

June 02, 2025

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

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**Chairman & Founder Nishant Pitti Launches EaseMyTrip 2.0 to Build India’s Next Wave of Scalable Startups**” being issued to the media.

The aforesaid information will 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

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Chairman & Founder Nishant Pitti Launches EaseMyTrip 2.0 to Build India's Next Wave of Scalable Startups

New Delhi, June 2, 2025 – EaseMyTrip.com, one of India's leading online travel tech platforms announced the launch of its next phase of growth, titled *EaseMyTrip 2.0*. Spearheaded by Chairman & Founder Nishant Pitti, the initiative marks a major strategic pivot as the company sets out to invest in high-potential, scalable businesses while expanding its footprint into new and emerging verticals aligned with India's evolving travel and lifestyle needs.

Unlike traditional investment models that seek control or exits, EaseMyTrip 2.0 is built around the principle of partnership. The company will focus on working capital investments, acquiring up to 49% equity in selected businesses, while ensuring that founders retain full operational control. This collaborative approach allows entrepreneurs to scale their ventures by tapping into EaseMyTrip's extensive resources, including its customer base of over 3 crore users, a powerful digital and marketing ecosystem, and a trusted brand with pan-India reach.

"We want to back founders who are building exciting businesses and not replace them," said Nishant Pitti, Chairman & Founder of EaseMyTrip. "EaseMyTrip 2.0 is about combining their vision with our platform to create real, lasting scale."

The sectors targeted for strategic investment cover both core and adjacent areas where EaseMyTrip sees strong growth potential. In the travel domain, the company is looking to partner with businesses involved in domestic and international holidays, religious and spiritual tourism (such as Ayodhya, Kedarnath, and Varanasi), student and education travel, MICE (Meetings, Incentives, Conferences, Exhibitions) and group travel, luxury travel experiences, chartered flights, air ambulance services, and last-mile mobility including airport transfers and intercity cab services.

In addition, EaseMyTrip 2.0 will explore adjacent verticals that complement its core travel business. These include wellness and preventive healthcare services like spas and clinics, financial products linked to travel such as EMI and "pay later" solutions, insurance and travel assistance, airport-related services like lounge access and concierge support, as well as lifestyle and experiential add-ons such as gifting and customized tour packages. The company believes these segments offer synergies that can be meaningfully unlocked through strategic collaboration.

Founders who partner with EaseMyTrip 2.0 will receive not only working capital but also access to EaseMyTrip's large digital customer base, strategic branding and co-marketing opportunities, and comprehensive backend support; all without surrendering operational control. The model is designed to accelerate scale while preserving the founder's original vision and independence.

EaseMyTrip is now inviting early- to mid-stage entrepreneurs to submit their business plans, past financial records, and three-year growth projections. Interested founders can send their applications to vikash.goyal@easemytrip.com for evaluation.

"We're building an ecosystem; not just a travel company," added Nishant Pitti. "EaseMyTrip 2.0 is our commitment to helping India's most promising businesses scale faster and with our expertise behind them."

Founded in 2008, EaseMyTrip is India's leading online travel agency and one of the few travel platforms globally that has maintained consistent profitability. Known for its zero-convenience-fee model, strong customer loyalty, and tech-enabled scale, the company now serves over 26 million users across India and global markets. EaseMyTrip 2.0 marks a significant new chapter in

the company's journey as it redefines what it means to be a modern travel and lifestyle platform in India.

About EaseMyTrip

EaseMyTrip (a publicly 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 47% during FY20-24 in profits before tax, 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 fee 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, New Zealand and Brazil.

For Media Queries:

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