

August 19, 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 Targets Higher Customer Retention and Growth, Deepens Marketing Tech Stack with MoEngage”** 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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EaseMyTrip Targets Higher Customer Retention and Growth, Deepens Marketing Tech Stack with MoEngage

New Delhi, India, August 19, 2025: EaseMyTrip, one of India's leading travel-tech platforms, today announced a strategic enhancement of its marketing capabilities with the aim of boosting customer retention and increasing lifetime value. As an important part of this initiative, the company is deepening its collaboration with the leading Customer Data and Engagement Platform (CDEP) - **MoEngage**.

After successfully building a formidable brand and a loyal customer base of 30 Mn+ globally, this move marks a significant moment in EaseMyTrip's customer-centric journey. The company is now set to transition from broad-based digital communication to deeply personalized, one-to-one traveler engagement at scale.

"Our primary goal is to build lasting relationships with our customers, and to do this at scale, we need a unified view of their entire journey," said **Sanchit Chopra, Chief Marketing Officer of EaseMyTrip**. Adopting a CDEP approach with a powerful platform like MoEngage is a critical step. It allows us to consolidate our customer data and, more importantly, act on those insights in real-time to drive key business metrics like repeat bookings and customer satisfaction, he further added.

"Leading brands like EaseMyTrip are moving beyond siloed tools to a more holistic Customer Data and Experience Platform model," said **Raviteja Dodda, CEO of MoEngage**. We are proud that our platform will provide both the unified data foundation and the multichannel engagement engine to help EaseMyTrip achieve its ambitious growth objectives. This partnership is instrumental to their commitment to being a truly data-driven and customer-first organization, he further cp,,em

With MoEngage as its CDEP, EaseMyTrip will unify customer data from multiple sources to create a single, 360-degree view of each traveler. This will enable the team to orchestrate highly personalized, cross-channel journeys in real-time. This data-first approach is central to their strategy for improving repeat purchases, increasing ancillary revenue, and maximizing overall customer lifetime value.

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.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Samsung, McAfee, Flipkart, Domino's, The Indian Express, Nestle, OYO, and more. Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing the time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

MoEngage complies with GDPR, CCPA, SOC2 Type 2, CSA STAR Level 2, ISO 27001:2022, HIPAA, PIMS ISO 27701: 2019, and the BCMS ISO 22301: 2019 requirements to fulfill the data privacy and security needs of enterprise brands. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Multichannel Marketing Hubs Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023. To learn more, visit www.moengage.com

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