

December 08, 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 paves their way to Kabaddi as the Principal Sponsors of UP Yoddhas**” being issued to the media.

The aforesaid information will also be hosted on the website of the Company at www.easemytrip.com.

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.

Registered office : Building No. - 223, Patparganj Industrial Area, New Delhi - 110092 (India)

Phone : +91 - 11 43030303, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



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EaseMyTrip paves their way to Kabaddi as the Principal Sponsors of UP Yoddhas

December 08, 2023, New Delhi: EaseMyTrip.com, one of India's largest online tech travel platforms, has formally announced its strategic collaboration as the principal sponsor for UP Yoddhas - the GMR Group owned Pro Kabaddi League Franchise representing the state of Uttar Pradesh today. This pivotal partnership signals EaseMyTrip's entry into the esteemed realm of kabaddi, underscoring the brand's unwavering commitment to championing a diverse spectrum of sporting endeavours.

Under the ownership of GMR Group, UP Yoddhas made an impactful debut in the Pro Kabaddi League during the fifth season of 2017. Ever since the team has continued to impress fans with their flamboyant yet result oriented game play all throughout, having earned the reputation of being one of the most consistent teams in the Pro Kabaddi League universe. Since their inception in 2017, UP Yoddhas have always made their way to the play-offs and this season they have kicked off their campaign in an equally impressive manner with their eyes set on the summit. The Yoddhas who are currently basking under the glory of a thumping 30 point win over Gujarat Giants will now face Telugu Titans in their next clash on 9th December 2023.

Nishant Pitti, CEO and Co-Founder of EaseMyTrip, expressed his anticipation about the collaboration, stating, *"Kabaddi holds a significant place in India's cultural heritage, and EaseMyTrip is honoured to align with UP Yoddhas. The team's relentless determination and pursuit of excellence resonate with the core values of EaseMyTrip. This collaboration signifies our dedication to supporting sports diversity, and we eagerly anticipate seeing the EaseMyTrip logo prominently displayed on UP Yoddhas' jerseys."*

As principal sponsors, EaseMyTrip's logo will feature prominently on the team's jerseys, symbolising the brand's endorsement of UP Yoddhas' quest for triumph in the Pro Kabaddi league.

Apart from being imprinted on the red and blue jerseys of UP Yoddhas, the easily recognisable EaseMyTrip logo will be emblazoned on other significant match and tournament-related merchandise involving the team.

Speaking on the collaboration, PKSV Sagar, CEO, GMR League Games said, *"It is a very proud moment for us inking this strategic partnership with EaseMyTrip. As a brand we have always emphasized on collaborating with brands that share our vision and ethos and with EaseMyTrip we are happy to have a partner who exuberate the same passion and value system as ours. What also makes me extremely proud about how our indigenous sport of Kabaddi has grown over the years that today established brands are coming forward to associate with the sport. We hope to give our fans the best experience this season and are confident that this partnership will unveil newer avenues to not only help the team grow but build a long-lasting relationship with our fans."*

The brand logo will be displayed in other team engagement activities and commercial exercises, including the official training kits and the team's marketing and communications collaterals and

properties like the website and other online traction tools. The indoor stadium will also carry the EaseMyTrip logo banner.

EaseMyTrip's commitment to promoting sports extends beyond conventional boundaries, and this association with UP Yoddhas underscores the brand's resolve to foster a culture of athleticism and teamwork.

About UP Yoddhas

UP Yoddhas is a professional Kabaddi franchise in the Pro Kabaddi League. The team, based in Lucknow, Uttar Pradesh, is owned by the GMR Group, which also possesses multiple franchises in various sporting leagues. Founded in 2017, U.P. Yoddhas is considered as one of the most consistent teams in Pro Kabaddi League having made it to the playoffs every season since its inception. UP Yoddhas also own a state-of-the-art kabaddi academy by the name of BK Kabaddi Academy in Meerut. Many youngsters have made their way to the senior UP Yoddhas team from this academy

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:

EaseMyTrip Public Relations
Ms. Bhavika Sharma
bhavika.sharma@easemytrip.com
+91 98117 87304