

October 03, 2023

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 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

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 paves the way for India's sporting future as the official travel partner for CARS24 Yuva Kabaddi Series 2023**” 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>

This is for your information and record.

Thanking you,

Yours faithfully,

**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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## MEDIA RELEASE



### **EaseMyTrip paves the way for India's sporting future as the official travel partner for CARS24 Yuva Kabaddi Series 2023**

*India's premier OTA jumps on board as the official travel partner at India's first-year round sports tournament to back the nation's burgeoning sporting ecosystem*

**New Delhi, October 03, 2023:** EaseMyTrip.com, one of India's largest online travel tech platforms, is delighted to announce its prestigious partnership with the CARS24 Yuva Kabaddi Series 2023 as the official travel partner. This collaboration marks a significant step towards fostering and promoting the spirit of sportsmanship and youth empowerment across .

EaseMyTrip has consistently shown unwavering support for India's emerging sports stars and sports leagues. This steadfast backing has provided a solid foundation for the growth and success of these leagues and their talented players. The association with the CARS24 Yuva Kabaddi Series 2023 is no exception. This partnership holds a special place as it brings together two powerful entities: EaseMyTrip.com, a celebrated brand in the travel industry, and a tournament that showcases the boundless talent of young raiders and defenders from every corner of India.

This involvement in the sporting extravaganza not only demonstrates the commitment of EaseMyTrip.com to nurturing the future of Indian sports but also reflects its dedication to making India a sporting nation. As EaseMyTrip.com takes centre stage in this partnership, the company is excited about the immense opportunities it presents for both the brand and the sport.

**Reflecting EaseMyTrip's commitment to the CARS24 Yuva Kabaddi Series 2023, Mr. Rikant Pitti, Co-Founder, EaseMyTrip, said,** *“The electrifying action on a kabaddi court mirrors the boundless passion for sports that our nation embodies. Our partnership is a humble contribution to the thriving sports ecosystem of India. As a brand deeply rooted in public support, we aim to stand beside all that our public holds dear. We wish every kabaddi enthusiast across the nation a fantastic time witnessing this showcase of young talent, and we aspire to be their trusted travel partners on this exhilarating journey.”*

*“We're thrilled to join forces with EaseMyTrip, a constant supporter of sports across various genres, and a proud contributor to the vision of making India a sporting nation. This partnership marks the beginning of an exciting journey for the sport, with great opportunities*

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*on the horizon. Together, we hope to redefine the future of Indian kabaddi." said Vikas Gautam, CEO of the Yuva Kabaddi Series.*

Since its launch in 2022, the CARS24 Yuva Kabaddi Series has been a breeding ground for India's budding Kabaddi stars. Notably, 8 out of 12 players in India's recent Junior Kabaddi World Cup team have progressed through this program. The series has seen over 1100 young players engage in 618 matches, guided by 60 coaches and overseen by 153 officials.

The sixth edition of the CARS24 Yuva Kabaddi Series 2023 is currently underway at the Fatima College Indoor Stadium in Madurai, where emerging talents from more than sixteen states are showcasing their skills and competing at the national level.

EaseMyTrip is proud to be a part of this journey, sharing the spotlight with the future champions of Indian Kabaddi. As fans and the public rally behind this remarkable sporting event, EaseMyTrip.com stands tall as the official travel partner, basking in the steady attention from all those who witness the exuberance of talent on display.

### **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.*

### **About Yuva Kabaddi Series**

*Yuva Kabaddi Series (YKS) is the premier platform for aspiring youth Kabaddi players (U-23, Below 80 kgs) to showcase their talent and prepare for the senior events and international stage in a highly competitive environment. Yuva Kabaddi Series: India's top year-round tournament, the 2nd largest Kabaddi sporting IP for the next-gen players, and the largest*



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*tournament in India in terms of yearly matches played (496), surpassing the Ranji trophy (169) and Pro Kabaddi League (132).*

*Till now the series has successfully concluded five editions, with a total of 618 matches played over 15 months, impacting 1150 players, engaged 60 coaches to mentor young talents along with 153 officials to ensure the highest level of fair play and quality in the game.*

*Website link: <https://www.yuvakabaddi.com/>*

### **For Media Queries:**

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