

February 10, 2023

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai – 400001  <b>Scrip Code: 543272</b>	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051  <b>Symbol: EASEMYTRIP</b>
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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 for Chennai Blitz**” being issued to the media.

The aforesaid information will also be hosted on the website of the Company at [www.easemytrip.com](http://www.easemytrip.com).

You are requested to take the aforesaid on record.

Thanking you,

**For Easy Trip Planners Limited**

**PRIYANKA  
TIWARI**

Digitally signed by  
PRIYANKA TIWARI  
Date: 2023.02.10  
09:03:25 +05'30'

**Priyanka Tiwari  
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 becomes the Associate Sponsor for Chennai Blitz**

*The brand logo of EaseMyTrip will be displayed in multiple places, including the official team uniform, training kits, the teams marketing and communication platforms and the indoor stadium*

**New Delhi, 10<sup>th</sup> February 2023:** EaseMyTrip.com, one of India's largest online tech travel platforms, has announced that it has clinched the status of being the associate sponsor for the SPP Group-owned Chennai Blitz in the Prime Volleyball League. The Chennai Blitz team represents the sporting sentiments of the charismatic city of Chennai and is one of the eight state-based teams in the premier professional men's indoor volleyball league in India.

Prime Volleyball League is an upcoming professional Volleyball League and an initiative of Baseline Ventures India Pvt. Ltd. The League aims to transform the sporting landscape of the country by elevating the world's fifth most popular sport to the league of the most followed sports in the coming times.

Under this association, EaseMyTrip's logo will be emblazoned on the team's jersey shorts on shoulder, signifying the associate sponsorship. The brand logo of EaseMyTrip will also be displayed in other team engagement activities and commercial exercises, including the official training kits and the team's marketing and communications collaterals and properties like the website and other online traction tools. The indoor stadium will also carry the EaseMyTrip logo banner. This association will get EaseMyTrip's reach to million plus fans.

**Speaking on the development, Rikant Pittie, CEO & Co-Founder, EaseMyTrip said,** *"Volleyball embodies the purely dynamic spirit of net sport. The electrifying crowds and the to-and-fro action around the net has the potential to captivate the attention of thousands of volleyball fans around India. We are proud to be associated with the Chennai Blitz team in the 2023 edition, and we hope to stick around with them as they sizzle in their elegant shade of yellow and orange and play out long rallies that result in wins. We aspire to get legions of fans visiting our website and bolster our brand visibility through this association, and we sternly believe that our traction will be optimized."*

**Excited about the association, Vikrant Reddy, Co-Owner Chennai Blitz said,** *"We are looking for a long-term association with our sponsors and this can be taken forward to the upcoming seasons"*

**P C Hanimi Reddy, Co-Owner Chennai Blitz, added,** *"We are pleased to have EaseMyTrip as our Associate sponsor for Chennai Blitz this season"*

On the roster this year, the team in shades of yellow and orange was able to get international players like Brazilian attacker Renato Mendes and outside hitter Moyo Audran from Cameroon, in addition to Indian players like Jobin Varghese, Raman Kumar, and Tushar Laware. The captain of the team is



Naveen Raja Jacob. The team is being coached and mentored by Ruben Adrian Wolochin and Juan Jose Cobucci. The relentless tenacity of Chennai will be on full display when the team plays this season.

The first season of the league will see 8 teams playing in Kochi, and will be broadcasted on Sony Six, Sony Ten3, Sony Ten4 and online platform Sony Liv (English, Hindi, Tamil, Telugu).

### **About EaseMyTrip**

EaseMyTrip (a public listed company at NSE and BSE) is India's second-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% in profits during FY20-22, 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 and 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, and the USA and London. (<https://www.easemytrip.com>)

### **About Chennai Blitz**

Chennai Blitz is one of the founding partners of the Prime Volleyball, the only professional volleyball league in India. Chennai Blitz represents the state of Tamil Nadu, a state known for their love for the game of volleyball. Tamil Nadu is one of few states in India which can fill an entire stadium of 20000 fans for a volleyball match. Chennai known for its beaches has a solid culture of volleyball in and around the urban and rural areas. Chennai Blitz has grown into a brand of its own representing the sports crazy state of Tamil Nadu drawing in thousands of fans even for exhibition matches across the state. The emergence of Chennai Blitz as a brand has contributed to a rejuvenated interest among kids across state who are wanting to take up the sport of volleyball as a career option.

### **For Media Queries:**

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