

April 06, 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 expands senior leadership; appoints Ashutosh Sharma as Vice President - Marketing**” being issued to the media.

The aforesaid information will be hosted on the website of the company at <https://www.easemytrip.com/investor-relations.html>.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited

PRIYANKA
TIWARI

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PRIYANKA TIWARI
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Priyanka Tiwari

Group Company Secretary and Chief Compliance Officer
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EaseMyTrip expands senior leadership; appoints Ashutosh Sharma as Vice President - Marketing

Ashutosh brings more than 13 years of experience to EaseMyTrip, intending to strengthen the company's marketing vertical further

New Delhi, April 06, 2023: EaseMyTrip.com, one of India's largest online travel tech platforms, has appointed Ashutosh Sharma as Vice President, Marketing. In his new role, Ashutosh will drive the company's marketing division and enhance brand visibility. He will also focus on strengthening EaseMyTrip's position in the highly competitive online travel market by identifying new growth opportunities and leveraging digital platforms to reach customers with a 360-degree approach.

Ashutosh is an accomplished digital marketing expert with more than a decade of experience in the advertising and marketing industry. His previous stint was with Dentsu India as Senior Director of Digital Marketing. Before that, he was associated with Hakuhodo Inc. as its Planning Director - Digital Services.

In the initial years, he worked with ADOBE, Tribal Fusion, iAvatarZ Digital, and eSpot Digital Media. Throughout his career, Ashutosh has been associated with some of India's leading brands, including GroupM, Adobe, Microsoft, Maruti Suzuki, Bose Headphones & Speakers, and Shell Engine Oil & Lubricants. He has been spearheading everything from conceptualization, strategizing, media planning, and rolling out campaigns to optimization and post-campaign evaluations at those companies.

Commenting on Ashutosh's appointment, **Rikant Pittie, Co-Founder, EaseMyTrip**, said, "*We are delighted to welcome Ashutosh to our team. His in-depth understanding of different sectors and consumer communication will help us strengthen our position in the market. We are confident he is a notable addition to our company and will further drive the brand's growth.*"

Ashutosh Sharma, Vice President, Marketing at EaseMyTrip, said, "*I feel privileged to take on this role at EaseMyTrip. The company has disrupted the online travel space in India with its customer-centric approach and innovative offerings. I look forward to working with the team and contributing to its growth journey.*"

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.

<https://www.easemytrip.com>

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