

March 12, 2024

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 Opens its Second Franchise Store in Gurugram**” being issued to the media.

The aforesaid information will also 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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EaseMyTrip Opens its Second Franchise Store in Gurugram

The launch of its latest franchise store at M3M Tee Point marks its 13th establishment in India, solidifying EaseMyTrip's presence in Gurugram

New Delhi, March 12, 2024: EaseMyTrip.com, India's leading travel tech platform, announced the opening of its new franchise store in Gurugram, Haryana, marking a significant step in its ongoing nationwide expansion. Located at Shop No. 14, First Floor, M3M Tee Point, Sector 65, Gurugram, this addition is EaseMyTrip's second franchise in the city, showcasing its dedication to enhancing travel service accessibility through a strategic mix of online and offline channels.

Situated in the dynamic sector 65, renowned for its commercial activity and accessibility, the new franchise is ideally positioned to meet the increasing travel needs of Gurugram's diverse population. Designed to mirror EaseMyTrip's energetic brand essence, the store offers a welcoming environment for customers seeking expert travel planning and personalised service.

The Gurugram franchise will provide a full range of travel solutions, including flight and hotel bookings, bus and railway tickets, group travel arrangements, luxury vacations, cruises, and charters, along with visa application assistance and other travel essentials, ensuring a smooth journey from start to finish.

Reflecting on the new launch, Mr. Rikant Pittie, Co-Founder of EaseMyTrip, shared, *"Our expansion into Gurugram with a second franchise at M3M Tee Point is more than just opening another store; it's about embedding ourselves within the community and making quality travel planning accessible to everyone. We're here to demystify travel, offering our expertise and personalised services right at your doorstep. This new store is a committed promise to deliver unparalleled travel experiences, showcasing our commitment to understanding and fulfilling the unique travel needs of our customers. We're not just selling travel; we're crafting memories, one journey at a time."*

EaseMyTrip officially launched its flagship brand, EaseMyTrip Franchise, early last year. Since then, the brand has opened 12 offline stores under its franchising model across India, with the recent one being in Jalgaon, Maharashtra. Inaugurating stores through its franchising model is a strategic decision aligned with the company's expansion plans.

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.

MEDIA RELEASE



For Media Queries:

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