

December 26, 2024

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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Subject: 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 Expands Retail Presence, Launches New Franchise Store in Srikalahasti, Andhra Pradesh**” 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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MEDIA RELEASE

EaseMyTrip Expands Retail Presence, Launches New Franchise Store in Srikalahasti, Andhra Pradesh

- *The launch reinforces EaseMyTrip's strategic expansion in South Indian travel market*
- *New store brings personalized travel solutions to Tirupati region's customers*

New Delhi, India, December 26, 2024: EaseMyTrip.com, one of India's leading online travel tech platforms, announced the launch of its newest franchise store in Srikalahasti, Andhra Pradesh. This is the company's 23rd franchise store. This strategic expansion continues the company's successful franchise program, bringing comprehensive travel services closer to customers in the culturally rich Tirupati region.

The new EaseMyTrip franchise store, located at Door Number-5/138, MG Street, Gangamma temple, Srikalahasti, Tirupati, Andhra Pradesh, 517644, offers a complete range of travel solutions. Customers can access domestic and international flight bookings, premium hotel accommodations, customized holiday packages, and seamless bus and railway reservations. The store also provides specialized services including luxury cruise bookings and end-to-end visa assistance.

Mr. Rikant Pittie, Co-Founder of EaseMyTrip, said, *“Our Srikalahasti store represents another significant milestone in our retail expansion strategy. The Tirupati region, known for its spiritual tourism and growing economic potential, is a key market for EaseMyTrip. This new franchise underscores our commitment to providing personalized travel solutions across India.”*

The Srikalahasti store is part of EaseMyTrip's ambitious franchise program, which aims to establish 100 retail stores by FY25. With its contemporary design and expert travel consultants, the store ensures customers receive personalized attention in a welcoming environment.

This expansion reflects the company's vision of bridging online convenience with personalized offline services, further strengthening EaseMyTrip's presence in South India.

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.

MEDIA RELEASE

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.

For Media Queries:

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