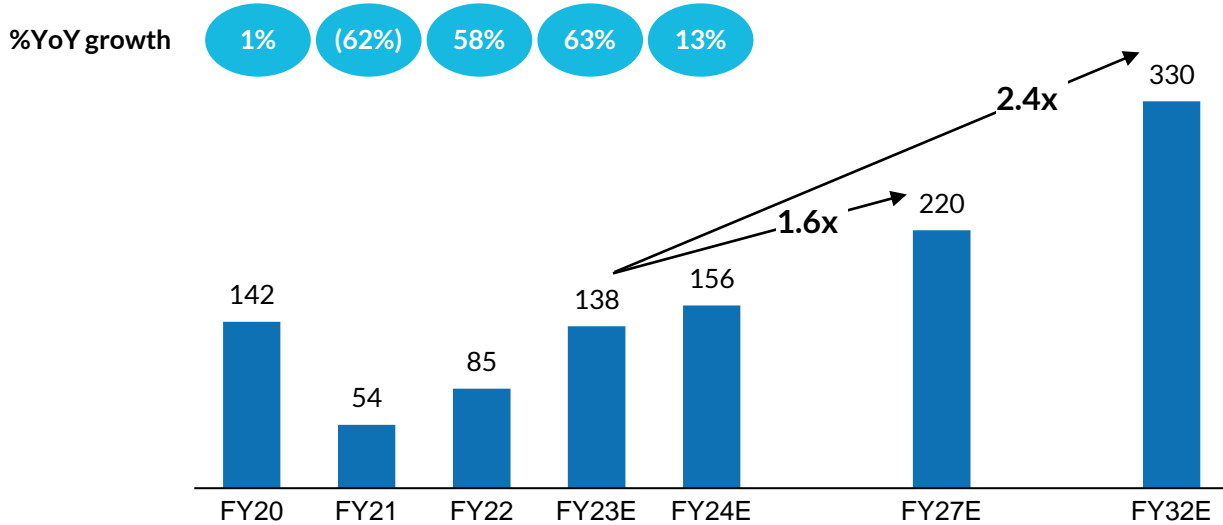
Going forward, online air ticketing is expected to grow further as more **travelers (retail as well as corporate) migrate from offline to online platforms**

In the hotel industry, **customers from tier-II and tier-III cities** are expected to also start booking rooms online on account of the convenience offered by online services

# Strong tail winds for Indian aviation industry

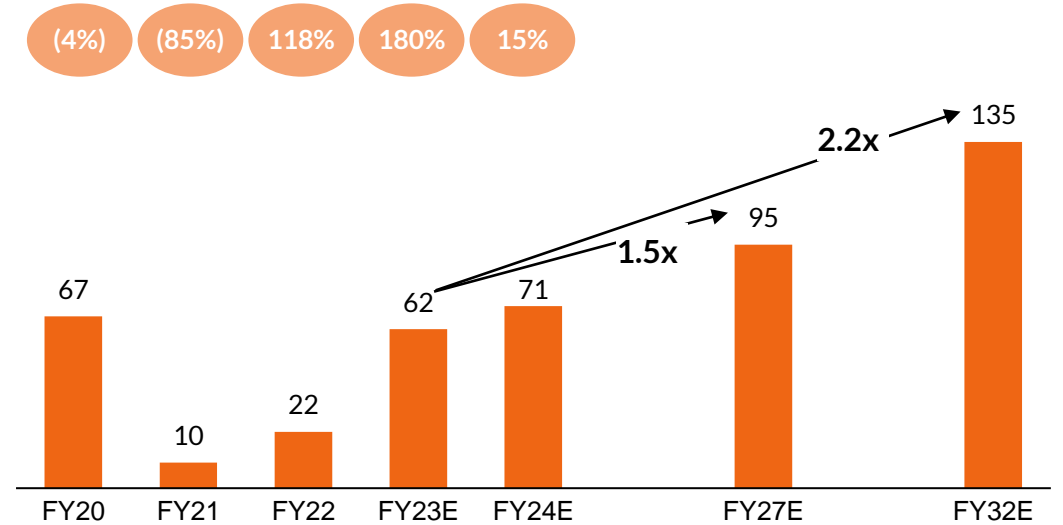


Indian domestic passenger traffic volumes (Number mn)



- ✓ Increasing air travel penetration, pent-up demand and improved per-capita income post pandemic revival.
- ✓ Furthermore, the UDAN scheme is connecting unserved and underserved airports
- ✓ Increasing no. of operational airports across India

International passenger traffic volumes (Number mn)



- ✓ Increasing international operations by Indian LCCs<sup>1</sup> and under-penetration of international trips per capita for India compared to other developing countries
- ✓ Furthermore, increasing FTAs<sup>1</sup> due to tourism, VFR<sup>1</sup> and business opportunities in India, by 2032, air passenger numbers are expected to grow at ~2.2x

Source: CRISIL Report. All the market sizes and the CAGR growth figures are calculated basis mid point.  
 Note: 1. LCC: Low Cost Carriers, FTA: Foreign Tourist Arrivals, VFR: Visiting Friends and Relatives

# Growth Strategy



# Key strategies



1

Focus on expanding its air ticketing model globally

International expansion

2

Focus on strategic acquisitions in India and abroad

Inorganic expansion

3

Continue to expand into segments such as hotel and holiday packages, cabs and buses

Continue to expand the non-air business

# Key growth strategy (1/3)

## 1.1 Focused on expanding its air ticketing model globally...

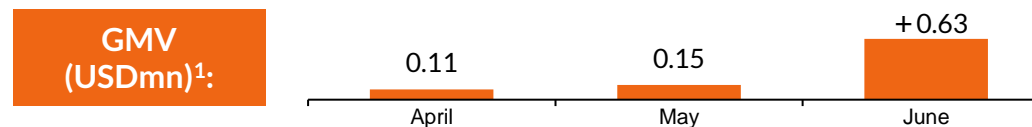
### Global expansion strategies

- I ✓ Start listing on leading meta-search engines
- II ✓ Launch exclusive cards with large international banks  
✓ Tie-up with local credit card companies
- III ✓ Adopt cost-effective marketing strategies such as Google Ads, that reach a targeted audience

### EaseMyTrip has recently expanded internationally...



...and has already seen immediate success in the Middle East



### Recent initiatives

- ✓ Launched first-ever international retail office in Dubai in 2022
- ✓ Expanded presence to Philippines, Thailand, and USA in 2021
- ✓ Renewed agreement with ITQ

### Search engines









Global expansion + localized services in new destinations + growing global associations = Opportunity to capitalize the OTA market

Note: 1. Converted to USD with an FX rate of USD/INR = 79.5.

# Key growth strategy (2/3)

## 1.2 ...on the back of its no convenience<sup>2</sup> fee model

Service fee charged by other OTA peers<sup>1</sup> in the Global scenario

Type	Direction	Convenience fee charged (USD) <sup>3</sup>				
		International OTA1	International OTA2	International OTA3	International OTA4	International OTA5
<b>Domestic</b> 	One-way 	26.4	42.9	11.3	10.3	1.2
	Round-trip 	27.8	49.9	11.3	17.2	1.2
<b>International</b> 	One-way 	23.3	100.8	8.5	10.3	1.2
	Round-trip 	28.9	106.4	30.4	17.2	1.2

Source: CRISIL Report.

Note: 1. Data as per respective company websites as of 7th September 2022 The fee charged value mentioned across the players in the above table is for 1 passenger, booking a ticket through the OTA mentioned, under the type mentioned, in the same direction considered, in the economy class. Conversion rates used are 1 AED (United Arab Emirates Dirham) = 21.72 INR, 1 Rp (Indonesian Rupiah) = 0.0054 INR used wherever applicable. 2. Applicable only when other discounts and promotion coupons are not being availed. 3. Fees converted from INR to USD with an FX rate of USD/INR = 79.5.



# Key growth strategy (3/3)

## 2 Focus on strategic acquisitions in India and abroad



Global – Strategic and opportunistic acquisitions in the air-ticketing space



India – Acquisitions in the **non-air segment**: hotels, holidays, cabs and buses

Look to acquire **controlling stake**, with the aim to partner with existing mgmt. teams

On the back of its growing track record of acquisitions

### YoloBus

Premium intercity bus mobility platform



1,142-room-keys hospitality management company

## 3 Continue to expand the non-air business



Expand into **higher margin segments** such as hotel and holiday packages

# 28

API partnerships with hotels already in place<sup>1</sup>



Entered into **partnerships with insurance firms** to provide insurance coverage to customers



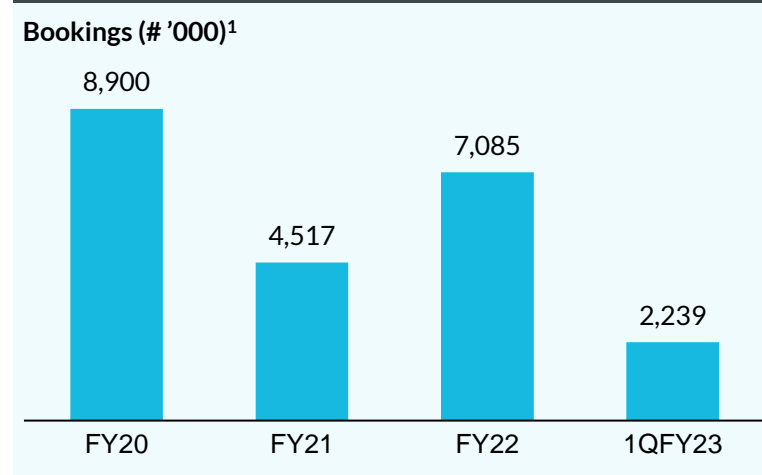
**Planning to launch a currency exchange service** for travelers

# Financial Overview

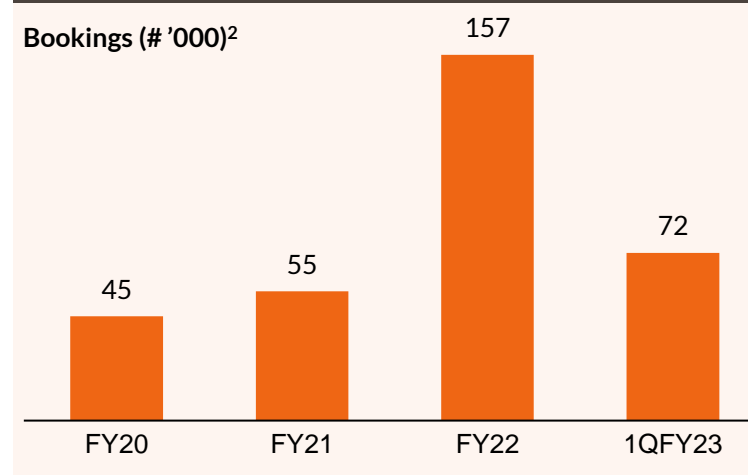


# Operational segment performance

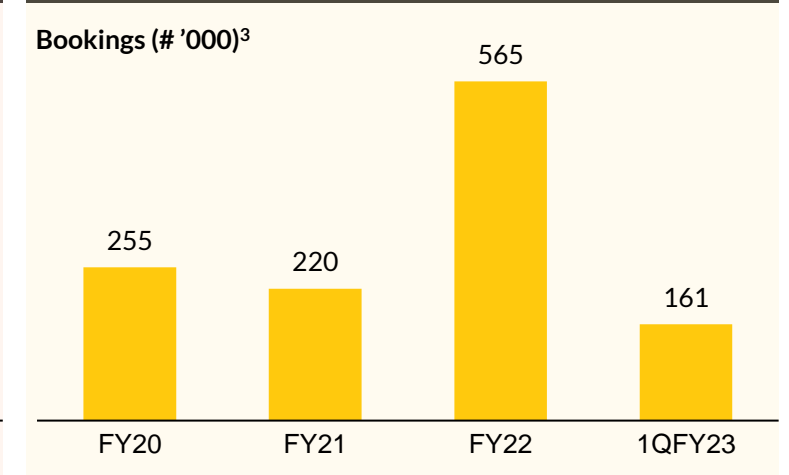
## Air Tickets



## Hotel Nights



## Trains, Buses & Others



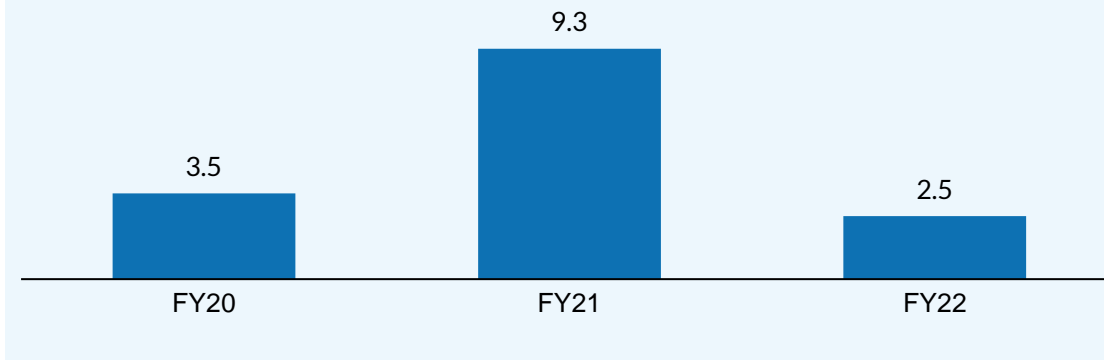
- ✓ Have witnessed strong recovery in demand across segments
- ✓ Air Segment Bookings in 1QFY23 were up by **212%** vs 1QFY22
- ✓ Hotel Night Bookings in 1QFY23 was up by **409%** vs 1QFY22
- ✓ Train, Buses & Other segment in 1QFY23 together have seen bookings of 1,60,000, up **132%** vs 1QFY22

# Key return ratios



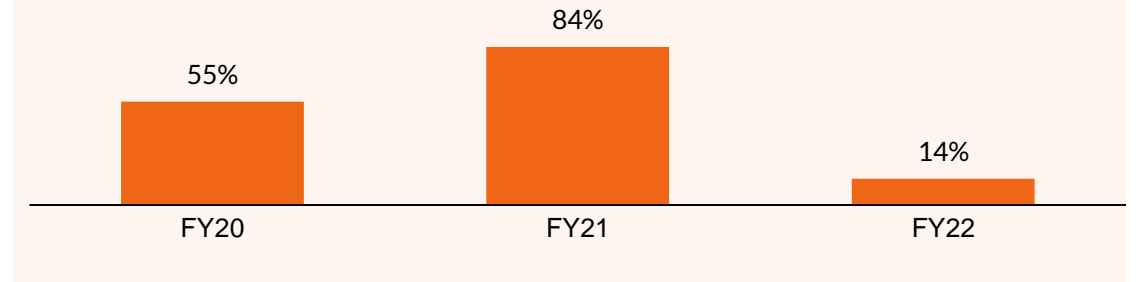
## Cash Flow from Operations<sup>3</sup>

(USD mn)



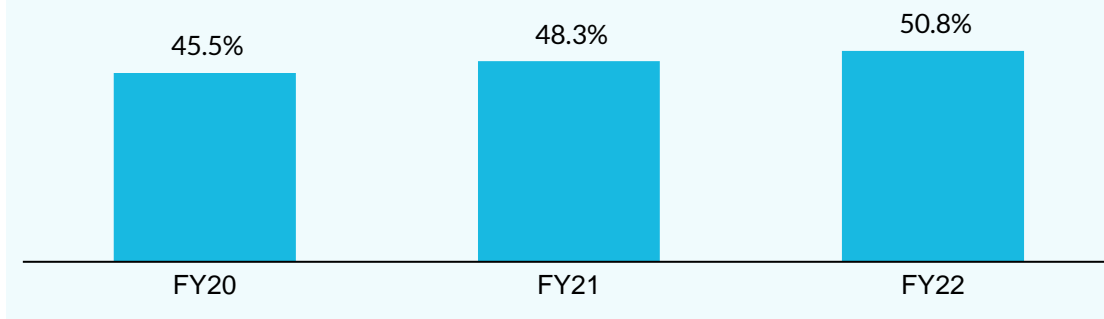
## OCF to EBITDA

(%)



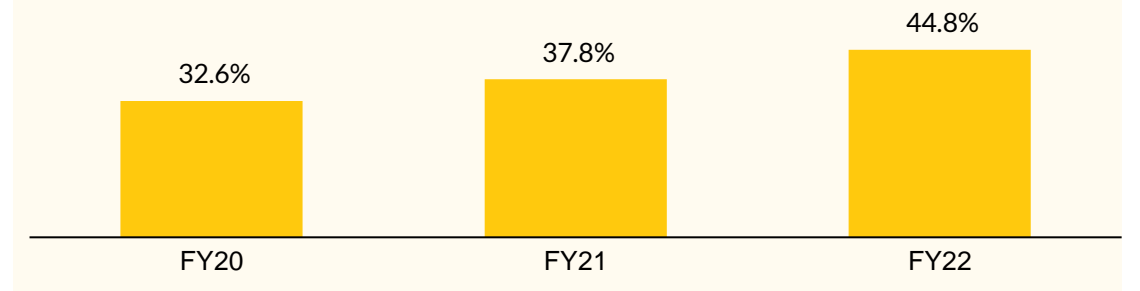
## ROCE<sup>1</sup>

(%)



## ROE<sup>2</sup>

(%)



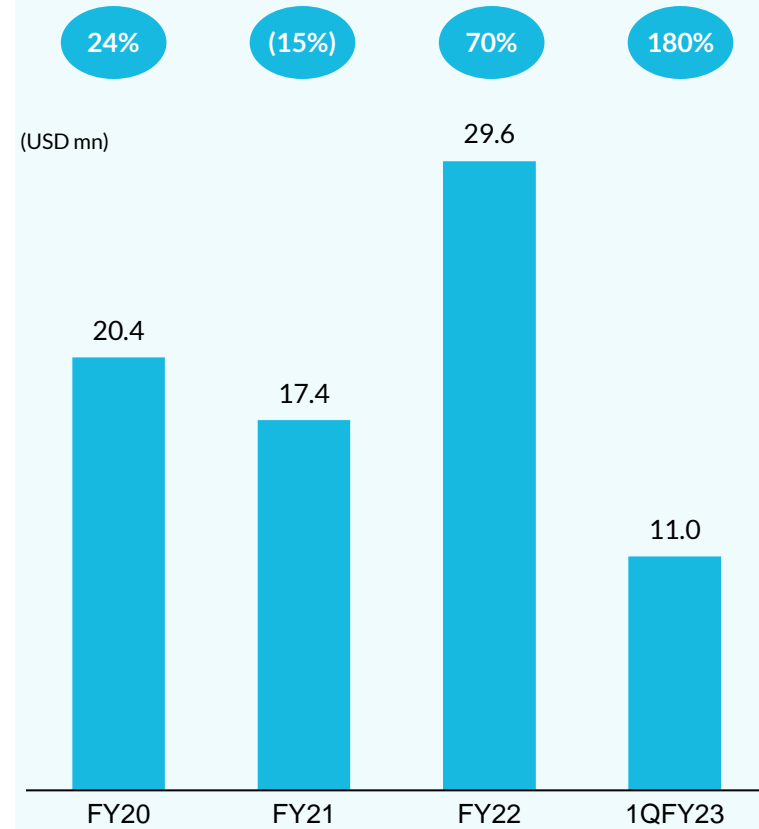
Note: 1. Return on Capital Employed, defined as EBIT divided by the sum of the total equity and borrowings. 2. Return on Equity, defined as profit after tax (including other comprehensive income) divided by the total equity. 3. Converted to USD with an FX rate of USD/INR = 79.5.

# Headline financial highlights



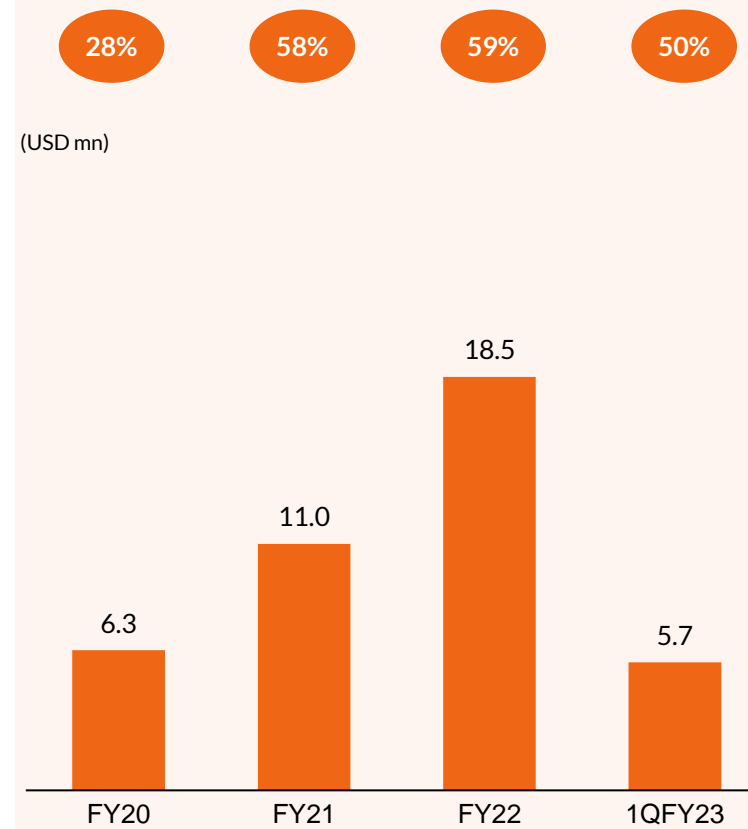
## Revenue from Operations

YoY Revenue Growth



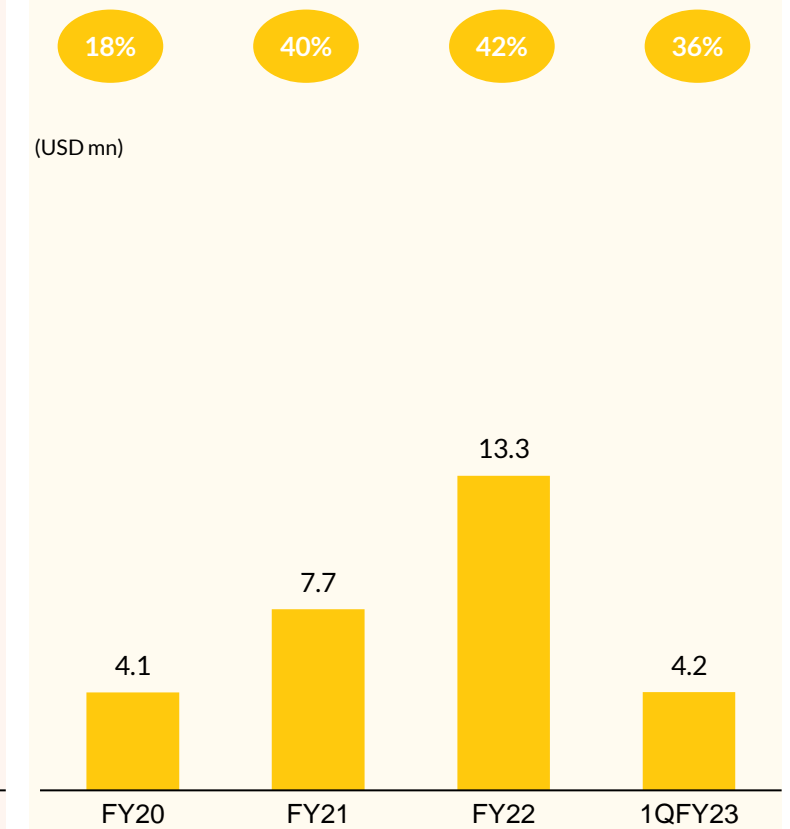
## EBITDA

EBITDA Margin



## PAT

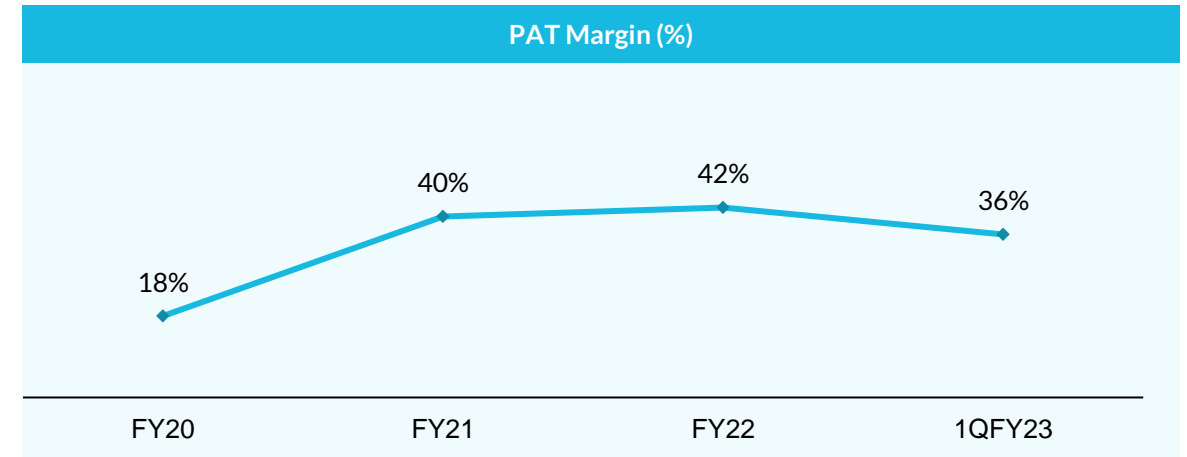
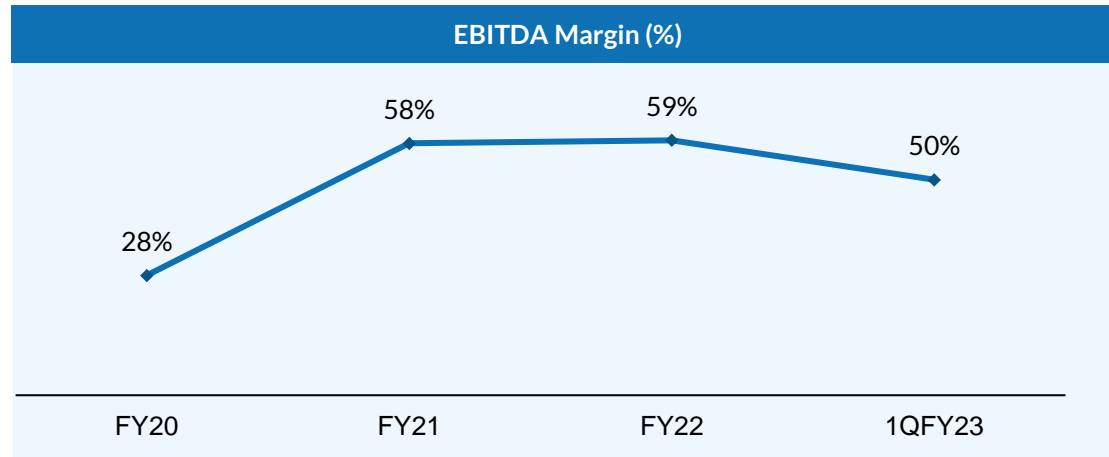
PAT Margin



# Resilient financial performance in the face of the global pandemic



## Margins have held up despite severe headwinds



## Concerted approach towards mitigating the impact from Covid-19

- EaseMyTrip leveraged its lean cost of operations to increase efficiencies during the pandemic (FY2021 and FY 2022)

- Proactive approach to:**
  - ✓ Reducing discounts
  - ✓ Marketing costs
  - ✓ Employee expenses
  - ✓ Other cost rationalization programs

- Specific initiatives to **improve operational efficiencies**: ex. Shifting towards a messaging platform-led customer care approach

- Delivered **~85% PAT growth in FY21**, despite it being the peak pandemic year



# **Appendix**

## **A. Historical Financials**

# Income Statement



USD mn	1QFY23		1QFY22		FY22		FY21		FY20	
Gross Booking Revenue (GBR) (USD mn)	209.2		44.9		467.4		267.7		528.9	
Revenue	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR
Revenue from Operation (as per financials)	11.0		3.9		29.6		17.4		20.4	
Discounts to customers	5.5		2.2		20.8		7.5		15.6	
<b>Adjusted Revenue</b>	<b>16.5</b>	<b>7.9%</b>	<b>6.2</b>	<b>13.7%</b>	<b>50.4</b>	<b>10.8%</b>	<b>24.9</b>	<b>9.3%</b>	<b>36.0</b>	<b>6.8%</b>
Other Income (Finance + Non Operating)	0.5		0.4		1.8		1.5		2.4	
<b>Adjusted Income</b>	<b>17.0</b>	<b>8.1%</b>	<b>6.6</b>	<b>14.7%</b>	<b>52.2</b>	<b>11.2%</b>	<b>26.5</b>	<b>9.9%</b>	<b>38.4</b>	<b>7.3%</b>
<b>Total Expense</b>										
Discounts to customers	5.5		2.2		20.8		7.5		15.6	
Service Cost	0.0		0.0		0.0		0.0		0.5	
Employee Expenses	1.2		0.6		3.3		2.6		3.8	
Marketing & Sales Promotion	1.3		0.3		4.1		1.9		3.4	
Payment Gateway Charges	1.5		0.4		3.1		1.9		4.4	
Other Expenses	1.7		0.4		2.4		1.6		4.4	
Finance Cost	0.0		0.0		0.2		0.4		0.4	
Depreciation	0.1		0.0		0.2		0.1		0.1	
<b>Total Expense</b>	<b>11.4</b>	<b>5.5%</b>	<b>4.0</b>	<b>8.8%</b>	<b>34.1</b>	<b>7.3%</b>	<b>16.0</b>	<b>6.0%</b>	<b>32.6</b>	<b>6.2%</b>
<b>PBT</b>	<b>5.6</b>	<b>2.7%</b>	<b>2.6</b>	<b>5.8%</b>	<b>18.1</b>	<b>3.9%</b>	<b>10.5</b>	<b>3.9%</b>	<b>5.8</b>	<b>1.1%</b>
Tax	1.4		0.7		4.7		2.8		1.6	
Other Comprehensive Income	0.1		-0.1		0.0		0.1		0.0	
<b>PAT<sup>(1)</sup></b>	<b>4.2</b>	<b>2.0%</b>	<b>1.9</b>	<b>4.2%</b>	<b>13.3</b>	<b>2.8%</b>	<b>7.7</b>	<b>2.9%</b>	<b>4.2</b>	<b>0.8%</b>



# Balance Sheet



(USD mn)	FY20	FY21	FY22
<b>Total Non-Current Assets</b>	<b>4.6</b>	<b>3.7</b>	<b>20.1</b>
Cash & Cash Equivalents*	16.6	28.9	16.8
Inventory			0.0
Trade Receivables	7.3	3.6	6.6
Other Current Assets	7.9	13.8	17.2
<b>Total Current Assets</b>	<b>31.8</b>	<b>46.4</b>	<b>40.7</b>
<b>Total Assets</b>	<b>36.5</b>	<b>50.0</b>	<b>60.8</b>
Equity Share Capital	2.7	2.7	5.5
Other Equity	10.0	17.7	24.2
<b>Total Shareholders' Equity</b>	<b>12.7</b>	<b>20.5</b>	<b>29.7</b>
Contract liability	4.9	2.7	
Long term provisions	0.2	0.2	0.4
<b>Total Non-Current Liabilities</b>	<b>5.1</b>	<b>2.9</b>	<b>0.4</b>
Short Term Borrowings	0.9	2.2	6.3
Trade Payables	3.3	3.2	4.4
Other financial liabilities	9.0	13.5	13.9
Contract liability	2.9	4.7	3.5
Other current liabilities	2.5	3.0	2.6
<b>Total Current Liabilities</b>	<b>18.6</b>	<b>26.7</b>	<b>30.7</b>
<b>Total Liabilities &amp; Equity</b>	<b>36.5</b>	<b>50.0</b>	<b>60.8</b>
<b>Ratios</b>			
Total Debt / EBITDA	0.1x	0.2x	0.3x
Total Debt / Equity	0.1x	0.1x	0.2x
Net Debt / EBITDA	(2.5x)	(2.4x)	(0.6x)
Net Debt / Equity	(1.2x)	(1.3x)	(0.4x)

Note: Sum of cash + bank balances + investments. Financials converted to USD with an FX rate of USD/INR = 79.5.

# Cash Flow Statement



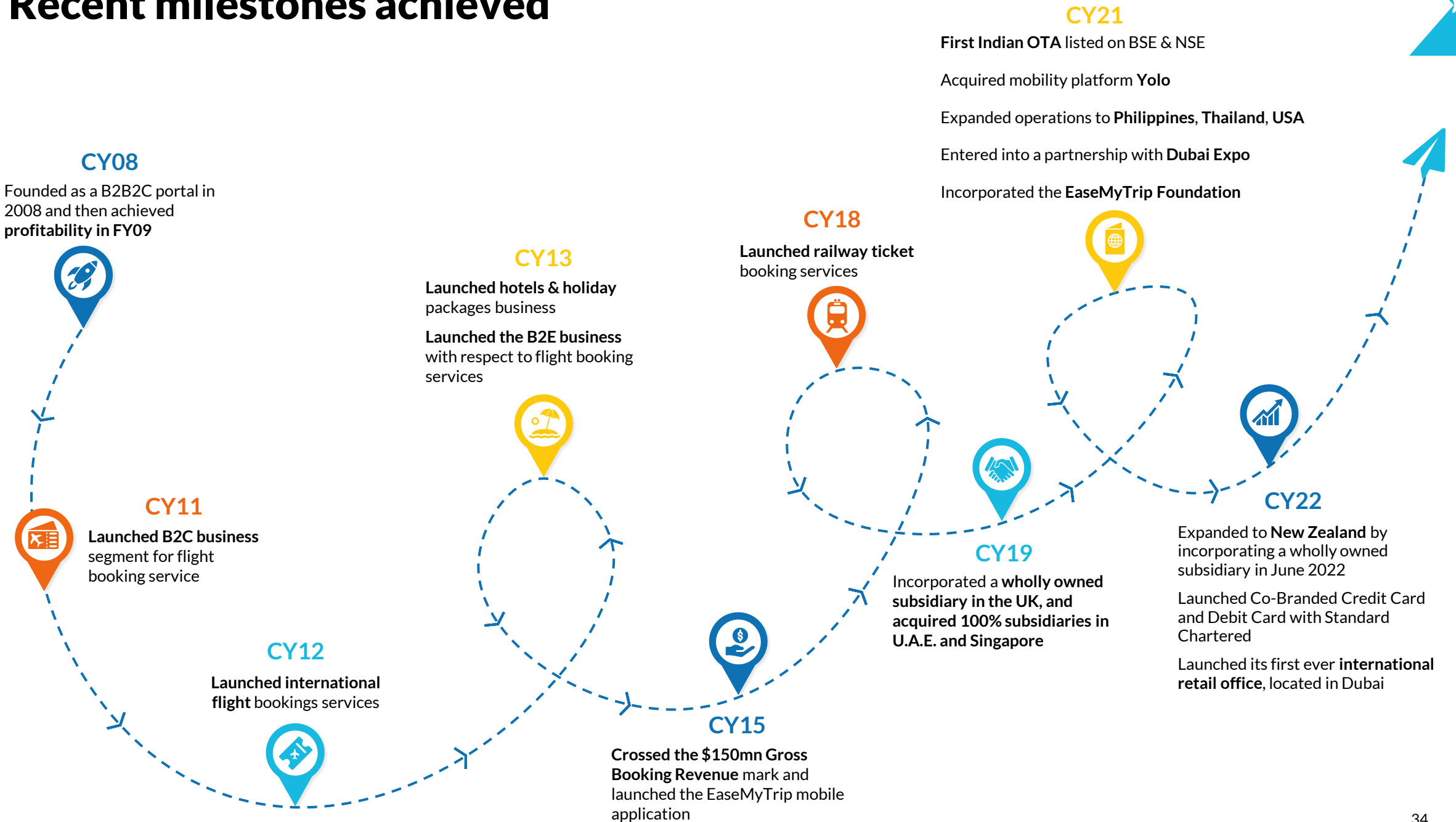
(USD mn)	FY20	FY21	FY22
Profit before tax	5.8	10.5	18.1
Adjustments	-2.9	-4.5	-1.0
<b>Operating cash flow before working capital changes</b>	2.8	6.0	17.1
Net change in working capital	1.3	6.3	-9.3
Direct Taxes Paid	-0.7	-3.0	-5.3
<b>Total operating cash flow</b>	3.5	9.3	2.5
<b>Total investing cash flow</b>	-6.9	-2.9	-7.1
<b>Total financing cash flow</b>	0.8	0.0	-3.9
<b>Net Change in Cash &amp; Equivalents</b>	-2.6	6.4	-8.5
Cash & cash equivalents as at the beginning of the year	4.3	1.7	8.1
Cash & cash equivalents as at the end of the year	1.7	8.1	-0.4



# **Appendix**

## **B. Company Details**

# Recent milestones achieved



# EaseMyTrip - a complete travel ecosystem



Activities & Attraction Ticketing

Domestic & International Airline Tickets

Travel Insurance

Hotel Bookings

Visa Processing Services

Customizable Holiday Packages

Taxi & Private Cab Bookings

Rail, Bus Ticket Bookings



# Awards and Accolades



**Best Travel Website and Booking Application – Times Travel Awards (2019)**



**Best Online Travel Portal - Global Business Symposium (2022)**



**Best Travel Portal of India - Global Fame Awards (2022)**



**Customer Centric Business Award - Business Television India (2019)**



**Best Online Travel Portal - International Glory Awards (2021)**



**“Enterprise Excellence of the Year (Tourism and Hospitality)”-2016 Leaders Awards from 24MRC Network Private Limited (2017)**



**COO of the Year (Rikant Pittie) - Global Iconic Awards (2019)**



**Vistara Gold Partner 2018-19**



**'Best Air Ticketing Company in India' - International Achievement Awards (2019)**



## **Appendix C. Glossary**

# Glossary



Abbreviation	Term
API	Application Program Interface
B2B2C	Business to Business to Consumers
B2C	Business to Consumers
B2E	Business to Enterprises
BSE	Bombay Stock Exchange
CAGR	Compounded Annual Growth Rate
EBIT	Earnings Before Interest and Tax
EBITDA	Earnings Before Interest, Tax, Depreciation and Amortization
EaseMyTrip	Easy Trip Planners Limited
FTA	Foreign Tourist Arrivals
GBR	Gross Booking Revenue, defined as the total amount paid by customers for travel services and products booked through the OTAs including taxes, fees and other charges, and is net of cancellations, discounts and/or refunds.
LCC	Low Cost Carriers
NSE	National Stock Exchange
OCF	Operating Cash Flows
OTA	Online Travel Agency
PAT	Profit After Tax
PBT	Profit Before Tax
ROE	Return on Equity, defined as profit after tax (inclusive of other comprehensive income) for the year divided by the total equity
ROCE	Return on Capital Employed, defined as EBIT divided by the sum of the total equity and borrowings
VFR	Visiting Friends and Relatives