

October 25, 2024

BSE Ltd. P J Towers, Dalal Street, FortMumbai - 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**

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 expands its franchising network, opens doors to first franchise store in Bhubaneswar, Odisha**” being issued to the media.

The aforesaid information will also 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.**

**Registered office :** Building No. - 223, Patparganj Industrial Area, New Delhi - 110092 (India)

Phone : +91 - 11 43030303, 43131313 | E-mail : Care@easemytrip.com | Web: www.EaseMyTrip.com | CIN No. L63090DL2008PLC179041



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## MEDIA RELEASE

# EaseMyTrip expands its franchising network, opens doors to first franchise store in Bhubaneswar, Odisha

*This is the 19th store under the flagship EaseMyTrip Franchise program, further strengthening the brand's offline presence across India*

*EaseMyTrip continues its robust expansion strategy, focusing on personalised services and curated travel solutions*

**New Delhi, October 25, 2024:** EaseMyTrip.com, one of India's leading online travel tech platforms, announces the launch of its first franchise store in Bhubaneswar, Odisha. This marks the 19th store unveiled under the company's flagship program, *EaseMyTrip Franchise*, further solidifying its commitment to connecting with offline customers through a wide-reaching network of retail stores.

Located at the prime address of *S/O Ratnakar Routray, Plot No.437, Near N.H-16, P.S-Varatpur, Aiginia, Bhubaneswar, Odisha, PIN-751030*, the store offers a comprehensive range of travel services including flight, hotel, bus, and railway reservations. Customers can also book luxurious vacation packages, cruises, and avail visa-related services. The store's vibrant interiors and customer-first approach embody EaseMyTrip's ethos of delivering seamless, high-quality travel experiences.

**Mr. Rikant Pittie, Co-Founder of EaseMyTrip, commented,** *"We are excited to bring EaseMyTrip's services closer to our customers in Bhubaneswar. The EaseMyTrip Franchise program is part of our broader vision to establish a strong presence in key markets across India, providing travellers with unparalleled travel solutions both online and offline. Bhubaneswar is a significant market, and this store launch is a vital step in catering to its growing travel community."*

Launched in 2023, EaseMyTrip's Franchise program aims to establish a network of 100 retail stores by FY25. The program has seen consistent growth, with the Bhubaneswar store following the most recent launch in Hyderabad.

### **About EaseMyTrip**

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

## MEDIA RELEASE

*international offices (as subsidiary companies) are in the Philippines, Singapore, Thailand, the UAE, the UK, the USA and New Zealand.*

### **For Media Queries:**

<b>EaseMyTrip Public Relations</b>
Ms. Bhavika Sharma
<a href="mailto:bhavika.sharma@easemytrip.com">bhavika.sharma@easemytrip.com</a>
+91 98117 87304