

November 10, 2023

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
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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 inaugurates its first franchise store in Pune**” being issued to the media.

The aforesaid information will also be hosted on the website of the Company at 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: 2023.11.10
11:32:54 +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, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



EaseMyTrip inaugurates its first franchise store in Pune

- *This is the 9th store to be launched pan-India*
- *The brand's expansion strategy is an important aspect of its franchising enterprise and is aligned with its growth objectives*

New Delhi, November 10, 2023: EaseMyTrip.com, one of India's largest online travel tech platforms, launches its first offline franchise retail store in Pune, Maharashtra. This is a strategic move aligned with the brand's expansion plans through its franchise model. With this innovative approach, EaseMyTrip intends to tap its offline customer base and offer them tailored meet-and-greet experiences.

The office is situated in Parakh Capital in Pune, which is one of the prime localities in the city. The interiors of the store have a modern touch, complimenting the brand's colour palette to ensure customers connect better and have a strong brand recall. The store will provide high-end services, ranging from flight and hotel bookings and purchasing bus, railway and group tickets to luxurious vacations, cruise and charter packages. EaseMyTrip's Pune store will also offer add-on services of visa applications and related formalities.

Mr. Rikant Pittie, Co-Founder, EaseMyTrip, said, *"Our customers are our priority, and our vision is to exceed our customers' expectations. We aim to emerge as the ultimate destination for anything and everything related to their travel plans. The franchising network was established with this objective in mind. After conquering a strong presence in the online space, we wanted to increase brand visibility and provide premium services to our customers through offline retail stores as well. We are elated that our innovative model has received a positive response so far, and are thrilled about the latest store launch in Pune. We are looking forward to more such milestones in the future."*

EaseMyTrip officially launched its flagship brand, EaseMyTrip Franchise, early this year. Since then, the brand has opened nine offline stores under its franchising model across India, with the recent one being in Jalandhar and Delhi.

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.

MEDIA RELEASE



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