

April 01,2026

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 400001 Scrip Code: 543272	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051 Symbol: EASEMYTRIP
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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 **“EaseMyTrip Announces Strategic Collaboration with NSDC and Sanatan AI to Formalise India’s Spiritual Economy Through National Entrepreneurship Initiative”** 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 Tiwari
Group Company Secretary and Chief Compliance Officer
Membership No.: A50412

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EaseMyTrip Announces Strategic Collaboration with NSDC and Sanatan AI to Formalise India's Spiritual Economy Through National Entrepreneurship Initiative

The company will enable religious travel services as part of a franchise-led “Shop on Wheels” model targeting deployment across up to 2 lakh Panchayats

New Delhi, April 01 2026: EaseMyTrip, one of India's leading online travel-tech platforms, has announced a strategic collaboration with the National Skill Development Corporation (NSDC) and Sanatan AI, along with the Bhagva platform, to launch a national-level entrepreneurship initiative aimed at formalising India's growing spiritual services economy.

Conceptualised as a structured, Panchayat-level model, the initiative will be implemented under the framework “1 Panchayat – 1 Pandit – SANATANAI Shop on Wheels by EMT.” It is designed to enable Pandits, Pujaris and Sanskrit-trained youth to become certified micro-entrepreneurs through a combination of structured training, standardised service delivery, and access to institutional financing.

At the core of the model is a mobile, EV-based “Shop on Wheels” unit, which will function as a localised spiritual service and commerce hub. Each unit will operate at the Panchayat level, offering an integrated suite of services including pooja bookings, pooja samagri access, religious travel planning, virtual darshan experiences, and facilitation of spiritual events such as kathas and jagrans.

The initiative proposes deployment across up to 2 lakh Panchayats over a five-year period, creating a distributed network of service providers and enabling structured access to spiritual and cultural services across rural and semi-urban India.

Within the collaboration, EaseMyTrip will enable religious and pilgrimage travel services, integrating its travel distribution capabilities into the broader ecosystem and extending its reach through a decentralised, franchise-led network. This aligns with the company's focus on strengthening its presence in the religious tourism segment and expanding access in rural markets.

Commenting on this, Nishant Pitti, Founder and Chairman of EaseMyTrip, said: “This initiative is focused on building a structured and scalable ecosystem that brings together skill

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development, service standardisation, and access to markets. By integrating travel services within this framework, EaseMyTrip aims to strengthen service accessibility while supporting the transition of traditional service providers into a more formalised economic system.”

A key feature of the initiative is the development of a candidate pipeline through institutional training frameworks, enabling mobilisation, training, certification, and onboarding into the entrepreneurship model. Aligned with national priorities around skill development, financial inclusion, and entrepreneurship generation, the initiative will be further supported through a MUDRA-linked financing framework, under which eligible participants may access funding to establish and operate their units.

For EaseMyTrip, this collaboration, supported by institutional partnerships, represents a strategic step towards expanding its presence in the fast-growing spiritual and religious tourism segment while strengthening its reach across rural and semi-urban markets.

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 Delhi with offices across Noida, 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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