

January 15, 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 embarks on a nationwide roadshow for the first time to catalyse India's tourism industry**” 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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Government of India



EaseMyTrip embarks on a nationwide roadshow for the first time to catalyse India's tourism industry

Leading OTA unveils strategic corporate engagement activity to drive fresh conversations with significant travel companies across the length and breadth of the nation

New Delhi, January 15th, 2023: EaseMyTrip.com, one of India's largest online tech travel platforms, is set to embark on an unprecedented nationwide roadshow for the first time spanning multiple cities, underscoring its commitment to fostering robust business connections and dialogue within the nation's flourishing tourism industry. This strategic initiative will be executed in close collaboration with EaseMyTrip's recently acquired domestic travel brands, Guideline Travels and Dook Travels.

The grand corporate procession is slated to commence on the 16th of January in Kolkata, traversing through key cities such as Raipur on the 17th, Nagpur on the 18th, Indore on the 19th, Bengaluru on the 20th, Coimbatore on the 21st, Chennai on the 22nd, Kochi on the 24th, Rajkot on the 29th, Ahmadabad on the 30th, Surat on the 31st, and concluding on the 1st of February in Pune.

The roadshow serves as a pivotal platform for EaseMyTrip to construct an intimate one-on-one dialogue channel with prominent travel agents across the nation. By orchestrating this monumental corporate endeavour, the premier OTA aims to strengthen the fabric of India's travel and tourism industry. This exclusive activity promises to be a melting pot of ideas, offering a conducive environment for the exchange of fresh insights that can potentially redefine the trajectory of India's travel industry. The anticipated outcomes include the emergence of innovative concepts, strategic collaborations, and an overall enhancement of customer-centric services.

Nishant Pitti, CEO & CO- Founder of EaseMyTrip, remarked, "EaseMyTrip has been more than a brand; it's a symbol of resilience and commitment to the Indian business ethos. Beyond the metrics, our journey is defined by the impact we create in the business ecosystem. This nationwide roadshow is a strategic step towards fortifying not just our position in the market but also contributing to the growth and sophistication of the Indian travel industry. As we embark on this odyssey, we carry the spirit of innovation, excellence, and unwavering dedication to our Indian roots."

As EaseMyTrip assumes a leadership role with this nationwide corporate undertaking, the roadshow signifies a bold step towards not just nurturing business relationships but also contributing to the sustained growth and refinement of India's dynamic travel and tourism sector.

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

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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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