

July 01, 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

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip Signs MoU with Uttar Pradesh EcoTourism Development Board to Boost State Tourism**” 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.

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EaseMyTrip Signs MoU with Uttar Pradesh EcoTourism Development Board to Boost State Tourism

New Delhi, July 01, 2024: EaseMyTrip.com, India's leading online travel tech platform has signed a Memorandum of Understanding (MoU) with Uttar Pradesh EcoTourism Development Board (UPETDB) under the Government of Uttar Pradesh, in charge of executing promotional and tourism activities. The MoU was signed in the presence of UP's Minister of Forest and Environment, Zoological Garden, Climate Change, Shri Arun Kumar Saxena and Minister of Ayush, Food Security, and Drug Administration, Shri Dayashankar Mishra.

The objective of the MoU is to foster a strategic partnership aimed at elevating the promotion and development of tourism in Uttar Pradesh. This partnership will leverage EaseMyTrip's extensive reach and technological expertise to highlight Uttar Pradesh's rich eco-tourism offerings.

Under this collaboration, EaseMyTrip will actively promote all registered homestays in Uttar Pradesh on its online portal. The brand will also execute a dedicated promotional campaign to position homestays as a distinctive and preferred accommodation option for travellers visiting the state. Additionally, EaseMyTrip will develop educational products related to bird sanctuaries, drawing insights from successful case studies such as Okhla Bird Sanctuary and Bharatpur Bird Sanctuary. These products will be promoted in schools, colleges, and other institutions through advanced tour guides. These tour guides will have access to training programs which will be officially registered under UPETDB and designed by EaseMyTrip to enhance the tourist experience.

EaseMyTrip will also curate and market bespoke tourism packages showcasing Uttar Pradesh's unexplored destinations, cultural experiences, culinary delights, and traditional crafts. These packages will feature homestays as an integral component of the overall tourism experience and will promote the state's tiger reserves, including Dudhwa, Pilibhit, Amangarh, and Ranipur Tiger Reserve. The UPETDB will actively support the promotion of microsites developed by EaseMyTrip on all relevant social media channels, leveraging its extensive reach and influence.

Sharing his thoughts on the partnership, **Mr Rikant Pittie, Co-Founder of EaseMyTrip said,** *"We are excited to start this new project with the Uttar Pradesh Eco Tourism Development Board (UPETDB). Uttar Pradesh, with its rich history, popularity, and stunning natural beauty, hosts a plethora of underrated and unexplored destinations waiting to be discovered by more people. We are confident that our collaboration with the UPETDB will not only benefit both parties but also contribute significantly to the growth and enhancement of tourism across the state."*

Shri Jaiveer Singh, Minister of Tourism & Culture, Govt of Uttar Pradesh shared his thoughts on the partnership, stating, *"We are excited to partner with EaseMyTrip, a leading online travel tech platform in India. This collaboration leverages their extensive reach and technological expertise to bring greater visibility and accessibility to the diverse and rich eco-tourism offerings of Uttar Pradesh. We are confident that this partnership will drive significant growth and elevate UP as a premier destination for both domestic and international tourists."*



Mr. Mukesh Kumar Meshram, Senior IAS officer of Uttar Pradesh Cadre and the Principal Secretary, Tourism and Culture Department, Government of Uttar Pradesh & Director General, stated *“Uttar Pradesh boasts numerous undiscovered gems awaiting exploration by tourists. Our collaboration with EaseMyTrip aims to enhance the visibility and accessibility of these diverse and rich offerings. This strategic partnership will not only drive significant growth but also position Uttar Pradesh as a preferred destination for travelers.”*

Mr. Prakhar Mishra, IFS, Director, Uttar Pradesh Tourism, added, *“We are delighted to partner with EaseMyTrip, a leading online travel tech platform in India. This partnership is targeted to use their extensive reach and technological expertise to enhance the visibility and accessibility of Uttar Pradesh's diverse cultural and eco-tourism offerings. Our aim is to develop Uttar Pradesh as a leading ecotourism destination without damaging our natural resources, including the flora and fauna. We are confident that this collaboration will drive significant growth and firmly establish the state as a preferred destination for tourists around the globe.”*

Eco-tourism in India is becoming popular, offering travelers the opportunity to explore the country's rich biodiversity and natural beauty sustainably. From Kerala's lush forests to Madhya Pradesh's wildlife sanctuaries and the Himalayan region's serene landscapes, India boasts numerous eco-friendly destinations. Uttar Pradesh is also focusing on eco-tourism, actively promoting it through various initiatives. These efforts aim to conserve the environment, support local communities, and educate tourists. By embracing eco-tourism, India safeguards its ecosystems while providing unforgettable, responsible travel experiences that connect visitors with nature and culture.

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's one of largest online travel platforms 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 UPETDB

Uttar Pradesh has inaugurated the Eco-Tourism Development Board aimed at fostering sustainable tourism initiatives and promoting eco-friendly destinations across the state. Under the leadership of Honorable Chief Minister, the board comprises esteemed ministers from various departments including Agriculture, Forest, AYUSH, Finance, Tourism, Irrigation, and Rural Development, alongside key officials such as the Chairman of the Forest Corporation and Chief Secretary.

The board's primary objective is to ensure continuous enhancement of tourist facilities at eco-tourism sites, leveraging collaborative efforts across departments to elevate eco-tourism to new heights in Uttar Pradesh. Through strategic planning and coordinated actions, the Eco-Tourism Development Board seeks to attract tourists while preserving and promoting the state's natural and cultural heritage.

MEDIA RELEASE



For Media Queries:

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