

August 07, 2023

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| BSE Ltd.<br>P J Towers, Dalal Street,<br>FortMumbai – 400001<br><br><b>Scrip Code: 543272</b> | National Stock Exchange of India Limited<br>(NSE). Exchange Plaza, Bandra Kurla<br>Complex, Bandra East, Mumbai – 400051<br><br><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 opens its second franchise store in Punjab**” 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: 2023.08.07  
12:15:49 +05'30'

**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 | E-mail : [Care@easemytrip.com](mailto:Care@easemytrip.com) | Web: [www.EaseMyTrip.com](http://www.EaseMyTrip.com) | CIN No. L63090DL2008PLC179041



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## MEDIA RELEASE

### EaseMyTrip opens its second franchise store in Punjab

- *The store launch aligns with the brand's growth strategy and objective of expanding its franchising network pan-India*



**New Delhi, August 07, 2023:** EaseMyTrip.com, one of India's largest online travel tech platforms, launches its first offline retail store in Ludhiana, Punjab. This is a strategic move aligned with the brand's growth strategy and objective of expanding its franchising network across the country. Through the franchising stores, the brand intends to provide tailored experiences, scale its business and tap the offline customer base.

The Ludhiana store is located in the prime area of Model Town Extension. It will provide a wide array of services, including flight and hotel bookings, bus, train, cab and group price ticket purchasing, along with premium holiday, cruises and charter packages. The first 100 customers, both walking in and booking online, will receive flat Rs. 600 off on a minimum booking of Rs. 4000. To ensure enhanced customer connection and strong brand recall, the store's interiors have a contemporary touch in line with the brand's colour palette.

**Mr. Rikant Pittie, Co-Founder, EaseMyTrip,** said, *"We strive to provide our customers with exceptional services and surpass their needs and expectations. The strategy of establishing a franchising network was aligned with this objective. We are confident it will help us serve our customers better and revolutionize the travel and tourism industry at the macro level. The latest store launch in Ludhiana is an integral step in our expansion journey. We intend to boost brand awareness and visibility and provide high-end experiences to our customers with the aim to be their one-stop destination for anything and everything falling under the gamut of travel."*

Post the official launch of its flagship brand, EaseMyTrip Franchise, early this year, has already opened four offline stores under the franchising model in Indian cities. The brand opened doors for its Patiala store last month.

#### **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*

## MEDIA RELEASE

*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:**

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| <b>EaseMyTrip Public Relations</b> |
| Ms. Bhavika Sharma                 |
| bhavika.sharma@easemytrip.com      |
| +91 98117 87304                    |