

December 16, 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 becomes the Official Title Sponsor of Big Cricket League, Empowering Cricket Dreams nationwide”** 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 becomes the Official Title Sponsor of Big Cricket League, Empowering Cricket Dreams nationwide

New Delhi, December 16, 2024: EaseMyTrip.com, one of India's largest online travel tech platforms, has announced its strategic partnership as the Official Title Sponsor for the Big Cricket League, a groundbreaking tournament that brings together international cricket icons and passionate amateur players from across the country.

As part of this exciting partnership, EaseMyTrip will provide exclusive travel opportunities and special benefits for cricket enthusiasts, players, and fans. The partnership includes a comprehensive engagement strategy designed to enhance the fan experience and support cricket enthusiasts. EaseMyTrip will offer special travel offerings for tournament attendees, adding value to their travel. Additionally, the partnership will feature awards recognizing exceptional local talent and create opportunities for fans to win match tickets through the EaseMyTrip social media platform, further engaging cricket lovers across the country.

Speaking on the partnership, Mr. Nishant Pitti, CEO and Co-Founder of EaseMyTrip, said, *“Cricket holds a special place in the hearts of millions across India, transcending boundaries and bringing people together like no other sport. At EaseMyTrip, we are thrilled to be part of the Big Cricket League, a platform that celebrates talent, passion, and the spirit of cricket. This partnership isn't just about facilitating travel; it's about being a part of the journey that turns dreams into reality. We aim to make every cricket enthusiast's experience memorable, seamless, and inspiring, as we continue to unite people through the power of sports and travel.”*

The Big Cricket League stands as a unique T20 tournament that bridges the gap between professional and amateur cricketer. It brings together international cricket icons alongside talented local players, creating an unprecedented platform where passion meets opportunity. The tournament will feature a mix of international stars and promising local talents, divided into competitive teams that will battle it out in an electrifying format.

As part of the league's special recognition program, EaseMyTrip will celebrate outstanding performances through a comprehensive awards initiative. The program will recognize exceptional talent with awards including a cash prize for the Best Bowler and Best Batter, a domestic holiday package for the Man of the Match and Best Local Talent, and an international holiday package for the Man of the Series. These awards not only honor individual excellence but also provide tangible rewards that support and motivate cricketers at various levels of the game.

Mr. Puneet Singh, Chief Patron of Big Cricket League, said, “We are delighted to be associated with Ease My Trip as our Official Title Sponsor & look forward to a spectacular journey. The Big Cricket League is the journey of a fan whose lifelong dream has been to play cricket with his heroes and Ease My Trip is known for making thousands of journeys comfortable, convenience & memorable. The partnership between Big Cricket League & Ease My Trip will help thousands across the country turn their cricket dream into a reality & also bring joy to millions of fans.”

This partnership continues EaseMyTrip's legacy of supporting sporting events, following their successful associations with other marquee tournaments. The travel platform aims to make every cricket fan's journey smoother, more accessible, and more exciting.

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.

For Media Queries:

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ABOUT BIG CRICKET LEAGUE

Big Cricket League is a T20 cricket league owned by ARVUS Sports Private Limited that brings together former international & first class cricketers with amateur players, who have always dreamt of playing at the highest level. Launched in 2023, the Big Cricket League, in its first season, featured marquee players like Shikhar Dhawan, Suresh Raina, Irfan Pathan, Yusuf Pathan & Imran Tahir. The amateur cricketers who are a part of this league have been recruited after a trial process of almost a year.

BCL aims to be India’s number one amateur cricket league & give millions of fans across the world joy & entertainment. The first season of Big Cricket League is being held in Surat featuring six teams and 108 players in total. The league has already announced it’s expansive plans for season 2 by opening trial registrations.