

September 01, 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 and Czech Tourism collaborates to promote tourism in the country**” being issued to the media.

The aforesaid information will 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**

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TIWARI

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Date: 2023.09.01 12:25:05  
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**Priyanka Tiwari**

**Group Company Secretary and Chief Compliance Officer**

**Membership No.: A50412**

**Easy Trip Planners Ltd.**

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## **EaseMyTrip and Czech Tourism collaborates to promote tourism in the country**

*EaseMyTrip's strategic collaboration with Czech Tourism aims at creating a strong network for travellers wanting to embark on a journey to the land of the Bohemian crown*

**New Delhi, September 01, 2023:** EaseMyTrip.com, India's leading online travel tech platform, is proud to unveil a transformative co-op campaign in partnership with Czech Tourism. This dynamic collaboration aims at redefining the boundaries of luxury travel experiences while illuminating the captivating landscapes and cultural treasures of the Czechia.

Set to launch today, this immersive campaign will span an exhilarating six-month period, ushering in a new era of exploration that seamlessly marries leisure and tradition. The central objective of this partnership is to unravel a new chapter in travel, one that celebrates the Czechia's rich exhibition of traditions, captivating landscapes, and historical marvels. The partnership would not only introduce travelers to the captivating cultural heritage of the Czechia but also ignite a sense of curiosity and adventure within them, inspiring them to embark on unforgettable journeys.

This groundbreaking campaign unfolds as a symphony of collaboration, intertwining the expert knowledge of EaseMyTrip with the rich heritage of Czech Tourism. The harmonious duo will work tirelessly to paint a comprehensive tapestry of destination awareness while also deepening travellers' understanding of the diverse offerings that await in the Czechia.

*"We embark on this journey with great enthusiasm together with Czech Tourism," expressed **Mr. Nishant Pitti, CEO & Co-Founder of EaseMyTrip.** "Our shared vision is to showcase the Czechia as a treasure trove of tradition and authenticity, offering travelers the chance to immerse themselves in the country's rich heritage. This campaign beautifully encapsulates our commitment to providing our customers with experiences that go beyond the ordinary."*

**Mr. František Reismüller, Director of Marketing and Foreign Offices,** said, *"Czech Tourism is resuming its activities in India after a brief pause. Czech Tourism aims to wholeheartedly promote and create awareness about the destination to its Indian audience. Their main priority is to introduce a direct flight from India to Prague, ensuring quick access to the city. Czechia is a stunning place, eagerly anticipating the arrival of Indian travelers to explore the heart of Europe."*

Over the next six months, travelers can look forward to a series of captivating narratives, revealing the untold stories and cultural treasures of the country. Through this collaborative endeavor, EaseMyTrip and Czech Tourism aspire to redefine travel, elevate destination awareness, and foster a lasting connection between travelers and the cultural fabric of the Czechia.

As the campaign unfolds, travellers can anticipate a cascade of exclusive offers, eloquent narratives, and enlightening stories that together form a vivid tapestry of the Czechia's allure. Through this

collaborative endeavour, EaseMyTrip and Czech Tourism aspire to redefine luxury travel, elevate destination awareness, and craft enduring memories.

For further details and to immerse yourself in the captivating range of luxury travel packages, please visit EaseMyTrip's official website (<https://www.easemytrip.com>) or get in touch with their dedicated customer support team.

### **About EaseMyTrip**

*EaseMyTrip (a public 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 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 Czechia**

*The Czechia in Central Europe, is a country that's known for over twelve hundred castles, sixteen UNESCO World Heritage Sites, thermal spa's, crystals, glass and a long history. Apart from Prague, and known for it's therapeutic spas not only in Karlovy Vary, the Czechia has picturesque places like Český Krumlov, South Moravian region – Brno and the beautiful cultural Landscape the Lednice – Valtice complex. The local currency is Czech Korona.*

For more information, check out our website and our Instagram:

<https://www.visitczechrepublic.com/en-US/>

[https://www.instagram.com/visitczechia\\_in/](https://www.instagram.com/visitczechia_in/)

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