

January 10, 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 Unveils New Subsidiary: EaseMyTrip Insurance Broker Private Limited and ventures into the Insurance Sector”** 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.

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

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EaseMyTrip Unveils New Subsidiary: EaseMyTrip Insurance Broker Private Limited and ventures into the Insurance Sector

New Delhi, 10 January, 2024: EaseMyTrip.com, one of India's second largest online travel tech platform has launched its new subsidiary, EaseMyTrip Insurance Broker Private Limited. This is a strategic move by the company to diversify its service portfolio and tap into the insurance market by creating a specialized product to solve customer needs. The new venture is expected to solidify EaseMyTrip's position in the industry and cater to an INR 7.9 trillion market with EaseMyTrip's own 20 Million userbase.

India is the fifth largest life insurance market in the world's emerging insurance markets, growing at a rate of 32-34% each year. The Indian Insurance market is expected to reach US\$ 200 billion by 2027. The subsidiary is a testament to the brand's unwavering commitment towards increased customer satisfaction and offerings. By entering into the insurance brokerage domain, the company aims to not only enhance its service portfolio but also set up new avenues to increase business operations and revenue.

EaseMyTrip Insurance Broker Private Limited has been incorporated as a distinct entity under the umbrella brand. Mr. Nishant Pitti, the esteemed promoter of ETPL, assumes the role of Director in the newly formed subsidiary. His leadership and expertise will play a pivotal role in guiding the company towards success in the insurance sector.

Mr. Nishant Pitti, CEO and Co-Founder, EaseMyTrip, expresses his enthusiasm about the venture, stating, "We are elated to announce the launch of EaseMyTrip Insurance Broker Private Limited. This new subsidiary is a major step forward for us as we diversify our services and enter the insurance market. We aim to offer complete travel ecosystem for our customers and this new addition is a progressive step towards the same. With our strong standing for excellence and customer satisfaction, we are confident that we will make a lasting impact on our existing and new customers."

EaseMyTrip Insurance Broker Private Limited intends to revolutionise the insurance industry by innovation and a client-focused mindset. EaseMyTrip's reputation as a progressive and dynamic brand is further cemented by the company's dedication to offering comprehensive insurance solutions that will cater to the need of the hour for the customers.

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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