

August 18, 2023

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 400001  <b>Scrip Code: 543272</b>	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051  <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 its first store in Delhi and Agra**” 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: 2023.08.18 09:05:17  
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**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 its first store in Delhi and Agra

- *Launching the stores is a part of EaseMyTrip's flagship brand, EaseMyTrip Franchise*
- *This is a strategic move aligned with the brand's expansion of its franchising network pan-India*



*Delhi Store*



*Agra Store*

**New Delhi, August 18, 2023:** EaseMyTrip.com, one of India's largest online travel tech platforms, opens its first offline retail stores in Delhi and Agra (Uttar Pradesh). This move is aligned with the brand's expansion strategy of its franchising network across the country. Through its stores, EaseMyTrip's goal is to provide tailor-made experiences to customers, ensure business scalability and tap the offline customer base.

The store in the capital city is located in one of the prominent localities of Rohini Sector 3 in Aggarwal City Plaza. The Agra store is in the prime area of CR Mall in Civil Lines. The stores will provide a plethora of services, ranging from flight and hotel bookings, and bus, train, cab and group price ticket purchasing to premium holiday, cruise, and charter packages. In fact, the first 100 customers, both walking in and booking online, will have a chance of receiving a flat Rs. 600 discount on a minimum booking of Rs. 4000. The stores have modern architecture and contemporary interiors in sync with the brand voice and colours, ensuring strong brand recall and improved customer servicing.

**Mr. Rikant Pittie, Co-Founder, EaseMyTrip,** said, "*We work with a vision to surpass our customers' needs and expectations, and our aim is to emerge as the one-stop destination for anything and everything related to their travel plans. Developing a franchising network was aligned with this objective, and the store launch in Delhi and Agra are pivotal in our growth journey. Having established a robust online presence, we now wish to increase brand visibility and provide exceptional experiences to our customers through offline retail stores in key markets as well.*"

EaseMyTrip officially launched its flagship brand, EaseMyTrip Franchise, early this year. Since then, the brand has opened five offline stores under its franchising model across Indian cities, with the recent one being in Ludhiana early this month.

## **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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