

September 28, 2023

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 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

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 expands footprint with grand opening of new franchise store in Jalandhar**” 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

**PRIYANKA
TIWARI**

Digitally signed by
PRIYANKA TIWARI
Date: 2023.09.28
12:34:25 +05'30'

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 expands footprint with grand opening of new franchise store in Jalandhar

This is a strategic move aligned with the brand's expansion plans and a vital component of its franchising enterprise

New Delhi, September 28, 2023: EaseMyTrip.com, one of India's largest online travel tech platforms, is delighted to announce the opening of its latest franchise store in Jalandhar, Punjab. Situated at SCO 23, First Floor, Choti Baradari Part-2, this new establishment marks a significant expansion for the company and a promising addition to its growing network of franchise stores across the country.

The Jalandhar store's inauguration is scheduled for September 28, 2023, at 11:00 AM, and it promises to be a one-stop shop for all your travel needs. Whether you're planning a family vacation, a business trip, or a solo adventure, the expert team at EaseMyTrip will be ready to assist you in crafting the perfect travel experience.

To celebrate this momentous occasion, EaseMyTrip is extending an exclusive offer to its first 100 walk-in or booking customers at the Jalandhar store. These lucky customers will enjoy a flat discount of ₹600 on a minimum booking amount of ₹4000. This limited-time offer is available from the store's opening day on September 28, 2023, until October 15, 2023.

EaseMyTrip has earned a reputation for delivering unbeatable discounts, providing personalised service, facilitating instant bookings, and offering amazing savings to travellers. These same advantages will be readily accessible to residents and visitors in Jalandhar as the company continues its mission to make travel convenient and budget-friendly.

Mr. Rikant Pittie, Co-Founder, EaseMyTrip, said, *"Our customers are our priority, and we strive to provide them with exceptional services and cater to their evolving needs. Taking this vision ahead, we conceptualized the franchise model. We are confident this innovative strategy will transform the travel industry and help us serve our customers better. The inauguration of our latest store in Jalandhar is another milestone in our expansion journey as we are determined to achieve the goal of securing a pan-India presence of our offline retail stores. Our growth strategy aims at bolstering brand awareness, thereby ensuring our clientele can access our services easily and seamlessly."*

EaseMyTrip is committed to enhancing brand awareness and expanding its presence across India through its franchise model. This Jalandhar store is the latest addition to the company's offline retail network, following the successful launch of stores in Patna, Surat, and Jaipur earlier this year.

MEDIA RELEASE



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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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