



Date: July 01, 2021

To,  
Department of Corporate Services,  
BSE Limited  
Phiroze Jeejeebhoy Towers, Dalal Street,  
Mumbai – 400 001

To,  
Listing Department,  
National Stock Exchange of India Limited  
C-1, G-Block, Bandra-Kurla Complex  
Bandra (E), Mumbai – 400 051

Dear Sir/Mam,

**Subject: Media Release**  
**Ref: Symbol: EASEMYTRIP, Scrip Code: 543272**  
**ISIN: INE070001018**

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip collaborates with Lifestyle to provide additional incentives to customers**” being issued to the media.

Request you to kindly take the same on record.

Thanking you,  
For **Easy Trip Planners Limited**

**Preeti Sharma**  
**Company Secretary and Compliance Officer**  
**Membership No.: A34417**

## 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



## **EaseMyTrip collaborates with Lifestyle to provide additional incentives to customers**

**New Delhi, July 1<sup>st</sup>, 2021:** Easy Trip Planners (EaseMyTrip), one of India's leading online travel agencies, has announced a collaboration with Lifestyle, India's leading destination for the latest trends. Through this collaboration, the brands will mutually provide their customers with additional benefits and rewards.

As the country steadily recovers from the second wave, the collaboration aims to cater to the growing pent-up demand in both the sectors and revive the disrupted travel and retail industry. EaseMyTrip will provide its customer base with exciting offers from Lifestyle Stores, which will be promoted across its multiple marketing channels, and Lifestyle will leverage its huge offline and online customer base to promote exciting travel offers from EaseMyTrip.

**Mr. Nishant Pitti, CEO, EaseMyTrip,** said, "At EaseMyTrip, we are committed to deliver exceptional benefits to our growing customer base, and we are delighted to collaborate with a leading fashion retailer like Lifestyle to strengthen our offerings. Our wide range of products and services across the travel segment along with Lifestyle's exciting range of fashion brands will enhance customer experience and enable us to provide more value to our customers. We are confident that this collaboration will catalyze a sharper growth trajectory for both brands as we mutually enable each other's sectors to recover from the whirlwinds of the pandemic."

**Mr. Srinivas Rao, Sr. Vice-President, Marketing, Lifestyle,** said, "As a leading retail player in the country, we continuously endeavor to enable a joyful and rewarding experience for all our customers. This partnership is the collaboration of two prominent brands in their respective industries Lifestyle, India's leading destination for latest trends and Easemytrip, a leading travel aggregator - offering the best of both to consumers across the country. With exciting gratifications in store, we look forward to creating a win-win opportunity for customers as they enjoy the best of fashion from Lifestyle and best-in-class service from EaseMyTrip."

EaseMyTrip is ranked second amongst key OTAs in India, based on air ticket booking volumes for the first nine months of fiscal 2020-21, and is also the fastest growing travel portal between FY18 to FY20 based on Gross Booking Revenue. The company, which has

been profitable since inception, provides its customers with the option of no-convenience fee during ticket booking.

### **About EaseMyTrip**

*EaseMyTrip is ranked 2<sup>nd</sup> among the Key Online Travel Agencies in India in terms of booking volume in the nine months ended December 31, 2020 (Source: CRISIL Report). EaseMyTrip also grew the highest at a CAGR of 47% during FY18 – 20.*

*EaseMyTrip offer a complete range of travel-related products and services for end-to-end travel solutions, including airline tickets, hotels and holiday packages, rail tickets, bus tickets and taxis as well as ancillary value added services such as travel insurance, visa processing and tickets for activities and attractions. EaseMyTrip provides its customers with the option of no-convenience fee during ticket booking. The customers are not required to pay any service fee where there are no alternate discount or promotion coupon being availed. As of December 31, 2020, EaseMyTrip provided its customers with access to more than 400 international and domestic airlines, more than 1,096,400 hotels in India and international jurisdictions, almost all the railway stations in India as well as bus tickets and taxi rentals for major cities in India. In addition, as of December 31, 2020, EaseMyTrip had 59,274 registered travel agents across almost all major cities in India.*

*Founded in 2008, Easy Trip Planners has offices across various Indian cities, including Delhi, Bengaluru and Mumbai. Its international offices (as subsidiary companies) are located in Singapore, the UAE and the UK.*

### **About Lifestyle**

*Lifestyle is India's leading fashion destination for the latest trends. Part of Dubai based retail and hospitality conglomerate - The Landmark Group, Lifestyle brings multiple categories including men, women and kids' apparel, footwear, handbags, fashion accessories and beauty under the convenience of a single roof. Lifestyle provides seamless and hassle-free shopping, offering leading national and international brands along with the convenience of a true omni-channel experience with its online store [lifestylestores.com](http://lifestylestores.com). The company is recipient of numerous awards and accolades, including Most Admired Fashion Retail Destination of the Year at Images Fashion Awards for 5 consecutive years; No. 1 India's Best Company to Work for in the retail industry for 2 consecutive years and Top 10 Best companies to Work for in India in 2015 - Great Places to Work Institute®. Currently, Lifestyle has a network of over 80 stores, over 40*

*cities and delivers to over 19000 pin codes. Lifestyle is a true omni-channel player with its online store [lifestylestores.com](http://lifestylestores.com)*