

May 06, 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 Expands Its Footprint with a New Franchise Store in Amritsar, Punjab”** 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 Expands Its Footprint with a New Franchise Store in Amritsar, Punjab

This is EaseMyTrip's first franchise store in Amritsar

06 May 2024, New Delhi: EaseMyTrip.com, one of India's largest online travel tech platforms, is excited to announce the launch of its latest franchise store in Amritsar, Punjab. This new outlet is located at SCO 5 C Block Market, Ranjit Avenue, Amritsar, marking another milestone in the company's continuous effort to blend its robust online presence with an expanding offline reach through a strategic franchising model. This is the 15th store to be launched as a part of the brand's expansion plans and the first one in Amritsar.

The new Amritsar franchise is perfectly positioned in the heart of the city, ensuring easy access for customers in and around Ranjit Avenue. Designed to resonate with EaseMyTrip's vibrant brand identity, the store boasts an inviting atmosphere where travelers can plan their journeys with the help of seasoned travel experts. From flight and hotel reservations to bus and railway ticket bookings, luxurious vacations, cruises, group travels, and even visa application services, the Amritsar franchise is equipped to handle all travel-related requests with efficiency and care.

Reflecting on the company's expansion strategy, Rikant Pittie, Co-Founder of EaseMyTrip, commented, *"Our franchise in Amritsar is a testament to our commitment towards making quality travel services accessible to more people through a harmonious blend of online convenience and personalized offline assistance. With each new store, including our plan to open 100 franchise stores in this financial year, we are not just growing our network but also enriching the travel booking experiences for our customers across India."*

The introduction of the Amritsar store is part of EaseMyTrip's ambitious plan to strengthen its presence in the Indian market, following the successful launch of numerous franchises across the country. Each EaseMyTrip franchise is a step forward in the company's mission to offer seamless travel experiences, underscoring its dedication to customer satisfaction and service excellence.

EaseMyTrip officially launched its flagship brand, EaseMyTrip Franchise, early last year. Since then, the brand has opened 14 offline stores under its franchising model across India, with the recent one being in Karnal, Haryana. Inaugurating stores through its franchising model is a strategic decision aligned with the company's expansion plans.

About EaseMyTrip

EaseMyTrip (a public 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 59% during FY20-23 in profits, 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 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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