

February 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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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 into Jalgaon, Launches its First Store in the City”** 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.

Registered office : Building No. - 223, Patparganj Industrial Area, New Delhi - 110092 (India)

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MEDIA RELEASE

EaseMyTrip Expands into Jalgaon, Launches its First Store in the City

This marks the company's inaugural presence in Jalgaon and the expansion of its pan-India store count to twelve

New Delhi, February 26, 2024: EaseMyTrip.com, a leading figure in India's online travel technology landscape, proudly announces the inauguration of its first physical store in Jalgaon, Maharashtra. This launch represents the 12th franchise store under the company's belt, further emphasising its dedication to blending online convenience with offline accessibility to serve its customers more personally.

Located at Shop No. 32, 1st Basement, City Survey No. 2125/7, Sant Baba Hardasram Market, Jalgaon 425001, the new outlet is positioned in a bustling area to cater to the travel needs of local and regional customers. Designed with contemporary aesthetics that reflect EaseMyTrip's brand identity, the store promises a memorable and comfortable experience for all who visit. Customers can avail themselves of a broad spectrum of travel-related services, such as air and hotel bookings, bus and rail reservations, group travel packages, as well as exclusive vacation, cruise, and charter options. In a move to provide all-encompassing travel solutions, the Jalgaon franchise will also assist with visa applications and various travel formalities.

Mr. Rikant Pittie, Co-Founder of EaseMyTrip, shared his enthusiasm about the new opening, stating, *"The expansion of the EaseMyTrip franchise into Jalgaon is a testament to our growth strategy and our commitment to making travel services more accessible to customers outside major metropolitan areas. This step is part of our larger goal to revolutionise travel experiences for our customers across India. We are thrilled to launch this store and are optimistic about the unique value it will bring to our customers."*

The initiation of the EaseMyTrip franchise model last year marked a significant milestone for the company, demonstrating its ambition to establish a physical presence across India. With the latest store in Jalgaon following closely on the heels of the Indore launch, EaseMyTrip is steadfast in its strategy to expand its footprint, ensuring that high-quality travel services are within easy reach of customers nationwide.

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

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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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