

June 22, 2022

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| BSE Ltd.<br>P J Towers, Dalal Street,<br>Fort Mumbai – 400001<br>Scrip Code: 543272 | National Stock Exchange of India Limited<br>(NSE). Exchange Plaza, Bandra Kurla<br>Complex, Bandra East, Mumbai – 400051<br>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 mega sale to celebrate its 14<sup>th</sup> Anniversary**” being issued to the media.

You are requested to take the aforesaid on record.

Thanking you,

**For Easy Trip Planners Limited**



**Priyanka Tiwari**  
**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



# EaseMyTrip announces mega sale to celebrate its 14<sup>th</sup> Anniversary

**New Delhi, 22 June 2022:** EaseMyTrip, India's second-largest online travel tech platform, has announced a mega sale on the flight, railway, bus and hotel bookings, to celebrate the company's 14th Anniversary. The mega sale will include irresistible deals across verticals and will span over 4 days, starting from 22nd June till 25th June. The sale will see participation from several airlines and hotel partners and will include deals from partnered banks for those purchasing with select credit cards. The company also expects a 20-25% increase in traffic during the course of the sale.

As a part of the sale, customers will be offered fantastic discounts on domestic and international flights as well on international and domestic hotels, and bus bookings. Customers can avail a flat 14% off up to INR 2,022 for domestic flight bookings with a minimum value of INR 5000, and a flat 10% off up to INR 10,000 for international flight bookings with a minimum value of INR 7500. Customers can also avail flat 20% up to INR 5,000 for domestic hotels and flat 20% up to INR 10,000 for international hotels for minimum booking values of INR 1000 and INR 2000 respectively. For bus bookings, customers can avail flat 15% up to INR 500 for a minimum value of INR 500. These offers can be availed by simply using the code: ANNIVERSARY via Credit Card. The offers are valid on both website and Mobile application and to our new and existing customers. Additionally, special discounts will be offered to customers making payments via partner/participating banks. \*T&C apply. Customers can check out this link to know more about the offers <https://www.easemytrip.com/offer/anniversary-sale>.

In the post pandemic era, this is the first time that EaseMyTrip is conducting a sale of this magnitude and it is coinciding with their 14<sup>th</sup> Anniversary. The travel sentiment is currently at its strongest point, and the introduction of this sale will further contribute to a strong revival of the industry and cater to the growing pent-up demand for travel.

Speaking on the occasion, **Rikant Pittie, Co-Founder, EaseMyTrip** stated, "EaseMyTrip is commemorating its 14th anniversary and this milestone is a testament of the customer loyalty that we have received over the years. It is our gratitude to come up with the mega sale and bring in delightful offers across verticals. Customers are always the centre at EaseMyTrip and it has been our constant endeavour to offer the best-priced booking options along with exceptional customer service, throughout.

Adding to it, "Over the last 14 years, we have grown exponentially to become the second largest OTA in the country and are on our way of becoming one of the largest travel tech organizations globally. We look

forward to yet another exciting year ahead as we continue to focus on providing a hassle-free booking experience and the best-in-class travel experiences for our customers.”

EaseMyTrip is one of the very few e-commerce platforms in the world that bootstrapped itself to the IPO. In the last 14 years of its existence, EaseMyTrip has never raised capital from any external sources and has grown market-share via profits and internal accruals. The company, which has been profitable since inception, provides its customers with the options of zero convenience fees\* and full refunds\*.

#### **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. Furthermore, growing at a CAGR of 78%% during FY20-22, 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 the Philippines, Singapore, Thailand, the UAE, the UK, and the USA.

\*T&Cs applied

For more information, please contact:

Himank Tripathi

9560311551

[himank@easemytrip.com](mailto:himank@easemytrip.com)