

October 04, 2023

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai – 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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**Subject: 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 ***“EaseMyTrip and the Government of Uttarakhand Join Forces to Transform Tourism in Uttarakhand”*** 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.

**For Easy Trip Planners Limited**

**PRIYANKA** Digitally signed by  
PRIYANKA TIWARI  
**A TIWARI** Date: 2023.10.04  
09:38:52 +05'30'

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

**Easy Trip Planners Ltd.**

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## MEDIA RELEASE

### **EaseMyTrip and the Government of Uttarakhand Join Forces to Transform Tourism in Uttarakhand**

*The collaboration includes the development of a state-endorsed Homestay online program, offering employment opportunities and economic growth within Uttarakhand's tourism sector*

**New Delhi, Oct 04, 2023:** In a landmark Memorandum of Understanding (MOU) signing, EaseMyTrip, one of India's largest online travel tech platforms, and the Government of Uttarakhand have embarked on a collaborative journey to elevate Uttarakhand's standing as a global tourism hotspot under a deal size worth over 250 crores.

The signing ceremony took place during the Global Investors Summit in London, graced by the presence of Chief Minister Pushkar Singh Dhama.

Under the visionary leadership of Chief Minister Dhama, the Uttarakhand government has embarked on a mission to attract global investors and partners. During his UK visit, CM Dhama signed several significant MOUs, including the groundbreaking agreement with EaseMyTrip.

In a historic Memorandum of Understanding (MOU), a transformative partnership has been accentuated that is aimed at catapulting Uttarakhand into the global tourism spotlight. The collaboration will witness the launch of an extensive series of dynamic joint marketing campaigns, strategically designed to target diverse markets such as the UK/Europe, Middle East, Asia, USA/Canada, and more. Leveraging EaseMyTrip's extensive global reach and robust platforms, these campaigns are poised to significantly amplify awareness and allure tourists and events to the captivating state of Uttarakhand.

**Mariah Hamid, Managing Director for UK and Europe at EaseMyTrip, remarked,** "We are thrilled to unite with the Government of Uttarakhand in showcasing the unmatched beauty and cultural heritage of this incredible state to global travellers. This collaboration perfectly resonates with EaseMyTrip's mission to simplify travel, making it accessible and affordable.

Uttarakhand is a treasure trove of natural beauty and adventure, and we eagerly anticipate sharing it with the world."

As a pioneering initiative within this partnership, a state-endorsed Homestay online programme will be developed. This programme holds the potential to be a game-changer for Uttarakhand's burgeoning tourism sector, offering an enticing invitation to travellers while simultaneously creating opportunities for local residents to actively participate in and reap the benefits of the state's flourishing tourism industry.

## MEDIA RELEASE

Furthermore, this collaboration is expected to have a direct and positive impact on employment within the tourism sector, aligning perfectly with the government's steadfast commitment to fostering economic growth and prosperity throughout Uttarakhand. This synergy between EaseMyTrip and the Government of Uttarakhand marks a significant step towards unlocking the state's potential as a global tourism hub, with a focus on sustainable growth and empowerment for local communities.

**Mr. Rikant Pitti, Co-Founder of EaseMyTrip, emphasised,** *"This partnership transcends business; it underscores our dedication to unlocking Uttarakhand's potential as a global tourism destination. By combining our travel industry expertise with the state's natural wonders and cultural richness, we aspire to create a transformative experience for travellers. EaseMyTrip isn't just about booking flights and hotels; it's about unveiling tourism's true potential to the world. We believe in the power of tourism to empower communities and drive sustainable growth. Uttarakhand's potential will not only elevate it but also amplify India's tourism potential manifold, promising an extraordinary journey for all."*

This pioneering partnership between EaseMyTrip and the Government of Uttarakhand heralds a promising future for the state's tourism sector, with growth, employment, and enriching experiences at its core.

### 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.*

### For Media Queries:

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