

August 23, 2024

BSE Ltd. P J Towers, Dalal Street, FortMumbai - 400001  <b>Scrip Code: 543272</b>	National Stock Exchange of India Limited (NSE).Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai - 400051  <b>Symbol: EASEMYTRIP</b>
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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 Ropes in Jacqueline Fernandez as Brand Ambassador in Long-Term Partnership”** 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 Ropes in Jacqueline Fernandez as Brand Ambassador in Long-Term Partnership**

*As the new face of EaseMyTrip, Jacqueline will be featured in a series of television commercials and marketing campaigns*

**New Delhi, August 23, 2024** – EaseMyTrip.com, one of India's largest online travel tech platforms, has roped in popular Bollywood actress Jacqueline Fernandez as its brand ambassador. This strategic partnership is part of a long-term strategy to boost EaseMyTrip's brand presence and attract new customers and Bollywood fans. The actress's large number of fans and followers would enhance EaseMyTrip's brand image.

Jacqueline Fernandez is known for her dynamic screen presence and her love for exploring the world. She is often seen traveling to new places for work and leisure. Her passion for travelling and represents the true spirit of adventure, thus making her the perfect representative and face of EaseMyTrip. The long-term partnership aims to inspire travellers across the country by promoting irresistible travel deals and unique experiences through a series of campaigns featuring the actress. Through this partnership, EaseMyTrip will gain the visibility of Jacqueline's 70.5 million Instagram followers and millions of other fans across the country.

**Mr Rikant Pittie, Co-Founder of EaseMyTrip**, shared his thoughts on the partnership, stating, *"We are excited to be associated with Jacqueline Fernandez. Her vibrant personality and passion for travelling, match perfectly with our brand ethos. With her on board, we aim to connect with a broader audience and encourage them to explore the world with confidence. This partnership is the beginning of an exciting chapter, and we are looking forward to a productive journey ahead."*

Sharing her excitement about the partnership with EaseMyTrip, **Ms Jacqueline Fernandez** said, *"Both personally and professionally, travelling has always been a huge part of my life. I'm delighted to be associated with EaseMyTrip, a brand that pledges to make travel easier, more accessible, and memorable for everyone. I am looking forward to working closely with EaseMyTrip."*

As the new face of EaseMyTrip, Jacqueline will be featured in a series of television commercials and marketing campaigns that will highlight the brand's offerings, from budget-friendly travel packages to luxury experiences. This long-term partnership signifies EaseMyTrip's commitment to creating significant connections with customers by providing seamless travel solutions that cater to a diverse audience.

EaseMyTrip continues to innovate and evolve to meet the needs of modern travellers, and with Jacqueline Fernandez on board, the company is set to take its mission to new heights.

### **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 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

## MEDIA RELEASE



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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