

August 26, 2022

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai – 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 becomes the official co-powered sponsor of the Asia Cup 2022**” being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited



Priyanka Tiwari
Company Secretary and Chief Compliance Officer
Membership No.: A50412

Easy Trip Planners Ltd.

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EaseMyTrip becomes the official co-powered sponsor of the Asia Cup 2022

New Delhi, August 26, 2022: EaseMyTrip, one of the largest online travel tech platforms in India, is the official co-powered sponsor of the Asia Cup Cricket 2022. This is the first time that EaseMyTrip is a part of the Asia Cup. This partnership will give immense visibility to the brand participating in the cricket match having an estimated collective reach of more than 4.94 Bn. The brand's logo will be displayed in multiple places like the area behind the wicket pitch mat, trophy table, etc. The brand will be visible on multiple TV spot impressions and OTT channels across the globe encouraging it to have a worldwide reach which is just the beginning and a step towards going global. Additionally, the EaseMyTrip team will also be conducting several exciting fan engagement initiatives.

The 15th edition of the Asia Cup cricket is to be played in Dubai and Sharjah from 27th August to 11th September 2022. A total of 13 matches will be played in Dubai and Sharjah and the tournament will broadcast on Star Sports & Hotstar in India. This is the fourth time that the Asia Cup will be held in UAE.

Speaking on the development, **Nishant Pitti, CEO & Co-Founder, EaseMyTrip** said, “We are happy to announce that we are the co-powered sponsors of the prestigious Asia Cup 2022. This partnership has given us the opportunity to be part of the most watched and loved cricket tournament. We are excited to get the tournament started and to see the best team wins the trophy.”

The opening match of the tournament will be played between Sri Lanka and Afghanistan and India and Pakistan tournament will happen on the 28th August. The finals will be played on 11th September 2022 at the Dubai International Cricket Stadium, Dubai, UAE.

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's one of the 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 78% during FY20-22 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, 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 1 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, 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 EaseMyTrip Media Queries

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