

September 23, 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 **“Experience Unmatched Travel, Entertainment & Shopping Offers with the Bank of Baroda EaseMyTrip Co-branded Debit Card”** 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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स्थान/Place: New Delhi

तारीख/Date:- 23.09.2024

प्रेसविज्ञप्ति /Media Release

Experience Unmatched Travel, Entertainment & Shopping Offers with the Bank of Baroda EaseMyTrip Co-branded Debit Card

- First public sector bank to introduce a co-branded Travel Debit Card
- Cardholders will enjoy Discounts and Offers on Travel & Stay, Entertainment and Shopping
- Year-round benefits with No Minimum Order Value making it the perfect companion for frequent travellers and entertainment enthusiasts

New Delhi, September 23, 2024: Bank of Baroda, one of India's leading public sector banks, in collaboration with **EaseMyTrip.com**, one of India's largest online travel tech platforms, today announced the launch of the **Bank of Baroda EaseMyTrip Co-branded Travel Debit Card**, designed to cater to frequent travellers and entertainment & lifestyle enthusiasts. This is the **first co-branded travel debit card** to be launched by a public sector bank.

The card offers an unparalleled combination of attractive discounts and offers on travel & hotel stays, complimentary annual membership of OTT streaming platforms, along with vouchers and discounts on popular e-commerce sites, promising substantial savings and setting a new benchmark in customer satisfaction. Further, there is no Minimum Order Value on travel bookings and these benefits are available all year round, eliminating the need for cardholders to wait for specific discount days to avail these perks and benefits.



Shri Sanjay Mudaliar, Executive Director, Bank of Baroda said, "As part of our customer-centric initiatives, we are pleased to introduce the co-branded Bank of Baroda EaseMyTrip Debit Card that truly redefines the travel and lifestyle experience for our customers, offering them significant value. This card meets the rising aspirations of our customers who love to travel and are looking for convenience and luxury. Bank of Baroda EaseMyTrip Debit Card is a reflection of our endeavour to provide distinctive and curated bespoke benefits to meet the aspirations of today's consumer."

Speaking about the partnership, **Mr. Rikant Pittie, Co-founder of EaseMyTrip** said, "We are excited to collaborate with Bank of Baroda in launching this first-of-its-kind co-branded travel debit card. This marks the first time we've partnered with a public sector bank for a debit card, and we're proud to be India's first OTA to achieve this milestone. Our aim has always been to enhance the travel experience



for our customers, and this partnership allows us to extend that commitment. With exclusive benefits, unmatched travel discounts, and lifestyle rewards, we aim to empower cardholders with greater convenience and exceptional value throughout the year. This card reflects our dedication to customer-centric innovation in the travel and lifestyle space.”

Key Features and Benefits of the Bank of Baroda EaseMyTrip Debit Card:

- **Discounts on Travel*:**
 - 10% instant discounts on domestic and international flight bookings
 - 15% instant discounts on domestic and international hotel bookings
 - 10% instant discounts on bus bookings
 - 10% instant discounts on Airport Transfers/Outstation Cab Bookings
- **Airport Lounge Access:**
 - Complimentary domestic airport lounge access (2 per quarter) & international airport lounge access (2 per annum)
- **OTT Streaming Services:**
 - Complimentary premium annual memberships to Amazon Prime, Zee5 and Sony LIV
 - Complimentary 12-month Gaana Plus subscription
- **e-Commerce Platforms:**
 - Vouchers for popular brands like Big Basket, Blinkit and Flipkart
 - Flat ₹250 off on BookMyShow movie or non-movie tickets every quarter
 - Instant discounts on Zomato and Amazon every month
- **Additional Benefits:**
 - Comprehensive air insurance coverage of up to ₹50 lakh
 - 24x7 concierge services

**No minimum order value; Each cardholder can make a maximum of 2 transactions/qtr per product category in the travel segment.*

Customers can apply for the **Bank of Baroda EaseMyTrip Debit Card** through Bank of Baroda branches, Mobile Banking, and Internet Banking.

About Bank of Baroda

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial banks in India. At 63.97% stake, it is majorly owned by the Government of India. The Bank serves its global customer base of ~165 million through over 70,000 touch points spread across 17 countries in five continents and through its various digital banking platforms, which provide all banking products and services in a seamless and hassle-free manner. The Bank's vision matches the aspirations of its diverse clientele base and seeks to instil a sense of trust and security in all their dealings with the Bank.

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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.

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 and New Zealand.

For media queries, please contact:

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