

April 10, 2023

BSE Ltd. P J Towers, Dalal Street, Fort Mumbai – 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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Subject: Investor Presentation

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), please find enclosed a copy of the investor presentation made on Analyst and Investor Meet April 2023.

The aforesaid information will also be hosted on the website of the Company at www.easemytrip.com.

This is for your information and record.

Thanking you,

For Easy Trip Planners Limited

**PRIYANKA
TIWARI** Digitally signed by
PRIYANKA TIWARI
Date: 2023.04.10
11:35:55 +05'30'

Priyanka Tiwari
Group Company Secretary and Chief Compliance Officer
Membership No.: A50412

Easy Trip Planners Ltd.

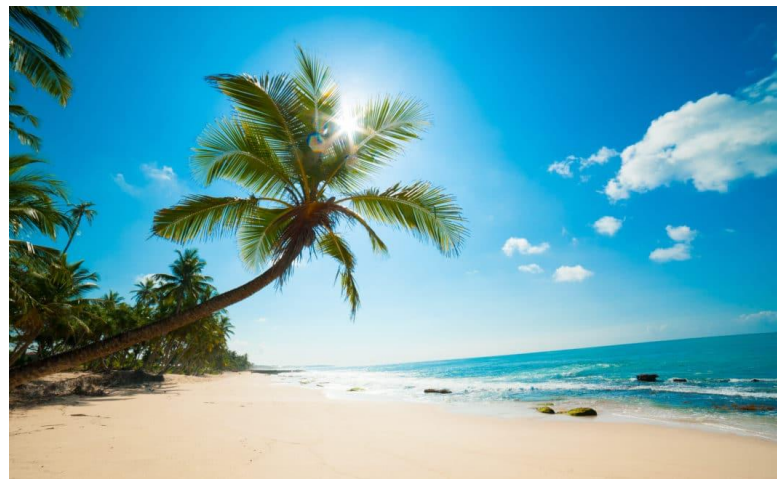
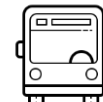
Registered office : Building No. - 223, Patparganj Industrial Area, New Delhi - 110092 (India)

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






EaseMyTrip.com



ANALYST & INVESTOR MEET

April 2023

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Speaker	Topic
Nishant Pitti	Welcome and CEO Address
Prashant Pitti	Business Overview, Strategy and Roadmap
Lokendra Saini	Accelerating Operational & Marketing Excellence
Naimish Sinha	Technology - Center of Excellence
Danish Kalam	Leveraging The Talent
Ashish Bansal	Financial Overview
EMT Team	Q&A



Welcome and CEO Address

Mr. Nishant Pitti



Business Overview, Strategy and Roadmap

Mr. Prashant Pitti

Key Performance Metrix for Q3 & 9M FY23



The **2nd Largest** Online Travel Platform
Serving more than **13 Mn[^]** Happy Customers

Q3FY23

Gross Booking Revenue (GBR)
INR 2,267.0 Crores
+75% YoY

Adjusted Revenue
INR 196.2 Crores
+29% YoY

Gross Booking Revenue (GBR)
INR 5,907.8 Crores
+132% YoY

Adjusted Revenue
INR 496.8 Crores
+65% YoY

Air Segment Booking*
32.2 lacs
+31% YoY

Profit After Tax (PAT)[#]
INR 41.7 Crores
+4% YoY

Air Segment Booking*
82.9 lacs
+65% YoY

Profit After Tax (PAT)[#]
INR 103.0 Crores
+25% YoY

9MFY23

Recent milestones achieved by EaseMyTrip (Operational Highlights for Q3FY23)

Continuing our focus on International Expansion

- EaseMyTrip signed a General Sales Agreement (GSA) with **Go First** (erstwhile Go Air) to exclusively sell, promote and market passenger tickets to passengers in **Saudi Arabia**
- EaseMyTrip shall aim to extend operations of Go First by opening an independent branded office and representing the airlines in Dammam & Riyadh, Saudi Arabia and other locations

Continuing our focus on Inorganic Expansion

- In line with its continued diversification plans of developing a complete travel ecosystem, EaseMyTrip acquired **75% stake** in Gujarat's Gift City based flight charter services company **Nutana Aviation** for a consideration of **INR 15 million**. Nutana Aviation will enable EaseMyTrip to scale up its business for renting and booking charter aircraft.
- Acquired **55% stake** in the real-time marketplace for hotels, **cheQin**, for a consideration of **INR 30 million**. cheQin is a unique marketplace which allows the users to bargain with hoteliers through its app. This acquisition helps further strengthen EaseMyTrip's hotels segment.

Foray into EaseMyTrip Franchise

- The business model will allow the customers to have an **in-store retail experience**. With EaseMyTrip Franchise, the company is tapping a new set of offline customers that will enable them to expand its reach.

Launched New Programs for Higher Customer Satisfaction

- EaseMyTrip launched a special program for its elite customers - **EMTPRO**, an **invite-only program** where the customers will be enrolled into a **'Refer Now & Earn Forever'** scheme, allowing them access to offers like exclusive fares on various flights & hotels, Buy 2 night get 1 free on more than 500 hotels, Extra discount up to 5% on bus & train bookings, etc.
- Also launched a special program for its **elite shareholders** – **EMTFAMILY**, which will give the shareholders various benefits like exciting cash-backs on flights, hotels, holidays, buses, and train bookings for a period of one year by referring a new user to book from EaseMyTrip.

Sponsored International Events

- EaseMyTrip has become the **official travel partner** of **Sharjah Warriors**, which will be one of the six teams participating in the **T20 tournament** in UAE conducted by Emirates Cricket Board. EaseMyTrip logo will be emblazoned on the jersey on the top right, signifying EaseMyTrip as the principal sponsor
- EaseMyTrip became the **official travel partner** for the first **World Tennis League** held in **Dubai** from 19th December 2022 to 24th December 2022. The tournament was broadcasted in more than 120 countries which increased the brand's visibility manifolds
- Also became the **travel partner** for the **International Indian Film Academy and Awards (IIFA) 2023** to be held in **Abu Dhabi**. The awards will be attended by renowned names from the entertainment industry like Salman Khan, Varun Dhawan, Kriti Sanon and many more

Consistently Enhancing our Offerings

- EaseMyTrip further enhanced its offerings in the B2E segment by launching the **2.0 Self Booking Tool** for Corporates which uses AI, Machine Learning and Data Mining to become more efficient and resourceful
- The tool will become instrumental for corporates in managing employee bookings, travel itineraries, payments, and other complexities involved the making the booking process automated

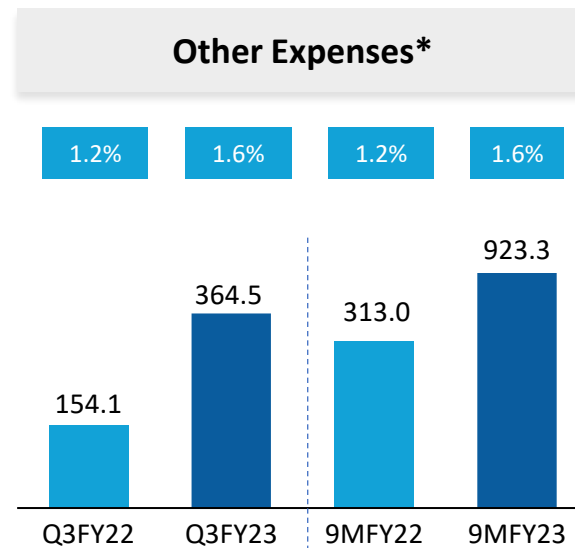
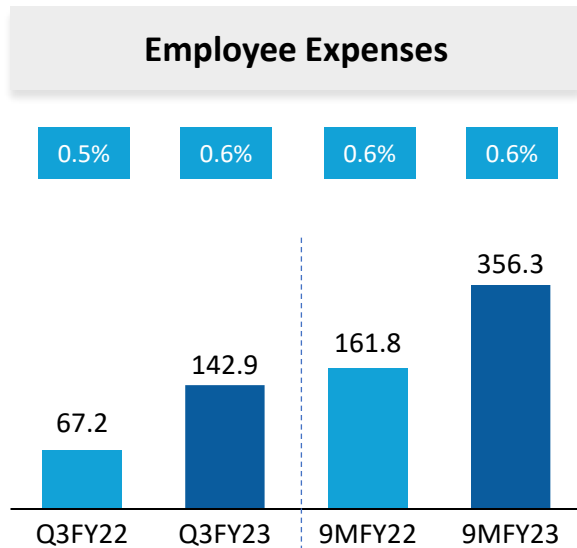
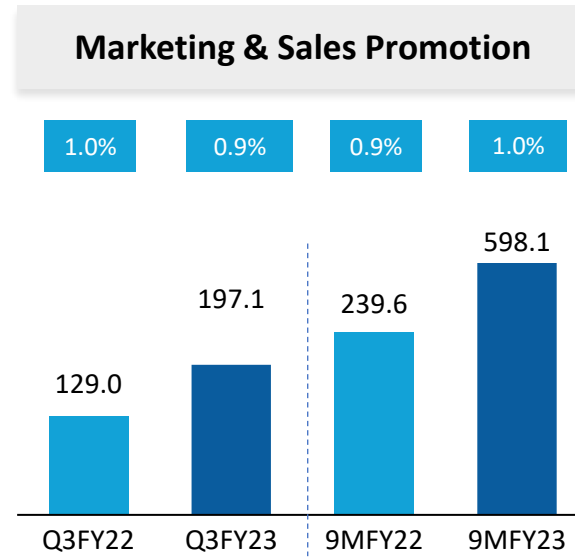
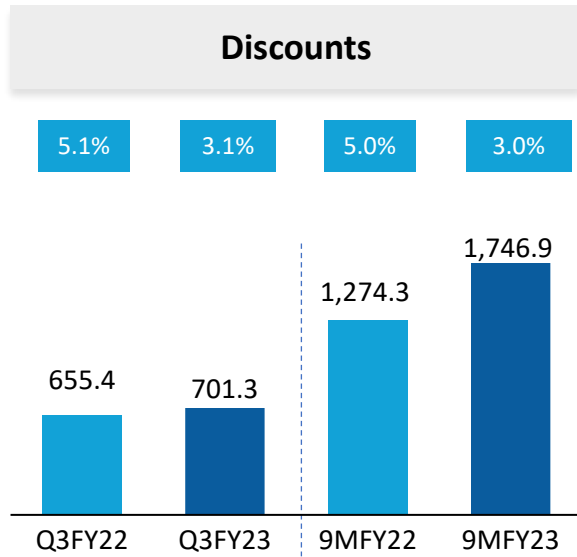
Partnership with MobiKwik Zip

- EaseMyTrip and MobiKwik Zip, India's leading "Buy Now Pay Later" platform have collaborated to enable users to book their travel today and pay at a later date with attractive discounts on their flights, hotels and holiday bookings on EaseMyTrip.

One of the few new-age technology companies to deliver sustainable profits

Particulars (INR in Mn)	Q3FY23		Q3FY22		Q2FY23		9MFY23		9MFY22	
Gross Booking Revenue (GBR)	22,670.1		12,931.3		19,776.9		59,077.6		25,449.4	
Revenue/Income	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR
A. Revenue from Operation (as per financials)	1361.5	6.0%	865.6	6.7%	1085.0	5.5%	3322.3	5.6%	1745.2	6.9%
B. Discounts to customers	701.3	3.1%	655.4	5.1%	606.3	3.1%	1746.9	3.0%	1274.3	5.0%
C. Less : Service cost	-101.2	-0.4%	-	0.0%	-	0.0%	-101.2	-0.2%	-	0.0%
Adjusted Revenue (A + B)	1961.6	8.7%	1521.0	11.8%	1691.3	8.6%	4968.0	8.4%	3019.5	11.9%
Other Income (Finance + Non Operating)	37.2		32.3		35.7		111.7		98.0	
Adjusted Income	1998.8	8.8%	1553.3	12.0%	1727.0	8.7%	5079.7	8.6%	3117.5	12.2%
Total Expense										
Discounts to customers	701.3	3.1%	655.4	5.1%	606.3	3.1%	1746.9	3.0%	1274.3	5.0%
Cost of material consumed	3.7	0.0%	0.0	0.0%	3.1	0.0%	8.9	0.0%	0.0	0.0%
Employee Expenses	142.9	0.6%	67.2	0.5%	116.2	0.6%	356.3	0.6%	161.8	0.6%
Marketing & Sales Promotion	197.1	0.9%	129.0	1.0%	297.2	1.5%	598.1	1.0%	239.6	0.9%
Payment Gateway Charges	154.4	0.7%	86.3	0.7%	136.6	0.7%	410.9	0.7%	172.8	0.7%
Other Expenses	210.1	0.9%	67.8	0.5%	165.4	0.8%	512.5	0.9%	140.2	0.6%
Finance Cost	10.3	0.0%	6.8	0.1%	7.5	0.0%	21.4	0.0%	11.1	0.0%
Depreciation	6.3	0.0%	2.3	0.0%	6.8	0.0%	19.7	0.0%	6.6	0.0%
Total Expense	1426.1	6.3%	1014.7	7.8%	1339.0	6.8%	3674.6	6.2%	2006.4	7.9%
PBT	572.7	2.5%	538.6	4.2%	388.1	2.0%	1405.1	2.4%	1111.1	4.4%
Tax	155.8		138.3		105.9		374.7		285.3	
Other Comprehensive Income	-10.7		3.9		4.7		0.2		-0.4	
PAT (including Other Comprehensive Income)	406.2	1.8%	404.2	3.1%	286.8	1.5%	1030.7	1.7%	825.4	3.2%

Attaining even better Operational Efficiencies

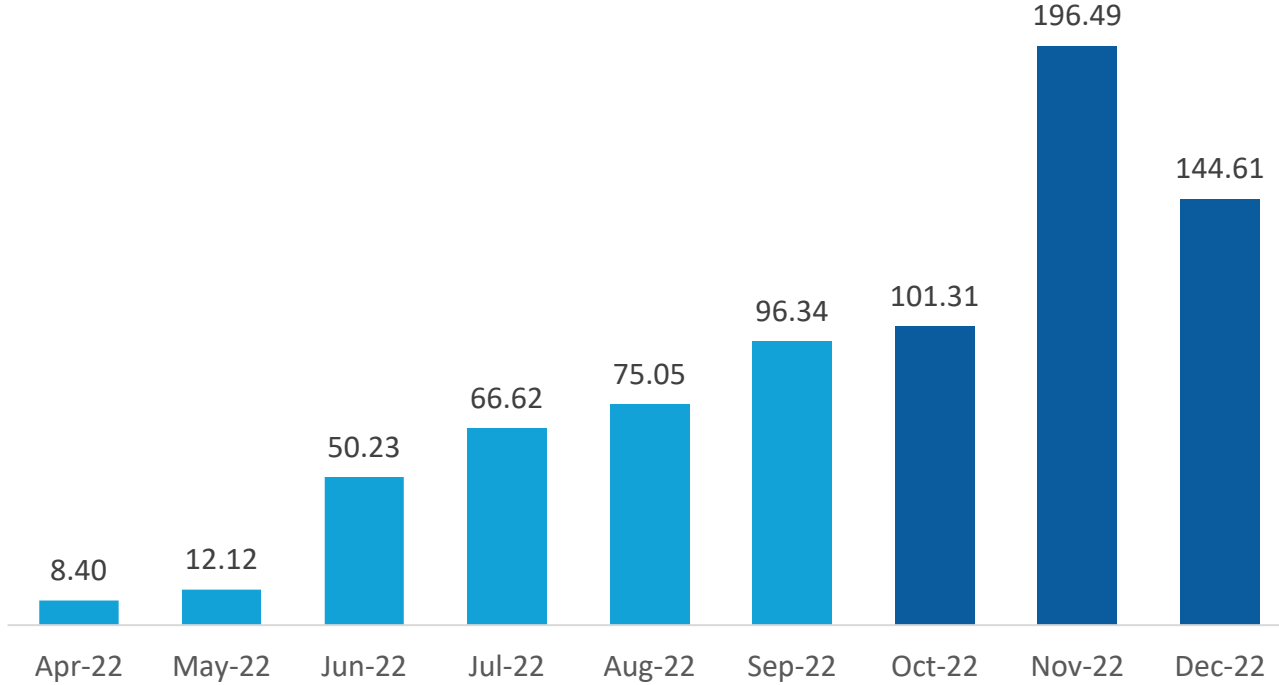


- ✓ Discounts as a % of GBR have declined YoY and stood at 3.1% in Q3FY23 as compared to 5.1% in Q3FY22, showcasing the strength of our brand. For 9MFY23, discounts stood at 3.0% of GBR as compared to 5.0% in the corresponding period.
- ✓ We continue to strategically invest in our brand building exercises and derive growth through disciplined marketing and promotion spend. The M&SP cost was at 0.9% in Q3FY23, as compared to 1.0% in Q3FY22 and 1.0% in 9MFY23 as compared to 0.9% in 9MFY22.
- ✓ Employee expenses stood at 0.6% of GBR in Q3FY23 as compared to 0.5% of GBR in Q3FY22. For 9MFY23, our employee expense was at 0.6% of GBR in line with 9MFY22.
- ✓ Other expenses was 1.6% of GBR in Q3FY23 as compared with 1.2% in Q3FY22. During 9MFY23, it was 1.6% of GBR as compared to 1.2% in 9MFY22 mainly due to increase in B2B commissions.

Dubai Office Growing Exponentially

GBR from Dubai Office

INR in Millions



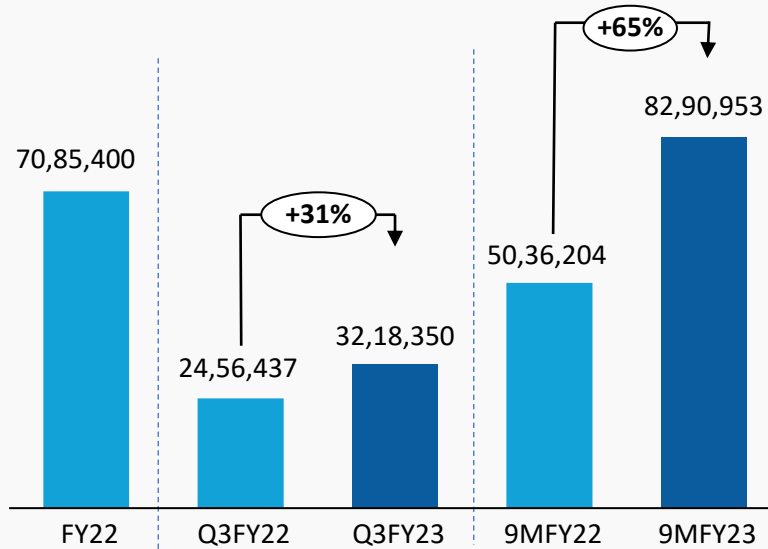
The GBR generated from our Dubai Office has been rapidly growing and the **cumulative GBR** has reached **INR 751.16 Mn**, since its inception in April 2022 (9MFY23).

The GBR generated in Q3FY23, grew to **INR 442.41 Mn**, from Q2FY23 level of INR 238.0 Mn, registering a Q-o-Q growth of **85.9%**

Q3 & 9M FY23 Operational Performance

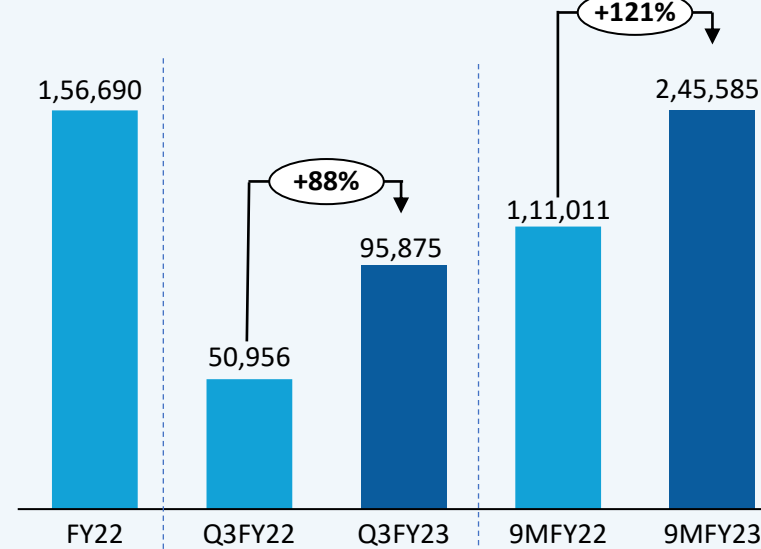
Flights

Air Segments in Nos*



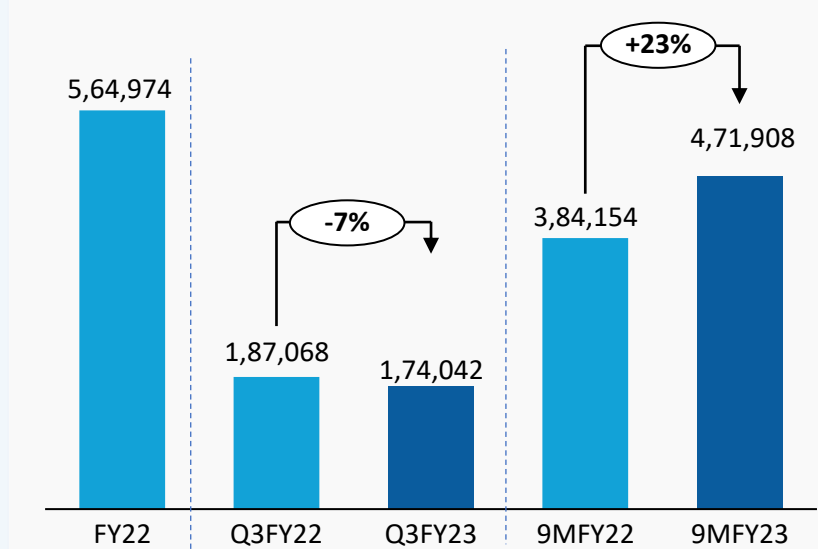
Hotels

Hotel Nights in Nos



Trains, Buses & Others

Transactions in Nos



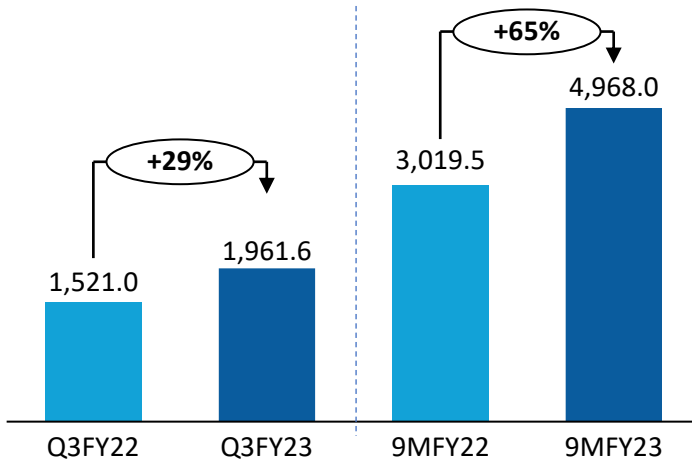
- ✓ On account of our strong marketing initiatives, our strategic collaborations, and our “No Convenience Fee” strategy, we have witnessed strong growth in the overall volumes during this quarter.
- ✓ The air segment volumes for Q3FY23 have grown by 31% compared to the corresponding quarter, as we have witnessed good recovery, especially in the domestic air travel segment, aided by the recovery in business travel. For 9MFY23, the air segment volumes have grown by 65% due to our increased brand presence aided by various marketing initiatives, customer engagement and acquisition programs like the two carnival sales during this period.
- ✓ Our Hotels segment has witnessed a growth of 88% in Q3FY23, as compared to the corresponding quarter, and a growth of 121% in 9MFY23 as compared to 9MFY22, as we continued our focused efforts to expand our Hotels segment by providing the most competitive prices.
- ✓ Our Train, Buses & Others segment together has seen bookings of 1.74 Lacs in Q3FY23 and 4.72 Lacs in 9MFY23.

*Air Segments net of Cancellations

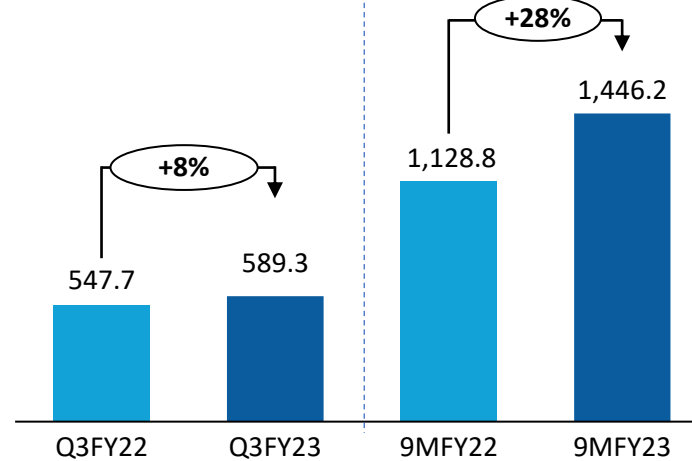
Q3 & 9M FY23 Financial Highlights

INR in Millions

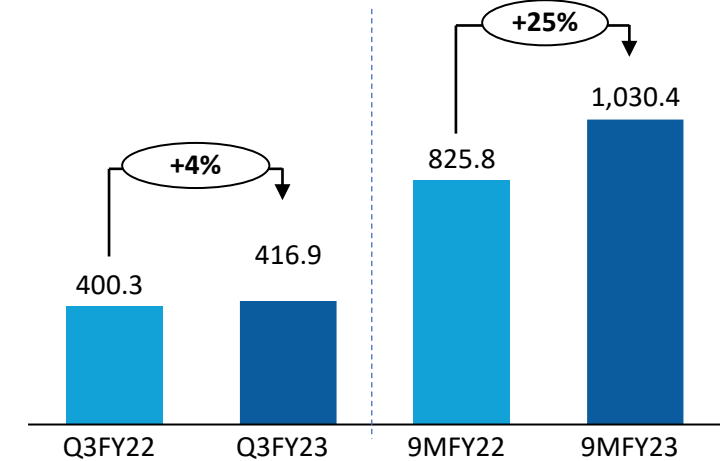
Adjusted Revenue



EBITDA



PAT*



Adjusted Revenue

- ✓ Our Adjusted Revenue (Revenue from Operations + Discounts to customers) for Q3FY23 stood at INR 1,961.6 Mn, a growth of 29% as compared to the same quarter previous fiscal.
- ✓ For 9MFY23, the Adjusted Revenue stood at INR 4,968.0 Mn as compared to INR 3,019.5 Mn, a growth of 65% Y-o-Y

EBITDA

- ✓ EBITDA for Q3FY23 stood at INR 589.3 Mn as compared to INR 547.7 Mn in Q3FY22, a growth of 8%.
- ✓ EBITDA for 9MFY23 stood at INR 1,446.2 Mn as compared to INR 1,128.8 Mn in 9MFY22, a growth of 28%.

PAT

- ✓ PAT for Q3FY23 stood at INR 416.9 Mn as compared to INR 400.3 Mn in Q3FY22, a modest jump of 4%.
- ✓ For 9MFY23, PAT stood at INR 1,030.4 Mn as compared to INR 825.8 Mn, an increase of 25% Y-o-Y

Q3 & 9M FY23 Consolidated Profit & Loss Account

Profit & Loss Statement (INR in Mn)	Q3FY23	Q3FY22	Y-o-Y	Q2FY23	Q-o-Q	9MFY23	9MFY22	Y-o-Y
Revenue from Operations	1361.5	865.6		1085.0		3322.3	1745.2	
Other Income	37.2	32.3		35.7		111.7	98.0	
Total Income	1398.7	897.9	55.8%	1120.7	24.8%	3434.0	1843.2	86.3%
Service Cost	101.2	0.0		0.0		101.2	0.0	
Cost of material consumed	3.7	0.0		3.1		8.9	0.0	
Employee Benefits Expense	142.9	67.2		116.2		356.3	161.8	
Other Expenses	561.6	283.1		599.1		1521.4	552.6	
EBITDA	589.3	547.7	7.6%	402.4	46.5%	1446.2	1128.8	28.1%
EBITDA %	42.1%	61.0%		35.9%		42.1%	61.2%	
Depreciation and Amortisation Expense	6.3	2.3		6.8		19.7	6.6	
EBIT	583.0	545.4		395.6		1426.5	1122.2	
Finance Costs	10.3	6.8		7.5		21.4	11.1	
PBT	572.7	538.6	6.3%	388.1	47.6%	1405.1	1111.1	26.5%
Total Tax Expense	155.8	138.3		105.9		374.7	285.3	
Profit for the year	416.9	400.3	4.2%	282.2	47.8%	1030.4	825.9	24.8%
PAT %	29.8%	44.6%		25.2%		30.0%	44.8%	
Other Comprehensive Income for the year	-10.7	3.9		4.7		0.2	-0.4	
Total Comprehensive Income for the year	406.2	404.2	0.5%	286.8	0.5%	1030.7	825.4	24.9%
EPS (INR)	0.24	0.23		0.16		0.59	0.48	

* Historical EPS are calculated based on 173.832 Crs Shares i.e. post split share (from Rs 2 to Rs 1) and bonus issue (3:1) w.e.f 21st Nov 2022



Historical Financials

Historical Consolidated Profit & Loss Account

Profit & Loss Statement (INR in Mn)	Mar-22	Mar-21	Mar-20	Mar-19
Revenue from Operations	2,353.7	1,385.0	1,620.5	1,311.9
Other Income	143.9	122.6	189.6	199.2
Total Revenue	2,497.6	1,507.6	1,810.1	1,511.1
Employee Benefits Expense	258.4	210.4	302.0	220.2
Other Expenses	770.7	421.4	1009.2	842.8
EBITDA	1,468.5	875.8	498.9	448.1
EBITDA %	58.8%	58.1%	27.6%	29.7%
Depreciation and Amortisation Expense	13.4	6.6	7.1	4.6
EBIT	1,455.2	869.2	491.8	443.4
Finance Costs	19.5	35.3	33.0	31.7
PBT	1,435.7	833.9	458.8	411.8
Total Tax Expense	376.5	223.8	129.0	118.4
Profit for the year	1,059.2	610.1	329.8	293.4
PAT %	42.4%	40.5%	18.2%	19.4%
Discontinued Operations	0.0	0.0	0.0	-53.5
Other Comprehensive Income for the year	-1.9	4.0	0.4	-0.2
Total Comprehensive Income for the year	1,057.3	614.1	330.2	239.7
EPS	4.9	2.8	1.5	1.4

Note: Historical EPS does not account for Share split (from Rs 2 to Rs 1) and bonus issue (3:1) effected on 21st Nov 2022

Historical Consolidated Balance Sheet

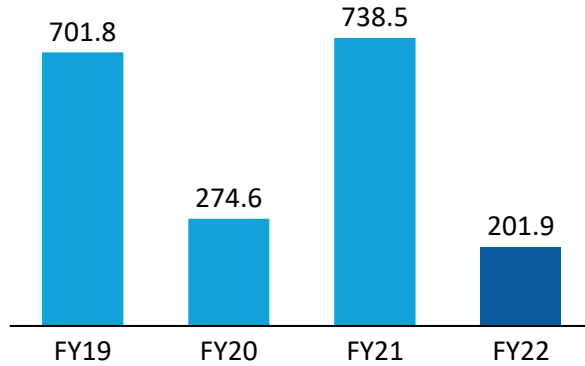
Equity & Liabilities (INR in Mn)	FY22	FY21
Equity Share Capital	434.6	217.3
Other Equity	1,924.0	1,409.4
Total Equity	2,358.6	1,626.6
Financial Liabilities		
Contract Liabilities	0.0	212.4
Provisions	29.9	18.3
Total Non-Current Liabilities	29.9	230.7
Financial Liabilities		
(i) Borrowings	503.9	173.4
(ii) Trade payables	346.5	256.0
(iii) Other Financial Liabilities	1,106.5	1,074.3
Provisions	15.5	5.0
Contract Liabilities	277.1	374.9
Current Tax Liabilities (Net)	91.2	126.1
Other Current Liabilities	101.3	109.8
Total Current Liabilities	2,442.0	2,119.5
Total Equity & Liabilities	4,830.5	3,976.8

Assets (INR in Mn)	FY22	FY21
Property, plant and equipment	83.3	75.6
Intangible assets	155.6	1.5
Goodwill	44.5	16.0
Investment Property	23.1	23.1
Intangible assets under development	0.0	3.3
Financial Assets		
(i) Loans	0.0	0.0
(ii) Other Financial Assets	1,238.7	138.7
Deferred Tax Assets (Net)	42.6	32.9
Other Non Current Assets	9.9	1.1
Total Non-Current Assets	1,597.6	292.1
Inventory	2.6	0.0
Financial Assets		
(i) Loans	1.3	2.1
(ii) Investments	10.3	10.2
(iii) Trade Receivable	528.1	289.0
(iv) Cash and Cash Equivalents	368.7	745.6
(v) Other Bank Balances	958.4	1539.2
(vi) Other Financial Assets	163.4	283.3
Other Current Assets	1,200.1	815.4
Total Current Assets	3,232.9	3,684.8
Total Assets	4830.5	3,976.8

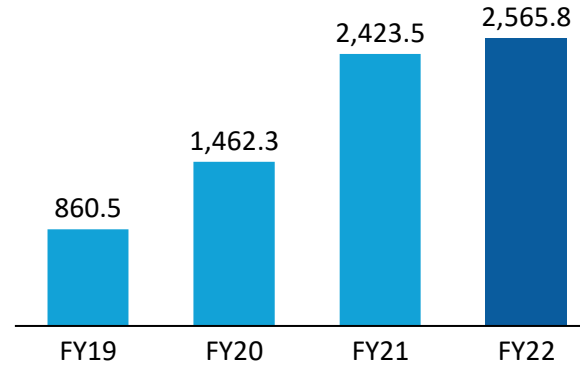
Consolidated Cash Flow Statement (INR in Mn)	FY22	FY21
Cash Flow from Operating Activities		
Profit before Tax	1,435.7	833.8
Adjustment for Non-Operating Items	-77.5	-358.0
Operating Profit before Working Capital Changes	1,358.2	475.8
Changes in Working Capital	-736.8	504.4
Cash Generated from Operations	621.4	980.2
Less: Direct Taxes paid	-419.5	-241.8
Net Cash from Operating Activities	201.9	738.5
Cash Flow from Investing Activities	-563.6	-230.1
Cash Flow from Financing Activities	-311.4	2.4
Net increase/ (decrease) in Cash & Cash equivalent	-673.1	510.8
Cash & Cash Equivalents at the beginning of the period	644.9	134.1
Cash & Cash equivalents at the end of the period	-28.2	644.9

Key Return Ratios

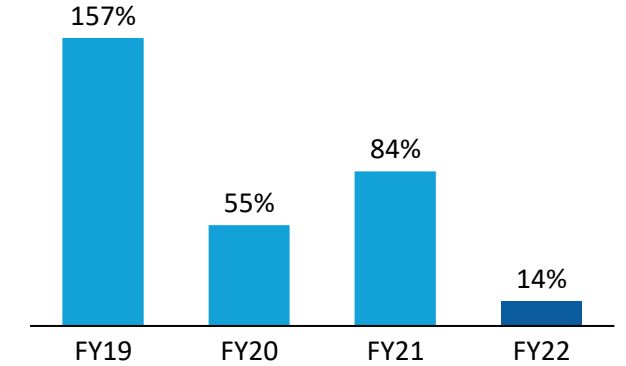
Cash Flow from Operations (INR in Mn)



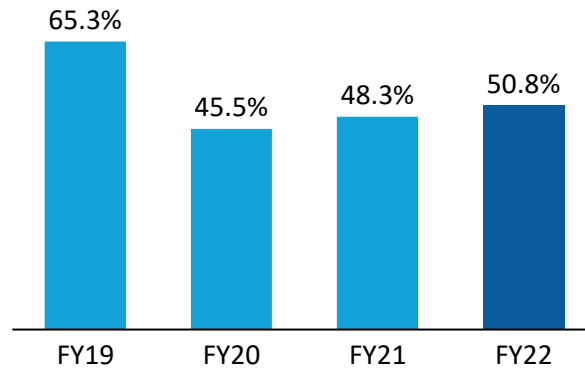
Cash & Term Deposits (INR in Mn)



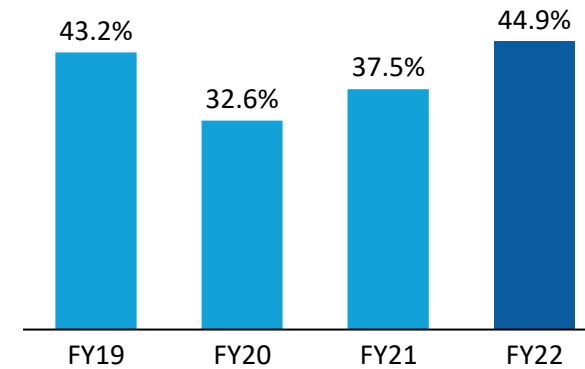
OCF to EBITDA (%)



ROCE (%)



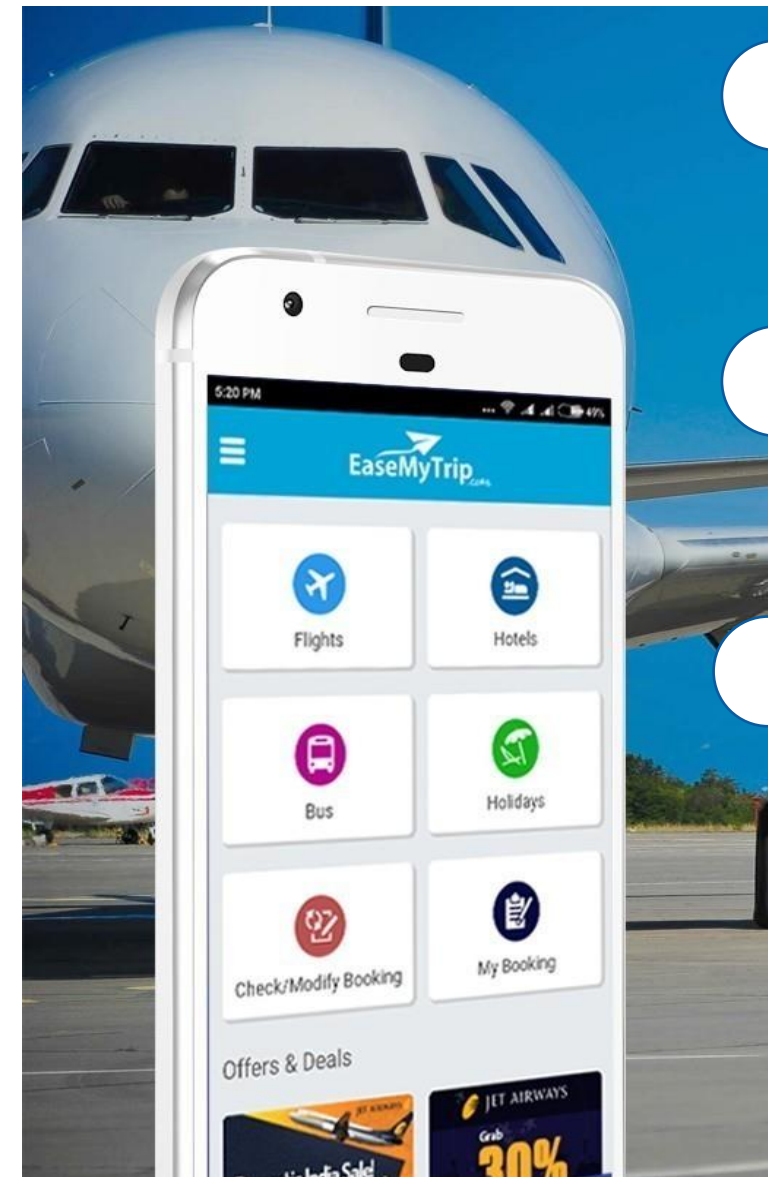
ROE (%)





Company Overview

EaseMyTrip at Glance



2nd Largest OTA*

Founded in 2008, EaseMyTrip is the 2nd largest Online Travel Platform in India

Cash Surplus

Negative Net debt: Cash & Term Deposit of INR 232 Crores as on Sep-22. Business requires minimal capex for growth.

Only Profitable OTA since inception

Profitable since inception, even in Covid year.
EBITDA for FY22 stood at INR 146.8 Crores

“End to End” Travel Solutions

Offers “End to End” travel solutions which includes air tickets, hotels and holiday packages, rail tickets & bus tickets as well as ancillary value-added services

Growth Funded by Internal Accruals

No external equity infusion since inception. Managed growth through internal accruals & sustained profitability

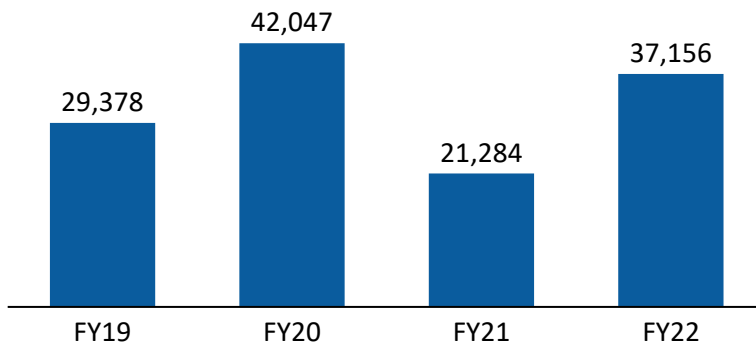
Brand Equity

Well recognized brand with lean cost of operations to support profitability and growth

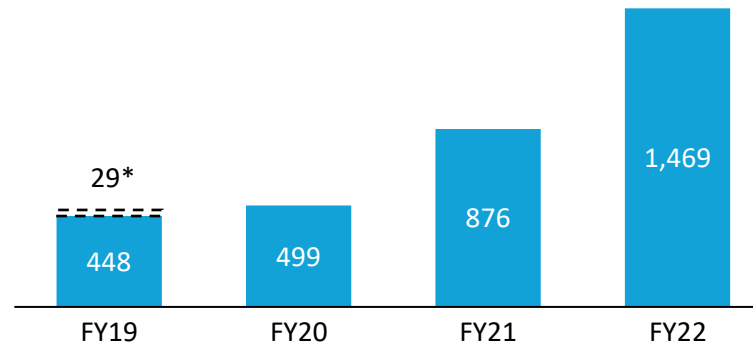
*As per gross booking volumes in FY22

Fastest Growing & Only Profitable OTA in India...

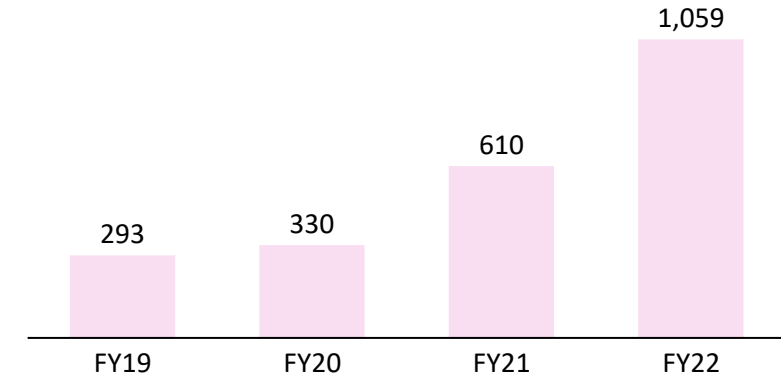
Gross Booking Revenue (INR in Mn)



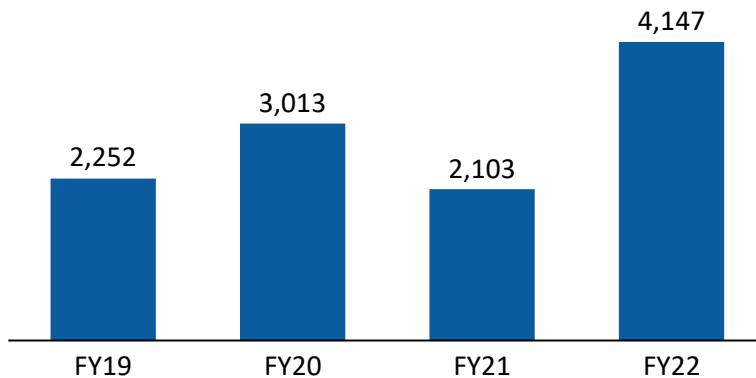
EBITDA (INR in Mn)



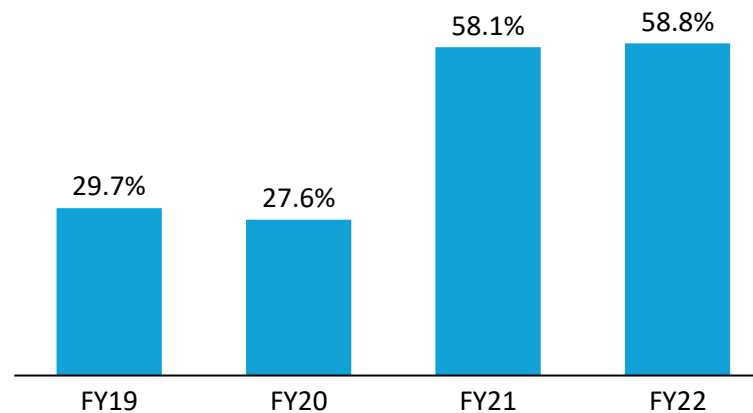
PAT (INR in Mn)**



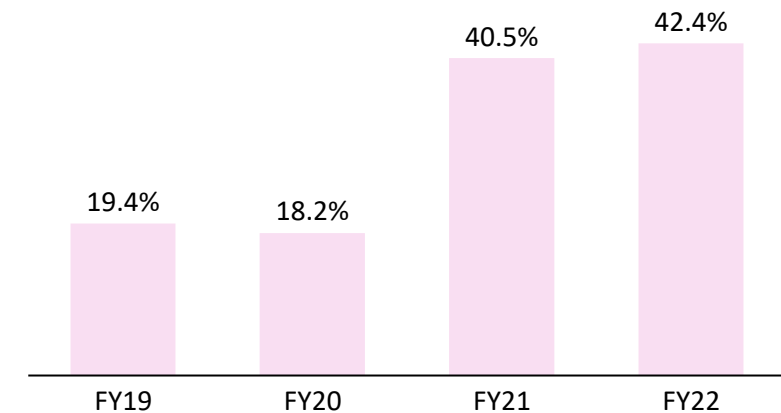
Adjusted Total Income# (INR in Mn)



EBITDA Margin (%)



PAT Margin (%)



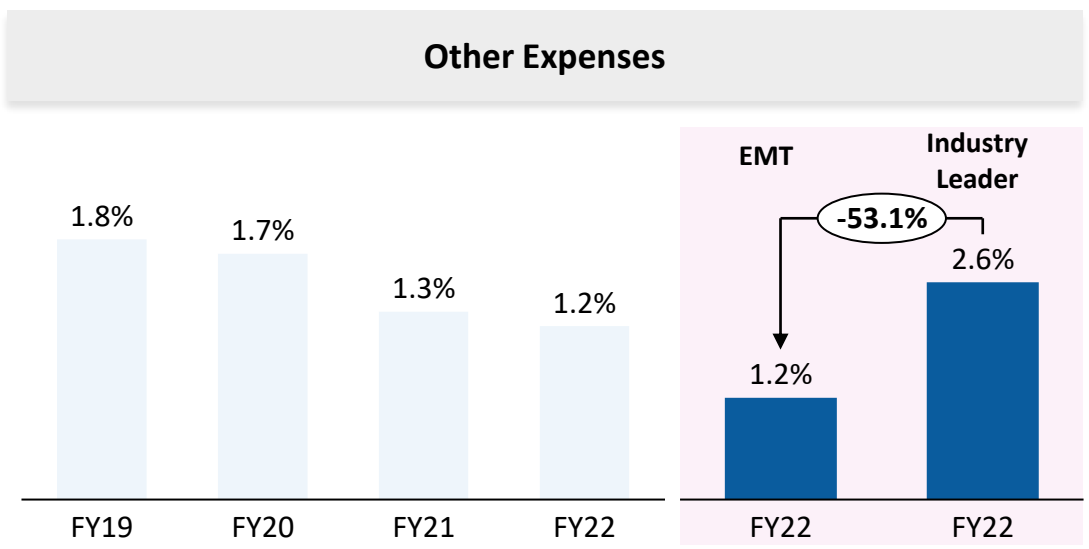
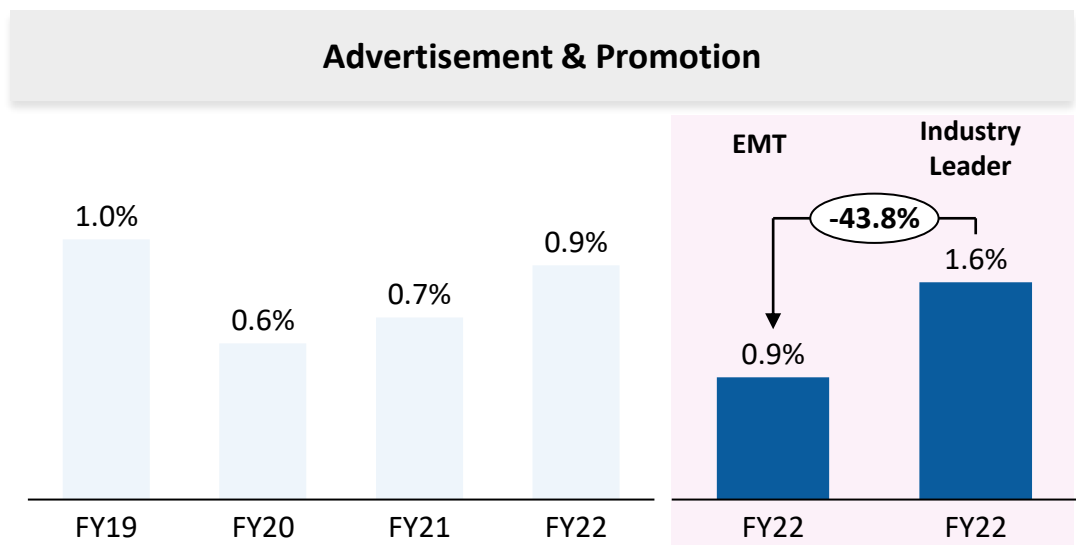
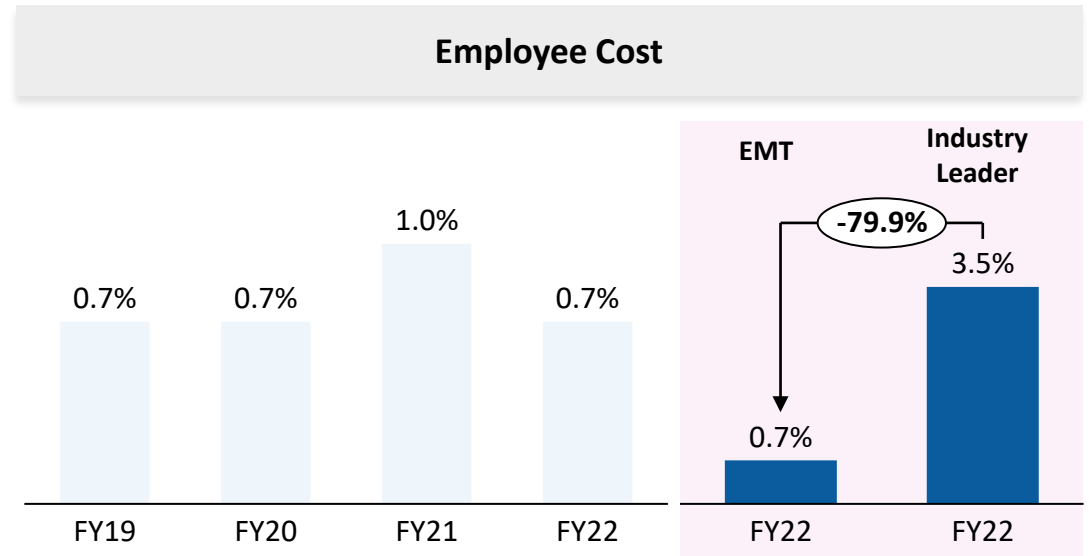
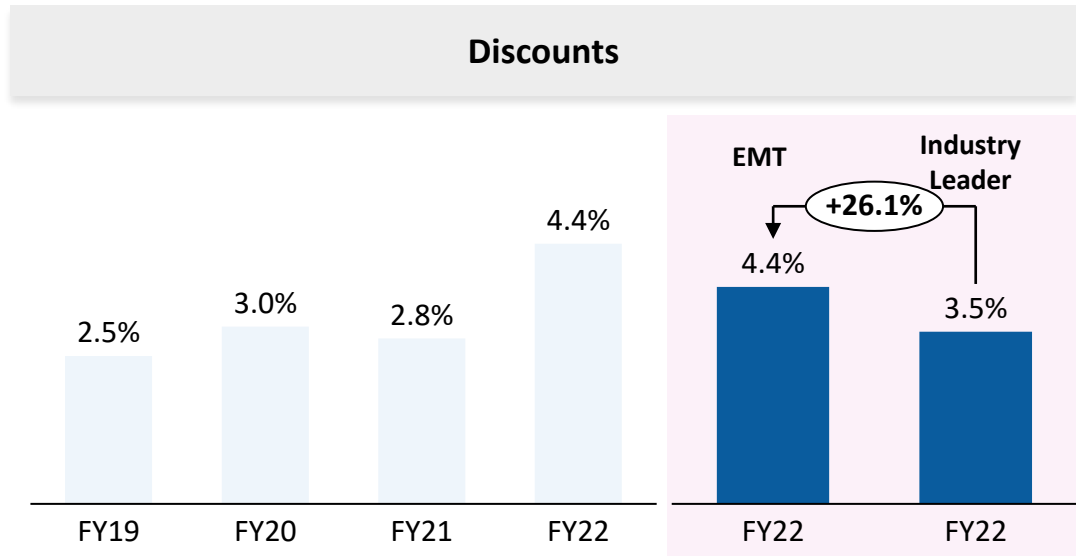
*In Fiscal 2019, advance written off amounted to INR 29.50 million.

#Including Discounts offered to customers & excluding service cost

** PAT before other comprehensive Income

...due to our Lean Cost Model...

% of Gross Booking Revenue



*Industry Leader data as per publicly available documents

...and No Convenience Fees Strategy



Experienced Board of Directors supported by strong management team

Promoters and Directors



Nishant Pitti

Co-Founder, Whole-time Director and CEO

- 13+ years of experience
- Area of Expertise: Travel and Tourism Sector



Prashant Pitti

Whole-time Director

- 10+ years of experience
- Area of Expertise: Travel, Tourism and Construction Sector



Rikant Pittie

Whole-time Director

- 10+ years of experience
- Area of Expertise: Travel and Tourism Sector

Independent Directors



Justice Usha Mehra

Independent Director

- 39+ years of experience
- Area of Expertise: Legal Sector



Vinod Kumar Tripathi

Independent Director

- 41+ years of experience
- Area of Expertise: Taxation, Finance, Textiles and Administration



Satya Prakash

Independent Director

- 41+ years of experience
- Area of Expertise: Railways Sector

Senior Management



Ashish Kumar Bansal

Chief Financial Officer



Naimish Sinha

Chief Technology Officer



Lokendra Saini

Chief Operating Officer



Priyanka Tiwari

Company Secretary and Chief Compliance Officer



Nutan Gupta

President - Alliances



K Manivel

VP - Revenue Generation & Growth



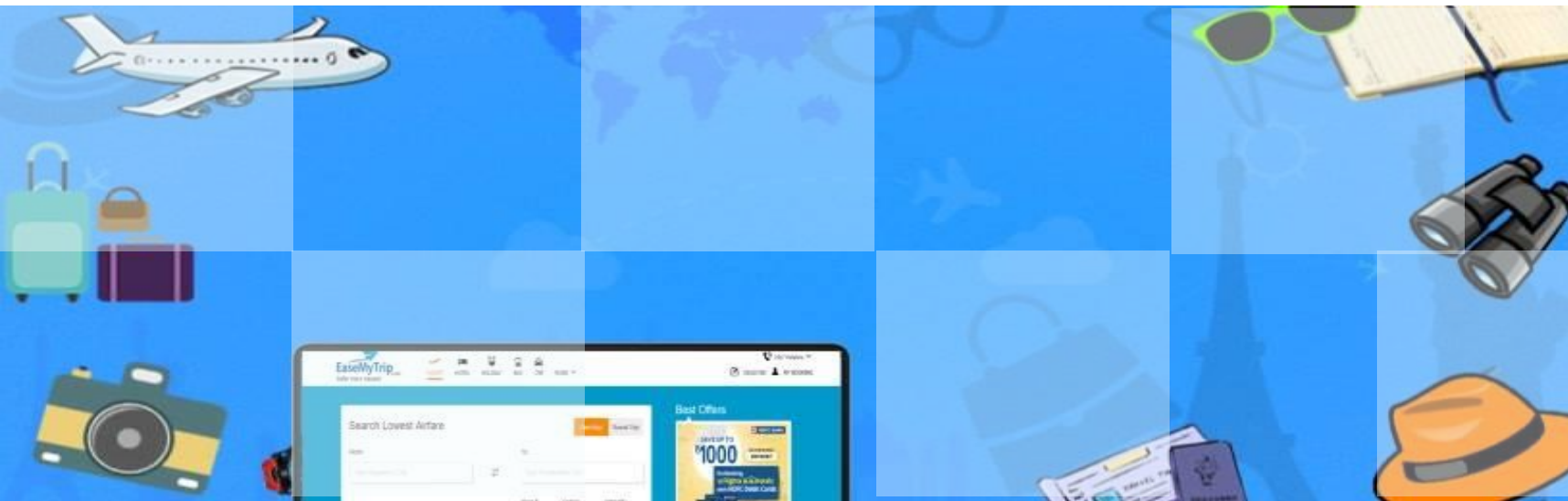
Vipin Shah

Senior Vice President



Aditya Chawla

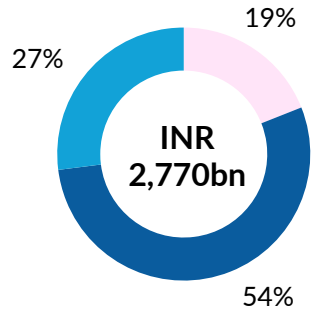
Chief Commercial Officer



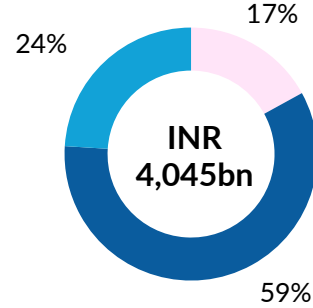
Industry Overview

Indian Travel & OTA Market: Headroom to grow further

Total Travel Market (FY23E)

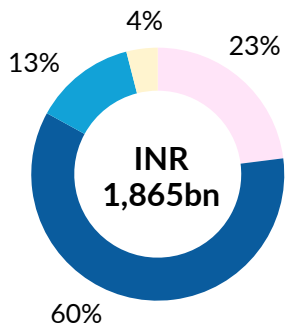


Total Travel Market (FY27E)

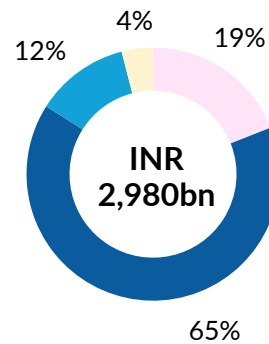


Rail Air Hotels

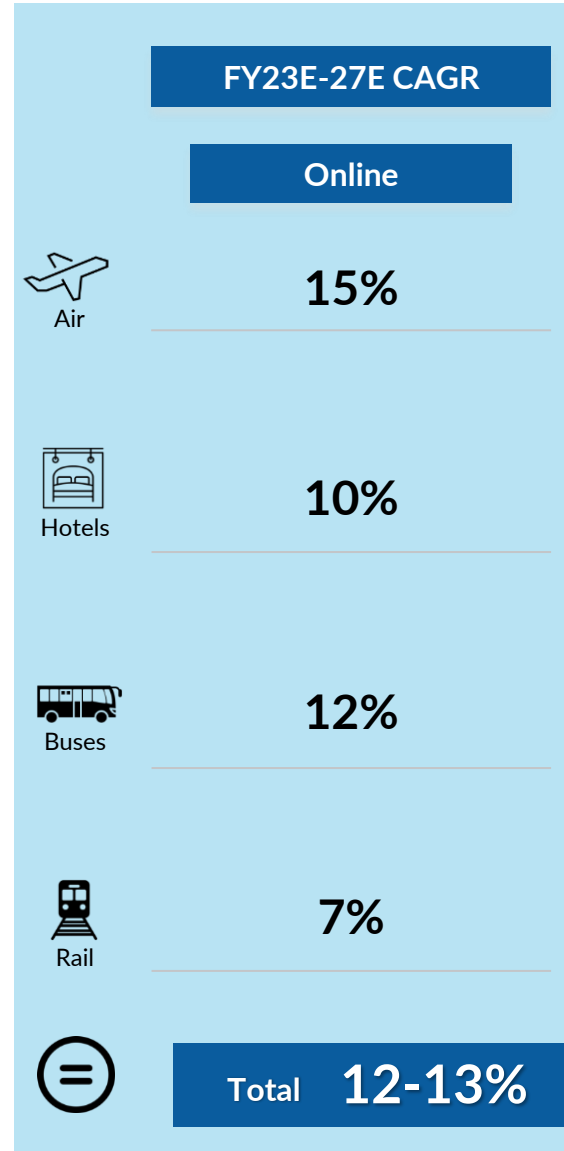
Online Travel Market (FY23E)



Online Travel Market (FY27E)



Rail Air Hotels Bus



Key Drivers

The travel industry is expected, to be broadly driven by **development of tourism infrastructure, increase in connectivity across means of transport, rising income levels etc.**

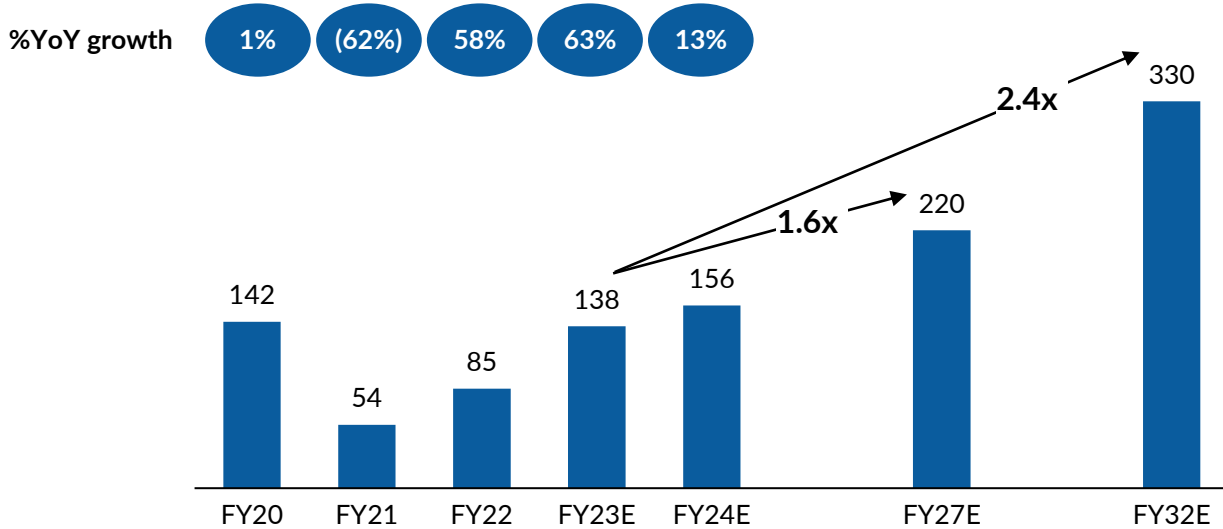
Ticketing across segments has undergone a change thanks to **higher internet penetration, greater affordability of smart phones, user friendliness of online platforms etc.**

Going forward, online air ticketing is expected to grow further as more **travelers (retail as well as corporate) migrate from offline to online platforms**

In the hotel industry, **customers from tier-II and tier-III cities** are expected to also start booking rooms online on account of the convenience offered by online services

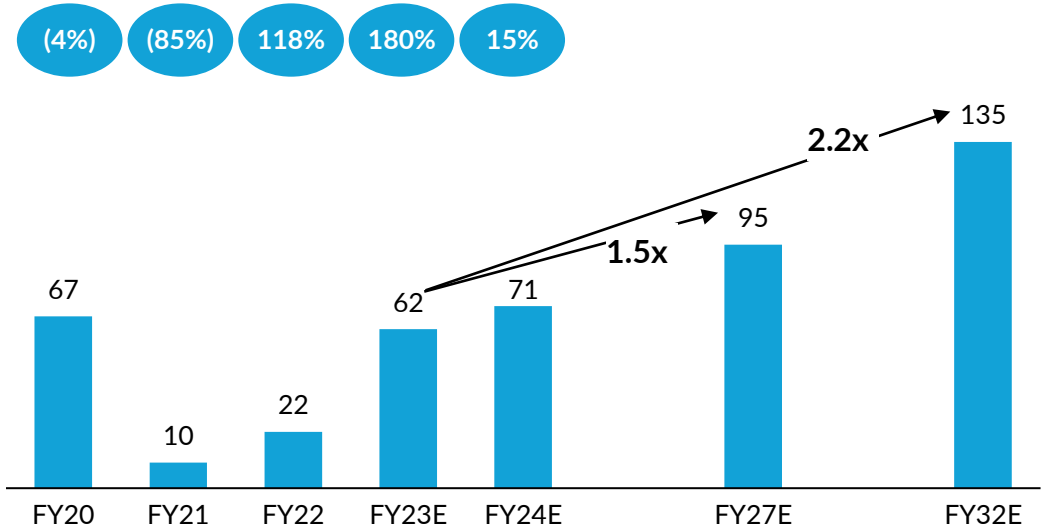
Strong tail winds for Indian aviation industry

Indian domestic passenger traffic volumes (Number mn)



- ✓ Increasing air travel penetration, pent-up demand and improved per-capita income post pandemic revival.
- ✓ Furthermore, the UDAN scheme is connecting unserved and underserved airports
- ✓ Increasing no. of operational airports across India

International passenger traffic volumes (Number mn)



- ✓ Increasing international operations by Indian LCCs¹ and under-penetration of international trips per capita for India compared to other developing countries
- ✓ Furthermore, increasing FTAs¹ due to tourism, VFR¹ and business opportunities in India, by 2032, air passenger numbers are expected to grow at ~2.2x



Accelerating Operational & Marketing Excellence

Mr. Lokendra Saini

Marketing Strategies

- We primarily use Instagram, Facebook, Google Ads, Bing Ads for media buying.
- Present, active and super engaged with our users across all social media platforms.



Instagram profile for easemytrip. Bio: Travel agency. Here to complete your travel checklist. Our team is available in: India, UAE, UK, Thailand. bit.ly/3JqumsW. 2,255 Posts, 80.3K Followers, 11 Following. Suggested for you: traveltours.in, travelinair.



YouTube channel for EaseMyTrip. Bio: Travel agent. We offer a comprehensive range of travel-related products and services catering to the needs of p... 93.4K subscribers, 408 videos. Subscribe button. Video thumbnail: Get Better Support in Emergencies, Full Refund on Medical Grounds. ...



Facebook profile for EaseMyTrip.com. Bio: Travel agent. 1,887,150 people like this. Learn more button. Related Pages: Himsun Ceramic. Video thumbnail: Digital Wall Decor Tiles.



Twitter profile for EaseMyTrip.com. Bio: Get the best Travel Deals on Flights, Hotels, Holidays, Buses, and more. DM or Tag @EaseMyTrip for any help. bit.ly/3D2FHeO. 12 Following, 63.8K Followers. Tweet: Say goodbye to bulky suitcases and hello to stress-free travel with these top 5 tips to pack light.



LinkedIn profile for EaseMyTrip.com. Bio: India's fastest growing and the only profitable OTA. 100% Bootstrapped and listed on NSE & BSE. 88,734 followers. Visit website button. Trending coworker content: 12 coworkers recently joined EaseMyTrip.com.

Instagram – wonderful imagery-based user engagement platform

EaseMyTrip rides on cross-party collaborations, resulting in very high engagement and very low cost of marketing. We leverage on our sticky userbase to bring value in cross-collaborative ties.

Influencer Collaboration



Liked by monikadutt_ and 4,279 others

Sports Association



Liked by vikaas2014 and 847 others

Movie Partnerships (Bytes)



Liked by sidhisarra and 1,111 others

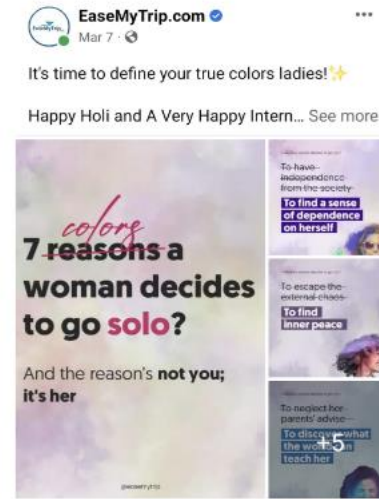
Movie Partnerships



Liked by monikadutt_ and 343 others
easemytrip Giveaway Alert... more
View all 151 comments
31 March

Facebook – garnering high value organic users consistently

Facebook for EaseMyTrip has been one of its best pal, high value organic users those who transact and are brand advocates,





Medical Tourism

EaseMyTrip is deeply engaged with some of the top hospital chains and medical institutes in some countries to promote “Medical Tourism” thereby offering combined (travel + treatment) value-added services to patients.

Key highlight: Our growing worldwide presence helps us add a large network of medical institutes chains that we pass in benefits to the travelers/patients.

Services:

- End-to-end travel arrangements (including airport pick-up and drop-off) to the patient and their family members
- Providing accommodation services through our Global Hotels and accommodation reach.
- Adding convenience through our network of currency exchange and other payment options.
- Supporting them in Visa assistance and Interpretation services.



Education Travel Program

EaseMyTrip has been focusing and growing swiftly in education travel category. Through this, we power students and their friends and family members to book their travel for a longer duration (typically 2-3 to 5 years) through our Education Travel Program

Key highlight: We have partnered with some and on path to partnering with multiple TOP global institutes and universities to offload their students travel and accommodation requirements.

Services:

- Multiple Flight and hotel booking options
- Assistance with visa applications and **“Travel insurance”**
- Airport pick-up and drop-off
- Cultural orientation and city tours
- Package deal when bought for multiple trips and for a longer duration.



Luxury Wedding & Events

Make Every Moment Special with EaseMyTrip's Luxury Packages for Weddings and Events

Key highlight: EaseMyTrip has been consistently delivering bespoke luxury destination packages with assurance, leveraging our global reach and expertise to ensure seamless planning and hassle-free luxe weddings for our premium customers.

Services:

- Curated luxury wedding packages for dream destinations
- Highly personalized travel arrangements for Offbeat weddings and Celebrity events
- Dedicated travel consultants for seamless and hassle-free execution
- Customized itineraries and personalized experiences
- Round-the-clock assistance



EMTRoyale

HNI Service

Elevating HNI's Travel Experience with Exclusive End-to-End Solutions

Key highlight: EaseMyTrip's global presence enables it to offer a comprehensive range of exclusive travel-related services tailored to the specific needs of High Net-Worth Individuals (HNIs).

Mice & Wedding Gallery



Greece Cruise Tour
(300 pax to Greece Cruise for Karva Chauth)



Greece Tour
(500 pax to Greece Oct)



Simon Electric
(50 pax to Thailand)



Care Insurance
(132 pax to Thailand)



Care Insurance
(142 pax to Manila)

MICE Programs

Coordinate, Collaborate & Connect with EaseMyTrip MICE to broaden business opportunities

Working: EaseMyTrip offers comprehensive MICE solutions for corporate clients, including venue selection, event planning, logistics management, team building activities, and customized event organization, ensuring hassle-free travel and event experiences.

Key highlights: Leveraging our global reach, EaseMyTrip delivers seamless MICE events, offering efficient coordination for corporate meetings, private parties, business gatherings, and other bespoke events.

Services:

- Customized travel packages for business events
- Event planning and management services
- VIP transportation services
- Access to unique venues and experiences
- Dedicated support for hassle-free planning



EaseMyTrip has been working on passionately to cover all the top **“Sporting Events”** across the Globe by ways of becoming exclusive “Travel Partner”.

We promote Sports Tourism by curating special packages for Sports’ enthusiasts (players, their support staff and their extended members) by providing them with a unique opportunity to experience thrilling sporting events across the world.

Key highlights: Our global presence has enabled us to prioritize sports events occurring in various countries, and offer unparalleled support for major sports such as cricket, football, lawn tennis, and more

Tourism Boards - Marketing

Sultanate of Oman
وزارة التراث والسياحة
Ministry of Heritage and Tourism

EaseMyTrip

Dive deep
into the ocean
& experience
aqua life like never before

OMAN
BEAUTY HAS
AN ADDRESS
#EXPERIENCEOMAN

Bahrain

EaseMyTrip

Vroom!

Experience the thrill of F1 racing

KOREA TOURISM ORGANIZATION

Imagine Your Korea

Witness the glow of snow-covered

SOUTH KOREA

EaseMyTrip

amazing THAILAND

AMAZING NEW CHAPTERS

EaseMyTrip

Get tinted in the Thai traditions at Chiang Mai

THAI Smooth as silk

EaseMyTrip

magical Kenya

Chill on wheels!

Kenya Airways

A place away from the hustle.
A WORLD SO NICE, A WORLD SO BLUE!

RIYADH

Saudi Welcome to Arabia

EaseMyTrip

Japan. Endless Discovery.

EaseMyTrip

JAPAN CELEBRATES YOU

Higashiyama-ku, Kyoto city, Kyoto

#JapanCelebratesYou

Experience THE MAGIC of Bell'Italia

Ferrari World Abu Dhabi

EaseMyTrip

جزيرة ياس VAS ISLAND



Access Local Expertise and Save Time with EaseMyTrip's Global Presence
Presence: London (UK), Philippines, USA, UAE, Thailand, Maldives, Singapore

Advantage:

With the worldwide presence, we are able to expand our customer base, increase brand awareness, and access new markets and opportunities. It also provides access to a diverse range of talent and resources, which can improve our company's competitiveness, innovation, and efficiency.

Strengths

- Strong connections with local vendors
- Top-notch services
- Competitive prices
- Time-saving solutions

Insurance & Related Products



- Differential income from insurance premium paid vs payout on cancellation has been adding to the business bottom lines massively.
- Insurance product can be worked out in multi-modal ways to pick and choose recommended fare.
- Also adds a lot of traction and engagement on the platform as well.
- Travel Insurance adds to a sizable revenue growth.

Forex Services



- One of the important Forex Card benefits is that they protect you from fluctuations in foreign currency prices, as rates are locked when the currency is loaded in the card
- Carry multiple currencies in a single card like the HDFC Bank Multicurrency Forex Plus Card, more than 30 currency wallets are available with top providers
- Supports online purchases and transactions on international websites.
- Easy access to transaction details and balance in the Forex Card Adani One Mobile App.

Meet & Greet – Pranam service



- From fast-track clearance through arrivals or departures to helping with transfers, baggage & family travel, we ensure a swift, smooth and safe passage through the airport to make the airport something to look forward to.
- Getting from A to B in a foreign country or in your own at times can often be a stressful experience. Airport transfers are the perfect solution to this problem which comes in different forms; Airport shuttle, Minibus or even a Private Taxi or Coach all offering a direct transfer to your resort

Baggage pickup and drop service



- Passengers availing this facility will have to provide the date of service for pick-up or delivery, flight details, delivery location, for it to be added.
- After fee of provider rate, the luggage can be delivered to arrival/departure space.
- The charges for the pickup services will depend upon the number of bags, the weight of bags and distance from where the baggage will be picked.

Credit Cards > Standard Chartered EaseMyTrip Credit Card

#SkipToTheTrip with Standard Chartered EaseMyTrip Credit Card

Enjoy flat 20% & 10% discount* on hotel* & flight bookings.
#SkipToTheTrip*

APPLY NOW



Standard Chartered EaseMyTrip Credit Card Benefits

Get
10x
rewards *on every ₹100 spent at standalone hotel and airline websites/apps/outlets.

Get flat
20% & 10%
instant discount* on hotel* and flight bookings respectively at EaseMyTrip website/app

Enjoy
Free
lounge access – 1 domestic per calendar quarter and 2 international per year

CUSTOMER VALUE CHART

Trips in a year	Average Ticket price	Discount%	Customer Benefits
3 round trip – domestic airline bookings	10000 per trip	10%	3,000
3 trips with domestic hotel* stay for 2 nights	8000 per trip	20%	9,600
1 round trip international airline booking	50000 per trip	10%	5,000
3 bus trips domestic	1000 per trip	Flat INR 125	375
1 trip with international hotel* stay for 4 nights	12000 per night	20%	9,600
EMT Benefits			27,575
Reward Points per INR 100 spends	Rewards	Value of rewards	
Base Rewards	2	0.5	2,000
Accelerated Rewards on select merchant categories	10	2.5	2,500
Reward Point Benefits			4,500
Total Yearly Benefits on EaseMyTrip Co-branded card			32,075

Assumptions –

1. 3 Domestic round trips, 1 international round trip
2. 1 Reward Point = INR 0.25
3. Assuming annual spends of INR 500000 with 20% spend on select merchant categories



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One Way Round Trip Multicity 01 Passengers Economy Class

FROM New Delhi, India TO Mumbai, India DEPARTURE 25 Apr RETURN Select Return

Compare & Fly with our flight partners

Filters: Refundable-Fares, Non-Stop, Morning-Departures, Meals-Included, Partners: EaseMytrip, Goibibo, Yatra, Cleartrip

Airlines	Departure	Arrival	Duration	Partner	Fare
Go First	06:10	10:05	03h 55m	EaseMyTrip	₹ 3,644
Air Asia	05:00	11:25	06h 25m	yatra	₹ 3,847
Air Asia	05:00	18:50	13h 50m	yatra	₹ 3,847
Go First	06:10	15:00	08h 50m	EaseMyTrip	₹ 3,889



MARKETS

Loans Insurance Investments Cards Pocket Insurance & VAS Discover News

YARA Offers Account

- EMI Network Card
- How to Apply
- Documents & Eligibility
- Features & Benefits
- Offers
- Partner Stores

No Cost EMI at Easemytrip with Bajaj Finserv EMI Network Card

Going on vacations, trips, or staycations is one of the ways to rejuvenate and relax. However, to enjoy at your best, you must make all the proper arrangements beforehand. EMI EaseMyTrip makes all these things way more straightforward and thus more comfortable for you. Visit the website, surf the different options, and choose the ones you want. The cherry on the cake is the Bajaj Finserv EMI Network card that lets you make the most of a trip or vacation. How? Let's find out about it in the article below.

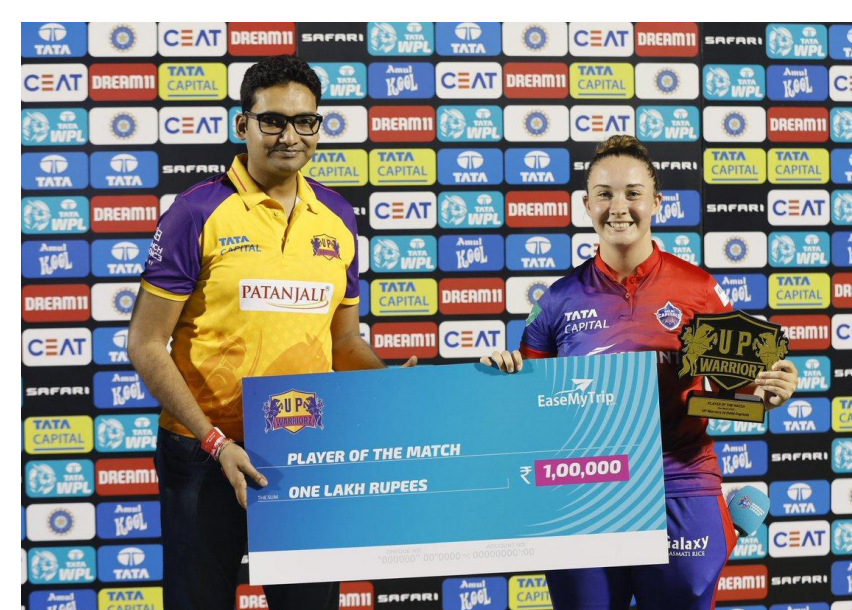
EaseMyTrip is one of the partner stores of Bajaj Finserv. So, Bajaj Finserv, along with EaseMyTrip, allows users to make hassle-free tour plans. Owning a Bajaj Finserv EMI Network card allows you the freedom to make uninterrupted trip plans. You need not cap the extent of your plan and do all that you wish to. You can book flights, hotels, buses, cabs or train tickets, sitting in the comfort of your home/car/workplace. Purchase tickets now and pay back later at flexible EMI tenure and at no additional cost.

No Cost EMI is where you do not have to pay any extra charges or fees on EMI. Repay only the borrowed amount at the agreed EMI tenure. EaseMyTrip no-cost EMI can be easily availed with a Bajaj Finserv EMI Network card.

Outdoor Presence



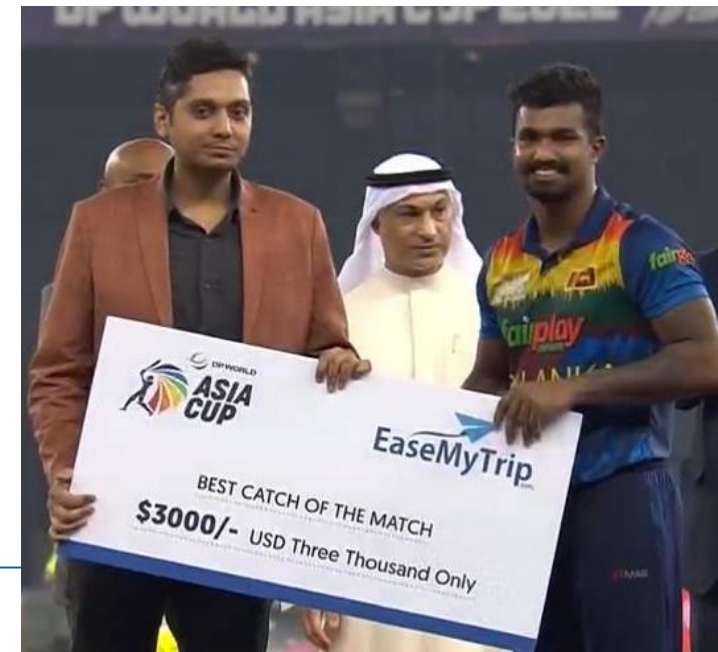
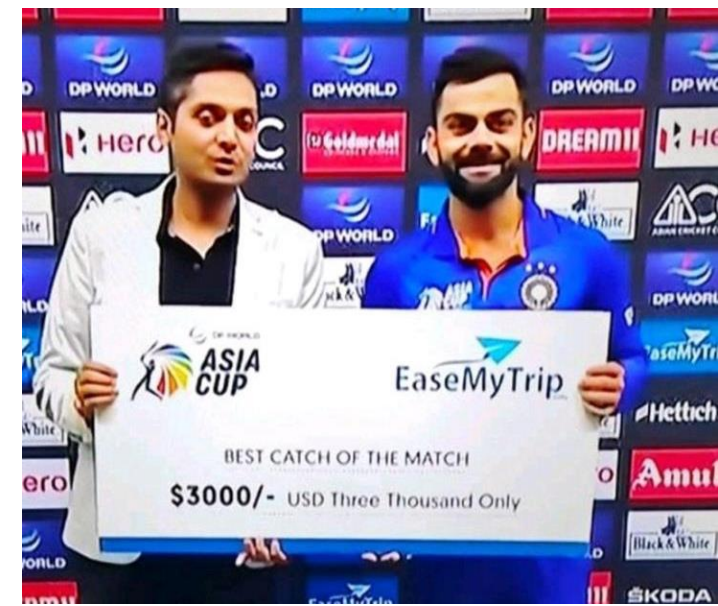
Sports Association



GG	07:42 PM	REVIEW
	UPW	GG
	2	2
32/0	OVERS - 3.3	
RUN RATE - 9.14	OVERS LEFT 16.3	
PARTNERSHIP 32(21)		
S. MEGHANA	20(12)	
DUNKLEY*	11(9)	
DEEPTI	0.3-0-1-0	

EaseMyTrip.com
#TRAVELWITHEASE

DI PATIL STADIUM, NAVI MUMBAI



Movies Association



TIMES NETWORK
IDFC FIRST Bank
Presents
ET NOW
LEADERS OF TOMORROW AWARDS
SEASON 10
EMPOWERING INDIA'S NEXT DECADE OF ENTREPRENEURSHIP

SHINING THE SPOTLIGHT ON THE FUTURE OF THE BUSINESS ECOSYSTEM

IN PRESENCE OF

KEYNOTE ADDRESS BY

DEVENDRA FADNAVIS
Hon'ble Deputy Chief Minister, Maharashtra

V VAIDYANATHAN
MD & CEO, IDFC FIRST Bank

GAUTAM HARI SINGHANIA
Chairman & Managing Director, Raymond

RITESH AGARWAL
CEO, QTV Rooms

VIJAY NIRANI
Founder & Managing Director, Inaki Bioscience

YUVRAJ SINGH
International Director, Entrepreneur & Philanthropist Investor, Wellness

SHRADHA KAPOOR
Actor & Early Investor

PRASHANT PITTI
Co-Founder, EaseMyTrip

AANAN KHURMA
Co-Founder & CEO, Wellversed

SAURABH GARG
Founder & CSO, NoBroker.com

07 DEC '22
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INDIA UNICORN STORY
newsX
NEWS. NOT NOISE

DECODING STARTUPS

JUNE 3, FRIDAY, 7.30 PM IST
JUNE 5, SUNDAY, 1.30 PM IST

IN CONVERSATION WITH

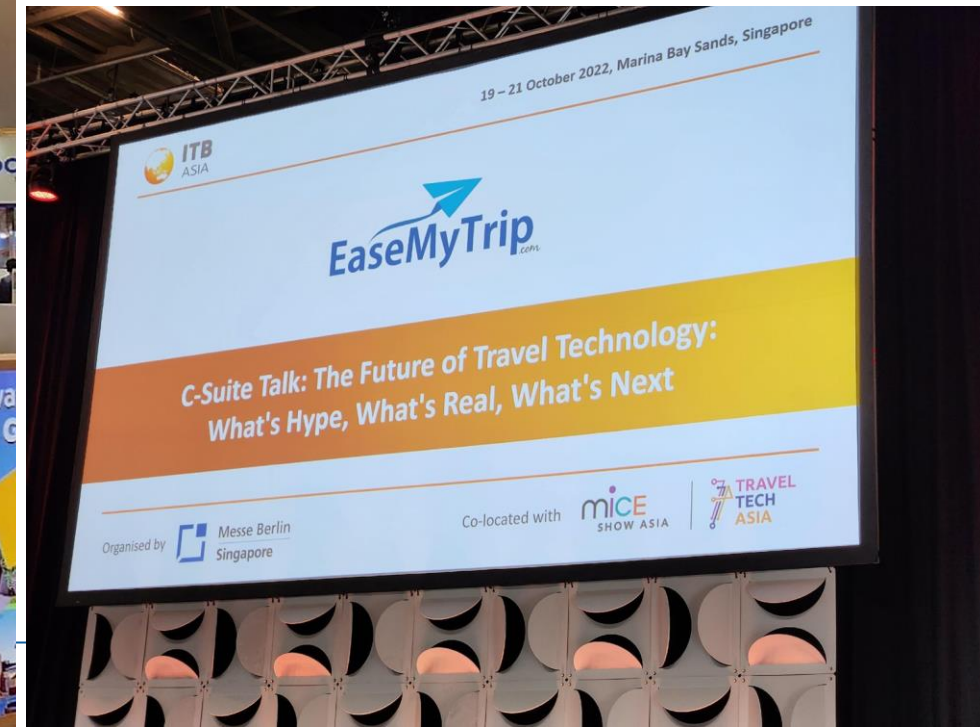
PRASHANT PITTI
CO-FOUNDER
EASE MY TRIP

MEGHA SHARMA
ASST EXECUTIVE EDITOR
NEWSX, ITV NETWORK

moneycontrol @
DAVOS 2022

EASEMYTRIP ON DEMAND IN HOSPITALITY SECTOR

PRASHANT PITTI
EaseMyTrip.com



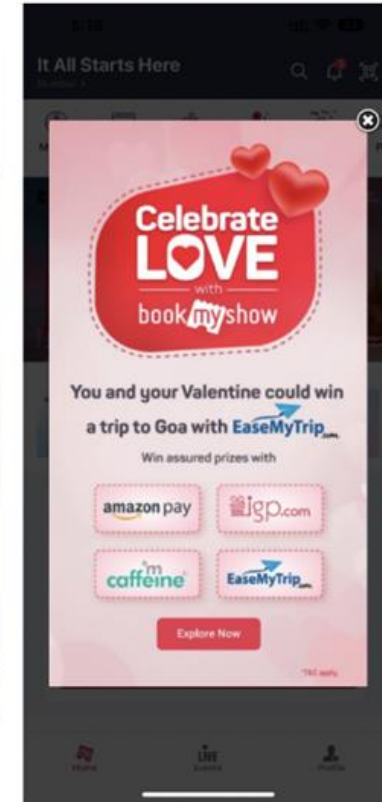
Brand Partnerships



https://www.instagram.com/reel/Cnw3pvYOM_T/?igshid=YmMyMTA2M2Y%3D



https://www.instagram.com/reel/CqU_kMvDbYd/



Anniversary Sale Report (22 Jun-24 Jun 2022)

ROI & Engagement:

- As a result of promoting the Anniversary Sale through mailers & push notifications, engagement was two times higher than in the past, which led to a higher conversion rate.
- There was a two-fold increase in revenue.
- As far as push notification engagement goes, we've seen a 3X better response than the BAU numbers.

Bank Partners



Hotel Partners



Airline Partners



Anniversary Sale Report (22 Jun-24 Jun 2022)

Print Ads



Ads covered in Hindustan Times & Mint (Pan India)

Anniversary Sale Report (22 Jun-24 Jun 2022)

Mailers

APN/BPN

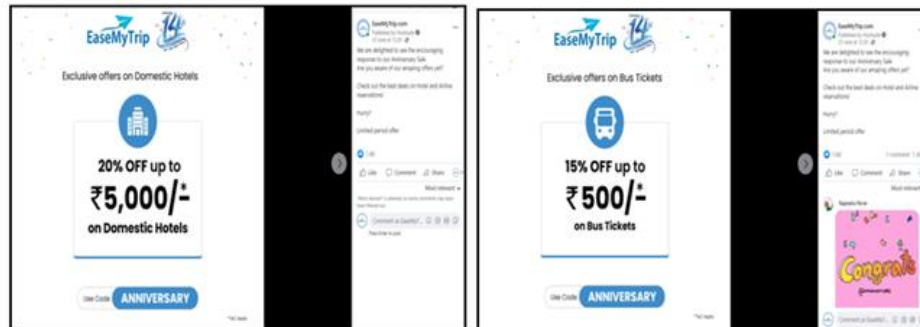
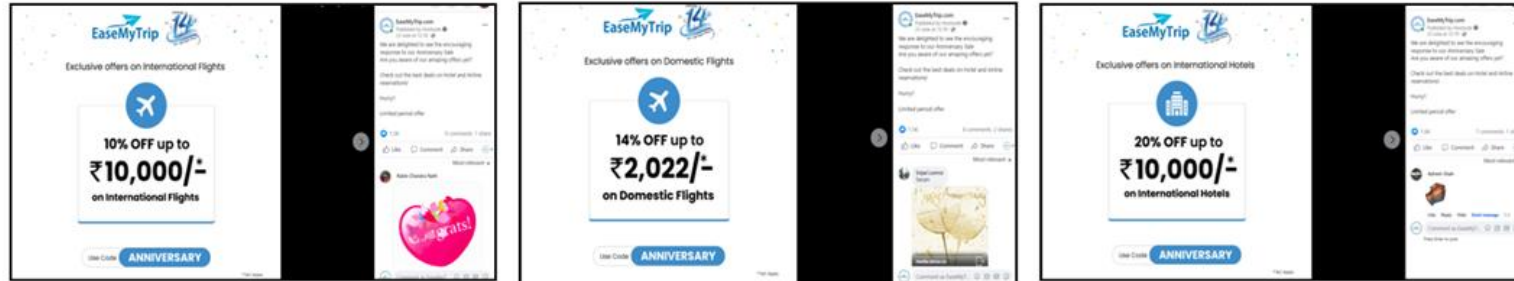
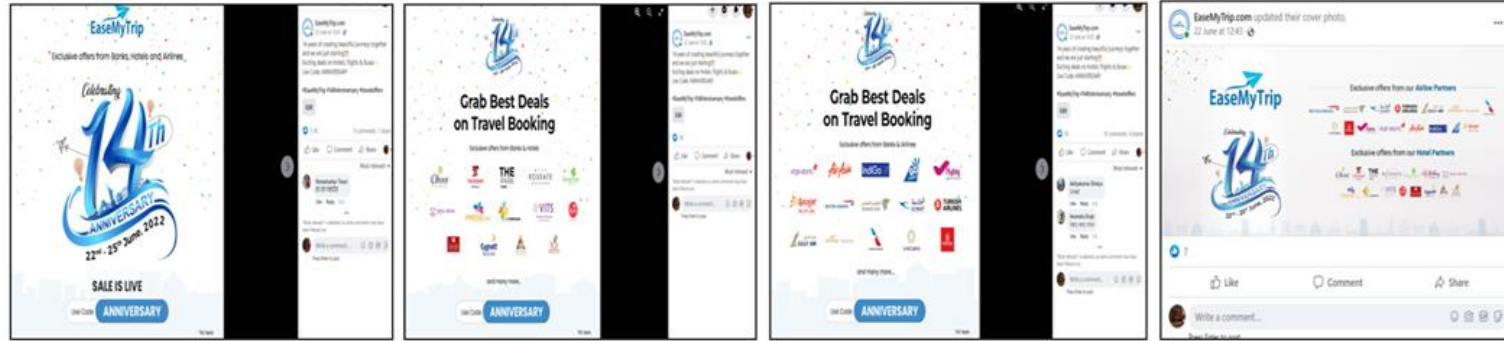
Anniversary Sale Report (22 Jun-24 Jun 2022)

Instagram Posts

S.no	People Reached	Accounts engaged	Profile activity
1	5649	2252	22
2	5733	2350	16
3	4924	2443	20
4	4764	2365	20
5	5191	2258	16

Anniversary Sale Report (22 Jun-24 Jun 2022)

Facebook Posts



S.no	People Reached	Accounts engaged
1	29409	1803
2	28462	1822
3	30001	1755
4	29539	1823
5	34027	1879

Anniversary Sale Report (22 Jun-24 Jun 2022)

Anniversary Sale Traffic Campaign 22 June to 25 June				
Campaign	Placement	Reach	Impression	Clicks
Story Ads	Fb+Ig	7,32,576	7,61,069	1588
Video Ads	Fb+Ig	12,94,332	14,76,184	47096
Total Results		2.03 Million	2.24 Million	48684
Anniversary Sale Engagement & Awareness Campaign 22 June to 25 June				
Insta Post Boost	Placement	Reach	Impression	Engagement
Insta Post Boost	Instagram	3,071	3,079	643
Facebook post boost	Facebook	17,564	18,672	2155
Facebook post boost	Facebook	50,128	60,550	7139
Insta Post Boost	Instagram	22,140	23,220	11418
Insta Post Boost	Instagram	4,095	4,121	1249
Insta Post Boost	Instagram	1,652	1,669	961
Insta Post Boost	Instagram	2,658	2,672	1273
Facebook post boost	Facebook	10,348	11,576	1036
Facebook post boost	Facebook	8,902	9,600	1040
Facebook post boost	Facebook	5,766	5,909	905
Anniversary awareness	Fb+Ig	25,42,697	34,02,252	13415
Total Results		2.67 Million	3.54 Million	41234
Total Anniversary Fb Report				
Total Reach	4.70 Million			
Total Impression	5.78 Million			

Travel Carnival Sale Report (1st Aug -10th Aug 2022)

ROI & Engagement:

- We promoted EMT Travel Carnival sale immensely and received a great engagement from our customers as well which led to having multiple bookings.
- For instance, if we were having X number of bookings in the past then during the sale, we received 2X number of bookings which made it a huge success.
- In respect to social media platforms, we have received better engagement than any previous posts.

Airline Partners



Hotel Partners



Brand Partners



Bank Partners



Travel Carnival Sale Report (1st Aug -10th Aug 2022)

Print Ads – Times of India (02/08/2022)



PRINT ADS – Hindustan Times (03/08/2022)



PRINT ADS – Mint Newspaper (03/08/2022)



Travel Carnival Sale Report (1st Aug -10th Aug 2022)

Mailers

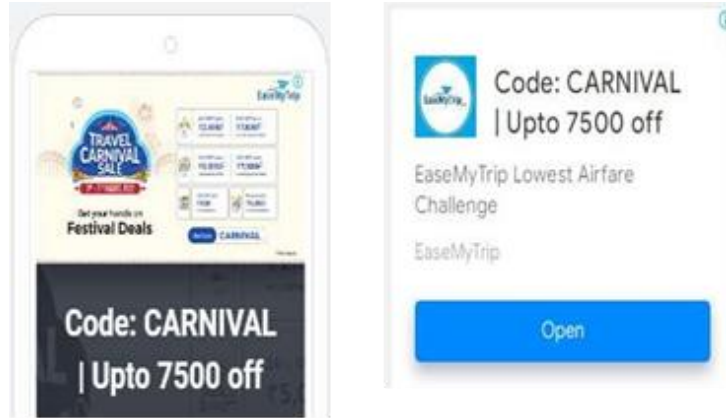


APN/BPN



Travel Carnival Sale Report (1st Aug -10th Aug 2022)

Google Ads



Landing Page



Travel Carnival Sale Report (1st Aug -10th Aug 2022)

Social Media Posts

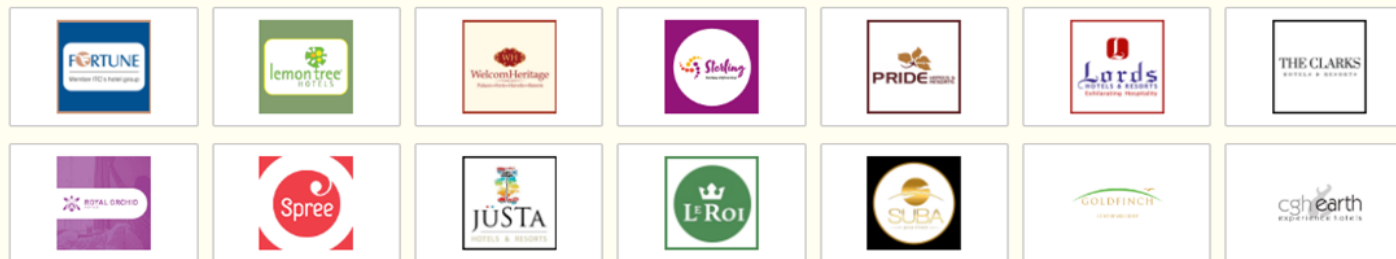


Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

Exclusive Deals from Airline Partners



Exclusive Deals from Hotel Partners



Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

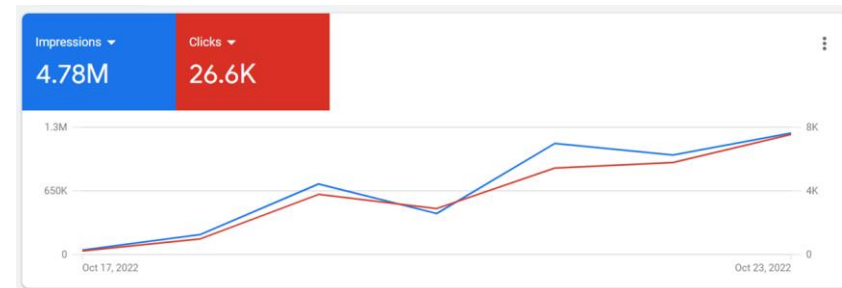
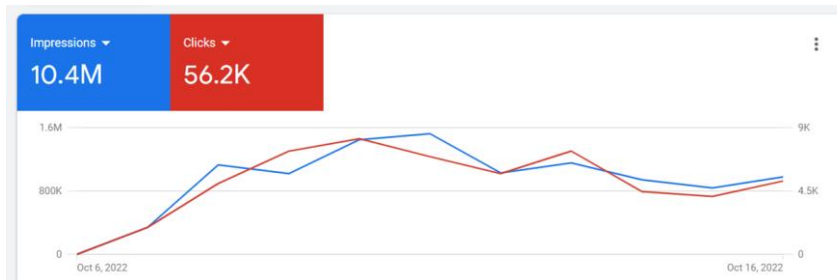
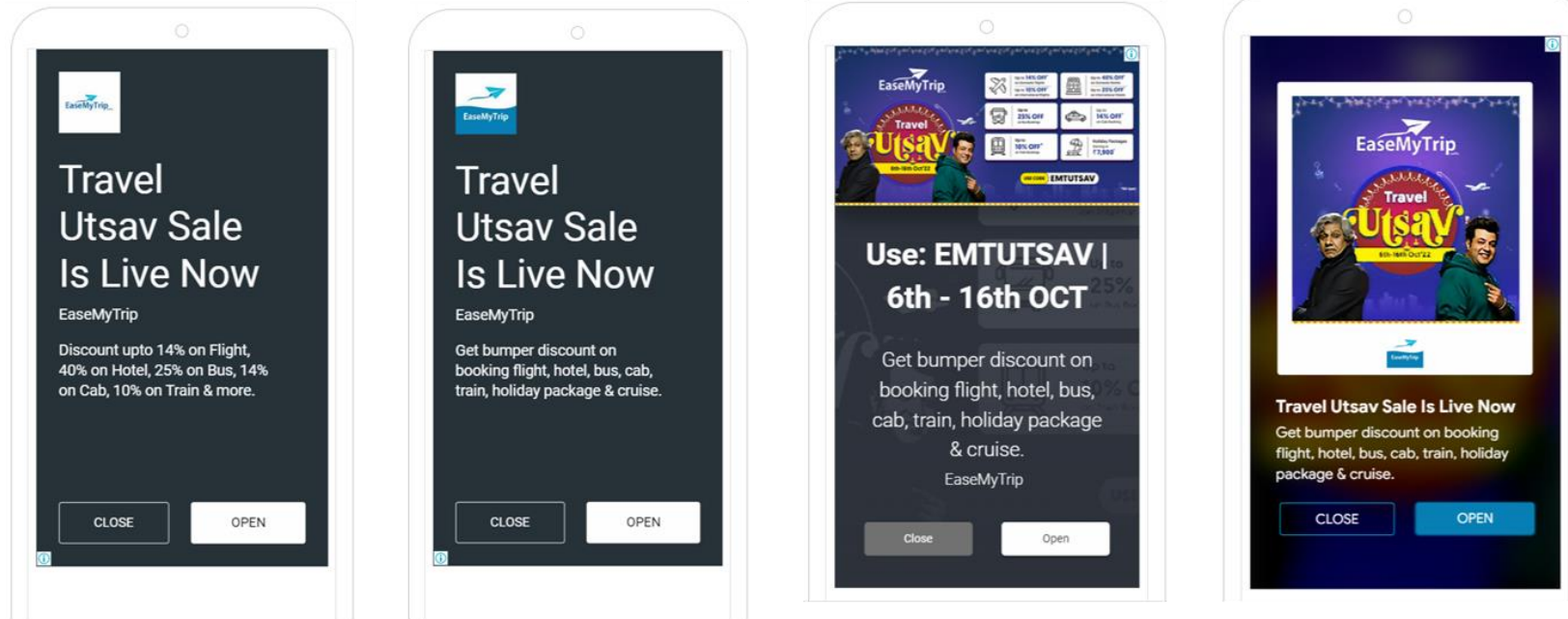
Exclusive Deals from Brand Partners

 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's
 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's	 View T&C's
 View T&C's	 View T&C's						

Banking Partners

Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

Google Ads



Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

Mailers

APN/BPN

EaseMyTrip
Travel Utsav
6th-16th Oct'22

This festive season keep the volume high!

Win a 32-inch LED TV & Soundbar. **CRUMA**

USE CODE: EMTUTSAV

BOOK NOW

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Follow Us On

Use EaseMyTrip to Book

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EaseMyTrip
Travel Utsav
12th-16th Oct'22

Flat 14% OFF*
Flat 10% OFF*

Flat 25% OFF*
Flat 25% OFF*

Flat 15% OFF*
Flat 15% OFF*

USE CODE: EMTUTSAV

Banking Partner **kotak**

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EaseMyTrip
Travel Utsav
6th-16th Oct'22

Up to 14% OFF
Up to 10% OFF

Up to 40% OFF
Up to 25% OFF

Up to 10% OFF
Up to 10% OFF

Holiday Packages from ₹7,900

Travel and be the highest spender during sale period & win a pre-owned car worth up to INR 5 lakhs from **CARS24**

USE CODE: EMTUTSAV

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EaseMyTrip
Travel Utsav
6th-9th Oct'22

Ab hoga car ka sapna saakaar!

Win a Pre-owned Car worth up to INR 5 lakhs **CARS24**

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EaseMyTrip
Travel Utsav
6th-16th Oct'22

It's festive season again and **WE ARE BACK WITH THE SHAGUN FOR YOU!**

Stay tuned to unveil the exciting offers!

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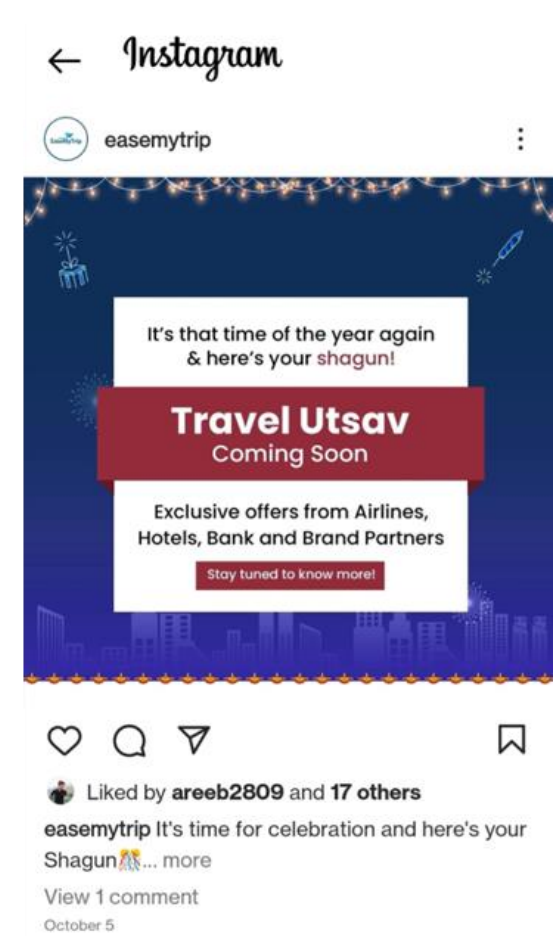
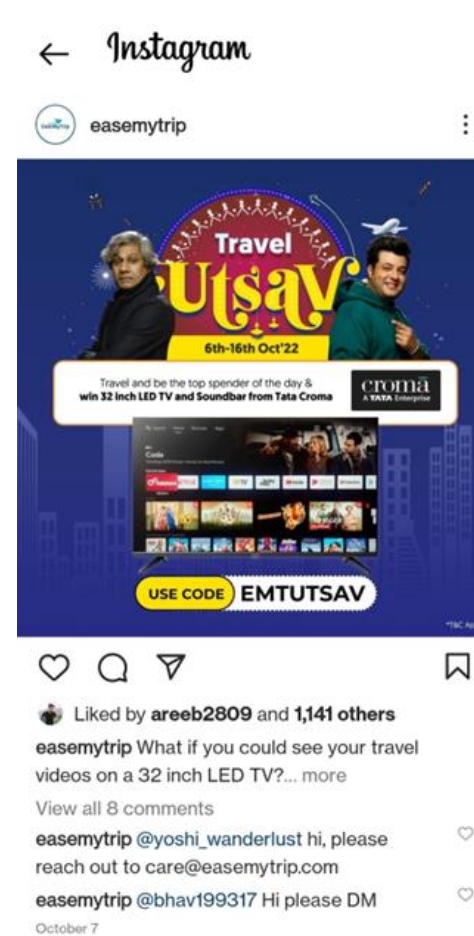
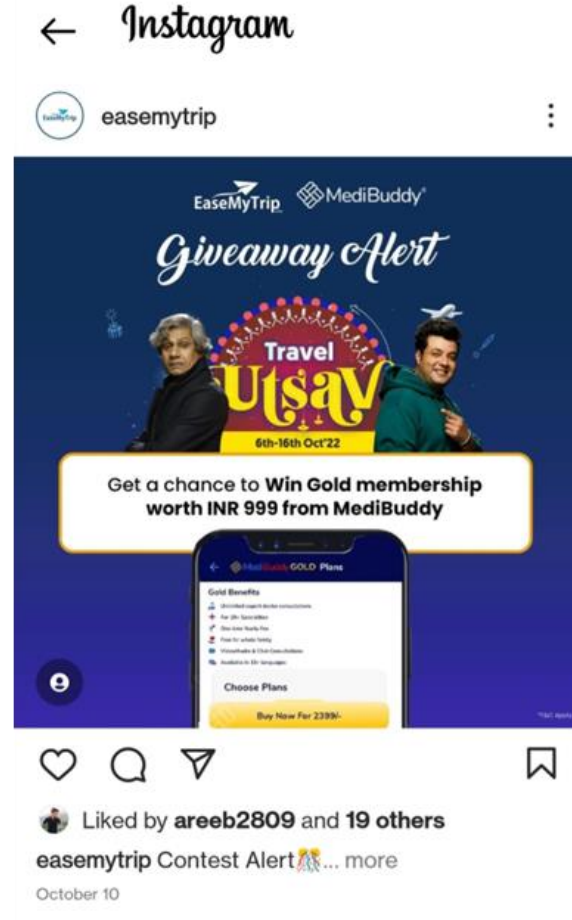
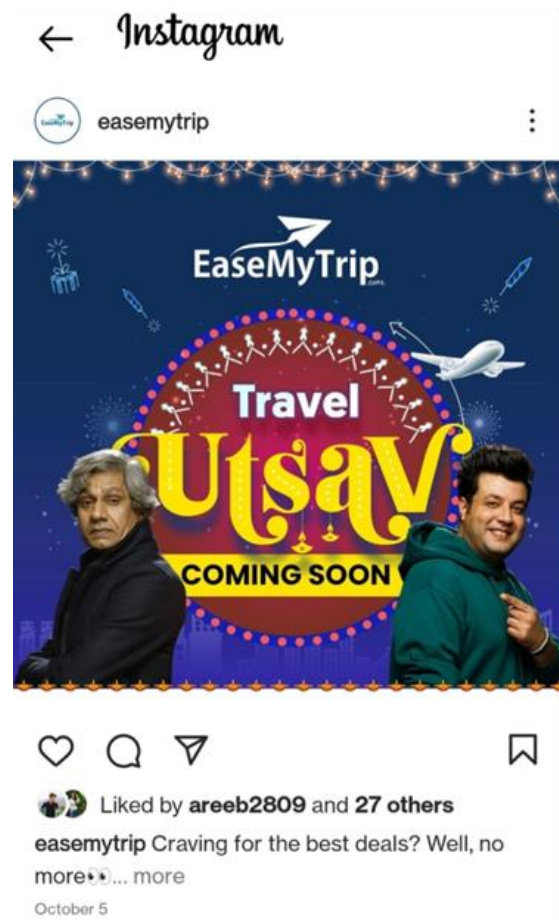
Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

Print
Ads



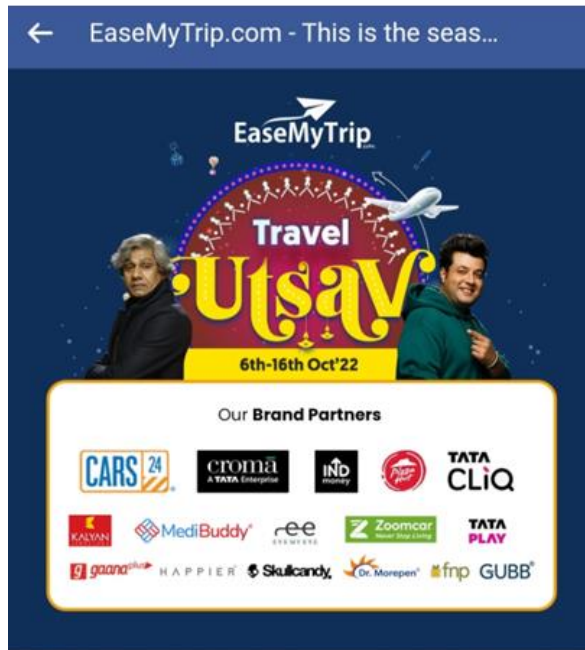
Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

Instagram Posts



Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

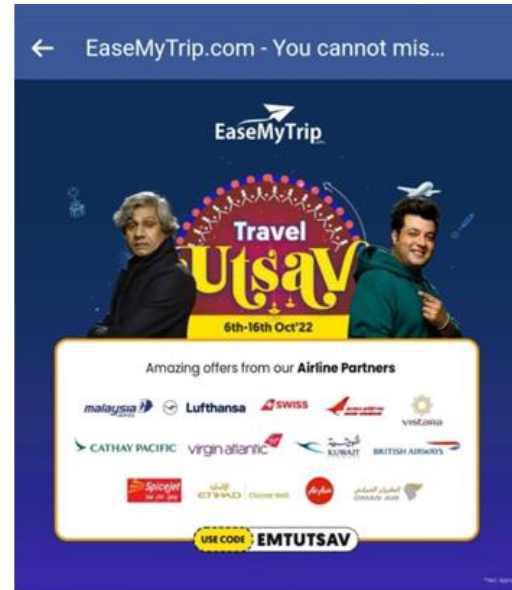
Facebook Posts



EaseMyTrip.com
 This is the season of festivals, and we have amazing deals and offers for you!
 Use Code: EMTUTSAV

#EaseMyTrip #TravelUtsavSale #Bestdeals #festivesale #MaujaHiMauja #travelloffers

Timeline photos · Oct 8 · 🌐

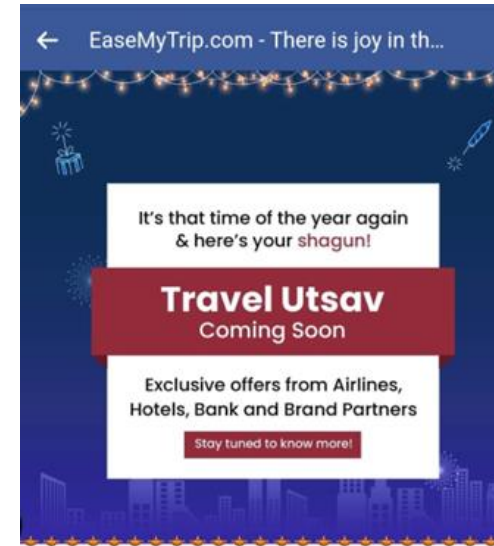


EaseMyTrip.com
 You cannot miss the amazing deals that EaseMytrip's Travel Utsav Sale has to offer! 🎉 Grab amazing deals from our Airline Partners ✈️

Use Code: EMTUTSAV

#EaseMyTrip #TravelUtsavSale #Bestdeals #festivesale #MaujaHiMauja #airlineoffers #flightoffers

Timeline photos · Oct 10 · 🌐



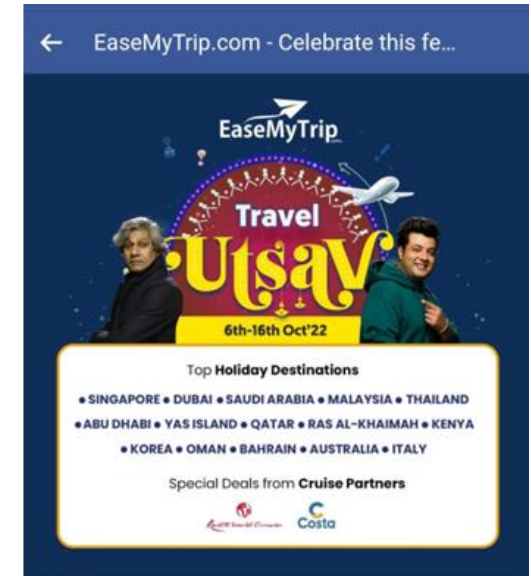
EaseMyTrip.com
 There is joy in the air as the festival season gets closer, we can't wait to give our loved ones gifts and spend time together

EaseMyTrip presents the "Travel Utsav Sale" with some mind-blowing discounts from select Banks, Hotels, Airlines and many more ✈️

Stay tuned to know more about the offers!

#EaseMyTrip #TravelUtsavSale #MaujaHiMauja

Timeline photos · Oct 5 · 🌐



EaseMyTrip.com
 Celebrate this festive season with your loved ones 🎉 Enjoy special deals on Holiday packages and Cruises 🚢

Use Code: EMTUTSAV to grab these

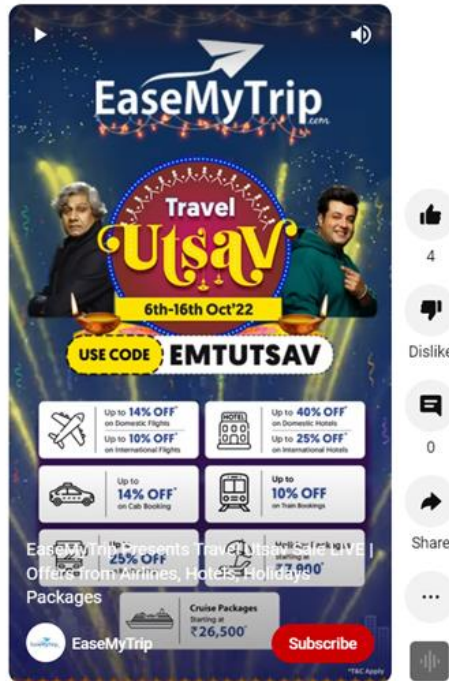
#EaseMyTrip #TravelUtsavSale #Bestdeals #festivesale #MaujaHiMauja #travelloffers #cruiseoffers #holidaypackageoffers #traveldeals

Timeline photos · Oct 8 · 🌐

Travel Utsav Sale Report (6th Oct - 23rd Oct 2022)

YouTube Video

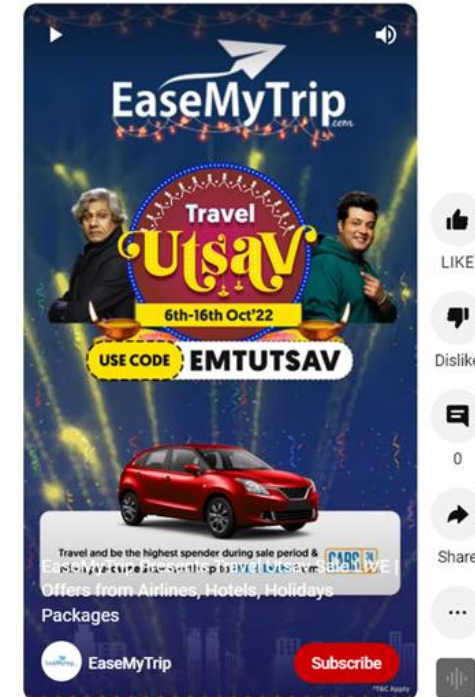
https://www.youtube.com/shorts/G4jd_ryG8yM



<https://www.youtube.com/watch?v=hasfgCG-W68>



<https://www.youtube.com/shorts/rDMVtpMmEWI>



New Year Campaign - #BahanaFree2023

Objective

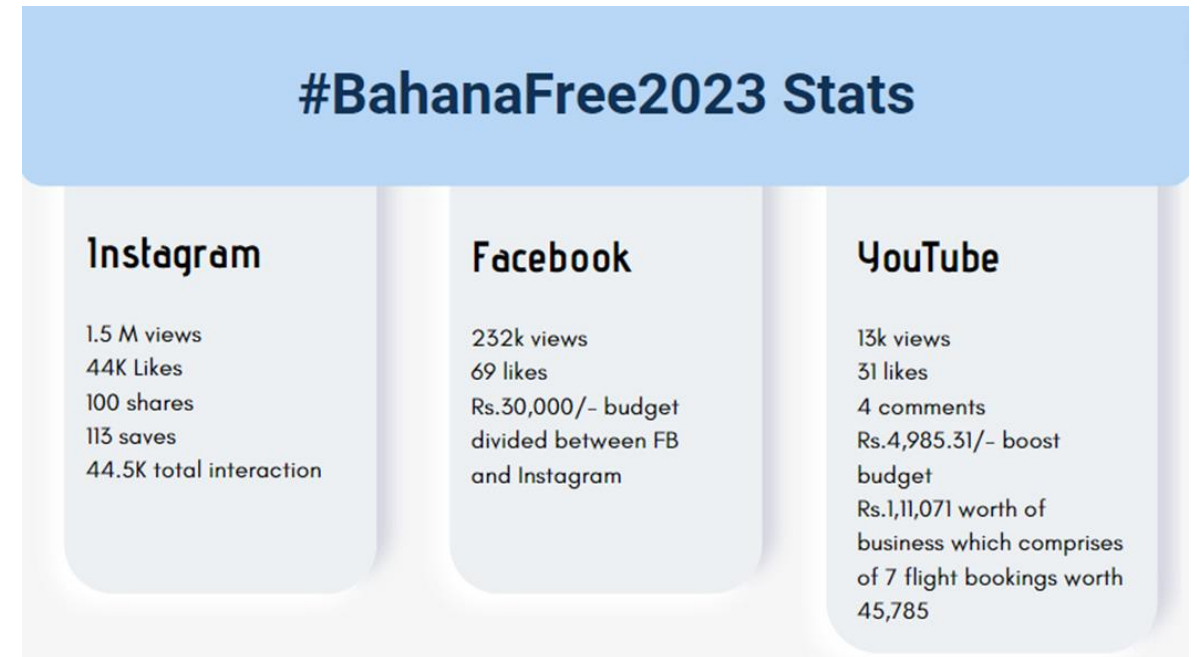
Through this video EMT will encourage people to travel more in 2023 with the message #BahanaFree2023

Concept Note

Real people of all ages and gender talking about why they don't travel and the excuses they make for it.

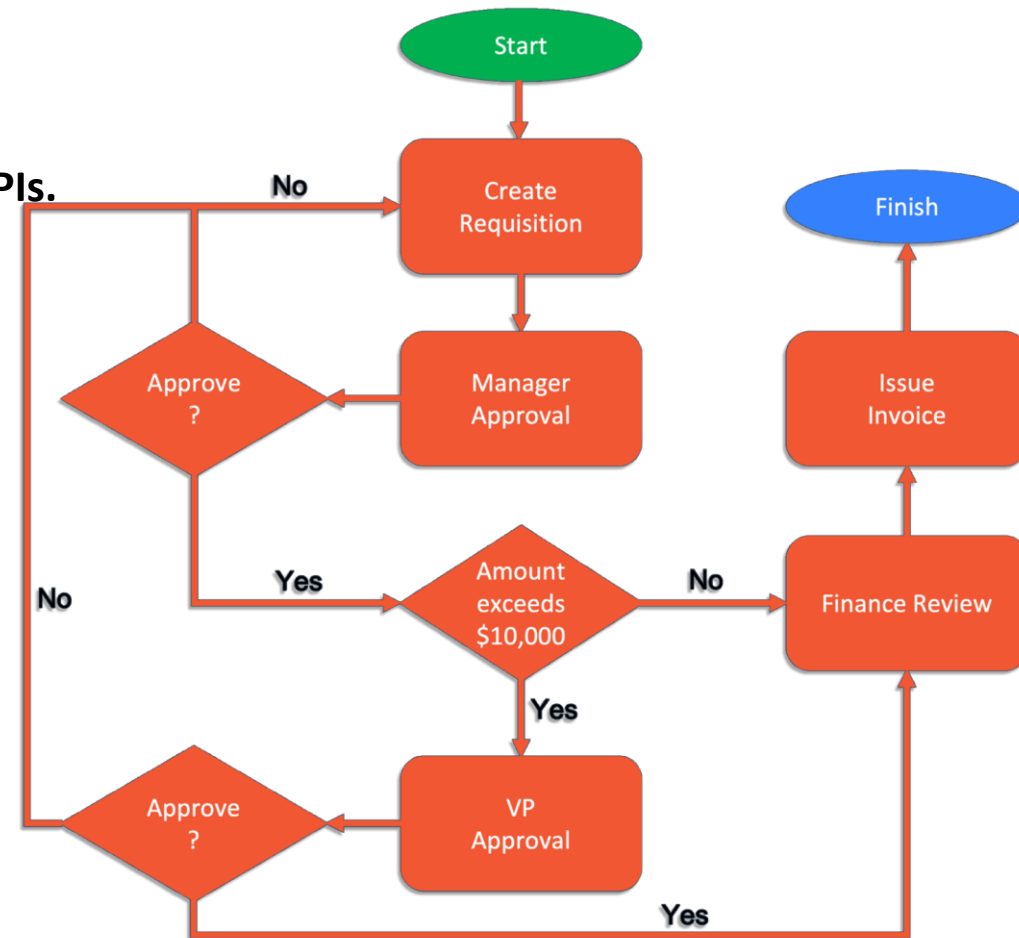
Video Mood

It will be a listicle format video. Actors will be in front of the camera and saying their dialogues (excuses) one by one.



- Centralized contracting system across multiple verticals.
- Approval based and layers driven system where layers work as quality check interfaces across different roles.
- Clear line of demarcation across departments, teams, roles, KRAs and KPIs.
- Plain quantitative based performance led modules
- Cross-department lead engagement once a week
- Weekly, monthly and Quarterly review system
- Business <> Tech; Tech <> Business strong collaboration

Sample Approval Process





Technology - Center of Excellence

Mr. Naimish Sinha



“Online travel technology enables continuous product development, deployment and service delivery to create a memorable travel experience for every traveler”.

PCI-DSS



- **EaseMyTrip** is fully PCI-DSS compliance, EMT has successfully implemented all checks, controls and business processes across the organization as per PCI guidelines. EMT compliance team is continuously monitoring and ensuring all checks and control are regularly tested, updated and protected customer card, KYC, PII data. Rebuild secure and encrypted environment to access customer data and implement strong access

ISO 27001



- **EaseMyTrip** is ISO/IEC 27001 certified company, EMT has successfully created, implemented ISMS policies , controls and business processes as per ISO/IEC 27001 guidelines, also ensure all defined processes, controls should be followed by each staff, vendors / supplier and customers, compliance team continuously monitoring and updating controls and processes by doing regular auditing for the same.

GDPR



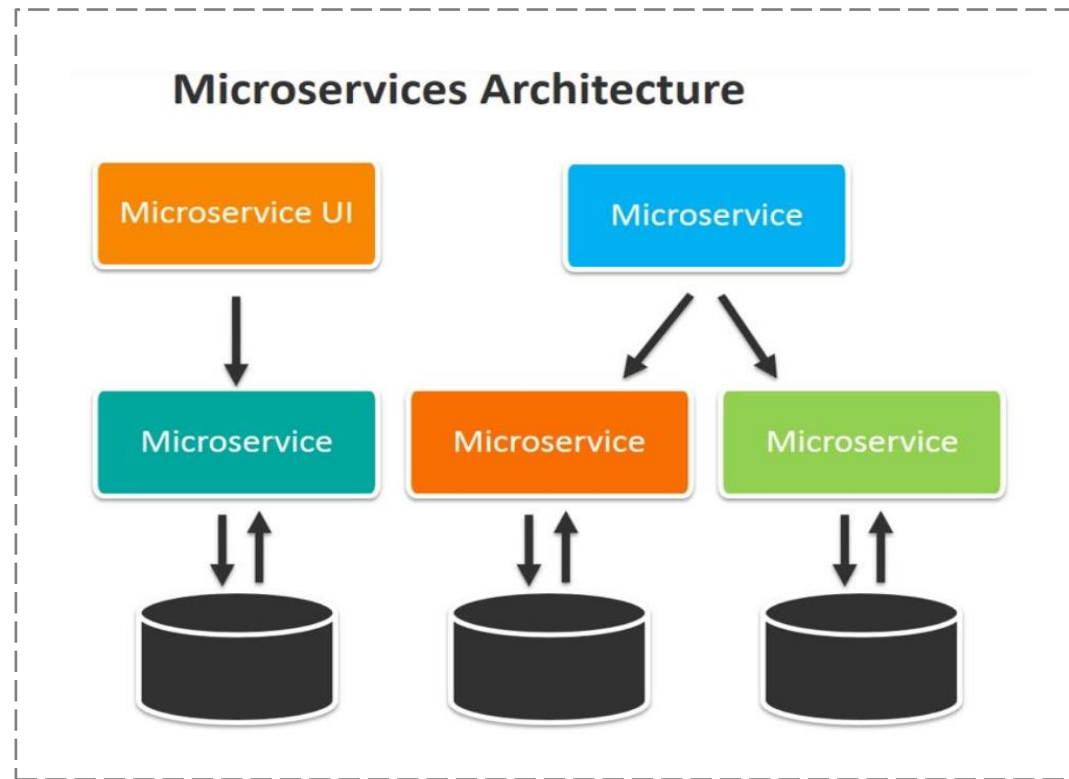
- **EaseMyTrip** follows (GDPR) - General Data Protection Regulation rules - Data protection law enforced by European Commission, In order to maintain customer data privacy and data security our compliance team taken corrective action and measures all parameters and implemented data privacy polices as per GDPR guidelines. Auditing is under progress

EMT conducts IT audits in collaboration with internal and external auditors to ensure compliance with CERT-in guidelines for implementing and maintaining IT processes and controls. Auditors perform quarterly audits to verify compliance with established guidelines and cover various departments, including ...

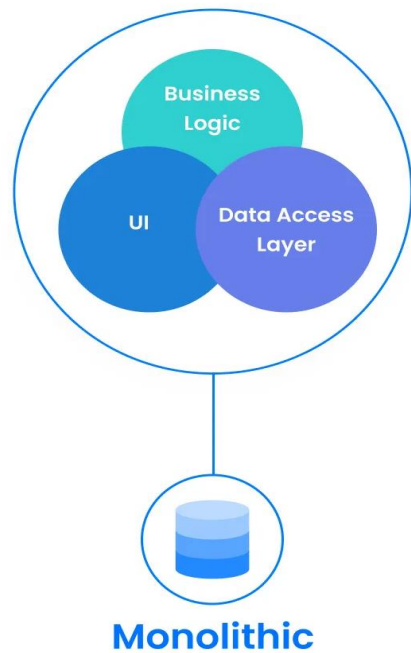
- User Access Management,
- Backup & Restore Management,
- Network Access Control,
- Change Management Process,
- IT Security & Procedures,
- Incident Management,
- IT Vendor/Service Providers Management,
- Cybersecurity Training/Awareness.



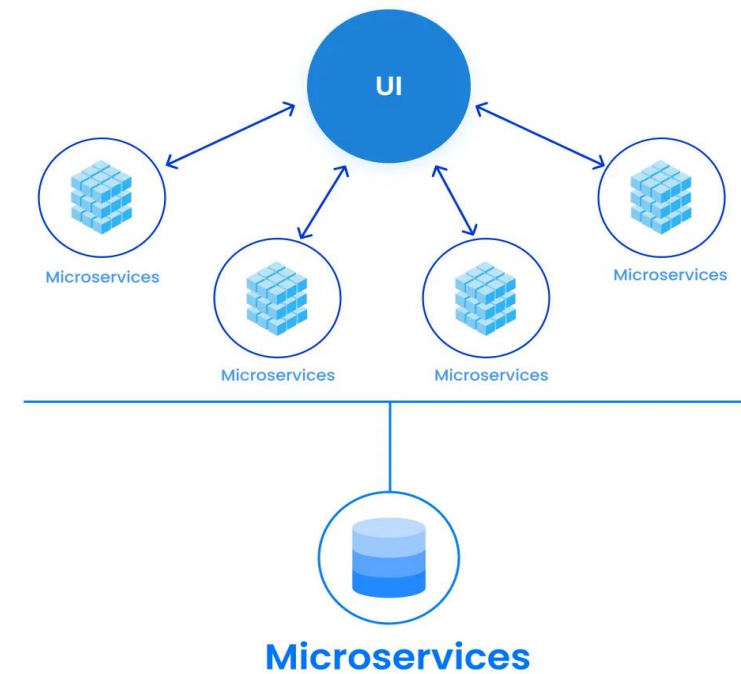
EMT has been committed to streamlining technology, when started in 2008, that time, EMT has a thought process of segregating responsibility of API which later known as Micro Service based architecture. Foundation is based on Microservice based structure, complementing to quick turnaround time for any new feature development and/or enhancement/maintenance.



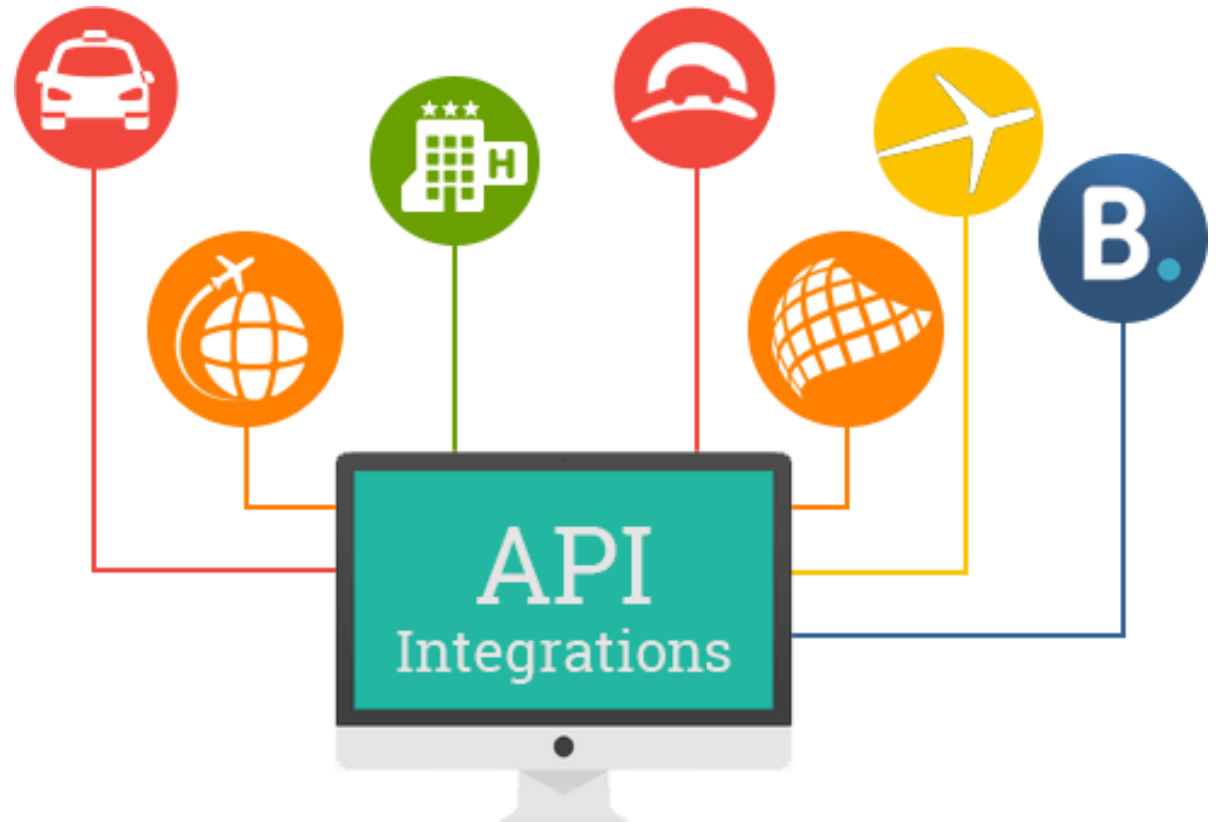
Microservice based architecture helping us to reduce maintenance cost and testing efforts for any new feature/enhancement as impacted area can easily identified, whereas our competitors are sitting on monolithic architecture. Major issue with monolithic architecture is huge maintenance cost and due to tightly coupled architecture new feature/enhancement will take time.



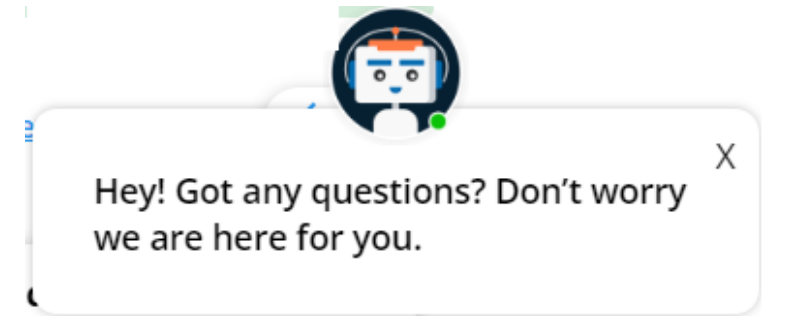
VS



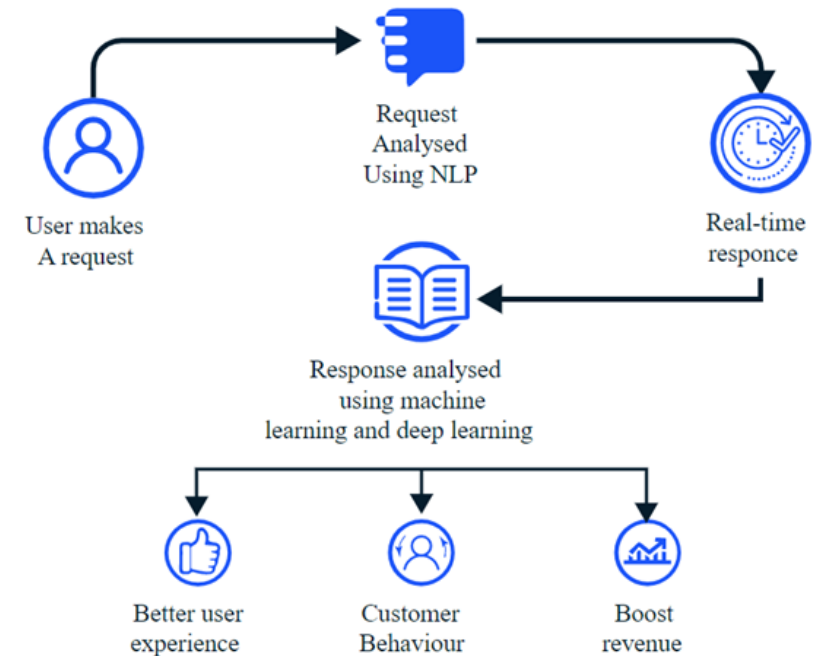
Through the use of APIs, EMT's application deeply integrated with service providers, allowing for real-time data exchange between customers and service providers, the secure API channels create a seamless interface between single and multiple applications.



Our in-house development team has created AI-enabled chatbots that enable our web portal to offer online support to end-customers. These chatbots provide a scalable and cost-effective solution for businesses to offer personalized customer service and engage with their audience in a natural and intuitive way. As AI technology evolves, we are exploring the possibility of deploying similar chatbots for internal customers. We anticipate even more sophisticated chatbots in the future that can handle complex tasks and provide even more personalized experiences.

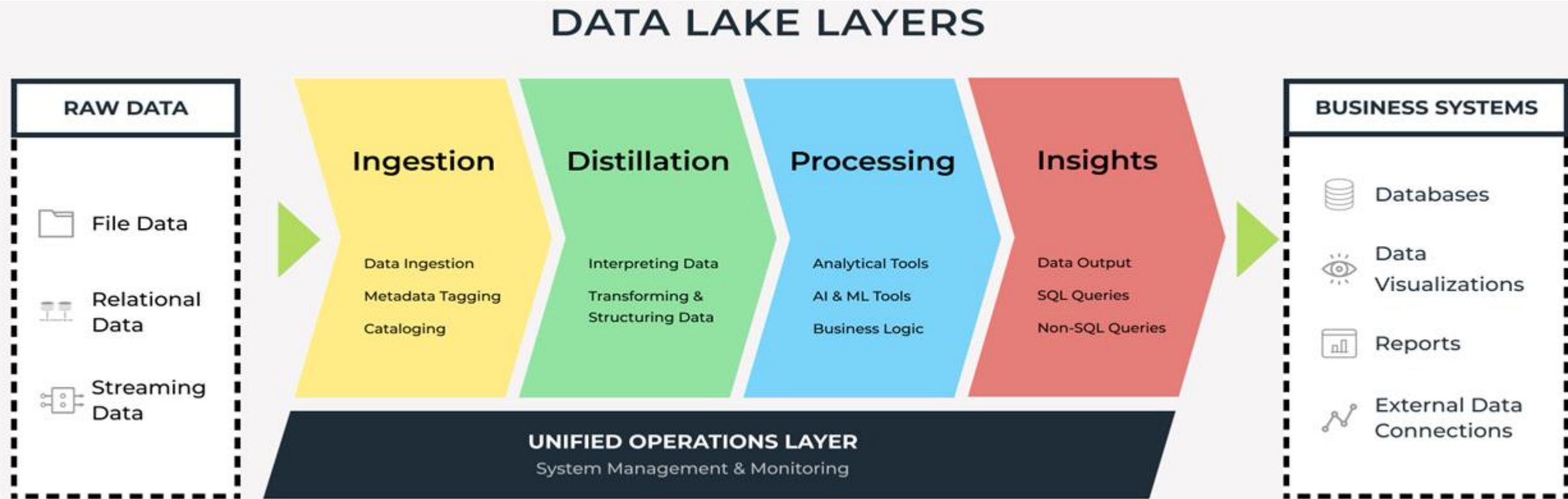


AI Chatbots



Data Lake : AI/ML enabled User Journey Analytics

Our in-house development team has created a data lake for user journey data. This has been created by ingesting every user action into data lake and AI/ML enabled engine massage this data and giving business a useful insight to plan for next course of action. This engine also help end user with customize recommendation, which later increasing conversion rate for specific product.



EMT's in-house technology is much efficient and having multiple custom products developed for inhouse / end users to support day to day needs, some of them are :

- 1. Real Time Ticketing :** This tool takes care about online booking request and ticket booking in real time, this is AI enabled engine which takes decision to book online in real time basis or push booking to agent for next step.
- 2. Post Booking Process :** This tool overall takes care about cancellation, reschedule which is fully automated and online for users via self service tool.
- 3. Cache Engine,** which is heart of recommendation engine and getting supported via another massaging engine using AI.

4. **Report Manager** : Another tool developed for internal use, to have appropriate required data in place upfront, business team don't have to worry about to pull up data everything. Reports once configured, will delivered on scheduled time to activated recipients.

5. **Inventory Management** : Most effective tool to manage product level inventory, crafted by in-house team, this is highly configurable tool supporting business to add/modify inventory in real time basis.

6. **EasyOffice (BackOffice)** : Backbone of post booking process along with multiple other process support in place. With minimal amount of training agents can use this system effectively, this system helps agent to have next action in place, this system is AI enabled to recommend next step to agents.

7. Customer Communication : This is another AI enabled tool, helping with user communication includes email / push message / sms. All kind of events can be managed by this system. This system again helps agent with template recommendation, agents can select and send appropriate communication to customer. Apart from that, this system having capability to send reminder message for check-in etc. This system is taking care of all customer communications for all user transaction event.

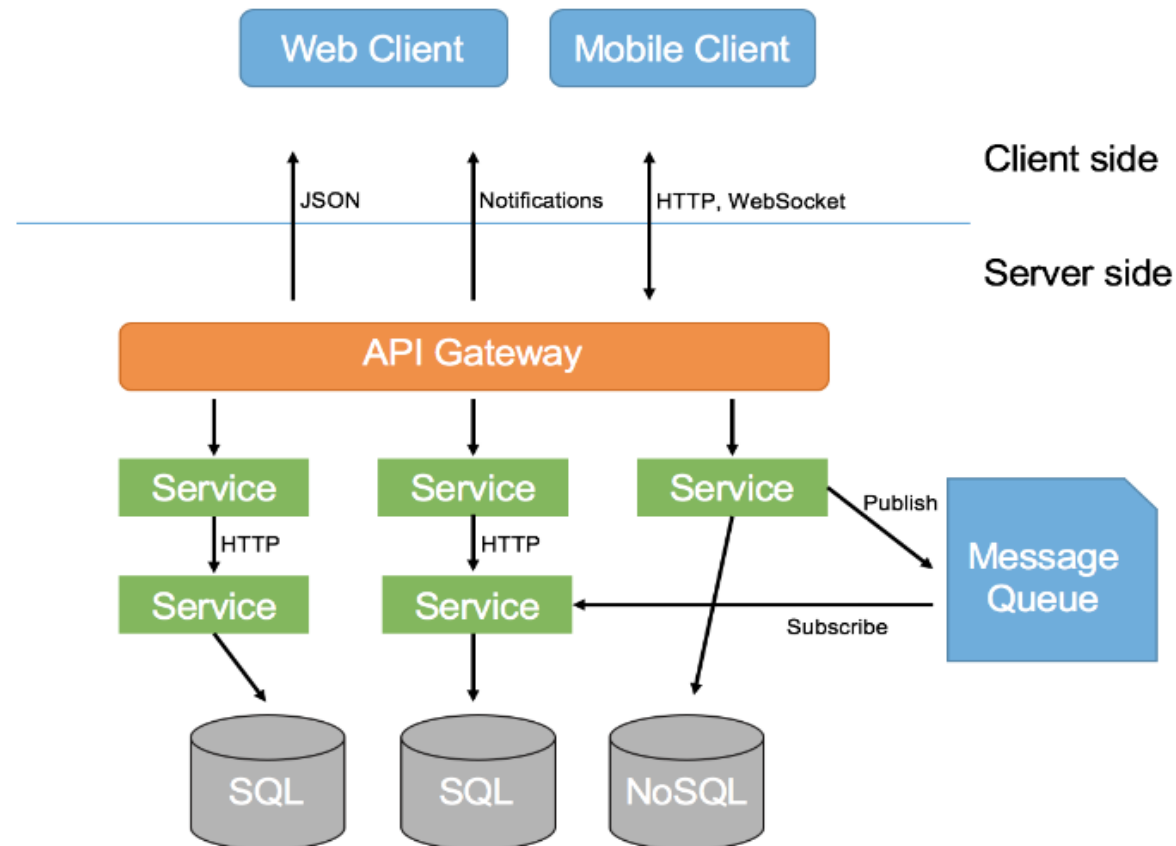
8. Coupon / Offer Recommendation : Another tool developed by in-house team to provide customer with appropriate offer basis on AI engine output i.e., more customer centric coupon / offer will be applied basis on user selection.

9. Query Management System : This tool is responsible to handle any user query for any applicable product, this tool having end to end lifecycle in place for any query till payment and confirmation, and even after that we do have post booking process as well to help customer.

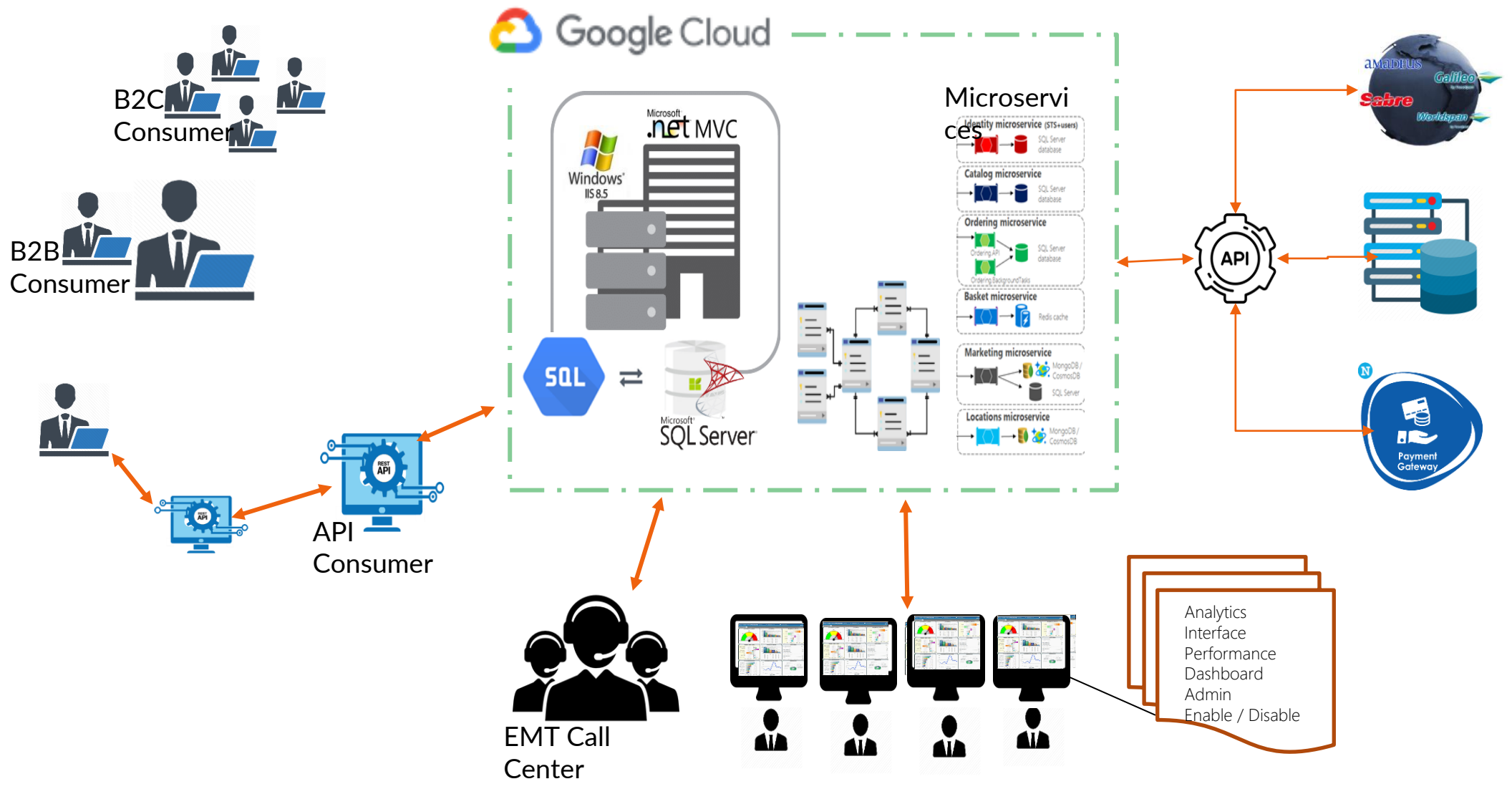
10. **CMS** : We have custom CMS developed, to manage all kind of content effectively, which includes page content, draft, blog post, SEO content etc.

11. **Payment Gateway API** : EMT's in-house team has created a system to wrap all payment gateways and created a centralized and highly customized payment gateway which gets integrated with multiple products based on individual product level configuration i.e., on one product CC, DC, NetBanking and Paylater can be activated whereas another product can have only CC in place.

EMT has best in class tech solution in place, foundation framework (Microservice based architecture) is a key to move forward with less maintenance and optimized infra cost along with quick scalability. Every API is scalable in a horizontal manner to manage any sudden traffic increase.



Business Solution Architecture



EaseMyTrip eCommerce applications mainly hosted in GCP (Google Cloud Platform), google Cloud empowers us to **quickly build new apps and modernize existing ones** to increase agility and data analysis for your deployments no matter where they reside, along with a service-centric view of all your environments.



Google Cloud



- Load Balancer
- Multiple VMs running on CGP
- Cloud Armor Service
- CDN
- WAF
- APIs Services
- Flight cloud Application
- BackOffice application running on cloud,
- AWS cloud using exclusive for data storage and backup solution
- DR site hosted in AWS data center







Leveraging The Talent

Mr. Danish Kalam




Pillars	Drivers
Attract Talent	We are the most sought after employer attracting the world's best talent.
Develop Talent	We have the best people in the right roles.
Engage Talent	We have people who act like owners, executing our strategy and continuously improving.
HR Information and Technology	We have one integrated solution for HR information and reporting.
Industrial Relations	We have union partnerships that enable us to deliver our objectives.

External hiring (PAN India)
Hiring across different states

Internal Development
Upskilling of employees allows
internal growth of an individual

**Increased freshers talent
across various domains**

Engagement Drivers & Outcomes

Drivers	Outcomes ("ABC" of Engagement Outcomes)
 <p><u>Wellbeing</u> Initiatives that keep a check on the employee's wellness quotient</p>	<p><u>Attract</u> Helps to attract talent</p>
 <p><u>Employee Passion</u> Initiatives that encourage employees to pursue their passion, so they may remain connected and positive</p>	<p><u>Be Included</u> Makes employees feel valued</p>
 <p><u>Celebrations</u> Encouraging employees to spread positivity through co creating experiences</p>	<p><u>Cooperate</u> Building a motivating environment that encourages employees to go to the extra mile</p>

By prioritizing wellbeing and wellness, employees are likely to be happier, more productive and engaged

Mental Wellbeing
Sessions

Clinical Health Support

Medical Insurance
Benefits

Physical Wellbeing

- We employed more than 700+ people having a vision of multiplying the number across 6 countries across the world.
- We have a strong tradition of hiring locally for operational and management roles
- We are driving the employment of younger candidates as well as women through hiring campaigns
- We consistently review our talent capability critical to drive business priorities across the regions and sites by ensuring we have the right skills in the right jobs and to support the growth of our robust and diverse leadership pipeline

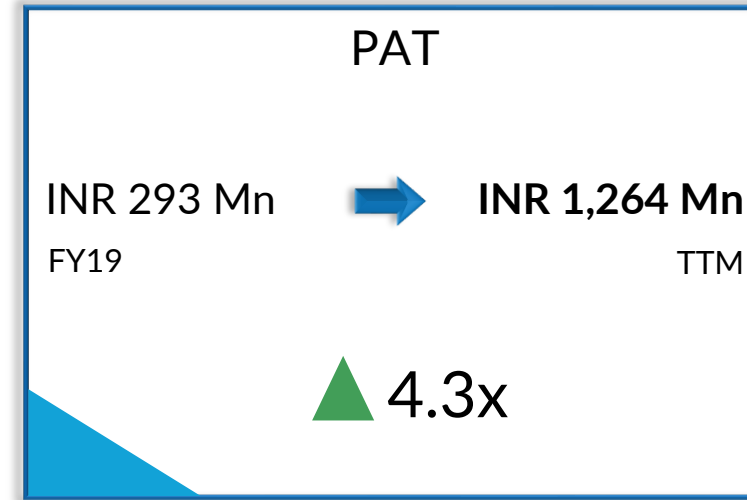
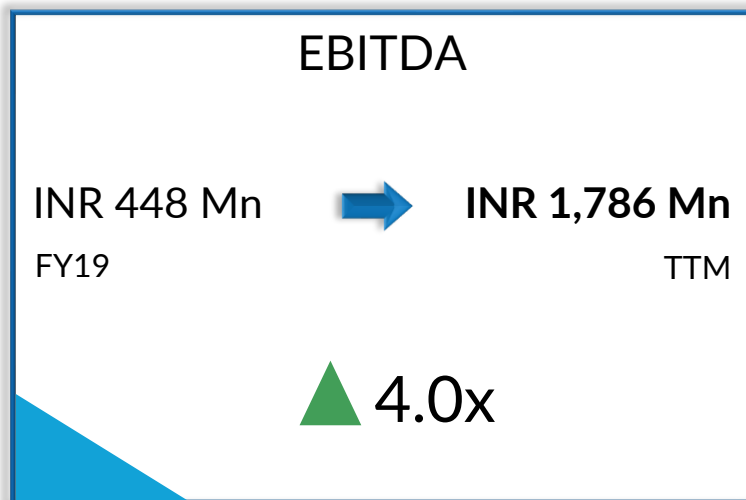
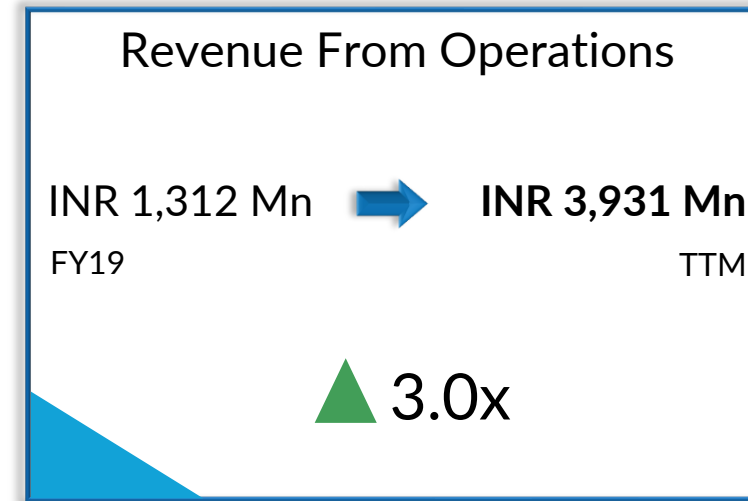
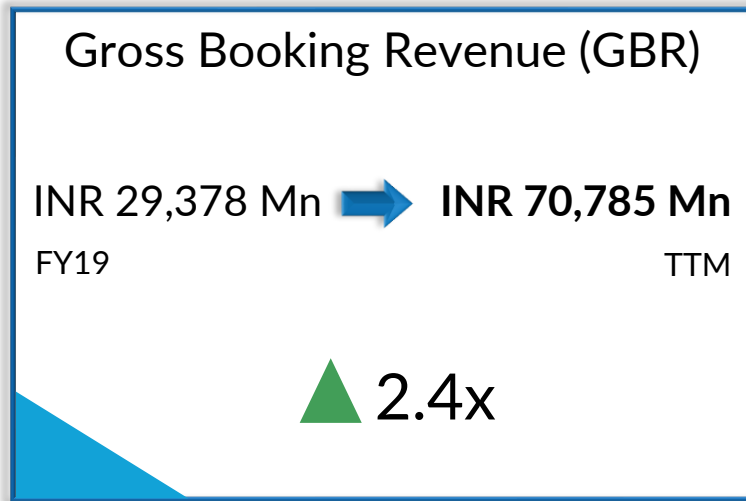
- People profile aligned to societal and technological changes
- Robust and diverse leadership pipeline to take EaseMyTrip into the future
- Invest in the training and development of our talent to position us for further growth



Financial Overview

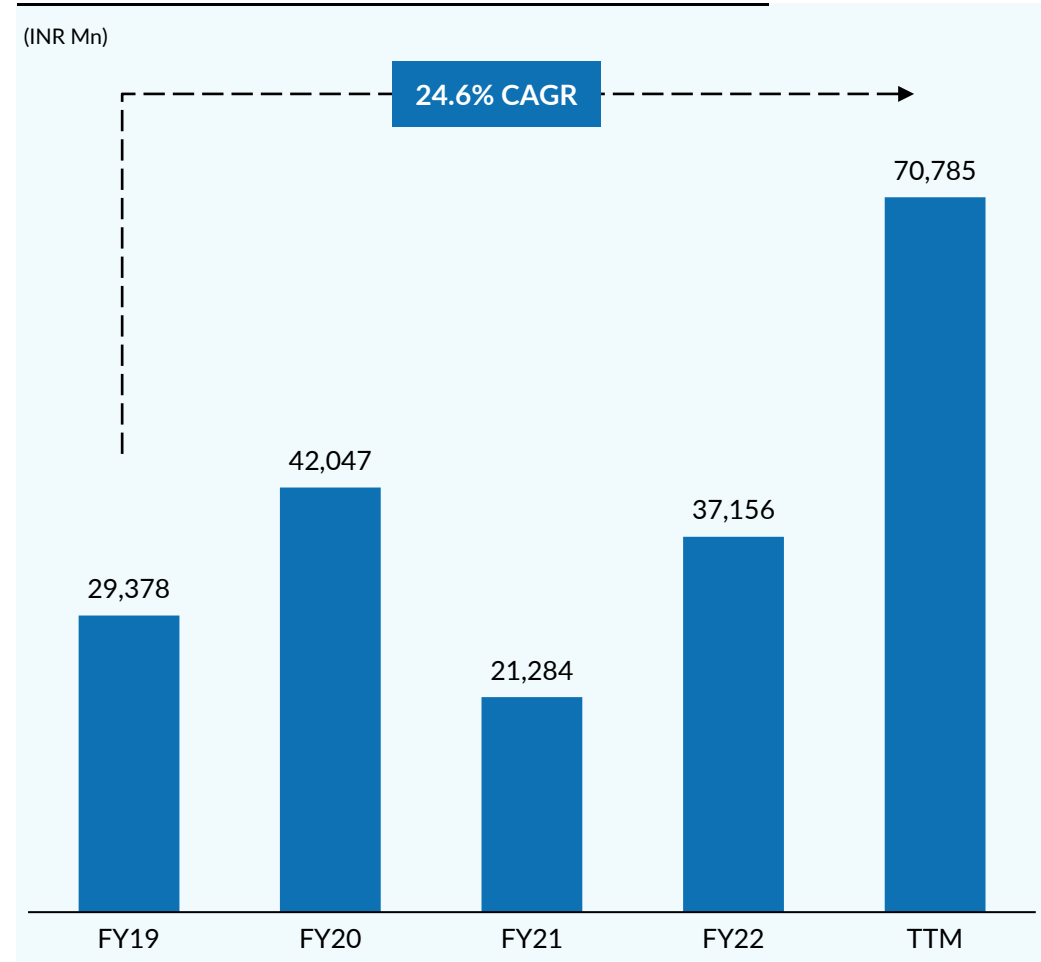
Mr. Ashish Bansal

An Overview of our Exemplary Financial Performance...

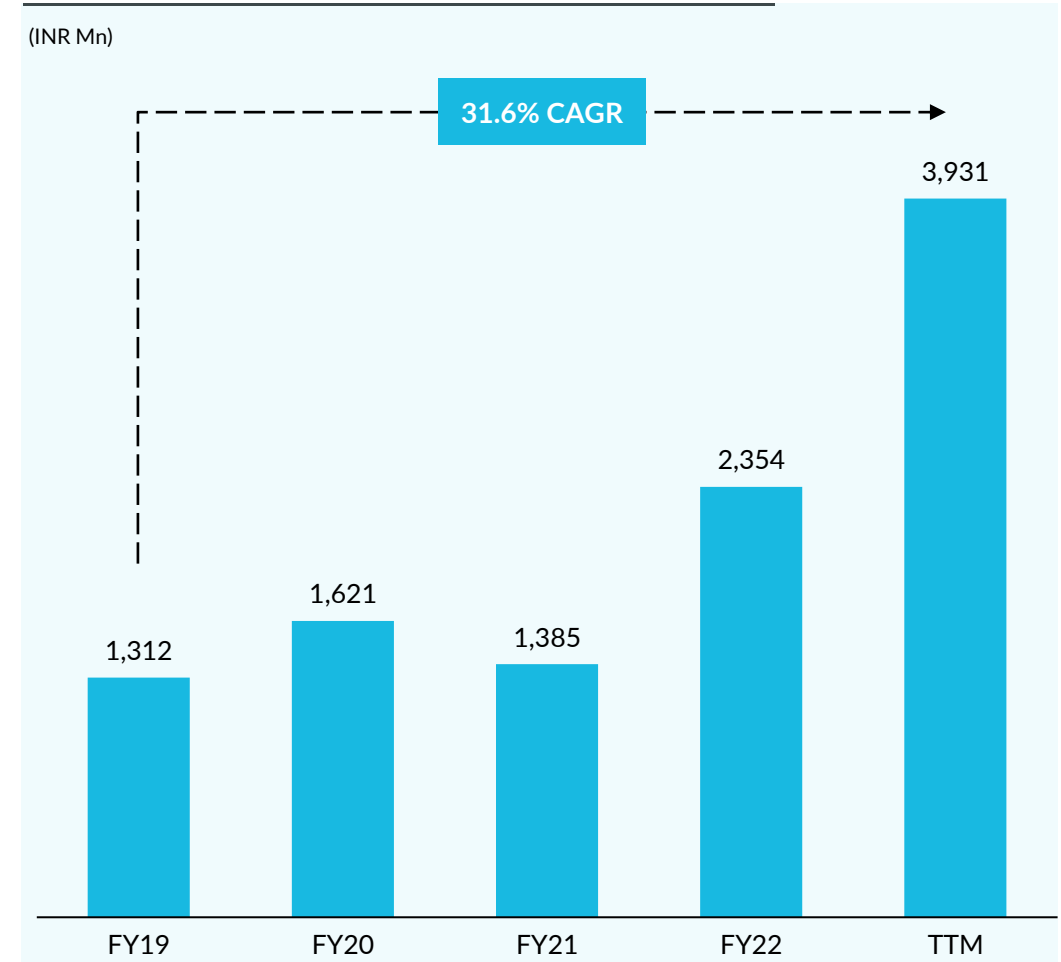


Registered remarkable growth while remaining bootstrapped...

Gross Booking Revenue (GBR)



Revenue from Operations



Staying true to our history of being Profitable since Inception...

EBITDA

EBITDA Margin

30%

28%

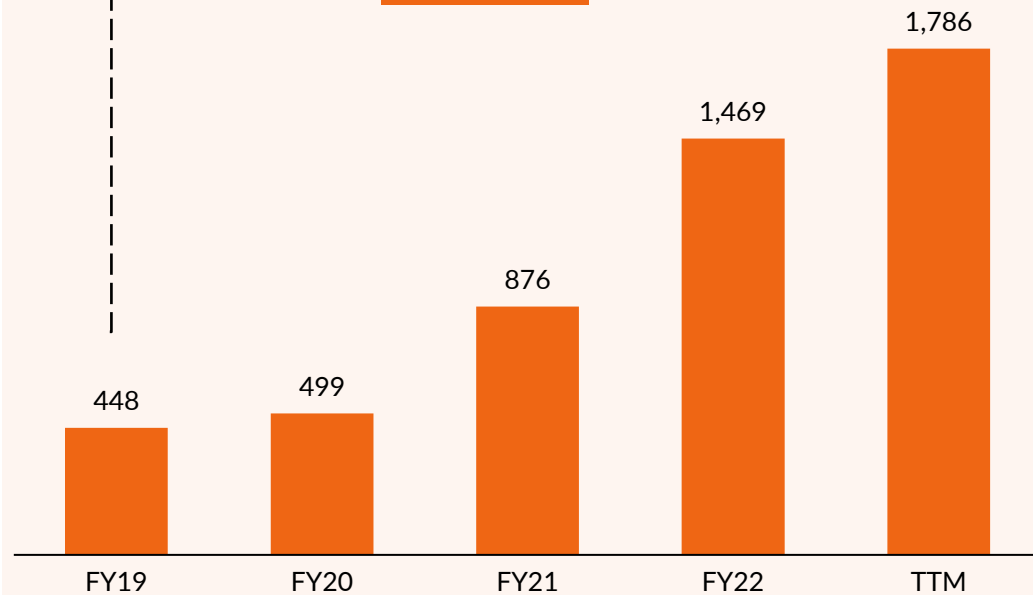
58%

59%

44%

(INR Mn)

41.3% CAGR



PAT

PAT Margin

19%

18%

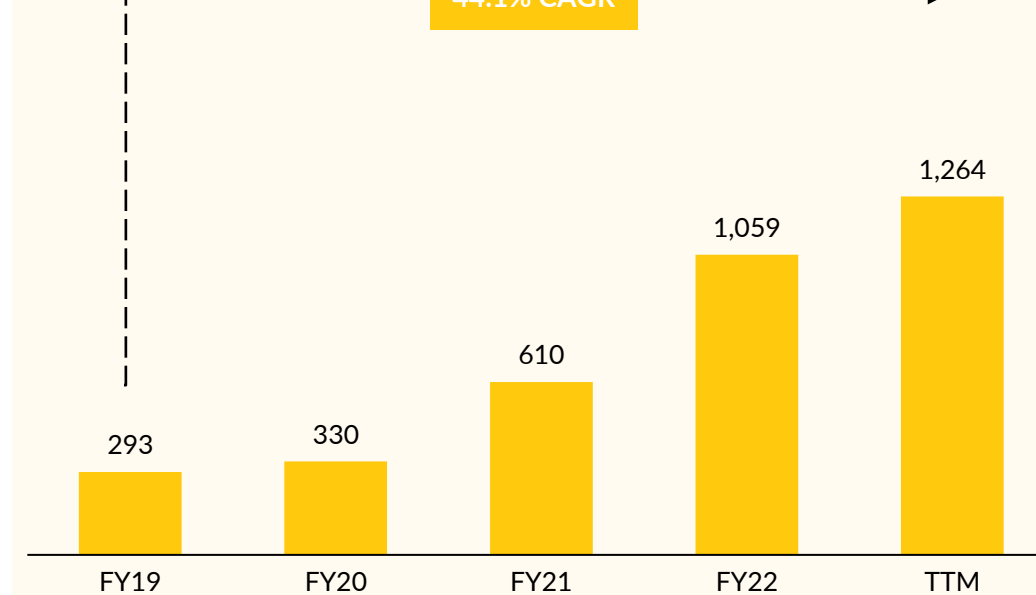
41%

42%

31%

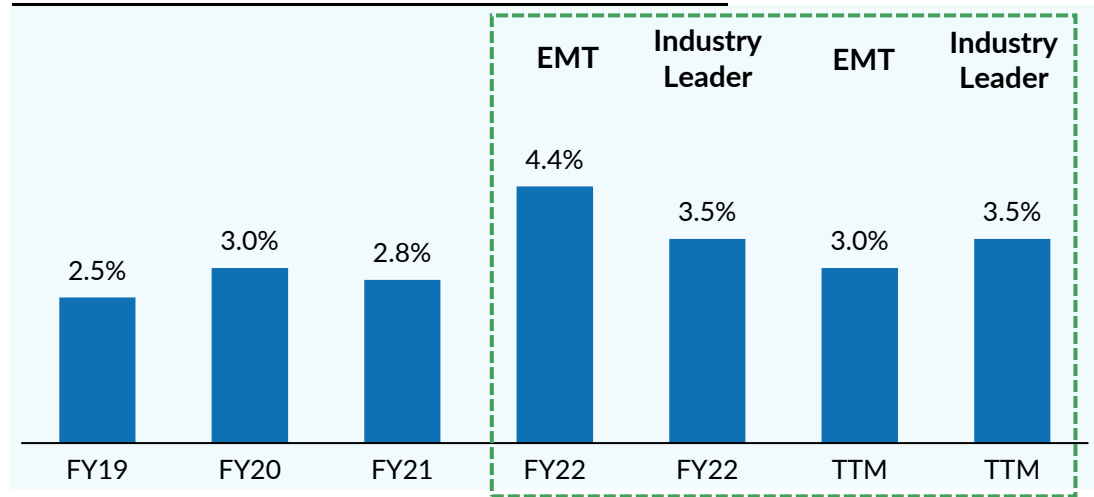
(INR Mn)

44.1% CAGR

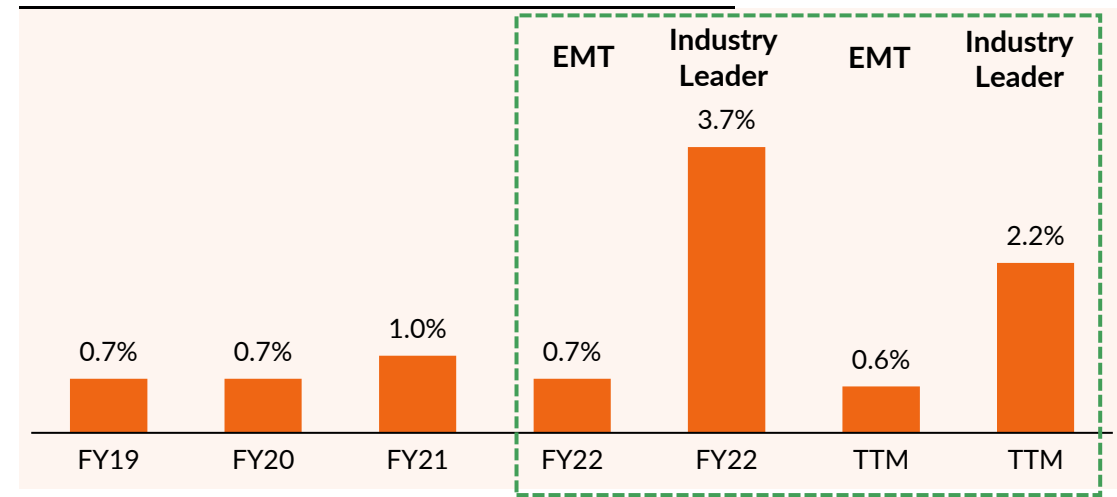


Lean cost model providing an edge over competitors...

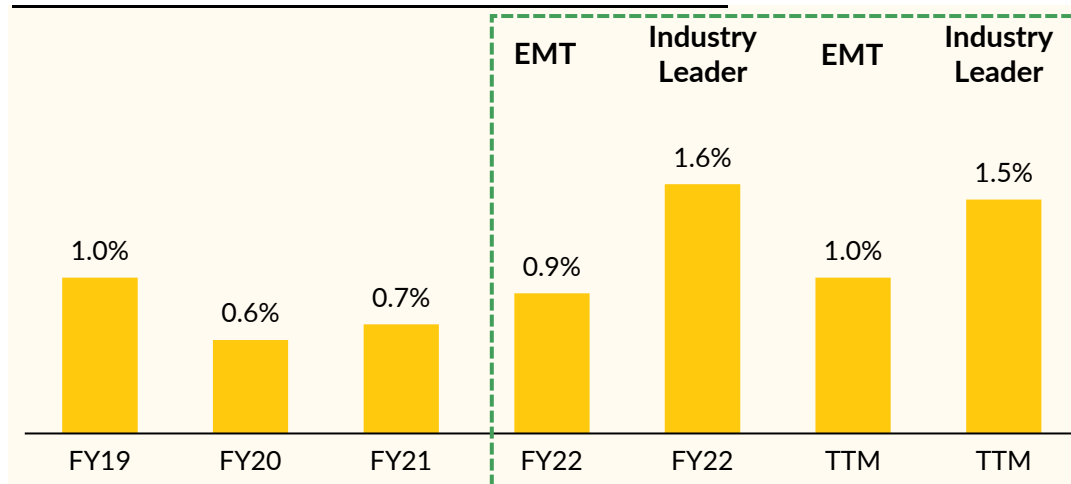
Discounts



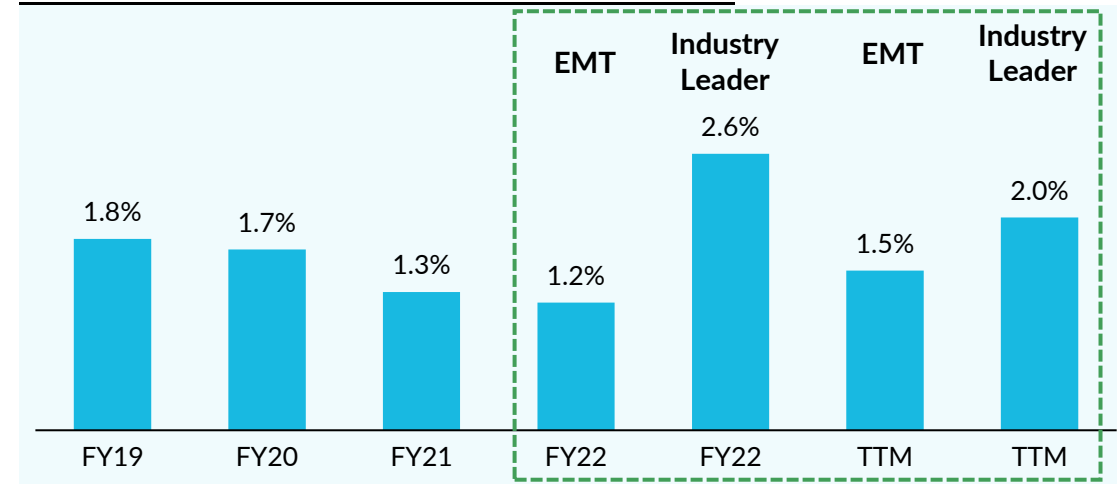
Employee Costs



Advertising & Sales Promotion Costs



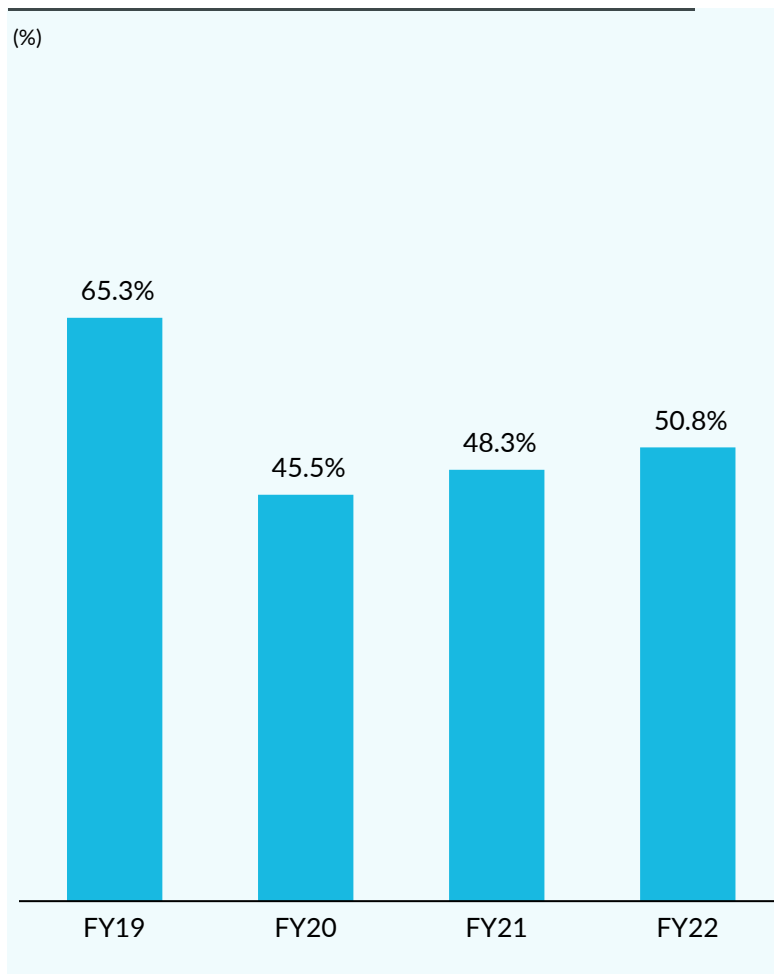
Other Expenses



Robust Return Ratios with ample liquidity...

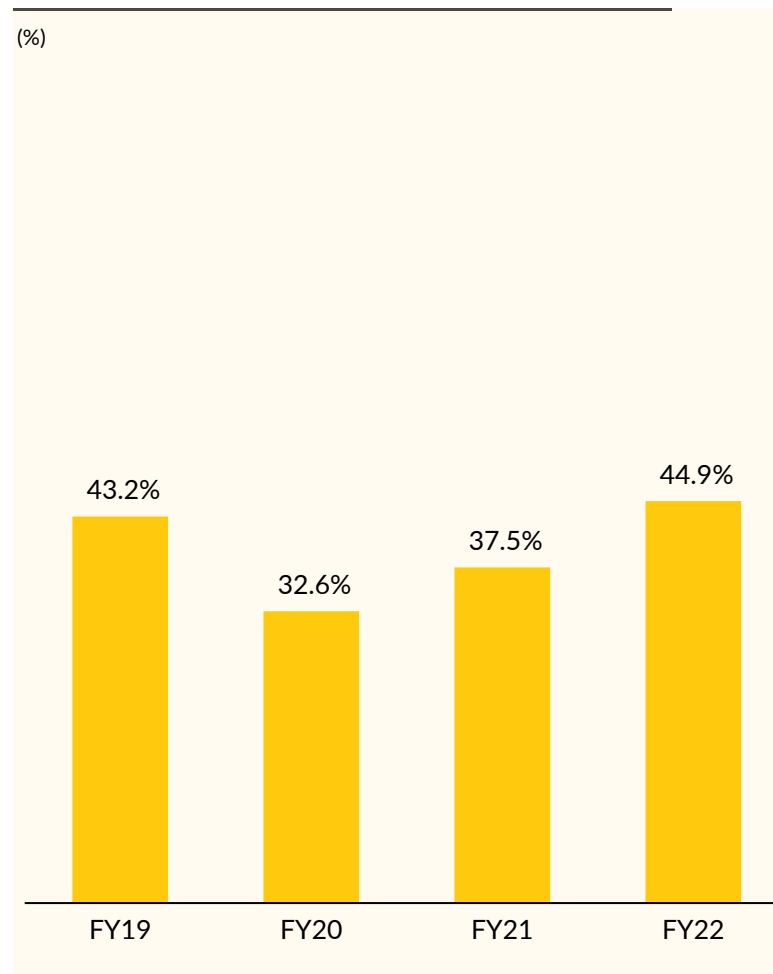
ROCE¹

(%)



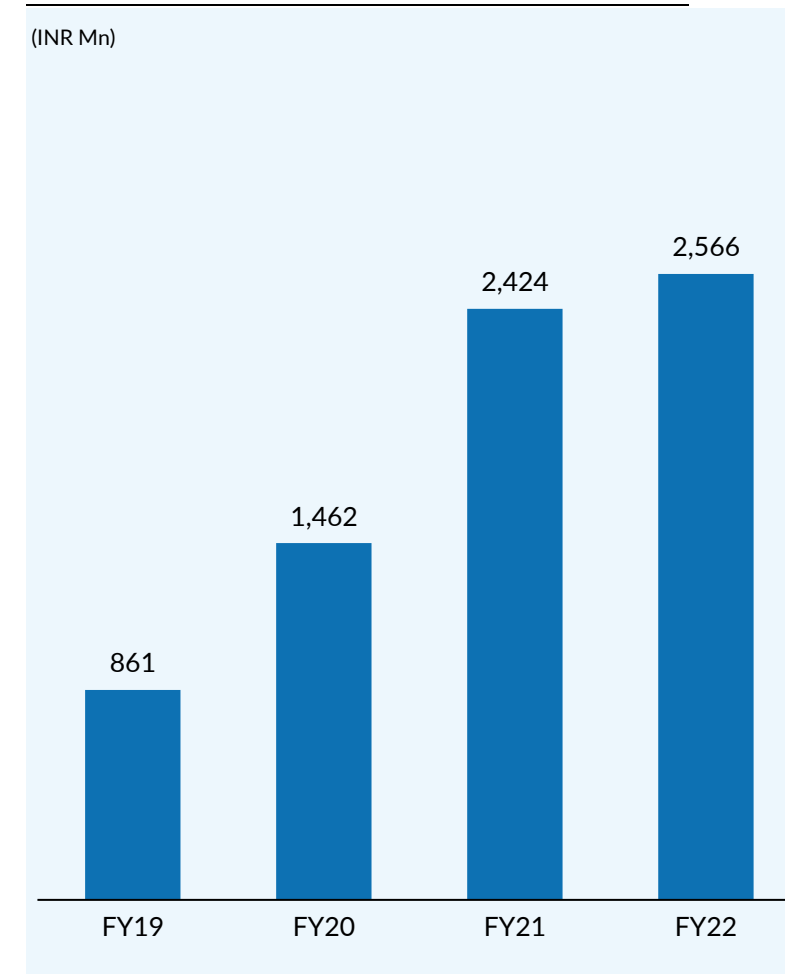
ROE²

(%)



Cash and Term Deposits

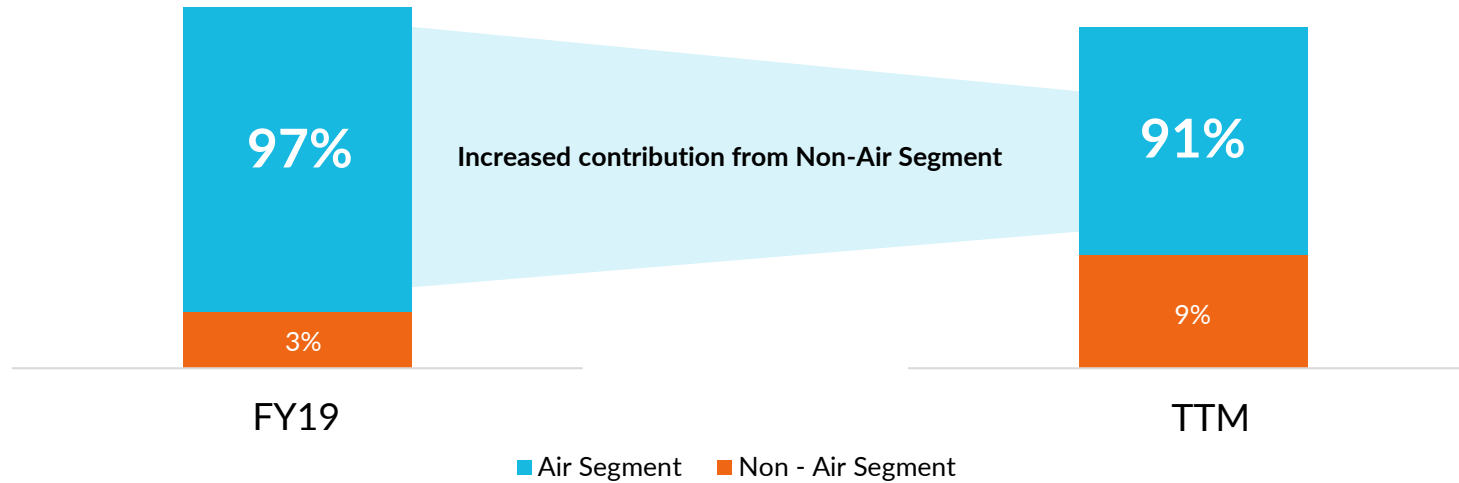
(INR Mn)



Note: 1. Return on Capital Employed, defined as EBIT divided by the sum of the total equity and borrowings. 2. Return on Equity, defined as profit after tax (including other comprehensive income) divided by the total equity.

Leaning on Non-Air segments to bolster growth...

Evolving presence across multiple end markets

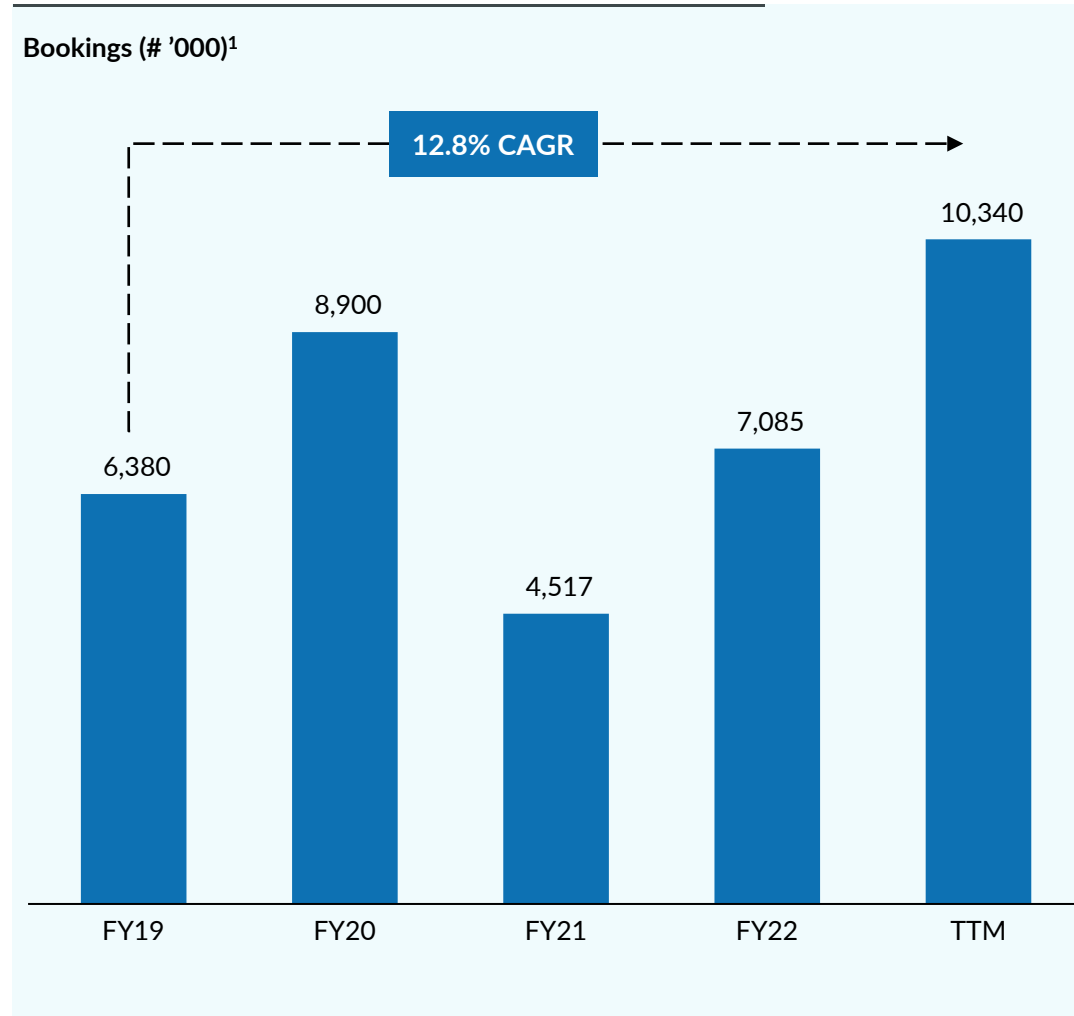


Segmental Revenue

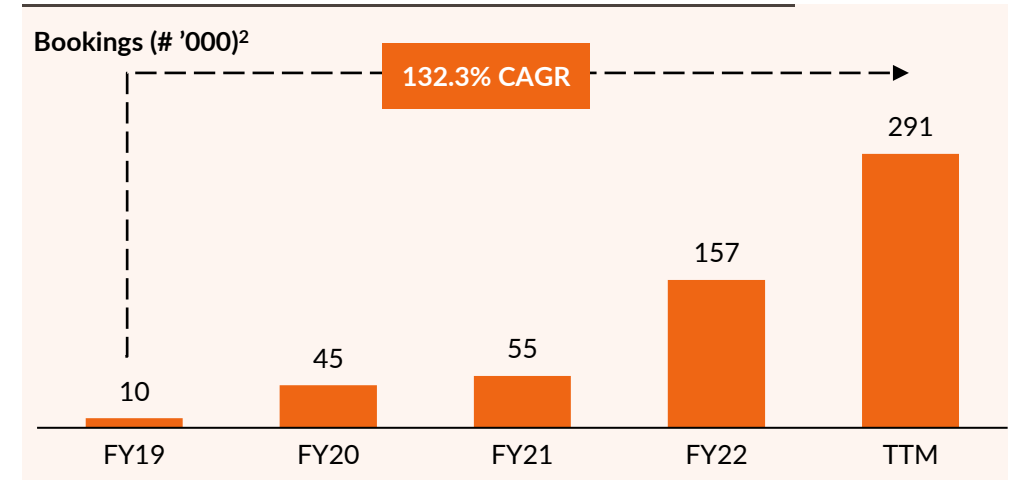
INR Million	FY2019	FY2020*	FY2021	FY2022	TTM	CAGR
Air Passage	982.2	1,328.7	1,371.3	2,353.0	3,572.5	38.1%
Growth (%)		35.3%	3.2%	71.6%	51.8%	
Hotel Packages	27.0	76.4	4.0	5.7	349.7	89.7%
Growth (%)		182.8%	-94.7%	40.3%	6059.1%	
Other Services	1.8	8.5	9.7	-4.9	8.7	48.2%
Growth (%)		373.2%	13.5%	NM	NM	

Resilient Operational performance in the face of the global pandemic...

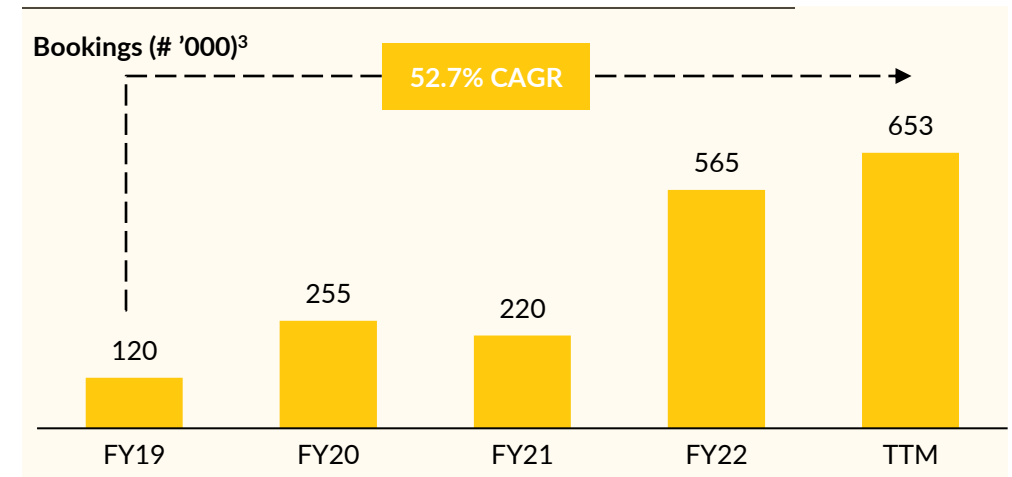
Air Tickets



Hotel Nights

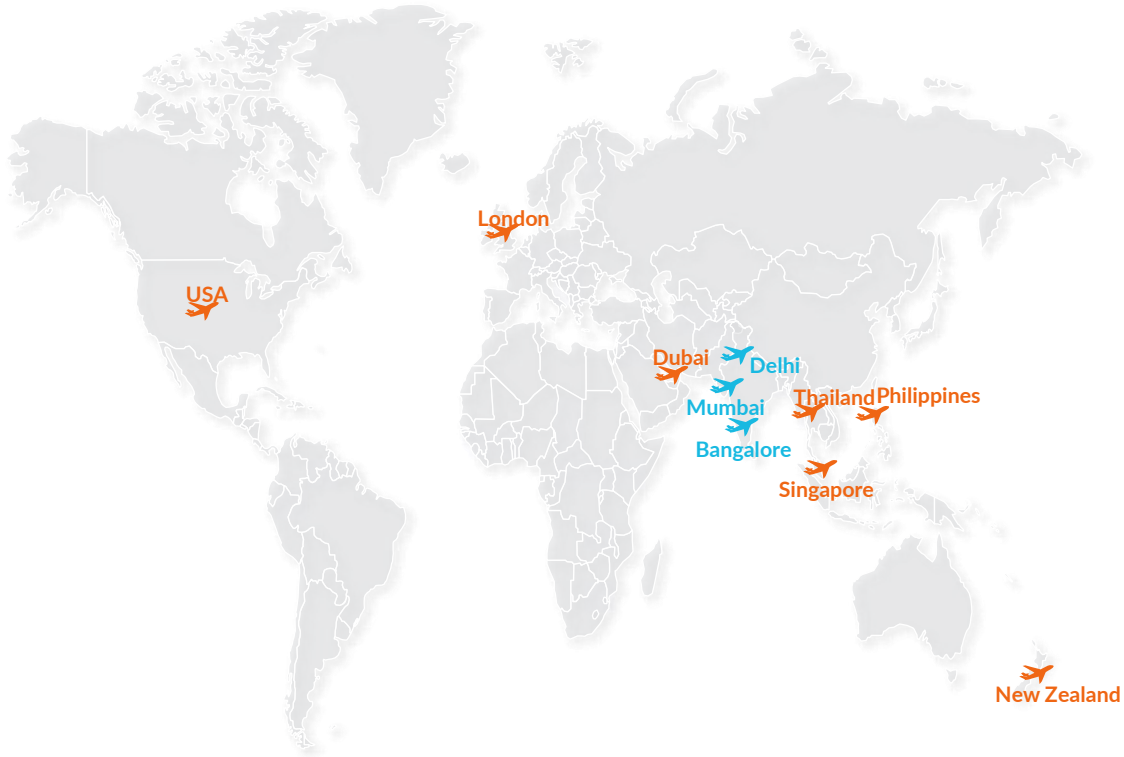


Trains, Buses & Others



Spreading our wings internationally to become a Global OTA...

EaseMyTrip has recently expanded internationally...



Search engines

Live

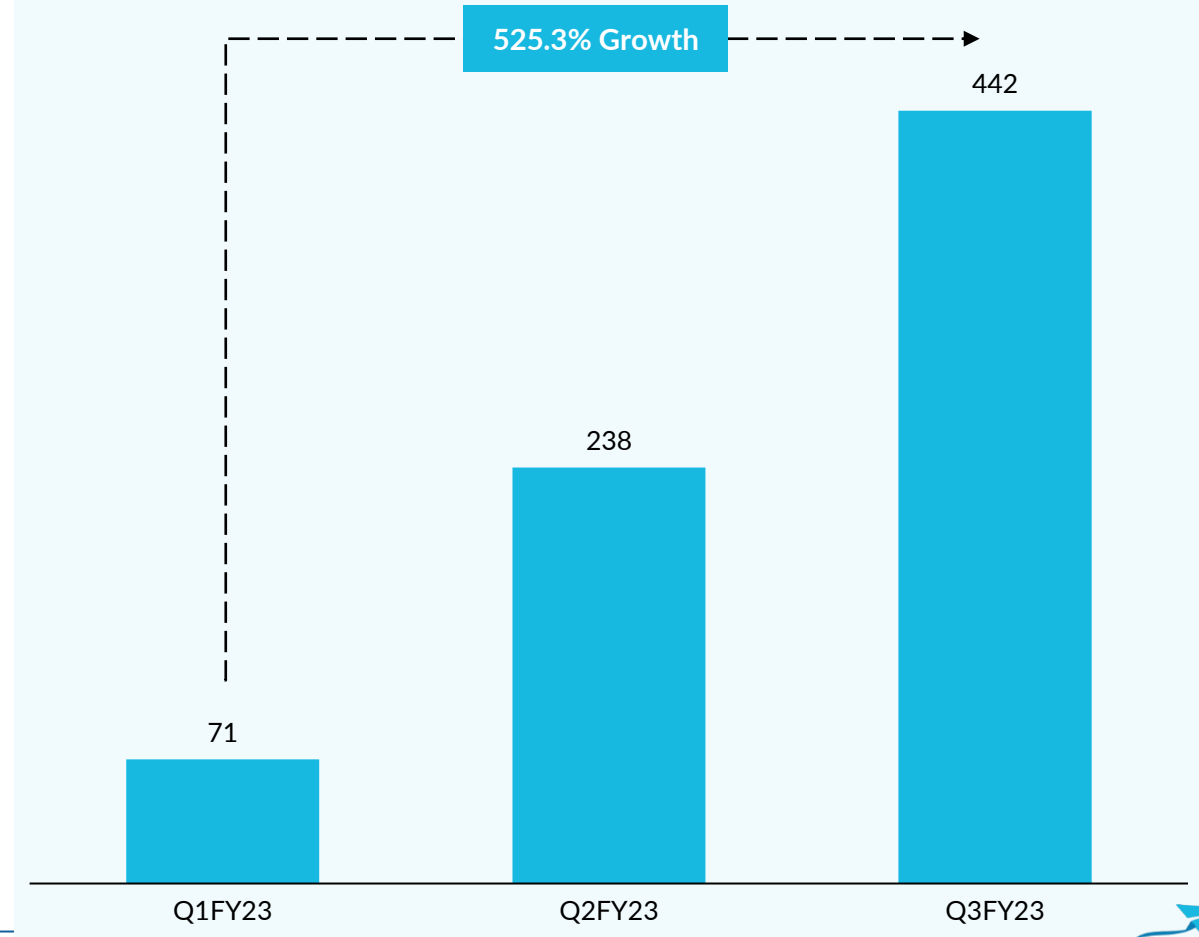
- India
- UAE

In-development

- USA
- UK
- Philippines
- Thailand
- Singapore
- New Zealand

Dubai Gross Booking Revenue (GBR)

(INR Mn)



Acquisitions acting as a Catalyst to continue our exceptional growth

Previous Acquisitions

Yolobus & Spree Acquisitions

- Acquired YoloBus, a **premium intercity bus mobility platform**
- Provides luxury coaches and a smart fleet with tech-friendly operations



- Acquired Spree, a **1,142-room-keys hospitality management company**
- Acquisition adds a new revenue vertical and enables EaseMyTrip to fast-track its hotel and holiday portfolios

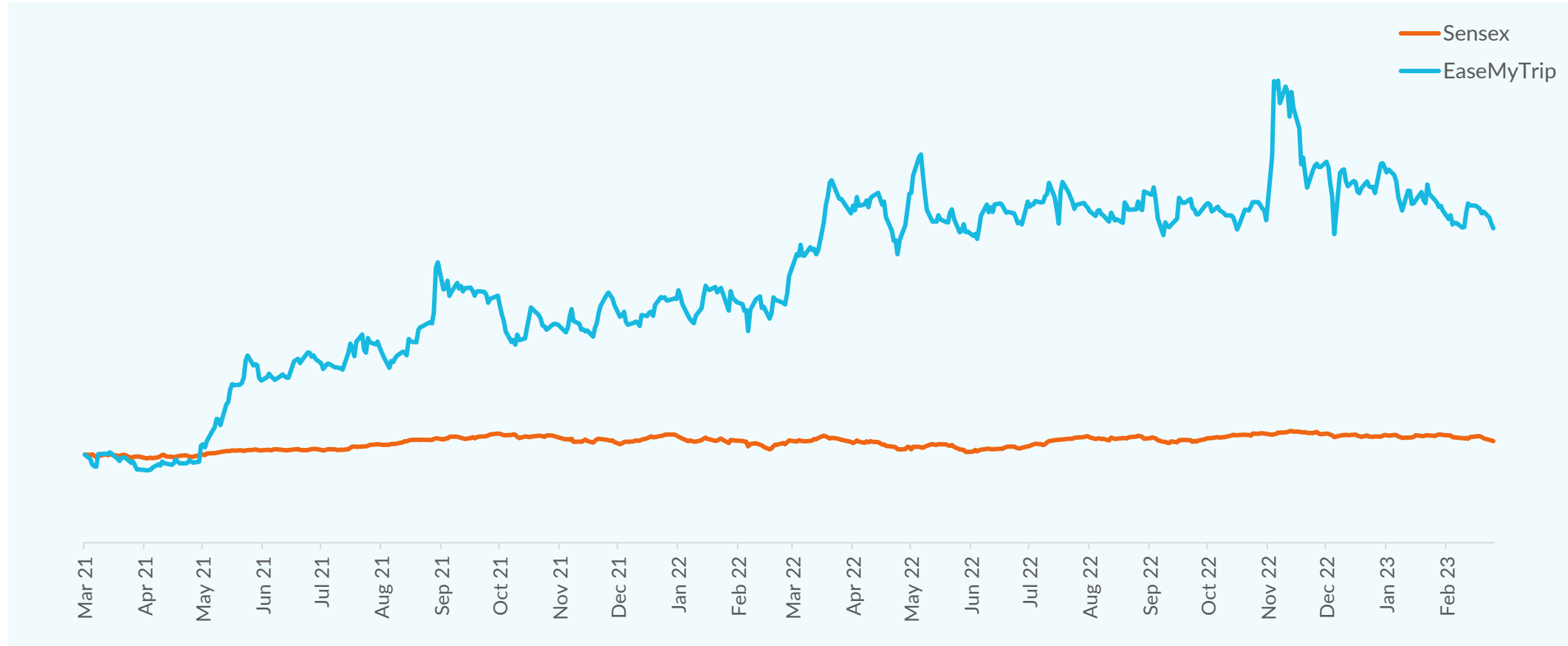
Recent Acquisition

Nutana Aviation Acquisition



- Acquired Nutana Aviation, a **flight charter services company**
- This acquisition is in line with the diversification plans of developing a complete travel ecosystem
- Nutana adds a new revenue vertical for the company and will enable EaseMyTrip's to scale up its business of renting and booking charters
- EaseMyTrip acquired a 75% stake for a consideration of INR 15 Mn

Outperforming Sensex since listing...





Appendix

A. Historical Financials

Income Statement

INR mn	FY20		FY21		FY22		TTM	
Gross Booking Revenue (GBR) (INR mn)	42,047.3		21,284.0		37,155.9		70,784.60	
Revenue	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR
Revenue from Operation (as per financials)	1,620.5		1,385.0		2,353.7		3,930.9	
Discounts to customers	1,240.9		595.7		1,649.8		2,122.6	
Adjusted Revenue	2,861.4	6.8%	1,980.7	9.3%	4,003.5	10.8%	6,053.5	8.55%
Other Income (Finance + Non Operating)	189.7		122.5		143.9		157.6	
Adjusted Income	3,051.1	7.3%	2,103.3	9.9%	4,147.4	11.2%	6,211.1	8.77%
Total Expense								
Discounts to customers	1,240.9		595.7		1,649.8		2,122.6	
Service Cost	37.5		0.0		1.4		101.2	
Employee Expenses	302.0		210.4		258.4		449.0	
Marketing & Sales Promotion	269.9		147.8		329.9		688.4	
Payment Gateway Charges	349.3		147.7		247.2		485.3	
Other Expenses	352.5		125.8		192.3		575.6	
Finance Cost	33.0		35.3		19.5		29.8	
Depreciation	7.1		6.6		13.4		26.4	
Total Expense	2,592.2	6.2%	1,269.4	6.0%	2,711.7	7.3%	4,478.29	6.33%
PBT	458.8	1.1%	833.9	3.9%	1,435.7	3.9%	1,732.76	2.45%
Tax	129.0		223.7		376.5		465.8	
Other Comprehensive Income	0.4		4.0		-1.9		-1.2	
PAT ⁽¹⁾	330.2	0.8%	614.1	2.9%	1,057.3	2.8%	1,265.69	1.79%

Note: PAT includes other comprehensive income.

Balance Sheet

(INR mn)	FY20	FY21	FY22	1HFY23
Total Non-Current Assets	367	292	1,598	1,045
Cash & Cash Equivalents*	1,322	2,295	1,337	833
Inventory	-	-	3	4
Trade Receivables	582	289	528	987
Other Current Assets	627	1,101	1,365	2,945
Total Current Assets	2,531	3,685	3,233	4,768
Total Assets	2,899	3,977	4,831	5,813
Equity Share Capital	217	217	435	435
Other Equity	795	1,409	1,924	2,549
Total Shareholders' Equity	1,013	1,627	2,359	2,983
Contract liability	387	212	-	700
Long term provisions	18	18	30	31
Total Non-Current Liabilities	404	231	30	731
Short Term Borrowings	68	173	504	370
Trade Payables	266	256	346	576
Other financial liabilities	717	1,074	1,107	747
Contract liability	230	375	277	299
Other current liabilities	201	241	208	108
Total Current Liabilities	1,482	2,119	2,442	2,099
Total Liabilities & Equity	2,899	3,977	4,831	5,813
Ratios				
Total Debt / EBITDA	0.1x	0.2x	0.3x	
Total Debt / Equity	0.1x	0.1x	0.2x	
Net Debt / EBITDA	(2.5x)	(2.4x)	(0.6x)	
Net Debt / Equity	(1.2x)	(1.3x)	(0.4x)	

Cash Flow Statement

(INR mn)	FY20	FY21	FY22	1HFY23
Profit before tax	459	834	1,436	832
Adjustments	(234)	(358)	(77)	(33)
Operating cash flow before working capital changes	225	476	1,358	799
Net change in working capital	107	504	(737)	(555)
Direct Taxes Paid	(57)	(242)	(419)	(335)
Total operating cash flow	275	738	202	(91)
Total investing cash flow	(545)	(230)	(564)	447
Total financing cash flow	64	2	(311)	(52)
Net Change in Cash & Equivalents	(207)	511	(673)	303
Cash & cash equivalents as at the beginning of the year	341	134	645	(28)
Cash & cash equivalents as at the end of the year	134	645	(28)	275

Easy Trip Planners Limited

CIN: L63090DL2008PLC179041

Mr. Basavraj Shetty

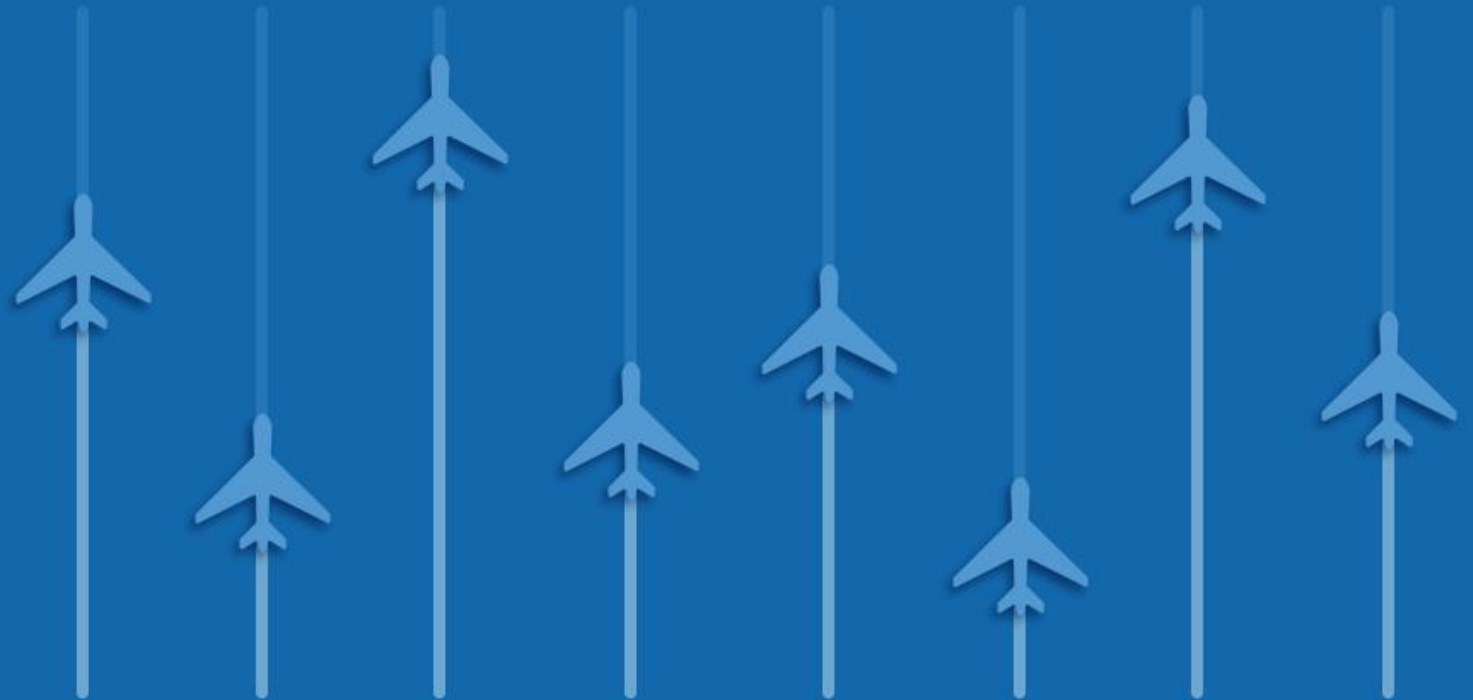
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thank you

**EaseMyTrip**.com