

January 16, 2025

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai - 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’s EasyDharshan platform inaugurates Theerth Yatri Sewa Booth in collaboration with Ayodhya Development Authority”** 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's EasyDarshan platform inaugurates Theerth Yatri Sewa Booth in collaboration with Ayodhya Development Authority

- *EasyDarshan is a spiritual tourism initiative of EaseMyTrip, focuses on providing holistic religious travel solutions*
- *The Theerth Yatri Sewa Booth provides guidance, bookings, and accessibility services for pilgrims*
- *Local youth are trained as "Theerth Sevaks" to enrich pilgrim experiences and boost community employment*
- *EasyDarshan supports homestay development to address Ayodhya's accommodation needs*

New Delhi, January 16th, 2025: EaseMyTrip.com, one of India's leading travel tech platforms, through its spiritual tourism initiative EasyDarshan, has partnered with the Ayodhya Development Authority (ADA) to inaugurate the Theerth Yatri Sewa Booth at Lata Mangeshkar Chowk. This landmark initiative aims to enhance the pilgrimage experience in Ayodhya by offering comprehensive services to visitors and creating employment opportunities for local youth.

The Theerth Yatri Sewa Booth is strategically set up to guide and assist pilgrims visiting the Ram Lalla temple and other significant religious sites in Ayodhya. EasyDarshan, as EaseMyTrip's dedicated spiritual tourism vertical, is bringing its expertise to ensure that pilgrims receive seamless support and access to essential services, making their visit memorable and hassle-free.

A major focus of this initiative is empowering the local community. By hiring and training local youth graduates from Ayodhya and nearby towns as "Theerth Sevaks," the booth not only provides pilgrims with knowledgeable guides but also opens avenues for meaningful employment. The trained Sevaks will offer visitors insights into Ayodhya's cultural, historical, and spiritual significance, enriching their experience while contributing to the local economy.

The booth offers a variety of services tailored to pilgrims' needs, including detailed information about the Ram Lalla temple, assistance with Sugam Darshan bookings, special aarti arrangements, and wheelchair accessibility. EasyDarshan ensures that the booth staff is well-equipped with knowledge and expertise to provide accurate and helpful information, making it a reliable resource for visitors.

In addition to its role at the booth, EasyDarshan is collaborating with the Ayodhya Development Authority to address the rising demand for accommodations in the city. With the current hotel infrastructure unable to meet the needs of the increasing number of pilgrims, EasyDarshan is actively supporting the development of homestays in and around Ayodhya. This effort aims to provide comfortable, affordable lodging while promoting community participation in the growing tourism economy.

Shri Ashwini Kumar Pandey, IAS, Vice Chairman of Ayodhya Development Authority, remarked: "We are thrilled to partner with EaseMyTrip and its spiritual tourism vertical, EasyDarshan, to redefine the pilgrimage experience in Ayodhya. The inauguration of the Theerth Yatri Sewa Booth reflects our shared vision of transforming Ayodhya into a globally recognized spiritual and cultural destination.

Mr Rikant Pittie, CEO and co-founder, EaseMyTrip.com, said, *"We set up the Theerth Yatri Sewa Booth with the aim of making pilgrimages easier, more meaningful, and stress-free for devotees. Pilgrimages are deeply personal and spiritual journeys, and through EasyDarshan, we want to ensure they are as enriching as they are seamless. This isn't just about offering services; it's about enhancing the overall experience while supporting the local community. Ayodhya is a city filled with immense cultural and spiritual significance, and we're truly honoured to contribute to its growth as a welcoming destination for pilgrims from all over."*

EasyDarshan will also assist ADA in managing large-scale events and festivals by providing manpower and logistical expertise, ensuring that Ayodhya continues to deliver a seamless experience during peak times.

About ADA

Ayodhya Development Authority (AFDA) is a principal agency of the Government of Uttar Pradesh, which is responsible for taking ahead the tradition of planned and sustainable development of Ayodhya and Faizabad.

The Ayodhya-Faizabad Development Authority was constituted by the government on 02 November 1985. Thereafter, the Ayodhya Special Area Development Authority was constituted in February 1988. On 26 February 1996, the Ayodhya Special Area was dissolved and the Ayodhya-Faizabad Development Authority was constituted again. 67 gram sabhas adjoining Faizabad and Ayodhya have been included in the development area of the Ayodhya-Faizabad Development Authority. This development area was formerly the area under UP Construction Work and Regulation. As per the order of the notification of the Government of Uttar Pradesh dated 10 December 2018, the revised name of the authority was changed to Ayodhya Development Authority .

Ayodhya-Faizabad Development Authority, constituted under the Uttar Pradesh Town Planning and Development Act 1973, is making efforts to provide basic amenities and solve housing problems of the people within its development area.

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.

MEDIA RELEASE



For Media Queries:

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