

May 14, 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
---	---

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 Collaborates with SIDBI and Uttarakhand Tourism to Empower Homestay Owners Along the Chardham Yatra Route**” being issued to the media.

The aforesaid information will 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)

Phone : +91 - 11 43030303, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



EaseMyTrip Collaborates with SIDBI and Uttarakhand Tourism to Empower Homestay Owners Along the Chardham Yatra Route

The premier OTA of continues to create pathways in the tourism industry through their new entrepreneurship programme

New Delhi, May 14, 2024: EaseMyTrip.com, one of India's leading travel tech platforms, in collaboration with the Small Industries Development Bank of India (SIDBI) and the Uttarakhand Tourism Development Board (UTDB), announces the launch of a Homestay Entrepreneurship Training Programme aimed at empowering homestay owners along the sacred Chardham Yatra route.

This innovative training program, initiated in April and extending throughout May, aims to enhance the capabilities of 150 homestay owners by equipping them with essential skills in hospitality and eco-friendly practices. The curriculum is meticulously designed, integrating classroom learning with practical sessions, ultimately leading to a certification jointly issued by EaseMyTrip, SIDBI, and UTDB.

The training covers crucial topics such as hygiene, environmental safety and waste management, guest safety and security, housekeeping management, customer support, booking management, and technology training and support. To date, sessions have been conducted in Joshimath (Badrinath), Guptkashi (Kedarnath), and Ukhimath (Kedarnath), with pending sessions in Gangotri (Uttarkashi) and Yamunotri (Uttarkashi).

The sessions have awarded certificates to 31 homestays owners in Joshimath, 25 homestay owners in Guptkashi, and 39 homestay owners in Ukhimath.

Mr. Nishant Pitti, Co-founder and CEO of EaseMyTrip, expressed his enthusiasm for the project, stating, *"This programme is a testament to EaseMyTrip's commitment to sustainable tourism and empowering local communities. By enhancing the quality of services provided by homestay owners, we not only improve the travel experience but also contribute to the local economy. Post-certification, these homestays will be integrated into our platform, benefiting from our vast network of over 20 million registered users and 60,000+ travel agencies."*

Sh Satyaki Rastogi, CGM SIDBI stated, *"Kindling Entrepreneurship is at the heart of all that we do at SIDBI. Strengthening resilience of micro and small enterprises, building their capacities, improving their backward and forward connects and through changing global business scenarios has been defining our portfolio over the last three decades. Working closely with local youth to establish homestays especially at ecologically sensitive destinations,*

building capacities of the stakeholders through skill development, training & handholding, with sustainability and environmental sensitivity at the core are some of the areas we have been engaged in."

Surendra Singh Samant, Joint Director, Uttarakhand Tourism Development Board (UTDB) said, *"UTDB supports and encourages the 'Homestay Entrepreneurship Training' initiative at five strategic locations along the Char Dham Yatra route under the Cluster Intervention Program (CIP) by Small Industries Development Bank of India (SIDBI). With three of these locations already benefiting from the program, UTDB stands firmly behind such endeavors that empower local communities and foster sustainable tourism practices, by partnering with online platforms these homestays will gain greater visibility, attracting tourists seeking authentic experiences. Through this concerted effort, UTDB aims to showcase Uttarakhand's rich tapestry of culture, heritage, and traditions, thereby promoting the state as a premier tourist destination while uplifting the livelihoods of its residents."*

Upon successful completion of the programme, participants will be better equipped to manage their properties effectively, ensuring superior guest satisfaction and implementing sustainable practices. Furthermore, EaseMyTrip will onboard these certified homestays onto its platform, thereby enhancing their visibility and distribution.

This initiative is part of EaseMyTrip's ongoing efforts to promote sustainable tourism practices across India and support the local tourism infrastructure by providing local entrepreneurs with learning opportunities and professional growth.

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 59% during FY20-23 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 and New Zealand.

For Media Queries:

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

About Small Industries Development Bank of India (SIDBI)

Small Industries Development Bank of India (SIDBI) is the principal financial institution for the promotion, financing, and development of the Micro, Small and Medium Enterprise (MSME) sector and the coordination of the functions of the institutions engaged in similar activities. SIDBI has been working on enlarging financial inclusion through the delivery of financial products and services within the overall ambit of the MSME ecosystem. SIDBI has been a pioneering apex institution involved in the setting up of Microfinance Institutions and various constituents of the microfinance ecosystem and their orderly growth, for the past 25 years. www.sidbi.in

About Uttarakhand Tourism Development Board

Uttarakhand Tourism Development Board is the highest body to advise the Government on all matters relating to tourism in the State. The statutory board is chaired by the Tourism Minister Govt. of Uttarakhand and Chief Secretary of Uttarakhand is its vice chairman. The Principal Secretary/ Secretary tourism acts as Chief Executive Officer. It also has five non-official members from the private sector and experts in tourism related matters. The board also functions as a regulatory and licensing Authority.