

June 13, 2023

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| BSE Ltd.<br>P J Towers, Dalal Street,<br>FortMumbai – 400001<br><br><b>Scrip Code: 543272</b> | National Stock Exchange of India Limited<br>(NSE). Exchange Plaza, Bandra Kurla<br>Complex, Bandra East, Mumbai – 400051<br><br><b>Symbol: EASEMYTRIP</b> |
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**Sub: Media Release**

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip opens another franchise store in Jaipur**” being issued to the media.

The aforesaid information will also be hosted on the website of the Company at [www.easemytrip.com](http://www.easemytrip.com).

You are requested to take the aforesaid on record.

Thanking you,

**For Easy Trip Planners Limited**

**PRIYANKA  
TIWARI** Digitally signed by  
PRIYANKA TIWARI  
Date: 2023.06.13 09:44:00  
+05'30'

**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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## EaseMyTrip opens another franchise store in Jaipur

- *This is a strategic move aligned with the brand's expansion plans and a vital component of its franchising enterprise*



**New Delhi, June 12, 2023:** EaseMyTrip.com, one of India's largest online travel tech platforms, launches its first offline retail store in Jaipur, Rajasthan. This is a strategic move aligned with the brand's expansion plans. Through the franchise model, the brand aims to reach out to offline customers and offer them tailored meet and greet experiences.

The Jaipur office is located in the prime location of Govind Marg. The interiors of the store are designed with a modern touch and are in sync with the brand colour palette, to ensure customers connect better and have a strong brand recall. The store will provide premium services, including flight and hotel bookings, purchasing bus, railway and group fare tickets, along with luxurious vacations, cruise, and charter packages. EaseMyTrip's Jaipur store will also offer add-on services of visa applications and related formalities.

**Mr. Rikant Pittie, Co-Founder, EaseMyTrip,** said, *"Our customers are our priority, and we strive to provide them with exceptional services and cater to their evolving needs. Taking this vision ahead, we conceptualised the franchise model. We are confident this innovative strategy will transform the travel industry and help us serve our customers better. The inauguration of our latest store in Jaipur is another*

## MEDIA RELEASE

*milestone in our expansion journey as we are determined to achieve the goal of securing a pan-India presence of our offline retail stores. Our growth strategy aims at bolstering brand awareness, thereby ensuring our clientele can access our services easily and seamlessly.”*

EaseMyTrip announced establishing offline stores through a franchising model early this year, and the Jaipur store is the third store to be launched this year. The premier online travel agency opened the doors for its first store Patna followed by second store in Surat, Gujarat.

### **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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