

March 11, 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 signs a MoU with the Ministry of Rural Development to empower members of Self Help Groups in 800 districts under the Lakhpati Didi Yojana**” 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 signs a MoU with the Ministry of Rural Development to empower members of Self Help Groups in 800 districts under the Lakhpati Didi Yojana

- *Through this agreement, EaseMyTrip intends to empower female members of SHGs in 800 districts*
- *The brand will provide training on making travel reservations across segments*

New Delhi, March 11, 2024: EaseMyTrip.com, one of India's leading online travel tech platforms, signs a Memorandum of Understanding (MoU) with the Ministry of Rural Development to train Deendayal Antyodaya Yojana- National Rural Livelihoods Mission (DAY-NRLM)'s Women's Self Help Groups (SHGs) members under the Lakhpati Didi Yojana to focus on women-led skill development allowing them to nurture their entrepreneurial skills and become financially independent. Through this strategic move, EaseMyTrip intends to empower members of SHGs in 800 districts across the country.

The Ministry of Rural Development's Lakhpati Didi Yojana aims to train members, affectionately called Didis. It helps rural females set up micro-enterprises in their respective villages and earn a sustainable income of at least Rs. 1 lakh annually per household by leveraging their entrepreneurial skills. As per the MoU, MoRD will mobilise the SHG members and ensure their availability for the training by EaseMyTrip for the purpose. The eligibility criteria for selection of the Didis will be basic knowledge of reading & writing English / Hindi and knowledge of using a Computer & browsing the internet. The agreement enlists that EaseMyTrip shall contribute to this initiative by training and empowering 1 SHG member per block across 800 districts in India. The members will be trained in making travel reservations across all essential segments, including trains, buses, hotels, and flights. Additionally, EaseMyTrip will provide them with the required digital tools and impart education on integral aspects like searching, booking, making payments, and printing the tickets on behalf of the customers. The selected members can be called 'Ticket Wali Didi'.

Excited to start the project, **Mr. Nishant Pitti, CEO and Co-Founder, EaseMyTrip**, said, *"We strongly believe that empowering women is integral to the socio-economic growth of the country. Women's representation is gradually taking an upturn in the entrepreneurial scenario, and they are acing the game with their multifaceted skills. However, their potential is yet to be unlocked in rural areas. Initiatives like the Lakhpati Didi Yojana empower rural women, helping them become financially independent by leveraging their inherent entrepreneurial skills. Through this historic agreement with the Ministry of Rural Development, we aim to train and equip members of Self-Help Groups and build future women entrepreneurs."*

As a part of the alliance, EaseMyTrip will conduct the Pilot project across 10 Blocks in Districts identified by the MoRD which are Patna, Begusarai, Vadodara, Rajkot, Surat, Bhopal, Ujjain, Ayodhya and Varanasi. Initially, the trial will be conducted at the specified locations, followed by the full-scale rollout. The agreement further binds that for every booking the members complete, EaseMyTrip will

share the generated revenue with them, enabling them to be financially self-reliant. Additionally, its platform will be available and accessible for the selected member. In the next 3 weeks, the remaining nine blocks will also be covered.

*Expressing his thoughts on the partnership, **Shri Giriraj Singh, Hon'ble Minister of Rural Development** stated; "We are committed to ensuring the holistic development of women in rural areas. The Lakhpati Didi Yojana is a testament to our dedication to empowering women and fostering entrepreneurship at the grassroots level. This strategic partnership with EaseMyTrip will provide invaluable training and opportunities for women's self-help groups across the nation, enabling them to become financially independent and contribute meaningfully to their communities."*

Currently, 83 lakh SHGs with nine crore women are transforming the rural socio-economic landscape and have trained one crore females to become lakhpati didis. Through this MoU, EaseMyTrip intends to contribute to this cause and help rural females become financially independent.

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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