

October 07, 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 Hyderabad, Telangana”** 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)

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## **EaseMyTrip expands its franchising network, opens doors to first franchise store in Hyderabad, Telangana**

- *This is the 18th store under the flagship program, EaseMyTrip Franchise, continuing the brand's nationwide expansion*
- *The premier OTA of India marches to establish its consistent offline presence with a focus on providing high-end customer services and curated travel solutions*

**New Delhi, October 07, 2024:** EaseMyTrip.com, one of India's leading online travel tech platforms, announces the grand opening of its first franchise store in Hyderabad, Telangana. This is the 18th store unveiled under the company's flagship program, EaseMyTrip Franchise. The new store's launch further solidifies EaseMyTrip's strategy to tap into the offline customer base through a robust network of retail outlets.

Located at the prime address of No. G6,3-3-26 and 27, Ground Floor, Mahanagar Garland Complex, Opp. Vysya Hostel Main Gate, Kachiguda Main Road, Hyderabad, the new franchise offers a comprehensive range of travel services. These include flight and hotel reservations, bus and railway tickets, luxurious vacation packages, cruises, and group travel bookings, along with visa-related assistance. With its inviting interiors and customer-focused services, the store exemplifies EaseMyTrip's ethos of providing seamless and personalised travel experiences.

**Mr. Rikant Pittie, Co-Founder, EaseMyTrip, said,** *"We are excited to open our first franchise store in Hyderabad, which marks a significant milestone in our pan-India expansion. The EaseMyTrip Franchise program is designed to bridge the gap between our online and offline customer base, ensuring that every traveller, regardless of their preference, has access to our premium offerings. Hyderabad is a key market for us, and we are committed to delivering exceptional service to the city's vibrant travel community."*

Launched in 2023, EaseMyTrip's Franchise program aims to establish a strong network of retail stores across India. With a goal of reaching 100 stores by FY25, the brand has already launched 17 stores, with the most recent in Ahmedabad, Gujarat.

### **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*

## MEDIA RELEASE



*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 and New Zealand.*

### **For Media Queries:**

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