

September 18, 2025

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai – 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 **“Hoi and EaseMyTrip Join Hands to Redefine Airport Dining with India's First Smart Rewards Ecosystem”** 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**  
**A TIWARI**

Digitally signed by  
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**Group Company Secretary and Chief Compliance Officer**  
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## **Hoi and EaseMyTrip Join Hands to Redefine Airport Dining with India's First Smart Rewards Ecosystem**

**New Delhi, 18th September 2025:** Hoi, India's pioneering travel-tech platform revolutionising airport experiences, has announced a strategic partnership with EaseMyTrip, one of the leading online travel-tech platforms, to launch India's first-of-its-kind Smart Kiosk Rewards Program. This innovative initiative transforms routine airport dining into a value-driven travel experience, addressing the dual challenges of airport wait times and travel cost optimisation.

The program leverages Hoi's cutting-edge contactless food-ordering kiosks across Delhi's Indira Gandhi International Airport, Hyderabad's Rajiv Gandhi International Airport, and Goa's Manohar International Airport, enabling passengers to bypass traditional queues while earning instant travel rewards. Every kiosk order generates an immediate ₹500 EaseMyTrip coupon delivered directly to the passenger's WhatsApp, while a monthly draw awards one fortunate traveller a ₹5,000 EaseMyTrip voucher creating anticipation and engagement throughout the journey.

Running for a period of three months, the program has already transformed the travel experience for over 5,000 passengers, demonstrating significant traction and passenger adoption across Hoi's airport network. The initiative represents a paradigm shift in airport monetisation, moving beyond traditional transactional relationships to create an integrated ecosystem where dining, technology, and future travel planning converge seamlessly.

**Commenting on this partnership, Dhruv Godara, Deputy CEO of Hoi said,** “This collaboration with EaseMyTrip represents our vision of airports as dynamic ecosystems rather than mere transit points. By integrating real-time rewards with our contactless dining solutions, we're fundamentally reimagining how passengers interact with airport services. Every meal becomes an investment in their next journey, creating a continuous cycle of value that extends far beyond the current trip. This partnership exemplifies our commitment to transform airports into intelligent, rewarding environments that anticipate and enhance every aspect of the passenger experience.”

**On this collaboration, Rikant Pittie, CEO and Co-Founder of EaseMyTrip commented,** “EaseMyTrip has always focused on creating travel experiences that are not just convenient but also rewarding. Our partnership with Hoi takes this vision inside the airport, transforming



something as routine as dining into an opportunity for value creation. By offering instant rewards and travel benefits at the point of consumption, we are ensuring that every journey with EaseMyTrip begins even before take-off. This initiative reflects our commitment to innovation and to make every step of the travel experience smarter, more engaging, and customer-centric.”

This partnership marks a significant milestone in Hoi's expanding ecosystem of integrated airport services. Beyond the Smart Kiosk Rewards Program, Hoi's comprehensive platform delivers real-time flight tracking with unprecedented accuracy through direct integration with Airport Flight Information Display Systems, intelligent baggage updates, AI-powered passenger assistance, premium Meet & Greet services, and duty-free integration, all designed to create a seamlessly connected travel experience.

#### **About Hoi:**

Hoi is revolutionising the passenger experience across major airports in India through its innovative platform that seamlessly integrates with airport infrastructure systems. Currently operational at Delhi, Hyderabad, and Goa airports, Hoi's comprehensive ecosystem includes real-time flight information, contactless F&B ordering, premium concierge services, duty-free integration, and AI-powered support. The platform's sophisticated integration with Airport Flight Status Display Systems ensures travellers receive accurate, timely updates throughout their journey, transforming traditional airport processes into intuitive digital experiences.

#### **About EaseMyTrip:**

*EaseMyTrip (listed on NSE and BSE) is one of India's largest online travel-tech platforms in terms of air ticket bookings, as per the Crisil Report–Assessment of the OTA Industry in India (Feb 2021). Bootstrapped and profitable since its inception, the company is one of the leading online travel-tech platforms in the country, delivering consistent profitability and industry-leading EBITDA margins.*

*EaseMyTrip offers end-to-end travel solutions including flights, hotels, holiday packages, trains, buses, cabs, and ancillary travel services. It is also one of the only OTAs in India to offer customers a zero-convenience fee option. The platform provides access to over 400 international and domestic airlines and 2.9 million+ hotels worldwide, along with train, bus, and cab bookings. Founded in 2008, EaseMyTrip is headquartered in Noida with offices across Delhi, Gurugram, Bengaluru, and Mumbai, and has an expanding international presence through subsidiaries in the Philippines, Singapore, Thailand, the UAE, the UK, the USA, New Zealand, Saudi Arabia, and Brazil.*

#### **For Media Queries:**

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## MEDIA RELEASE



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