

October 19, 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 “**Archies Launches Exciting Festive Campaign in Collaboration with EaseMyTrip & Meena Bazaar**” 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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Archies Launches Exciting Festive Campaign in Collaboration with EaseMyTrip & Meena Bazaar



New Delhi, October 19, 2024 – Archies, a legacy brand in the gifting industry is delighted to launch a new festive campaign in collaboration with EaseMyTrip and Meena bazar. This innovative campaign will come live today and will run for a period of 30 days, spreading smiles and travel options right at the starting time of the festival season.

Every shopper, who spends INR 3000 or more at any Archies store, will automatically qualify for a lucky draw to win an all-expenses-paid trip for two people to the beautiful beaches of Goa. Along with the grand prize, every purchase from the campaign will then come with assured travel vouchers from EaseMyTrip, which means each shopper walks away with something special. Also, Archies has launched Jashn-e-Chaand contest for this Karvachauth! One lucky winner will be pampered with a stunning makeover from Meena Bazaar and receive an exclusive gift hamper from Archies, filled with beautiful keepsakes and thoughtful gifts to mark the occasion. It's your chance to embrace tradition and elegance with a touch of Archies' charm.

We are really excited to bring this unique opportunity for our customers, said **Varun Moolchandani, Executive Director of Archies Limited**. *“The EaseMyTrip and Meena Bazaar association brings in a delightful travel incentive and stunning makeover for our loyal customers during the festive season while enhancing their shopping experience. Gifting and travel are both integral parts of celebrating special moments, and this campaign beautifully weaves both aspects together.”*

Mr. Rikant Pittie, Co-founder of EaseMyTrip, shared his thoughts about the partnership: *“We're excited to join hands with Archies this festive season, a time when people come together to express love and gratitude for those closest to them. The festive period is all about reuniting with family and creating cherished memories, and EaseMyTrip is dedicated to*

making these journeys memorable and accessible. This collaboration will add even more joy and excitement to the season, helping travelers celebrate the festivities easily and delightfully.”

*“We are excited to cross collaborate with Archies for the Jashn-e-Chaand contest this Karvachauth, offering our customers a chance to embrace tradition with a touch of elegance,” said **Sameer Manglani, Founder of Meena Bazaar**. “This campaign not only celebrates the festive spirit but also enhances the shopping experience by offering a stunning makeover and exclusive gifts.”*

This campaign is as much a celebration of the spirit of gifting as it is creating some experiences for customers. Archies has a wide collection of distinct gifts and cards, so the customer would find just the right thing for his loved one while also having the opportunity to see beautiful destinations.

About Archies Limited India

Archies Limited operates a chain of stores that sell greeting cards and gifts from the last 45 years. The Company retails photo albums, baby books, jewellery and accessories, gift hampers, perfume, stuffed toys, and other gifts. This Company has grown with the spread of modern culture, increasing urbanization and improving standard of living. Adorability and sentiment drive its brand appeal to all age groups and demographics. Archies has enormous ranges which have established exemplary mastery over its large network of distributors, retailers, and franchisees. This Company is consciously targeting malls and other prime retail space for opening its own stores. Archies Limited currently operates 325 exclusive outlets (in 15 states & 66 cities).

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.

About Meena Bazaar

Established in 1970, Meena Bazaar began as a single store in Delhi, laying the foundation for what would become a beloved name in Indian ethnic fashion. In 1986, Mr. Anu Manglani joined the family business, bringing with him a fresh vision and innovative ideas. His strategic leadership and keen market insights sparked a period of substantial growth and development for the brand.

For Media Queries:

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