



Date: July 19, 2021

To,
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai – 400 001

To,
Listing Department,
National Stock Exchange of India Limited
C-1, G-Block, Bandra-Kurla Complex
Bandra (E), Mumbai – 400 051

Sub: Media Release
Ref: Symbol: EASEMYTRIP, Scrip Code: 543272
ISIN: INE07000101

Dear Sir/ Madam,

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip and Cult.fit collaborate to provide exciting new offers for customers**” being issued to the media.

Request you to kindly take the same on record.

Thanking you,
For **Easy Trip Planners Limited**

Preeti Sharma
Company Secretary and Compliance Officer
Membership No.: A34417

Easy Trip Planners Limited

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EaseMyTrip and Cult.fit collaborate to provide exciting new offers for customers

New Delhi, July 8th, 2021: Easy Trip Planners (EaseMyTrip), one of India's leading online travel agencies has announced its collaboration with the country's leading health and fitness platform Cult.fit. As a part of this association, both brands will collaborate for mutual promotions and provide their customers with additional benefits and rewards.

The collaboration aims to cater to the growing demand for digital fitness as a result of the pandemic and public space safety concerns, and also to revive the disrupted travel sector and support the recovering travel demand. Through this association, EaseMyTrip will leverage its customer base of over 10 million customers and provide them with exciting fitness offers from Cult.fit, promoted across its multiple marketing channels, and Cult.fit will offer lucrative travel deals to its huge online customer base.

Speaking on the collaboration, **Mr. Nishant Pitti, Co-founder, EaseMyTrip**, said, "At EaseMyTrip, we are committed to offer exciting offers and rewards which are in sync with customer needs and enhance the overall customer experience. The pandemic has brought to the fore the importance of mental and physical well-being, and we are proud to associate with a leading fitness brand like Cult.fit to provide health and wellness offers for our growing customer base. With exciting gratifications in store, we look forward to provide more value to both our customer bases that can now access a wide range of exciting workout regimes at their disposal from Cult.fit and enjoy the best travel services from EaseMyTrip."

Speaking on the collaboration, **Mr. Naresh Krishnaswamy, Head, Growth & Marketing, Cult.fit**, said "With this association, both brands aim to deliver an extra joyous and winning experience to all the customers. Joining hands with EaseMyTrip, a reliable travel agency in India, we are committed to providing physical and mental well-being to all travellers. We are pleased to associate with this renowned company."

EaseMyTrip is ranked second amongst key OTAs in India, based on air ticket booking volumes for the first nine months of fiscal 2020-21, and is also the fastest growing travel portal between FY18 to FY20 based on Gross Booking Revenue. The company, which has been profitable since inception, provides its customers with the option of no-convenience fee during ticket booking.

About EaseMyTrip

EaseMyTrip is ranked 2nd among the Key Online Travel Agencies in India in terms of booking volume in the nine months ended December 31, 2020 (Source: CRISIL Report). EaseMyTrip also grew the highest at a CAGR of 47% during FY18 – 20.

EaseMyTrip offer a complete range of travel-related products and services for end-to-end travel solutions, including airline tickets, hotels and holiday packages, rail tickets, bus tickets and taxis as well as ancillary value added services such as travel insurance, visa processing and tickets for activities and attractions. EaseMyTrip provides its customers with the option of no-convenience fee during ticket booking. The customers are not required to pay any service fee where there are no alternate discount or promotion coupon being availed. As of December 31, 2020, EaseMyTrip provided its customers with access to more than 400 international and domestic airlines, more than 1,096,400 hotels in India and international jurisdictions, almost all the railway stations in India as well as bus tickets and taxi rentals for major cities in India. In addition, as of December 31, 2020, EaseMyTrip had 59,274 registered travel agents across almost all major cities in India.

Founded in 2008, Easy Trip Planners has offices across various Indian cities, including Delhi, Bengaluru and Mumbai. Its international offices (as subsidiary companies) are located in Singapore, the UAE and the UK.

About Cult.fit

cult.fit is a health and fitness platform by Cure.fit Healthcare Pvt Ltd and is headquartered in Bangalore, India. Founded in 2016 by Mukesh Bansal and Ankit Nagori, cult.fit caters to living a healthy life through its critical dimensions — physical fitness & wellness. The platform provides fitness-related services through a mix of online and offline channels. These include offline group workouts at cult.fit centres and other gym- or equipment-based workouts at partner gyms and fitness centres across the country. cult.fit also offers online personal training, group workouts, and live fitness classes across various formats.

cult.fit is an app-based service provider and is available on Android and iOS.

For more information on cult.fit: www.cult.fit