

September 21, 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 launches Smart Voice Recognition Technology that Redefines Customers Travel Booking Experience”** 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
Group Company Secretary and Chief Compliance Officer
Membership No.: A50412

Easy Trip Planners Ltd.

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MEDIA RELEASE

EaseMyTrip launches Smart Voice Recognition Technology that Redefines Customers Travel Booking Experience

The premier OTA in India doesn't cease to amaze its loyal customers and all travellers as it announces yet another phenomenal feature to its already groundbreaking travel toolkit

New Delhi, September 21, 2023: EaseMyTrip.com, one of India's largest online travel tech platforms is set to redefine the travel booking experience with its groundbreaking innovation - the EaseMyTrip Smart Voice Recognition Technology. This innovative feature underscores the company's unwavering commitment to delivering expedited and seamless travel experiences for every Indian traveller. By harnessing advanced AI and ML technology, EaseMyTrip has introduced a voice assistance tool that promises to revolutionize the way travelers plan and book their journeys.

In response to the evolving preferences and expectations of today's travellers, EaseMyTrip has developed this cutting-edge smart voice recognition system. It serves as a touchless recommendation and booking engine, designed to elevate the overall customer experience. This in-house development boasts a custom Natural Language Processing (NLP) engine, ensuring precision and efficiency in every interaction.

As easy as having a conversation, the EaseMyTrip Smart Voice Recognition Technology offers a comprehensive solution for all your travel needs. Travellers can effortlessly express their requirements in natural language, such as, 'I want to search for a flight from Delhi to Mumbai for tomorrow,' 'I need a hotel in Delhi for tomorrow,' or 'I need a holiday package for Dubai for next week.' This sophisticated engine seamlessly provides product recommendations for flights, accommodations, Vacation packages, Train and Bus simplifying the booking process to a remarkable degree.

One of the standout features of this innovation is its ability to understand and respond to multiple Indian languages, including Telugu and Hindi. Being a true India-made brand, EaseMyTrip recognises the significance of India's linguistic diversity and cultural richness. This voice recognition technology exemplifies the platform's dedication to inclusivity and accessibility for all Indian travellers.

Mr. Rikant Pittie, Co-Founder of EaseMyTrip, enthusiastically endorsed this groundbreaking development, stating, "In today's fast-paced travel ecosystem, every tourist seeks an expedited and seamless booking mechanism. With shorter attention spans and grander ambitions, travellers are increasingly seeking convenience when planning their journeys. Our smart voice recognition technology becomes their guiding light, offering a streamlined command for all their travel needs. We are thrilled to introduce this innovation, perfectly aligned with our mission to simplify travel for every Indian."

MEDIA RELEASE

EaseMyTrip's dedication to innovation and customer-centric solutions has earned it the trust of travellers nationwide. With the launch of Smart Voice Recognition Technology, EaseMyTrip continues to set new benchmarks in the industry, reaffirming its commitment to providing the ultimate travel experience for its users.

This innovative addition promises to redefine the way Indians plan and book their travel, making it not only expedited but also enjoyable. EaseMyTrip's unwavering focus on technology excellence and its deep understanding of the diverse needs of Indian travellers position it as a leader in the travel tech sector. As travellers embrace the power of voice, EaseMyTrip is poised to lead the way into a future of effortless and efficient travel booking.

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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