

November 22, 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 Assam Tourism Development Corporation inks a MOU to develop tourism in Assam**” 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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Government of India



EaseMyTrip and Assam Tourism Development Corporation inks a MOU to develop tourism in Assam

- *The Parties engages into this MoU in which EaseMyTrip will offer a white label solution to showcase ATDC's properties on its website and mobile application*
- *Under the directives of the MoU, EaseMyTrip shall provide 24*7 Customer support to Assam Tourism*



New Delhi, 22nd November 2022: EaseMyTrip, India's one of the largest online travel tech platforms, has signed an agreement through a Memorandum of Understanding (MoU) with Assam Tourism Development Corporation (ATDC) during an event held on November 21, 2022. The objective of this MoU is to share resources and collectively collaborate to boost the growth of tourism in Assam. Binded by the MoU, EaseMyTrip will provide white label solutions to endorse ATDC properties on its website and mobile application.

The agreement further substantiates the MoU between the parties and provides a distinct scope of the obligations that have been promulgated. As a stakeholder in this agreement, EaseMyTrip will provide white-label solutions to ATDC, including its complete booking process and payment gateway. The mandate also requires EaseMyTrip to ensure all reasonable efforts to provide uninterrupted customer support and services to ATDC and keep an updated hotel and property management suite at all times.

Obligatory binders within the contract have also clearly been proposed for ATDC within the purview of the MoU. As a stakeholder in this agreement, ATDC will have the sole and exclusive right to entrust its registered properties to EaseMyTrip and authorize EaseMyTrip to manage bookings related to its properties during the contract period. The ATDC would also need to ensure that the information related to the properties provided to EaseMyTrip is true and accurate at all times.

Speaking about the agreement, **Nishant Pitti, CEO and Co-Founder, EaseMyTrip, said,** “While there are several tourist sites in India, the state of Assam has a unique characteristic that draws many visitors. Those seeking refuge from the hustle and bustle of urban areas flock to this serene Indian state. There are several locations to explore in Assam, including mighty hills, vast tea plantations, venerated temples, and ancient structures. At EaseMyTrip, we recognize the potential within Assam, and through our agreement with ATDC, we look forward to creating a seamless ecosystem for an exemplary tourist experience.”

Shri Kumar Padmapani Bora, IRS, Managing Director, Assam Tourism development Corporation Ltd, commented, “Assam tourism is excited to partner exclusively with EaseMyTrip for hotels growth across the state. With a fast-growing travel player like EaseMyTrip, we are sure to scale new heights in tourism together.”

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.

About Assam Tourism Development Corporation

Assam Tourism Development Corporation or ATDC is a state-owned corporation of Assam, India. It deals with tourism services and development as a part of the Assam Tourism Department along with the Directorate of Tourism. The State Govt. of Assam set up the corporation on 9 June 1988. The ATDC is headquartered at Guwahati and has district offices across Assam.

Media Queries:

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