

August 16, 2025

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

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip’s EMT 2.0 Sets Course for Long-Term Growth through Strategic Acquisitions and Diversification**” 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

Easy Trip Planners Ltd.

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EaseMyTrip's EMT 2.0 Sets Course for Long-Term Growth through Strategic Acquisitions and Diversification

New Delhi, India, August 16, 2025: EaseMyTrip, one of India's leading travel-tech platforms, is positioning the company for its next phase of growth by expanding into hotels, holidays, mobility, wellness and lifestyle services through its EMT 2.0 strategy, launched earlier this year. The focus is on acquiring profitable businesses in high-margin categories to reduce dependence on flights and build a more stable earnings base over time.

On this, Nishant Pitti, Founder and Chairman, EaseMyTrip, said: "EMT 2.0 is about compounding trust and distribution into a wider ecosystem. We are pairing our scale in flights with higher margin growth engines across hotels, holidays, wellness and mobility. This will make our business more resilient and will give our customers and partners more reasons to choose

EaseMyTrip. We have been here for 17 years and we will continue to be here, stronger and more committed than ever. The promoters have no intention of selling any further stock and our focus is on building long term value for all shareholders."

The company also emphasized that the investments made in Q1 FY26 are deliberate and a part of its long-term diversification strategy. Notably, EaseMyTrip's PAT decline in Q1 was the result of planned investments in high margin and growth areas. The company has already:

- Expanded Hotels and Packages business, which grew 81.2 percent YoY
- Increased international presence, with Dubai operations up 151 percent
- Acquired premium hospitality and commercial assets to create a strong physical base, both internationally and domestically

In a bold move, promoters have voluntarily chosen to draw zero salary, underscoring full alignment with shareholders.

EMT 2.0 Focus Areas:

Acquisition of Profitable Businesses

EMT 2.0 targets up to 49% percent stakes in established, profitable companies that can benefit from EaseMyTrip's brand and distribution, while adding higher-margin revenue streams to the group.

Diversification for resilience

The company is strategically reducing reliance on cyclical air travel by adding hotels, holidays, wellness, concierge and mobility services with stronger unit economics.

Leveraging Brand and Distribution

Seventeen years of operations, a debt-free balance sheet and over 72,000+ travel agent partners give acquired companies an instant growth platform.

Ecosystem Build-Out

By owning more customer touchpoints, EMT 2.0 aims to create an integrated travel, hospitality, and lifestyle ecosystem that improves retention and long-term profitability.

On this, Pitti further added: “Our promise is simple. Better value for customers. Better monetisation and stability for the company. Better alignment with partners who can grow faster on our rails. EMT 2.0 is our roadmap to get there, and we are just getting started.”

Continuing its growth momentum, EaseMyTrip is expanding its international footprint through new offices and subsidiaries, while introducing regional product verticals for deeper market penetration and localisation. This expansion is powered by data-driven strategies and technology-led innovation, enabling the brand to deliver more personalised and relevant travel solutions.

About EaseMyTrip

EaseMyTrip (a publicly listed company at NSE and BSE) is India's one of largest online travel platforms 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 a 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.

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