

February 22, 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
---	--

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 unveils a new franchise store in Palam Vihar, Gurugram”** 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)

Phone : +91 - 11 43030303, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



Incredible India
Approved by Ministry of Tourism
Government of India



MEDIA RELEASE

EaseMyTrip unveils a new franchise store in Palam Vihar, Gurugram

The premier OTA of India installs its 11th franchisee in the heart of Delhi NCR's Gurugram

New Delhi, February 22, 2024: EaseMyTrip.com, one of India's largest online travel tech platforms, continues its strategic expansion with the grand inauguration of its latest franchise retail store in Gurugram, Haryana. The Gurugram store marks the 11th franchise installment for EaseMyTrip, reinforcing its commitment to providing unparalleled travel solutions through both online and offline channels.

Conveniently located at Shop No. 6, Ground Floor of Spanish Court, Palam Vihar (Opp SCR Global School), the Gurugram store is poised to cater to the travel needs of the locals around the area. The choice of this prime location underscores EaseMyTrip's dedication to reaching its customers in their nearest vicinity to elevate their travel experiences and customer engagement.

Boasting modern interiors that seamlessly align with the brand's aesthetic, the Gurugram store aims to create a welcoming environment for customers. The carefully curated ambiance not only enhances the overall customer experience but also ensures a strong brand recall.

EaseMyTrip's Gurugram franchise store will offer an extensive array of travel services, including flight and hotel bookings, bus and railway ticketing, group reservations, luxurious vacations, cruise packages, and charter arrangements. In addition to these services, the store will facilitate visa applications and related formalities, providing a one-stop solution for all travel requirements.

Mr. Rikant Pittie, Co-Founder of EaseMyTrip, said, *"Our customers are at the heart of everything we do. With the opening of our Gurugram franchise store, we are not just expanding our physical presence but also extending our commitment to delivering premium travel services. The positive response to our franchising model is a testament to our dedication to exceeding customer expectations."*

Being one of the premier OTAs in India, EaseMyTrip is on a spree to bridge the gap between online and offline travel experiences with an aggressive franchise portfolio that keeps growing and reaching different parts of the nation. Up until now, EaseMyTrip has reached out to travellers in Patna, Surat, Jaipur, Patiala, Ludhiana, Delhi, Agra, Jalandhar, and Pune, with their franchise stores successfully installed in the aforementioned cities. With EaseMyTrip Franchise, the company will continue to create a strong presence in all parts of the country.

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

MEDIA RELEASE

'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:

EaseMyTrip Public Relations
Ms. Bhavika Sharma
bhavika.sharma@easemytrip.com
+91 98117 87304