

September 13, 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 Partners with IIFA; Offers Customers Exclusive Holiday Packages to Attend the Event”** 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 Partners with IIFA; Offers Customers Exclusive Holiday Packages to Attend the Event

As part of this association, EaseMyTrip is offering specially curated holiday packages at special prices and a chance to attend the event as a lucky winner



New Delhi, September 13, 2024: EaseMyTrip.com, one of India’s largest online travel tech platforms, is the ‘Official Travel Partner’ for the prestigious IIFA Festival 2024. Through this association, EaseMyTrip extends an opportunity to its customers to attend the much-anticipated star-studded event in the Indian entertainment industry. As part of this association, EaseMyTrip is offering specially curated holiday packages at special prices. These packages provide not only the perfect getaway but also a chance to be part of the star-studded IIFA festivities. A few lucky customers will get a golden opportunity to attend the event with a IIFA pass, adding an extra dash of excitement to their journey.

Mr. Nishant Pitti, CEO and Co-founder, EaseMyTrip, said, *“EaseMyTrip is excited to be the official travel partner for the world’s grandest celebration at the IIFA Awards. This year, the celebrations promise to be bigger and more spectacular than ever. As a part of our association, we’ve curated IIFA specific holiday packages for our customers and a chance for few lucky winners to win and attend the event. This partnership reflects our unwavering commitment to making travel for the event and beyond both effortless and unforgettable for all.”*

Mr. Andre Timmins, Founder/Director, stated, *“As we approach IIFA’s Silver Jubilee in 2025, we’re thrilled to announce the biggest and most spectacular IIFA Festival yet, set for September 27-29 at Yas Island. This year’s IIFA will be a celebration of unprecedented scale, transcending cinematic boundaries with the convergence of Hindi Cinema and South Indian cinema, set against Yas Island’s unmatched hospitality and breath-taking backdrop as a premier international destination.*

He added, *“Expect mesmerising performances and cultural extravaganzas during the three-day celebration that will not only captivate audiences worldwide but also make a profound global impact. A true testament to the unparalleled appeal of Yas Island, IIFA*

2024 festival will foster meaningful connections, offer unique networking opportunities, and celebrate the visionaries who have shaped the global entertainment landscape, setting the stage for an extraordinary journey to 2025.”

Heralding an extraordinary journey over 24 glorious years, IIFA2024 is set to bring together the finest in Indian cinema in a breath-taking display of brilliance across five iconic industries. The three-day extravaganza is all set to showcase the rich diversity of Indian cinema by bringing together the glamour of the IIFA Awards with the vibrant South Indian cinema through the IIFA Utsavam Awards (Celebrating Cinema of the South). Set to take place from September 27th to 29th, 2024, at Yas Island, Abu Dhabi, the festivities will kick start on Friday, 27th September, with IIFA Utsavam Awards, a grand celebration of the four vibrant South Indian film industries. The excitement continues on Saturday, 28th September, with the prestigious IIFA Awards. The festival concludes on Sunday, 29th September, with the exclusive, IIFA Rocks. The 24th Edition of IIFA promises to be a magnificent celebration of cinematic excellence, featuring a stellar array of talent and industry luminaries, from the brilliance of Hindi cinema to the dynamic South Indian film industry, OTT platforms, global stars, international dignitaries, cinema enthusiasts and media houses from around the world, this will be the largest and most memorable IIFA Festival to date. For more information about EaseMyTrip’s packages and offers, please visit <https://www.easemytrip.com/holidays/iifa-tours-packages/>

About EaseMyTrip

EaseMyTrip (a publicly 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 47% during FY20-24 in profits before tax, 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 fee 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.

ABOUT IIFA (INTERNATIONAL INDIAN FILM ACADEMY)

IIFA is dedicated to building bridges across cinemas, businesses, communities and nations, creating everyone’s dream: “One People. One World”. IIFA is the most appreciated South Asian film academy and a global platform that gives the Indian film fraternity an opportunity to reach audiences in international territories. The alliances made via the platform of IIFA provide huge benefits and gain to India and an equally important objective is to create similar benefits in the host country. The aim is to establish a system of mutual benefit to both India as well as the host destinations by boosting tourism, economic development, trade, culture, cross-border investments and film co-productions. The IIFA Weekend & Awards each year travel to new, exciting and beautiful destinations, taking the film fraternity to unite and celebrate the best of Indian film and culture, thereby taking Indian Cinema and India to a wider audience.

Further confirmations and updates on IIFA & IIFA Utsavam

- Website <https://www.iifa.com/> | <https://www.iifa.com/iifa-utsavam-2024>
- Instagram <https://www.instagram.com/iifa/?hl=en> | <https://www.instagram.com/iifautsavam?igsh=MW9jeDN0Y3ZpMjR6dw==>
- Facebook <https://www.facebook.com/IIFA/> | <https://www.facebook.com/share/NtzrjV3Gxt6GU6eD/?mibextid=LQQJ4d>
- YouTube <https://www.youtube.com/user/IIFA> | <https://youtube.com/@IIFAUtsavam?si=4F8c1VXjZgIe6ld->

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