

November 22, 2024

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

Dear Sir/Madam,

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled **“EaseMyTrip strengthens its retail presence, unveils new franchise store in Jabalpur, Madhya Pradesh”** being issued to the media.

The aforesaid information will also 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
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)

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EaseMyTrip strengthens its retail presence, unveils new franchise store in Jabalpur, Madhya Pradesh

- *The launch marks another milestone in EaseMyTrip's franchise expansion strategy, enhancing its offline footprint across Central India*
- *The new store reinforces EaseMyTrip's commitment to providing personalized travel solutions through an extensive retail network*

New Delhi, India, November 22, 2024: EaseMyTrip.com, one of India's leading online travel tech platforms, announced the launch of its first franchise store in Jabalpur, Madhya Pradesh, which opened its doors to customers on October 27th. This strategic expansion adds to the company's growing network of retail stores under its successful EaseMyTrip Franchise program, reinforcing its commitment to bringing personalized travel services closer to customers across India. This marks the 20th store unveiled under the company's flagship program.

The new EaseMyTrip franchise at No G-11, Carav's Aseem Complex, South Civil Lines, Jabalpur-482002, M.P brings the company's comprehensive travel solutions closer to customers in Madhya Pradesh. The state-of-the-art store offers a complete range of travel services, including domestic and international flight bookings, premium hotel accommodations, customized holiday packages, and seamless bus and railway reservations.

Travelers can also access specialized services such as luxury cruise bookings and end-to-end visa assistance. The store's contemporary design, coupled with expert travel consultants, ensures customers receive personalized attention and tailored travel solutions in a welcoming environment.

Mr. Rikant Pittie, Co-Founder of EaseMyTrip, said, *"The launch of our Jabalpur store represents another significant step in our retail expansion strategy. Madhya Pradesh is a key market for us, and Jabalpur's rich tourism potential makes it an ideal location for our newest franchise. This expansion aligns with our vision of creating a robust offline presence while maintaining our tech-first approach to travel solutions."*

The Jabalpur store is part of EaseMyTrip's ambitious franchise program, which aims to establish 100 retail stores by FY25. The program has seen consistent growth, with the Jabalpur store following the most recent launch in Bhubaneshwar.

About EaseMyTrip

EaseMyTrip (a publicly 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 47% during FY20-24 in profits before tax, 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.

MEDIA RELEASE

EaseMyTrip offers its users the option of zero-convenience fee 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 and New Zealand.

For Media Queries:

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