

November 07, 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
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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 Partners with Hyperface to Enhance Customer Experience Through Comprehensive Card Solutions”** being issued to the media.

The aforesaid information will also 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)

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EaseMyTrip Partners with Hyperface to Enhance Customer Experience Through Comprehensive Card Solutions

New Delhi, 07th November 2024 – EaseMyTrip.com one of India's leading online travel platforms forms a strategic partnership with Hyperface, Asia's First Credit Cards as a Service (CCaaS) platform. This collaboration aims to enhance EaseMyTrip's card management capabilities by providing comprehensive card solutions for its existing and new customers.

Hyperface will provide EaseMyTrip support for the entire customer journey, from new customer onboarding to hyper-personalised campaigns for existing customers to elevate customer engagement through enhanced digital-first experiences.

The partnership will benefit EaseMyTrip's co-branded credit and debit card programs in partnership with existing bank partners.

Beyond elevating existing card programs, EaseMyTrip and Hyperface are actively working towards launching new co-branded credit card programs. These initiatives are curated to benefit EaseMyTrip customers by offering tailored benefits and rewards.

Hyperface's cutting-edge CCaaS platform offers a comprehensive solution for brands to launch, manage, and scale their credit card programs.

"We are excited to partner with Hyperface in our mission to deliver the best possible financial products to our customers. This collaboration is a significant step towards enhancing our card programs and ensuring our customers benefit from a seamless, value-added experience," said **Mr Rikant Pittie, Co-Founder of EaseMyTrip.**

"Our partnership with EaseMyTrip is a testament to our commitment to solving real-world challenges with innovative card solutions. We look forward to partnering with EaseMyTrip deliver best-in-class card experiences to their customers and supporting their growth in the global market," said **Mr Ramanathan RV, Co-Founder & CEO, of Hyperface.**

About EaseMyTrip

EaseMyTrip (a publicly 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 47% during FY20-24 in profits before tax, 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:

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About Hyperface

Hyperface is the Definitive Credit Cards Innovation Platform that is revolutionizing the way banks, brands, and fintechs approach card solutions. As Asia's first Credit Cards as a Service (CCaaS) platform, Hyperface provides businesses with the technology to launch, manage and scale their own credit card programs. From program design and development to risk management and compliance, Hyperface empowers banks and co-brands to deliver exceptional, digital-first card experiences that resonate with modern consumers.