

December 16, 2021

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **543272**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **EASEMYTRIP**

Dear Madam/Sir,

Sub: Acquisition of Brand name and Technology of YoloBus

The Board of Directors at their meeting held today i.e., 16th December 2021, has inter-alia, considered and approved the following item:

Pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we hereby inform the Exchanges that the Company is entering into a definitive agreement subject to closing conditions to acquire the brand name, technology, running business expertise, data and team of Yolo Traveltech Private Limited, operating under the name of YoloBus.

The technology and brand name will be in operation through our proposed wholly-owned Subsidiary on its incorporation.

YoloBus is a next-generation, premium intercity mobility platform that offers the best amenities, backed by technology, to make bus commute comfortable, safe, reliable and affordable. It is a asset light model, which works with bus aggregators. By providing unique services, luxury coaches, pleasing designs, a smart fleet, and tech-friendly operations, YoloBus is revolutionising intercity bus transport across India and redefine the way new-age India travels. Last year, YoloBus had successfully raised Series-A funding, at a valuation of Rs. 84 crore, from marquee investors like Nexus Venture Partners & India Quotient. The company runs on a mobility template through which it takes care of the operational side of the business including the scheduling of buses, ticketing, customer service, and network planning. YoloBus has helped over 300,000 people reach their destinations across 250 plus routes and connected major tier-1 cities to tier 2 & 3 cities.

Easy Trip Planners Limited

Registered Office :Building No 223, Patparganj Industrial Area, Patparganj, New Delhi, Delhi 110092

Phone :+91 - 11 - 43030303, 43131313 E-mail : support@easemytrip.com Web : www.EaseMyTrip.com | CIN No. L63090DL2008PLC17904



Rationale:

This acquisition will add a new revenue stream and it is a part of EaseMyTrip’s effort in aggressively expanding its non-air segment. EaseMyTrip will leverage YoloBus’ full-stack technology-enabled platform, its team and data expertise to offer an enhanced and superior bus travel experience.

INTERCITY BUS TRAVEL IS A \$15 Bn+ OPPORTUNITY

53 Mn People Travel Intercity Via Trains And Buses Daily, Growing @ 10% CAGR



30 Mn Daily Passengers

- Due to NHAI, 1000+ routes have now same travel time for Buses & Trains
- 35% of country has only Bus connectivity and highways are expanding at 30Km/day



23 Mn Daily Passengers

- 86% of trains overbooked for next 10 days
- Only 36% of tracks are dual or multi-track

Intercity travel between urban centers is growing rapidly, but current and future trains & flight infrastructure is unable to meet even 40% of this demand

WITH A MASSIVE COST AND NETWORK ADVANTAGE

Buses Offer Better Flexibility, Affordability, Availability And A Wider Range Of Destinations Coverage As Compared To Train/Flight

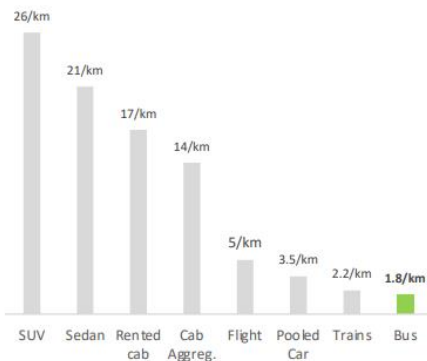
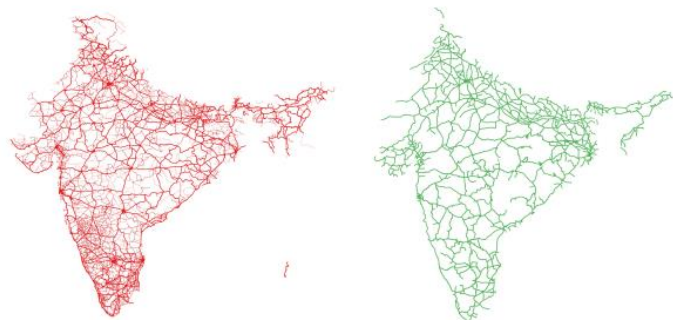


Fig. 1: Cost/km of popular modes of transport for intercity travel



National highway coverage for pan-India

Railway network coverage for pan-India

Fig. 2: Bus network is much denser than rail network

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INTERCITY TRAVEL MARKET OPPORTUNITY

Basis Bus And Train Intercity Mobility Volume On 250 Routes Alone

Source	Destination	Kms	Avg Daily Travellers	Avg Ticket Price	Market Size
1 Delhi	Amritsar	450	25,213	\$ 12	\$ 106.5M
2 Delhi	Jaipur	275	76,873	\$ 7	\$ 198.4M
3 Delhi	Lucknow	550	79,601	\$ 14	\$ 410.9M
4 Lucknow	Varanasi	320	72,921	\$ 8	\$ 219.0M
5 Lucknow	Patna	530	28,686	\$ 14	\$ 142.7M
6 Lucknow	Agra	340	31,287	\$ 9	\$ 99.8M
7 Bangalore	Hyderabad	575	28,546	\$ 15	\$ 154.1M
8 Bangalore	Chennai	340	30,675	\$ 9	\$ 97.9M
9 Bangalore	Coimbatore	360	54,215	\$ 9	\$ 183.2M
10 Mumbai	Ahmedabad	530	42,776	\$ 14	\$ 212.8M
11 Mumbai	Pune	150	72,193	\$ 4	\$ 101.6M
12 Mumbai	Surat	280	45,508	\$ 7	\$ 119.6M
13 Ahmedabad	Surat	270	65,025	\$ 7	\$ 164.8M
14 Ahmedabad	Indore	390	29,811	\$ 10	\$ 109.1M
15 Hyderabad	Vijayvada	285	70,324	\$ 7	\$ 188.1M
15 Indore	Bhopal	200	80,432	\$ 5	\$ 151.0M
16 235 Other Similar Routes		380	13,000,000	\$ 9	\$ 42,705.0M
Total		378	13,834,087	\$ 9	\$ 45.4B

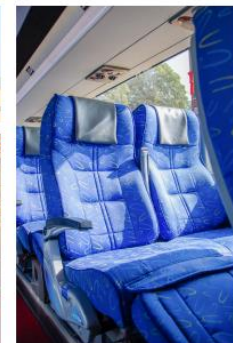
YOLOBUS'S VISION IS TO GLOBALLY BECOME THE MOST CUSTOMER CENTRIC COMPANY IN INTERCITY BUS TRAVEL KNOWN FOR ITS RELIABILITY



NPS




35% FEMALE OCCUPANCY*



Yolo Bus

Volvo A/C Seater (2+2)

Yolo Bus  4.8/5 12 Ratings

Volvo A/C Seater (2+2) |  29 Seats Left



On-Time Departure



On-Time Arrival



Trackable Trips

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In this regard, please find enclosed the following:

Press Release

Kindly take the same on record.

For EASY TRIP PLANNERS LIMITED



Priyanka Tiwari
Company Secretary and Compliance Officer
Membership No: A50412

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EMT acquires the brand and technology of ‘YoloBus’ to expand its non-air business

- *Apart from the brand name and technology, EaseMyTrip also acquires the team, running business and data expertise of ‘YoloBus’*
- *Last year, YoloBus had successfully raised Series-A funding, at a valuation of Rs. 84 crore, from marquee investors like Nexus Venture Partners & India Quotient*
- *YoloBus is revolutionising the bus services in India, by providing safe, clean, comfortable and connected buses for seamless intercity travel*
- *YoloBus follows an asset-light model and works with bus operators pan India*
- *YoloBus has helped over 300,000 people reach their destinations across 250 plus routes and connected major tier-1 cities to tier 2 & 3 cities*
- *The acquisition will add a new revenue stream and fast track EaseMyTrip’s rapid growth in the non-air segment*

New Delhi, 16th December 2021: EaseMyTrip, India’s second-largest online travel platform, has announced acquiring the brand name, technology, its team, running business and data expertise of ‘YoloBus’, a next-generation premium intercity mobility platform. The acquisition will add a new revenue stream and fast track EaseMyTrip’s rapid growth in the non-air segment.

EaseMyTrip will leverage YoloBus’ full-stack technology-enabled platform to offer an enhanced and superior bus travel experience at delightful prices. EaseMyTrip patrons will be provided access to a next-generation mobility platform that offers safe, clean, comfortable and connected buses for seamless intercity travel. Recently, EaseMyTrip has also acquired Spree Hospitality and entered into a non-binding agreement offer with Traviate Online Private Limited for the acquisition of the business.

Speaking on the announcement, **Rikant Pittie, Co-Founder, EaseMyTrip** said, “Tech-enabled bus mobility is the future, and we are expecting to witness a phenomenal growth in the coming period. We would like to thank Mukul Shah, Co-Founder of YoloBus for spearheading this deal from inception to closure. We are thoroughly impressed by what YoloBus was set to build with Mukul's expertise of great market understanding, operations & execution. YoloBus has carved a niche for itself in the mobility sector and we are confident that its tech-backed mobility solutions will be a huge draw for travellers and will further strengthen EaseMyTrip’s position in the segment.”

According to **Anand Lunia, General Partner, India Quotient**, an early-stage investor of YoloBus, “Bus travel is the fastest growing mode of travel, with huge opportunities. We are glad that YoloBus finds a home in EaseMyTrip and will continue to grow.”

Commenting on the announcement, **Anand Dutta, Vice President, Nexus Ventures**, an early-stage investor of YoloBus, "Bus travel remains the dominant mode of travel in India and a huge opportunity. YoloBus' business expertise & technology will act as a force multiplier at EaseMyTrip giving Indians a modern and better way to travel on buses."

Founded by Mukul Shah, and Shailesh Gupta, YoloBus is a next-generation, premium intercity mobility platform that offers the best amenities, backed by technology, to make bus commute comfortable, safe, reliable and affordable. YoloBus follows an asset-light model and works with bus operators pan India. By providing unique services, luxury coaches, pleasing designs, a smart fleet, and tech-friendly operations, YoloBus aims to revolutionise intercity bus transport across India and redefine the way new-age India travels. Last year, YoloBus had successfully raised Series-A funding, at a valuation of Rs. 84 crore, from marquee investors like Nexus Venture Partners & India Quotient. The company runs on a mobility template through which it takes care of the operational side of the business including the scheduling of buses, ticketing, customer service, and network planning. YoloBus has helped over 300,000 people reach their destinations across 250 plus routes and connected major tier-1 cities to tier 2 & 3 cities.

About EaseMyTrip

EaseMyTrip (a public listed company at NSE and BSE) is India's second-largest online travel platform in terms of air ticket bookings, based on the Crisil Report-Assessment of the OTA Industry in India, February 2021. Further, growing at a CAGR of nearly 50%, 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 fees during bookings. EaseMyTrip provides its users with access to more than 400 international and domestic airlines, over 1 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, Bengaluru, and Mumbai. Its international offices (as subsidiary companies) are in Singapore, Thailand, the Philippines, the UAE, the UK, and the USA.