

December 29, 2021

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **543272**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **EASEMYTRIP**

Dear Madam/Sir,

Sub: Press Release

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip signs ace actors Vijay Raaz and Varun Sharma as its first-ever brand ambassadors**” being issued to the media.

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

Kindly take the same on record.

For EASY TRIP PLANNERS LIMITED



Priyanka Tiwari
Company Secretary and Compliance Officer
Membership No: A50412

Easy Trip Planners Limited

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EASEMYTRIP SIGNS ACE ACTORS VIJAY RAAZ AND VARUN SHARMA AS ITS FIRST-EVER BRAND AMBASSADORS

- *This is the first time EaseMyTrip has appointed brand ambassadors since its inception*
- *First-time ever, Vijay and Varun are coming together as part of a brand campaign*
- *The duo will be part of the nationwide new brand campaign of the company*

New Delhi, 29th December 2021: EaseMyTrip, India's second-largest online travel platform, has announced the appointment of ace actors Vijay Raaz and Varun Sharma as brand ambassadors. This is the first time where EaseMyTrip has appointed any brand ambassadors and also, Vijay Raaz and Varun Sharma are coming together as a duo for any brand campaign. The actors with their mass appeal and strong connect with the audience will complement the brand's image of EaseMyTrip.

The actors are admired by the fans for their genuine and down to earth personalities and how they make each and every act memorable. Vijay Raaz and Varun Sharma are also known for their impeccable comic timings and both actors have created a niche in the market basis their unique performances. The association is in sync with the brand's image where EaseMyTrip has established itself and gained market share purely basis performance to date. The company is known for its consistent performance while being 100% bootstrapped and profitable since inception.

Speaking on the occasion, Nishant Pitti, CEO & Co-Founder, EaseMyTrip said, "We are thrilled to associate with Varun Sharma and Vijay Raaz as the faces of our brand. Similar to EaseMyTrip, they are the epitome of great performances. They have a unique mass appeal that cuts across all audiences and geographies. EaseMyTrip has revolutionised online travel by introducing initiatives such as a hassle-free booking experience, zero convenience fee and full refund due to medical reasons. Now is the right time for us to let more people be aware of such initiatives by EaseMyTrip through our brand campaign with Vijay Raaz and Varun Sharma."

Both the actors are elated and excited to be associated with EaseMyTrip as there is similar synergy between them making this partnership extremely special and one of a kind.

Sharing his excitement on the partnership, Varun Sharma said, "I am absolutely honoured and delighted to be partnering with one of the fastest-growing brands in the world. They have revolutionized the way we travel and looking forward to working closely with EaseMyTrip to create an exceptional brand connect."

Speaking on the association, Vijay Raaz said, "My best wishes to EaseMyTrip as the brand is well known for its customer centricity and consistent performance. Wish to work together and create something memorable."

EaseMyTrip has always believed in leveraging relevant and meaningful avenues for brand connect and this association is in-line with the same brand philosophy. The company has aggressive plans to grow its business with a slew of customer-centric initiatives including the zero-convenience fee, full refund on medical grounds, 'train waitlisted' feature to offer discounted airfares to users with unconfirmed train tickets and many more.



About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's second-largest online travel platform. Further, growing at a CAGR of nearly 50%, it is one of the fastest-growing internet companies. EaseMyTrip offers 'End to End' travel solutions which include air tickets, hotels and holiday packages, rail tickets & 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.