

September 06, 2022

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai – 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 becomes the Associate Sponsor of the prestigious South Indian International Movie Awards (SIIMA) 2022**” being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited

PRIYANKA TIWARI
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by PRIYANKA
TIWARI
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MEDIA RELEASE

EaseMyTrip becomes the Associate Sponsor of the prestigious South Indian International Movie Awards (SIIMA) 2022

New Delhi, 06 September: EaseMyTrip, one of the largest online travel tech platforms in India becomes the official Associate Sponsor of the biggest South Indian awards in India. This is the first time that EaseMyTrip is the part of the global event, SIIMA. The partnership is conducive of EaseMyTrip's attempt to many similar marketing initiatives as a part of their domestic and global expansion strategy.

The 10th edition of SIIMA, will host veterans of the Indian cinema along with the newbies who are behind the blockbuster movies each year, felicitating the best in each of its award's category. The award recognizes and honors the best films and performances from the Telugu, Tamil, Malayalam and Kannada films and music released, lifetime contributions honors and a few special awards.

Speaking on the partnership, **Nishant Pitti, CEO & CO-Founder, EaseMyTrip said**, "We are glad to be the associate sponsors with the esteemed SIIMA Awards that is loved and watched by the entire country. The awards hold a special place to us as we too are fond of the South Indian Cinema which is rapidly growing and as an industry has been recognised at par with the Hindi Cinema in a very short span. It is our constant endeavour to keep up with our marketing efforts and are certain to have made the right choice"

"It is a privilege to be conducting SIIMA's 10th edition in Bengaluru and celebrating our common love - Movies. We are happy to be associated with EaseMyTrip as our travel partner in bringing all the South Indian stars together this year. Looking forward to a fruitful partnership," **SIIMA chairperson, Mrs Brinda Prasad, said.**

Previously, over the years, SIIMA has marked its global presence in countries like Dubai, Sharjah, Malaysia, Dubai, Singapore, Abu Dhabi, Dubai, Qatar & Hyderabad. The award will telecast on Sun TV, Sun Gemini, Sun Udaya and Sun Surya; tapping each region.

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's one of the 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, 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 1 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 and New Zealand.



About SIIMA

The 10th edition of the South Indian International Movie Awards (SIIMA), the largest and the most viewed film awards show in South India, will be held in Bengaluru on September 10 & 11 to honor the best movies released in 2021 calendar year. This is for the first-time ever that a multi-lingual film awards show is being organized in the tech capital of the country.

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