

Date: October 28, 2021

To,

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street Mumbai - 400001, India

To,

National Stock Exchange of India Limited
Exchange Plaza, C-1 Block G Sandra Kurla Complex,
Bandra (E) Mumbai - 400051, India

Dear Sir/Ma'am,

Sub: Press Release

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a revised copy of the media release titled **“EaseMyTrip aims first-ever acquisition- Traviate- India’s first B2B travel marketplace”** being issued to the media.

You are requested to take the aforesaid on record.

The aforesaid information will also be hosted on the website of the Company at www.easemytrip.com

Thanking you

Yours faithfully,

For EASY TRIP PLANNERS LIMITED



Priyanka Tiwari
Company Secretary and Compliance Officer
Membership No: A50412

Easy Trip Planners Limited

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EaseMyTrip aims first-ever acquisition- Traviate- India's first B2B travel marketplace

- *The first-ever acquisition by the company will bolster its hotel and holiday portfolios*
- *A 100% technology-driven platform, Traviate lists more than 1.2 million hotels and has enabled more than 2 Lakh transactions to date*
- *The acquisition will add a new revenue stream and enable EaseMyTrip to do B2B hotel and holiday transactions.*

New Delhi, 28th October 2021– The Board of Directors of EaseMyTrip, India's second-largest online travel platform, considered and approved EaseMyTrip entering into a non-binding agreement offer with Traviate Online Private Limited for the acquisition of the business.

This will be the first-ever acquisition by EaseMyTrip that will add a new revenue stream and fast track its expansion in the B2B hotel and holiday space. The consummation of the proposed transaction is expected in 3 months, subject to finalization of definitive agreements, customary closing conditions and other necessary approvals, as may be required.

Founded in 2016, Traviate (www.traviate.com) is India's first B2B travel marketplace and has successfully established itself in its niche. A 100% technology-driven platform, Traviate lists more than 1.2 million hotels and has enabled more than 2 Lakh transactions to date. Contrary to popular belief, 70% of hotel inventory is sold by the B2B channel and Traviate's leadership in the B2B travel marketplace will help EaseMyTrip to scale up its hotel and holiday businesses rapidly. Traviate was also instrumental during the launch of TAFIConnect - a peer to peer marketplace model by TAFI (Travel Agents Federation of India) where it brought in technical expertise with a robust scalable system powered by the latest technology.

Speaking on the proposed acquisition, **Rikant Pittie, Co-Founder, EaseMyTrip** said, "As our first-ever acquisition, we followed complete due diligence, invested a considerable amount of time evaluating and found Traviate's efforts as India's first B2B travel marketplace exceptional. There is a synergy between EaseMyTrip and Traviate where we leverage cutting-edge technology to build a lean and efficient infrastructure. We are thrilled about this development and look forward to having Traviate as our perfect partner to strengthen our portfolio in the B2B hotel and holiday space."

Traviate enables B2B channel that includes travel agents, hotels, tour operators, destination management companies, and other players in the travel ecosystem to connect and transact amongst each other. This is facilitated by a strong suite of tech tools powering the B2B channel to optimize daily operations, build a robust supply while offering the customers a better user

experience. The acquisition will also result in better cost efficiency translated into cost savings for the customer.

EaseMyTrip aims to further strengthen its B2B offerings with the Traviate acquisition and unlock new ways for its travel partners to increase productivity and efficiency. The aim is to create a more robust and growth driven trajectory for the company while contributing to the revival of the global travel ecosystem.

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's second-largest online travel platform in terms of air ticket bookings, based on the Crisil Report-Assessment of the OTA Industry in India, February 2021. Further, growing at a CAGR of nearly 50%, 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 1 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, Bengaluru, and Mumbai. Its international offices (as subsidiary companies) are in the Philippines, Singapore, Thailand, the UAE, the UK, and the USA.

Traviate: India's First B2B Travel Marketplace

www.traviate.com

Founded in 2016, Traviate is **India's First Travel B2B marketplace** that allows B2B channel-Travel Agents, Hotels, Tour Operators, DMCs and other players in the Travel ecosystem to connect and transact amongst each other. This is facilitated by a strong suite of tech tools powering B2B channel to optimize their daily operations, build a robust supply while offering their customers a better user experience.

Traviate has built a robust and scalable technology listing more than 1.2 million properties and has enabled more than 2 Lakh transactions to date. In 2018, Traviate joined hands with the Travel Agents Federation of India (TAFI) for the launch of TAFIConnect – a platform powered by Traviate's technology that allowed TAFI membership to connect and transact with each other. This increased the ease of business between the members while allowing them to consume travel content from multiple offline and online suppliers and manage their operations much more efficiently.

Even today, 70% of hotel inventory is sold by the B2B channels where the wave of digital innovation is starting to gain momentum and Traviate's technology and leadership in the B2B travel marketplace, puts it at the right place to ride that wave.

An Amadeus NEXT recognised start-up, Traviate has been bringing efficiencies and automation for the B2B channel and translating that into cost savings and better profit margins. Some of the salient features of Traviate are:

Core Features

1. Booking Engine – A simple way to search for global content across multiple suppliers – Self suppliers, Marketplace suppliers and Self Contracted Properties.
2. Marketplace – Search and connect with multiple suppliers globally while managing individual credit/deposit management, payments schedule and rate management.
3. Self-Contracting Properties – One of its kind tool allowing agents to easily manage their self-contracted properties.
4. Accounting & Reporting Module - A powerful and flexible system to help B2B channel track their reservations. Payments, invoices while allowing them to trace their P&L down at each trip level.

Technology

Traviate technology is built on a varied tech stack which has been used as per the need on a basis. The system is built on a set of open-source technology with a backend mostly developed on Laravel (PHP) and is using MySQL and Mongo to manage the database while the frontend is powered by a mix of ReactJS and HTML/CSS. A set of different techs is also being used for different purposes like Redis (Caching), RabbitMQ (Queueing).

The servers are based on the cloud (Amazon Web Services) and proper security measures are being deployed from encrypting Personal Identifiable Information (PII), token-based API connectivity, SSL encryption among others.