

May 02, 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
---	---

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 opens its first franchise store in Patna**” 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
Group 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



Incredible India
Approved by Ministry of Tourism
Government of India



EaseMyTrip opens its first franchise store in Patna

- *The store launch is aligned with the brand's expansion plans and is a part of its franchising business*

New Delhi, 02 May 2023: EaseMyTrip.com, one of India's largest online tech travel platforms, has today launched its first offline retail store in Patna, Bihar. This is a strategic move aligned with the company's expansion plans and objective of tapping customers who prefer 'meet and greet' kind of an experience.

As the brand is keen to spread its footprints and scale its operations, the new office has been launched in the prime location of Maharaja Kameshwar Complex on Frazer Road in Patna. The store interior is made keeping in mind the latest designs including brand colours to have a solid customer's brand recall. The store will offer marquee services like flight and hotel bookings, purchasing bus, train and group fare tickets, and availing holiday, cruise and charter packages. The add-on services of visa application and related formalities will also be offered by EaseMyTrip's Patna store.

Speaking on the same, **Mr. Rikant Pittie, Co-Founder, EaseMyTrip**, said, *"We are happy to officially launch our first store in Patna as we intend to establish a strong pan India presence through our franchise model. This is one of the significant steps in long-term objective of expanding footprints in the Indian market."*

Early this year, the company announced establishing offline retail stores under their flagship franchise business in India. The store launch in Patna is a part of this strategy and will help the company provide the customers an opportunity to have an in-store retail experience.

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.

For Media Queries:

EaseMyTrip Public Relations
Ms. Bhavika Sharma
bhavika.sharma@easemytrip.com
+91 98117 87304