

May 29, 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

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip opens another franchise store in Surat**” 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

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PRIYANKA TIWARI
Date: 2023.05.29
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Priyanka Tiwari

Group Company Secretary and Chief Compliance Officer

Membership No.: A50412

Easy Trip Planners Ltd.

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MEDIA RELEASE

EaseMyTrip opens another franchise store in Surat

The inauguration of the store is in accordance with the brand's strategic growth objectives and is an integral component of its franchising enterprise



New Delhi, 29th May 2023: EaseMyTrip.com, one of India's largest online travel tech platforms, has announced the launch of its first offline retail store in Surat, Gujarat. This has been announced as a strategic move in alignment with its expansion plans. The objective is to tap into a customer base that prefers a tailored "meet and greet" experience. This decision reflects the company's commitment to providing exceptional service and meeting the evolving needs of its customers.

The new office has been nestled in the prominent location of Ghod Dod Road, Surat, in coherent sync with the brand's goal of broadening its footprint and operations. The interior of the store is designed with the most up-to-date designs and brand colors in mind so that customers have a strong brand recall. The store will provide premier services such as flight and hotel reservations, the purchase of bus, railway, and group fare tickets, and the purchase of vacation, cruise, and charter packages. EaseMyTrip's Surat store will also offer visa applications and related formalities as supplementary services.

Speaking about the new store, **Mr. Rikant Pittie, Co-Founder, EaseMyTrip**, said, *"Our innovative EaseMyTrip franchise system is disrupting the travel industry by providing convenient access to our services, overcoming the limitations of digital literacy. The inauguration of our latest establishment in Surat signifies a noteworthy achievement in our pursuit of establishing a robust nationwide footprint. Our expansion strategy aims at enhancing brand visibility and accessibility, thereby ensuring that our valued consumers can access our trusted travel services with ease, irrespective of their internet competency."*

Early this year, the company announced establishing offline retail stores under their flagship franchise business in India. The store launch in Surat is a part of this strategy and will help the company provide the customers an opportunity to have a peerless in-store retail experience. Earlier this month, the premier online travel agency also inaugurated their first store in Patna, Bihar.

MEDIA RELEASE

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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