

February 27, 2023

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 400001  <b>Scrip Code: 543272</b>	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051  <b>Symbol: EASEMYTRIP</b>
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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 enters an advertisement agreement with Capri Global Holdings Private Limited for five years of Women’s Premier League**” being issued to the media.

The aforesaid information will also be hosted on the website of the Company at [www.easemytrip.com](http://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: 2023.02.27  
12:09:33 +05'30'

**Priyanka Tiwari**  
**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 enters an advertisement agreement with Capri Global Holdings Private Limited for five years of Women's Premier League**

- *Capri Global Holdings own the franchise rights for one of the new teams in the tournament, UP Warriorz*
- *The online travel firm will be a part of the journey from the start of the tournament, commencing on March 4, 2023*

**India, February 27, 2023:** With just a week left for the much-awaited maiden edition of the Women's Premier League, EaseMyTrip, one of India's largest online travel tech platforms, announced that it entered an advertisement agreement with Capri Global Holdings Private Limited, the franchise owner of the team, UP Warriorz. The agreement lasts for five years, beginning from the tournament's first season.

The T20 cricket tournament organized by the Board of Control for Cricket in India (BCCI) is being looked at as a game-changer for women athletes. The WPL will not only create conversations around the women's game, but it will also become a pathway for talent. Women cricketers taking center stage will be the cynosure of all eyes. This will inspire younger players to come through the ranks and share the field with the who's who of the sport, furnishing a healthy grassroots system that keeps producing special performers on the world stage. EaseMyTrip will benefit from millions of views by this association.

**Speaking on the development, Nishant Pitti, CEO & Co-Founder, EaseMyTrip, said,** *"At EaseMyTrip, we consistently display an innovative and maverick mindset. From being the only company in the industry to provide the benefit of no convenience fee charged to all our customers to now being a commercial partner in the pathbreaking endeavor for women's cricket, EaseMyTrip is becoming a pillar for progress. At the heart of this association is our unwavering support for the WPL and its inaugural season. We are extremely delighted to be commercially engaged in the first edition of a tournament that will become women's cricket's biggest brand in the coming years. We are also looking to leverage the brand visibility that has tremendous potential, as millions of fans will be glued to their television sets watching the celebration of talent that the WPL is."*

*"Capri Global Holding Private Limited and the UP Warriorz welcome EaseMyTrip into the family in what promises to be an exciting long-term partnership in a revolutionary journey in women's cricket in India. The unfaltering support from EaseMyTrip will not only pave the way for greater brand visibility but also lay out the red carpet to celebrate and honour the immense talent in women's cricket," said Rajesh Sharma, Managing Director, Capri Global Holdings Private Limited.*

The initial season of the league will broadcast in India on the Sports18 TV channel and the Jio Cinema app.

### **About EaseMyTrip**

*EaseMyTrip (a public listed company at NSE and BSE) is India's second-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, 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 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 and London.*

### **About Capri Global Holdings Private Limited**

*Capri Global Group's interest varies across sectors through its subsidiary companies. Key ventures of the Group are Non-Banking Financial Company (NBFC), Housing Finance Company (HFC), and Sports Venture (Owner of franchisees in UAE ILT20 League, Women's Premiere League, Kho Kho League and Pro-Kabaddi League). The Group Company, Capri Global Capital Limited (CGCL) is a Non-Banking Financial Company (NBFC) listed on the BSE and NSE and is part of the NIFTY Smallcap 250 Index. The primary focus of CGCL lies in serving the underserved segments of Micro-Small and Medium Enterprises (MSME) through secured lending. CGCL's wholly owned subsidiary, Capri Global Housing Finance Limited (CGHFL) is focused on the Affordable Housing Finance space. CGHFL also offers housing loans under Pradhan Mantri Awas Yojna. The Company has an AUM of Rs 8600 cr+ having 609 branches spread across 15 States & Union Territories with an employee base of 7900+.*

#### **For Media Queries:**

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