

May 22, 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 HT Digital teams up to bring out great offers for the customers of both the brands**” 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: 2023.05.22 12:14:38  
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**Priyanka Tiwari**  
**Group 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 and HT Digital teams up to bring out great offers for the customers of both the brands**

**New Delhi, 22<sup>nd</sup> May 2023:** EaseMyTrip.com, one of India’s largest online travel tech platforms, has established a collaboration with HT Digital, one of the leading digital media brands in India, to bring out some irresistible offers for their customers. The partnership will benefit both brands, as EaseMyTrip customers will now be able to get discounted subscriptions on their favorite HT Digital media products, while HT Digital subscribers will be able to muster exclusive travel deals on EaseMyTrip’s platform.

This collaboration will start to reflect for users from today onwards, on EaseMyTrip’s online portal in the ‘hot deals section’ and on the EaseMyTrip app via push notifications. EaseMyTrip customers can avail the offer which is valid for 6 months.

- 30% discount on the HT Digital subscription plan
- 30% discount on the Mint + Wall Street Journal subscription plan

**Looking forward to this partnership, Lokendra Saini, Chief Operating Officer, EaseMyTrip said,** *“I am thrilled to see how our collaboration with HT Digital pans out. Our partnership harbors the potential to yield substantial advantages for both of our respective brands. This alliance represents a strategic maneuver aimed at amplifying the significance of our distinctive qualities for our customers. Through our collaboration, we are expanding our reach and looking to provide incomparable travel experiences to a broader audience. The vast scope and sway of HT Digital in the digital realm will augment the brand visibility of EaseMyTrip, thereby drawing in a greater number of patrons and broadening our customer base.”*

**Amrendra Shukla, VP- Growth, HT Digital, said,** *“We are excited to be partnering with EaseMyTrip and have come up with amazing offers to delight both our customers. We are certain that our value-added offers will make consumption of HT digital services hassle-free and on the go while travelling for EaseMyTrip users.”*

HT Digital Streams, with 150 million unique visitors a month and above 1700 million page views, is poised as one of India’s fastest-growing digital media companies. HTDS consists of hindustantimes.com, livemint.com, livehindustan.com, and desimartini.com and draws inspiration from nearly a century of excellent journalism from the Hindustan Times house. Among these four diverse digital platforms, the company engages, entertains, and informs India’s most discerning audiences.

**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 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 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 HT Media Group**

*HT Media Group (HTMG) is among India's largest media and entertainment conglomerates. The Group's offerings spanning Print, Audio, and Digital verticals, have remained crucial and relevant for nearly a century in influencing culture and shaping public opinion. HTMG enjoys wide-reaching popularity and has built reliable credibility across its Print brands - English daily Hindustan Times, the Hindi daily Hindustan, and the business publication Mint. It enjoys a prominent presence in the Audio space through much-loved and enjoyed brand offerings, including Fever FM, Radio Nasha, Radio One, FAB Market, HT Smartcast, and Punjabi Fever. HTMG has continued to build on the success of its online recruitment and skills training portal Shine.com, with a positive foray to further its Digital offerings through the Mosaic Digital product umbrella that operates news and research platforms VCCircle, TechCircle, and EdgeInsights focused on serving the investment and enterprise technology communities. HTMG also owns popular Internet businesses, including OTT Play, Slurrp, and Healthshots. For more details, visit [www.htmedia.in](http://www.htmedia.in)*

**For Media Queries:**

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