

September 13, 2022

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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Dear Sir/Madam,

Subject: Investor Presentation

ISIN: INE070001018

Pursuant to Regulation 30(6) and 46(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Investor presentation.

The presentation is also available on the website of the Company i.e. www.easemytrip.com.

This is for your information and records.

Thanking you,

Yours faithfully,

For Easy Trip Planners Limited

PRIYANKA Digitally signed by
PRIYANKA TIWARI
A TIWARI Date: 2022.09.13
22:37:08 +05'30'

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



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Government of India





Easy Trip Planners Limited

Investor Presentation



Confidential

September 2022



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Executive Summary



EaseMyTrip – 2nd largest OTA in India¹



End-to-end travel solutions



Air Tickets



Hotels and holiday packages



Rail Tickets



Bus Tickets



Taxi Rentals



Ancillary value-added services: travel insurance, visa processing etc.

Distribution channels



B2B2C



B2C



B2E

Diversified Segment Presence⁴



Well placed to benefit from tailwinds in Indian OTA market

FY23E-27E CAGR⁶:



15%



10%



12%



7%

Key Performance Indicators

11 Mn

Customers²



Geographical Presence

45k+

Travel Agents²

400+

International & domestic airline access³

~99%

Booking Success Rate³

2+ Mn

Hotels partnered worldwide²

180%

YoY Revenue Growth 1QFY23 vs 1QFY22

28

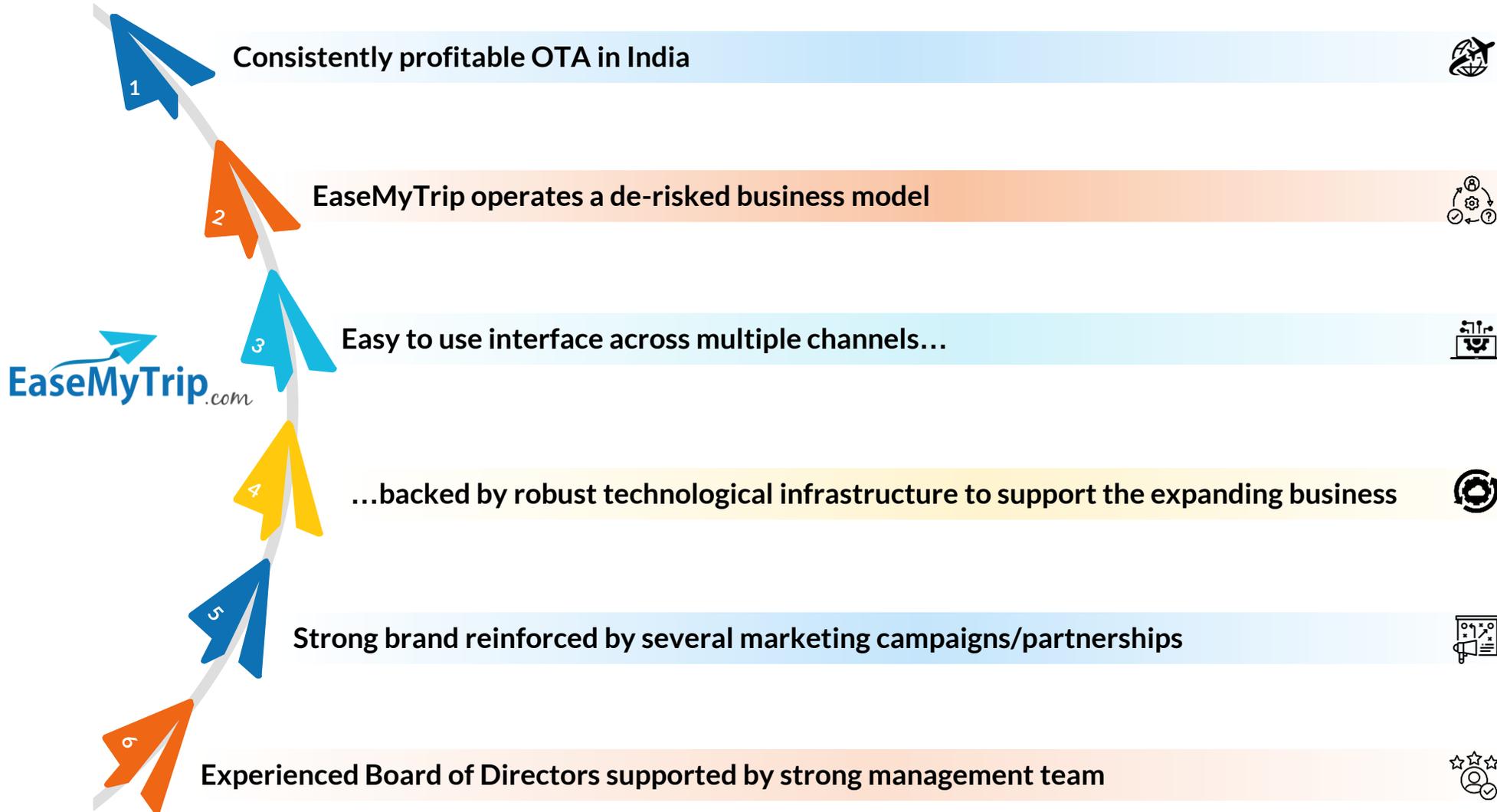
API partnerships with hotels²

Note: 1. Basis FY22 Gross Booking Revenue vs OTA1 and OTA2 as per the CRISIL Report. 2. As of 30 June 2022. 3. As of 31 March 2022. 4. Based on Gross Booking Volumes. 5. Others primarily refers to the sale of rail and bus tickets. 6. As per CRISIL Report.

Key Highlights



Key Highlights



Consistently profitable OTA in India



Profitable since inception (14 years)



Rapidly growing travel portal³



Internally growth funded⁴



Average ROE² of ~38% in last three years

Gross Booking Revenue
(INR mn)

42,047

FY20

21,284

FY21

37,156

FY22

16,631

1QFY23

PAT¹
(INR mn)

330

FY20

610

FY21

1,059

FY22

331

1QFY23

ROE² (%)

32.6%

FY20

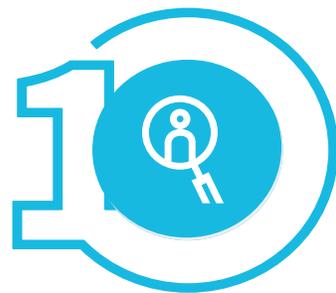
37.8%

FY21

44.8%

FY22

EaseMyTrip operates a de-risked business model



End-customers

B2C customers¹ form the bulk of EaseMyTrip clientele; several customer initiatives in place



Asset base

Lean low-cost business model



End-markets

Diversifying across end markets such as hotels and holidays

De-risked end-customers (1/2)

High B2C exposure and customer initiatives lead to a de-risked end customer base



B2C segment constitutes c. 85% of Gross Booking Volumes¹



EaseMyTrip offers several appealing features...



No convenience fee²



In house 24*7 call centers with web-support for resolution of queries / complaints



E-tickets and flight alerts through text messages and online messaging platform

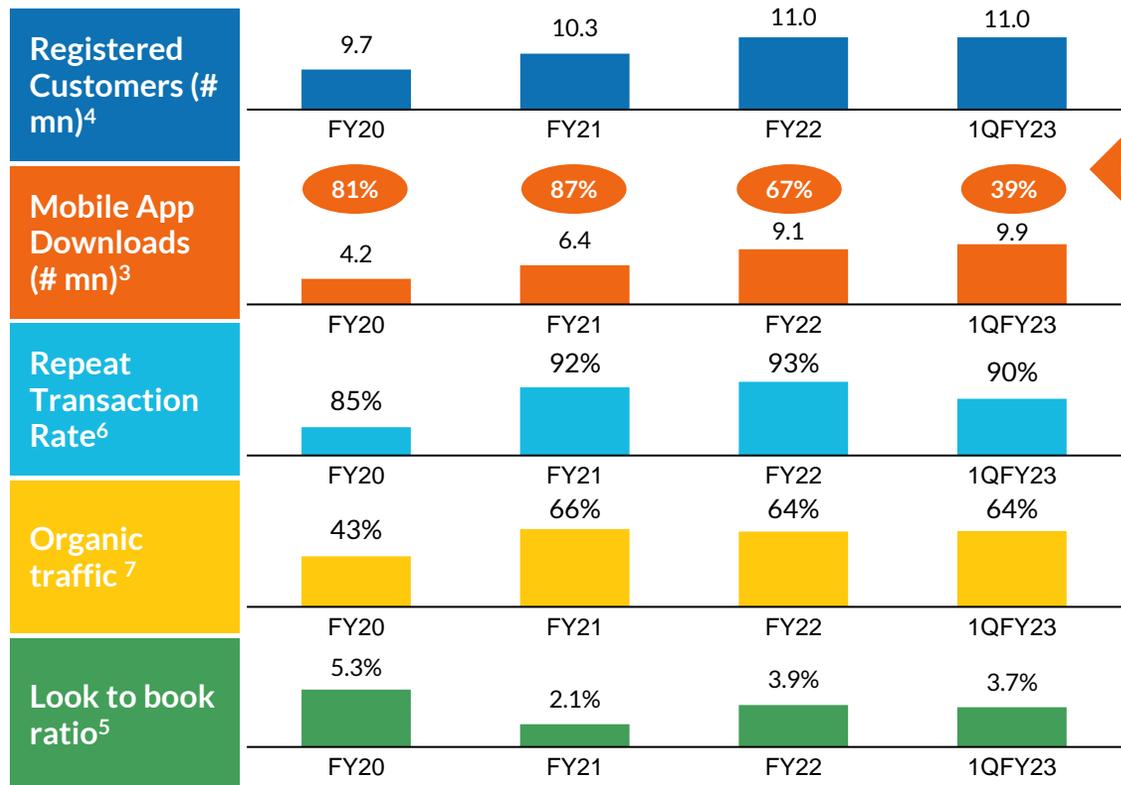


Free full-refund medical policy for air passengers⁹



Discounted airfares to users with unconfirmed train tickets¹⁰

...that have translated to consistently strong customer engagement



Growth in Mobile Traffic (%)⁸

Note: 1. As of 1QFY23. 2. Applicable only when other discounts and promotion coupons are not being availed. 3. On a cumulative basis. 4. Refers to customers who have provided their unique mobile number and/or e-mail address, as applicable, on websites and mobile applications in the relevant fiscal/ period. 5. Defined as number of customers in the B2C channel who have executed a transaction out of the total number of customers that visit company websites (www.easeMytrip.com and www.easeMytrip.in) and mobile applications in the relevant fiscal/ period. 6. Calculated as percentage of transactions by repeat customers, identified by their unique email address. 7. Refers to the unpaid organic visits received on the websites (www.easeMytrip.com and www.easeMytrip.in) out of total visits. 8. Refers to the percentage increase of visits to websites (www.easeMytrip.com and www.easeMytrip.in) and mobile applications through mobile phones out of total visits. 9. Applicable for domestic travel. 10. This offer is valid only for those passengers whose train tickets are waitlisted.

De-risked end-customers (2/2)

High B2C exposure and customer initiatives lead to a de-risked end customer base



Service fee charged by other OTA peers¹ in the Indian scenario

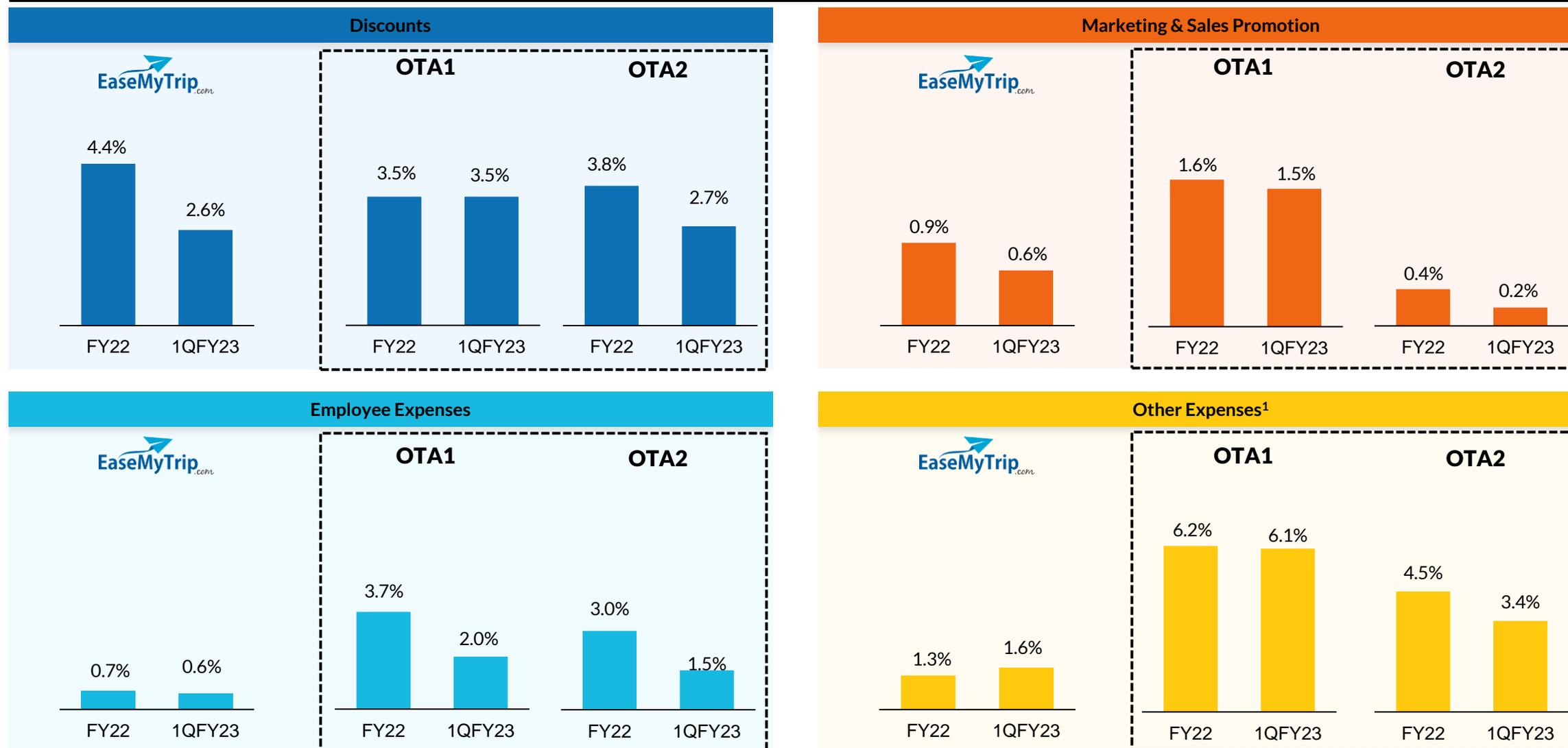
Type	Direction	Convenience fee charged (INR)		
		OTA1	OTA2	OTA3
Domestic 	One-way	290	300	339
	Round-trip	460	460	519
International 	One-way	949	949	699
	Round-trip	1,399	1,149	999

Source: CRISIL Report. Note: 1. Data as per respective company websites as of 7th September 2022. The convenience fee charged value mentioned across the players in the above table is for 1 passenger, booking a ticket through the OTA mentioned, under the type mentioned, in the same direction considered, in the economy class

De-risked asset base

EaseMyTrip has an efficient cost model vs its competitors

Lean cost model (% of GBR)



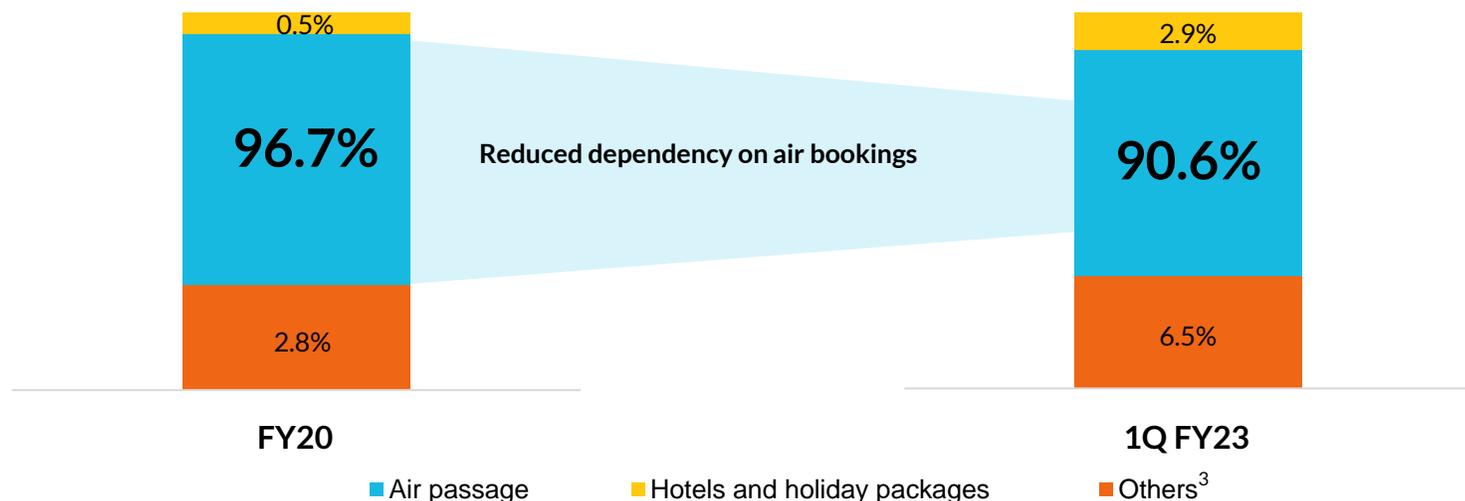
Source: CRISIL Report. Note: 1. Other expenses for the above-mentioned players include all the operational and non-operational expenses incurred by the company during the respective financial years excluding marketing sales and promotional expenses, employee expenses and any extraordinary expenses incurred and includes depreciation, finance cost, and service cost.

De-risked end markets

Diversification into new non-air segments



Evolving presence across multiple end markets



Increasing foothold in Hotels & Holidays...

2Mn+ Hotels listed on EaseMyTrip¹

Zero inventory commitment²

(excluding Spree)

...by offering several customizable packages



Kerala
4 Nights/5 Days

Starting from ₹23,999



Singapore
5 Nights/6 Days

Starting from ₹49,750



Andaman
4 Nights/5 Days

Starting from ₹35,999



Maldives
4 Nights/5 Days

Starting from ₹67,999

Recent initiatives taken to diversify end-markets

YoloBus

- 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



- Partnered with SpiceJet to power their holiday bookings
- EaseMyTrip will develop a platform to provide SpiceJet customers with a hassle-free booking experience

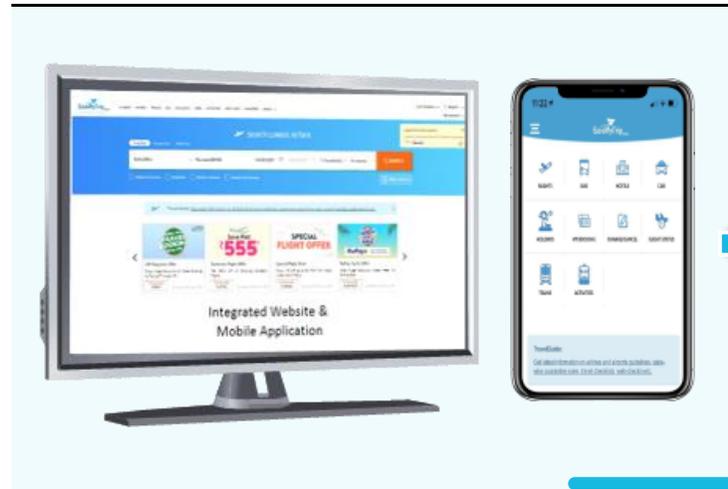
Note: 1. As on 30 June 2022. 2. The company does not assume inventory risk and typically acts as an intermediary for hotels except for 3 hotels in Spree which are on a revenue share basis. 3. Others primarily refers to the sale of rail and bus tickets.



Easy to use interface across multiple channels...

Integrated website and mobile apps with user friendly features reflected in high customer ratings

Integrated website and mobile application



Strong in-app features

- Integrated search with multiple offers**
- More than 2mn Hotels listed¹**
- Holiday & Activities across India & Abroad**
- No convenience fees²**

Continuous customer focus

- 24*7 Support
- Secure Access Booking
- 1 Click Search & Book functionality

4+
Stars on Mobile App Stores^{1,5}

Trusted by Customers

~99%

Booking Success Rate³

11 mn

Registered customers^{1,4}

Note: 1. As on 30 June 2022 2. Applicable only when other discounts and promotion coupons are not being availed. 3. As on 31 March 2022. 4. Registered Customers refers to customers who have provided their unique mobile number and/ or e-mail address, as applicable, on the company's websites and mobile applications. 5. Includes rating of 4.6 and 4.1 on Android and iOS App store respectively.

...backed by robust technological infrastructure to support the expanding business



Customer Friendly & Advanced Integration for Smooth & Seamless Booking Experience

Airplane Chat

Android mobile app that allows passengers to chat in offline mode

Automated Technology

Automated technology for customer refunds, seat and meal bookings

Inhouse Technology Team

Dedicated in house technology team of 78 employees with domain expertise¹

Increase in Mobile Traffic

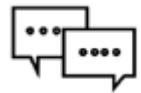
Growth stood at 87% in FY21 and remained resilient during Covid-19, coming in at 67% in FY22

Advanced & Scalable Technology

Cloud-based technology with ability to scale up as customer traffic, transactions and bookings increase

Enhancing Customer Experience

Chatbots allow customers to make new airline ticket bookings, check airline ticket prices and receive airline ticket price alerts



First company to introduce online chat box for bookings & price alerts



Strong brand reinforced by several marketing campaigns/partnerships



Campaigns featuring celebrities

- Focused towards digital marketing campaigns



- Appointment of brand ambassadors
- Sponsorship of sporting tournaments globally

Marketing Initiatives



- Brand communication strategies encompass digital, print and social media channels
- Tie-ups with tourism boards globally to promote destinations



Partnerships

- Partnership with DBS Bank India to launch an environment-friendly green debit card
- Launched co-branded credit and debit cards with Standard Chartered
- Widespread network of ~45K+¹ travel agents across India



Note: 1. As on 30 June 2022.

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

VP - Hotels bus Cabs



Aditya Chawla

Head - Operations



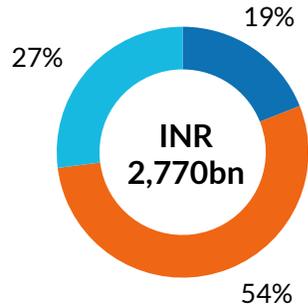
Industry Trends



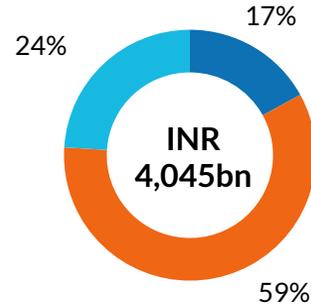
Indian Travel & OTA Market: Headroom to grow further



Total Travel Market (FY23E)

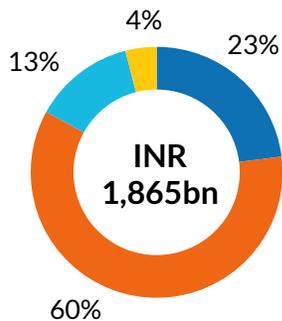


Total Travel Market (FY27E)

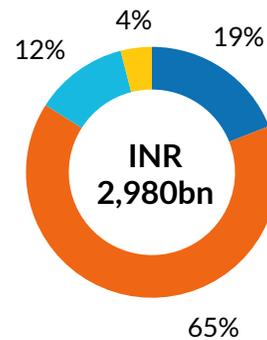


■ Rail ■ Air ■ Hotels

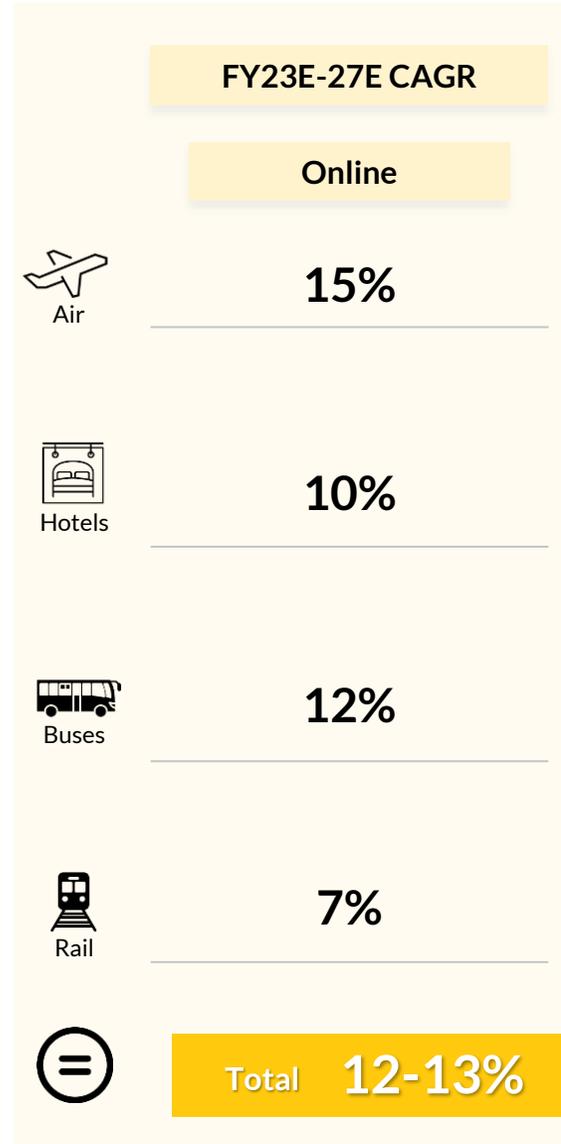
Online Travel Market (FY23E)



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.

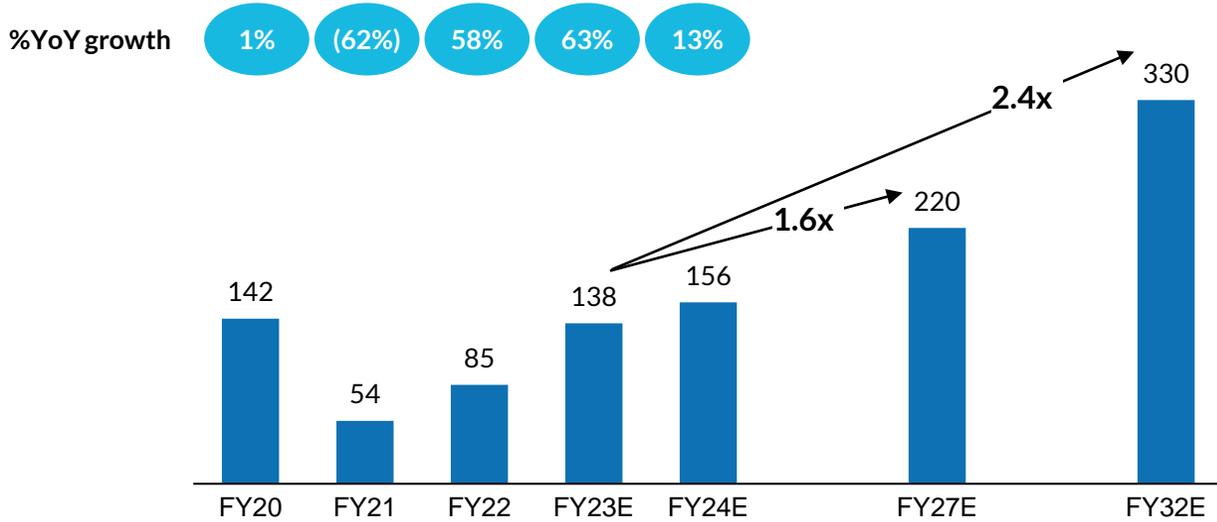
Going forward, online air ticketing is expected to grow further as more **travelers (retail as well as corporate) migrate from offline to online platforms**

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

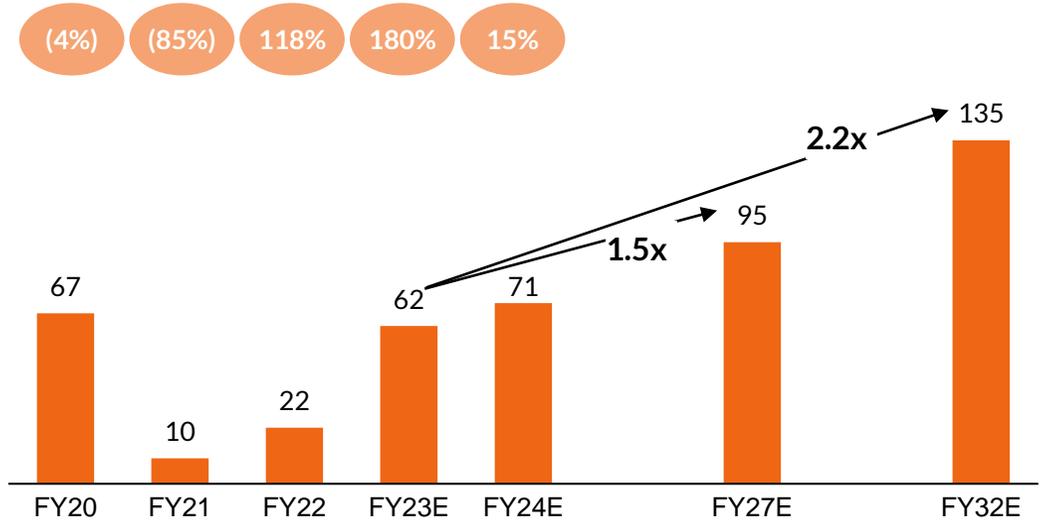


Indian domestic passenger traffic volumes (Number mn)



- ✓ 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

Source: CRISIL Report. All the market sizes and the CAGR growth figures are calculated basis mid point.
 Note: 1. LCC: Low Cost Carriers, FTA: Foreign Tourist Arrivals, VFR: Visiting Friends and Relatives

Growth Strategy



Key strategies



1

Focus on expanding its air ticketing model globally

International expansion

2

Focus on strategic acquisitions in India and abroad

Inorganic expansion

3

Continue to expand into segments such as hotel and holiday packages, cabs and buses

Continue to expand the non-air business

Key growth strategy (1/3)

1.1 Focused on expanding its air ticketing model globally...

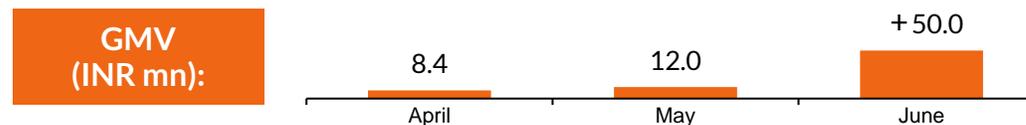
Global expansion strategies

- I ✓ Start listing on leading meta-search engines
- II ✓ Launch exclusive cards with large international banks
✓ Tie-up with local credit card companies
- III ✓ Adopt cost-effective marketing strategies such as Google Ads, that reach a targeted audience

EaseMyTrip has recently expanded internationally...



...and has already seen immediate success in the Middle East



Recent initiatives

- ✓ Launched first-ever international retail office in Dubai in 2022
- ✓ Expanded presence to Philippines, Thailand, and USA in 2021
- ✓ Renewed agreement with ITQ

Search engines



Global expansion + localized services in new destinations + growing global associations = Opportunity to capitalize the OTA market

Key growth strategy (2/3)

1.2 ...on the back of its no convenience² fee model

Service fee charged by other OTA peers¹ in the Global scenario

Type	Direction	Convenience fee charged (INR)				
		International OTA1	International OTA2	International OTA3	International OTA4	International OTA5
Domestic 	One-way 	1,978	3,214	848	775	92
	Round-trip 	2,083	3,746	848	1,291	92
International 	One-way 	1,749	7,558	636	775	92
	Round-trip 	2,168	7,981	2,280	1,291	92

Source: CRISIL Report.

Note: 1. Data as per respective company websites as of 7th September 2022 The fee charged value mentioned across the players in the above table is for 1 passenger, booking a ticket through the OTA mentioned, under the type mentioned, in the same direction considered, in the economy class. Conversion rates used are 1 AED (United Arab Emirates Dirham) = 21.72 INR , 1 Rp (Indonesian Rupiah) = 0.0054 INR used wherever applicable.

2. Applicable only when other discounts and promotion coupons are not being availed

Key growth strategy (3/3)

2 Focus on strategic acquisitions in India and abroad



Global – Strategic and opportunistic acquisitions in the air-ticketing space



India – Acquisitions in the **non-air segment**: hotels, holidays, cabs and buses

Look to acquire **controlling stake**, with the aim to partner with existing mgmt. teams

On the back of its growing track record of acquisitions

YoloBus

Premium intercity bus mobility platform



1,142-room-keys hospitality management company

3 Continue to expand the non-air business



Expand into **higher margin segments** such as hotel and holiday packages

28

API partnerships with hotels already in place¹



Entered into **partnerships with insurance firms** to provide insurance coverage to customers



Planning to launch a currency exchange service for travelers

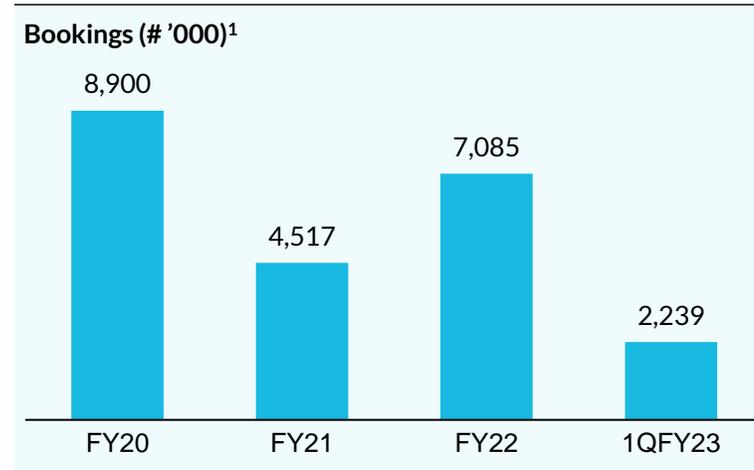
Financial Overview



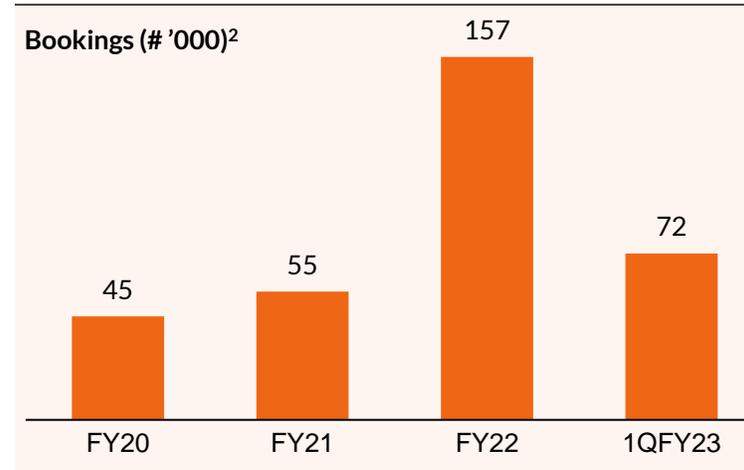
Operational segment performance



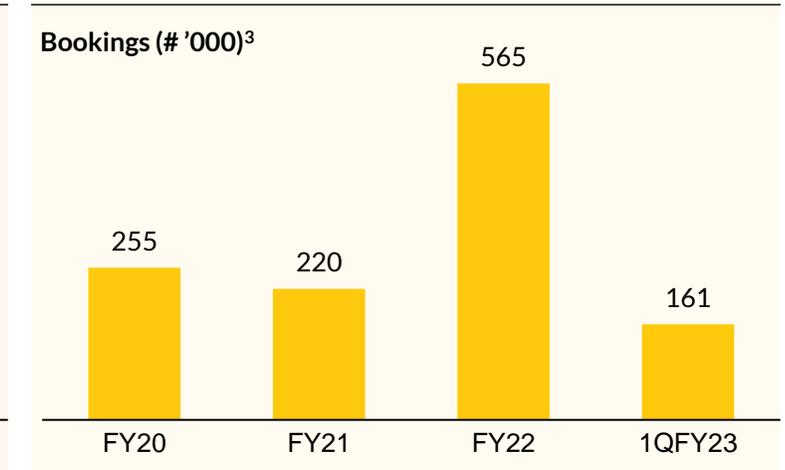
Air Tickets



Hotel Nights



Trains, Buses & Others



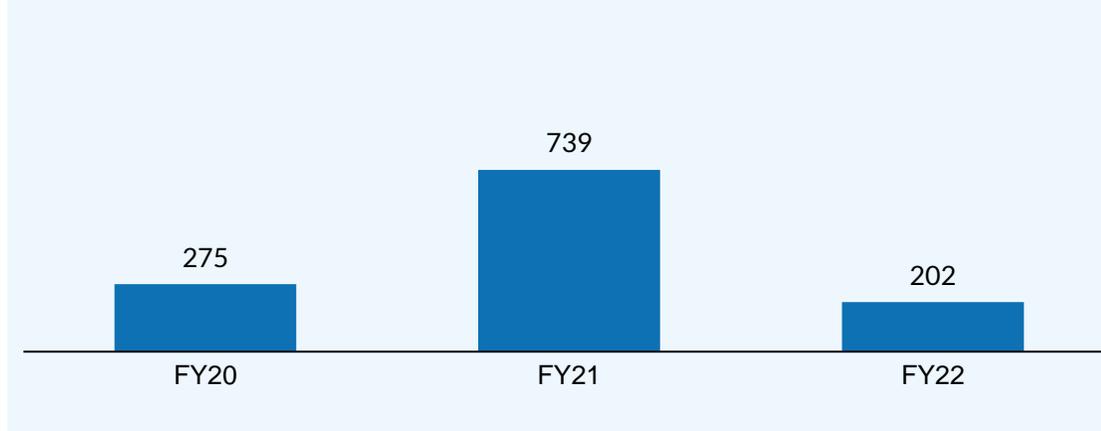
- ✓ Have witnessed strong recovery in demand across segments
- ✓ Air Segment Bookings in 1QFY23 were up **by 212%** vs 1QFY22
- ✓ Hotel Night Bookings in 1QFY23 was up **by 409%** vs 1QFY22
- ✓ Train, Buses & Other segment in 1QFY23 together have seen bookings of 1,60,000, **up 132%** vs 1QFY22

Key return ratios



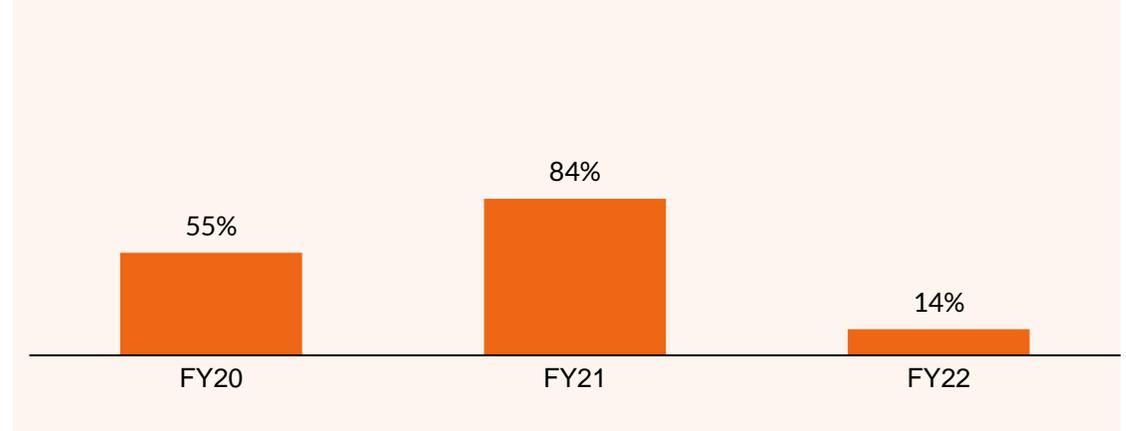
Cash Flow from Operations

(INR mn)



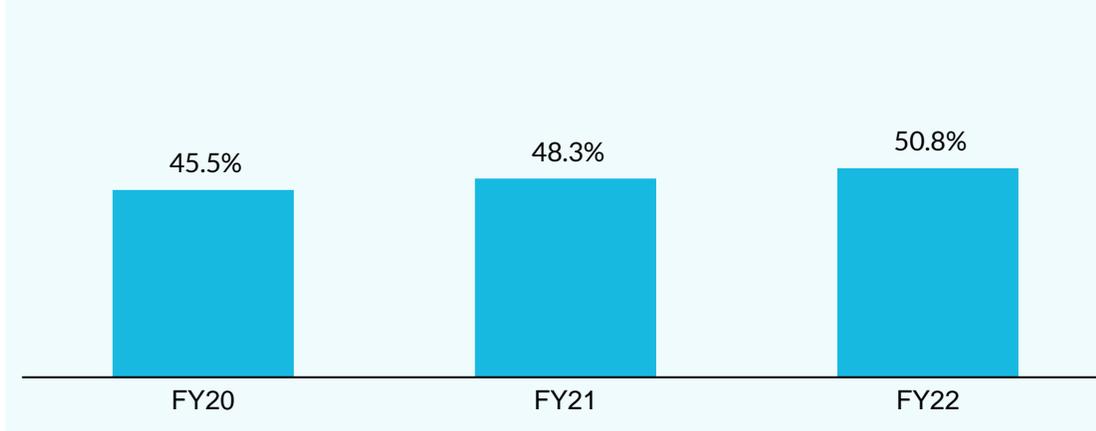
OCF to EBITDA

(%)



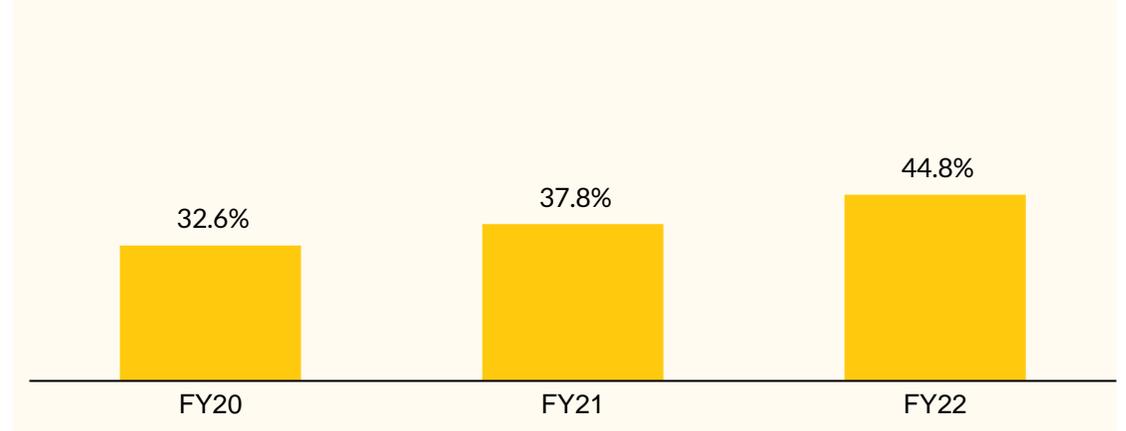
ROCE¹

(%)



ROE²

(%)

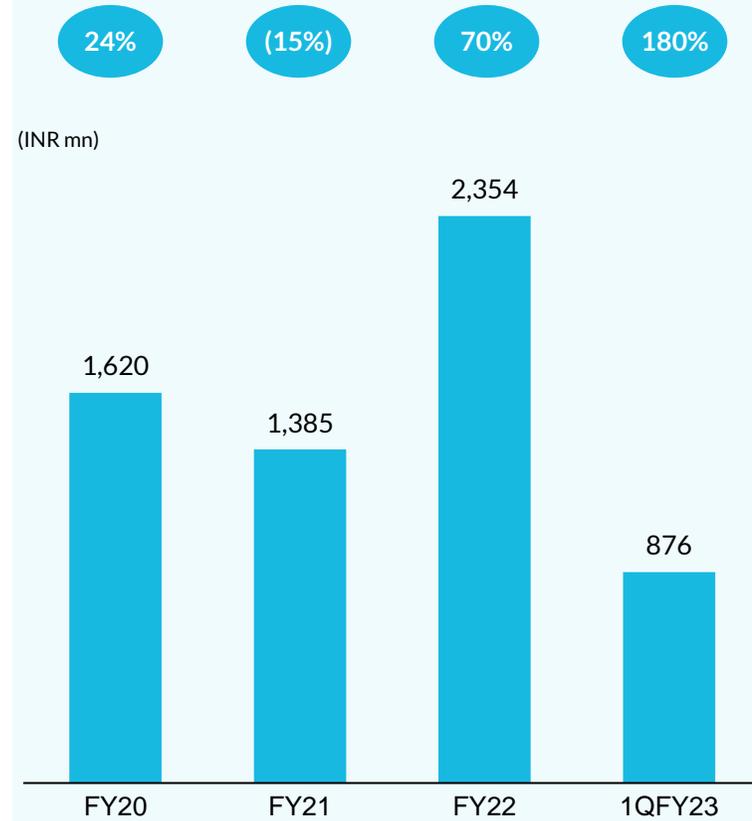


Headline financial highlights



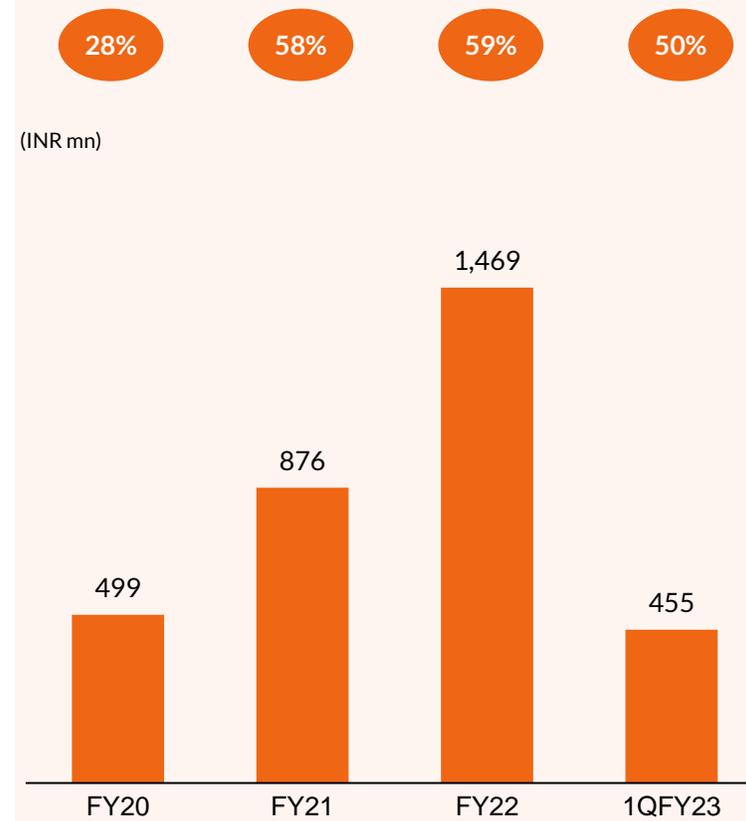
Revenue from Operations

YoY Revenue Growth



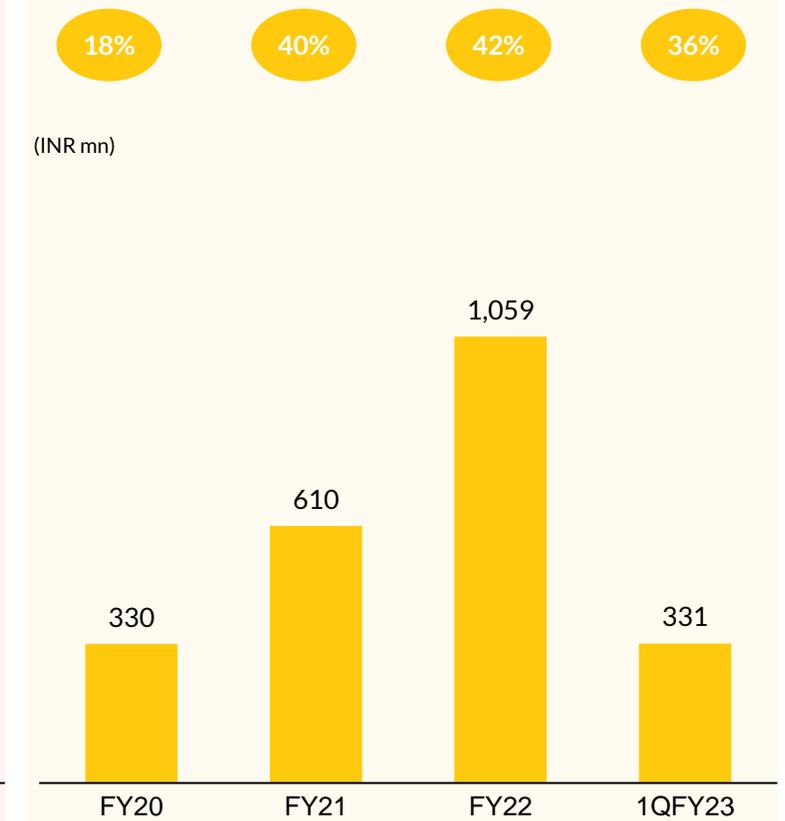
EBITDA

EBITDA Margin



PAT

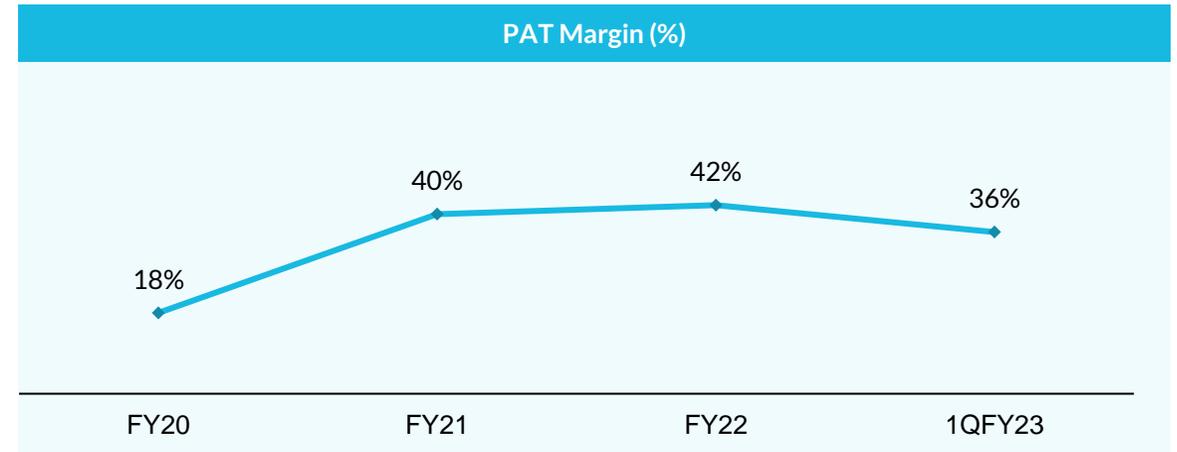
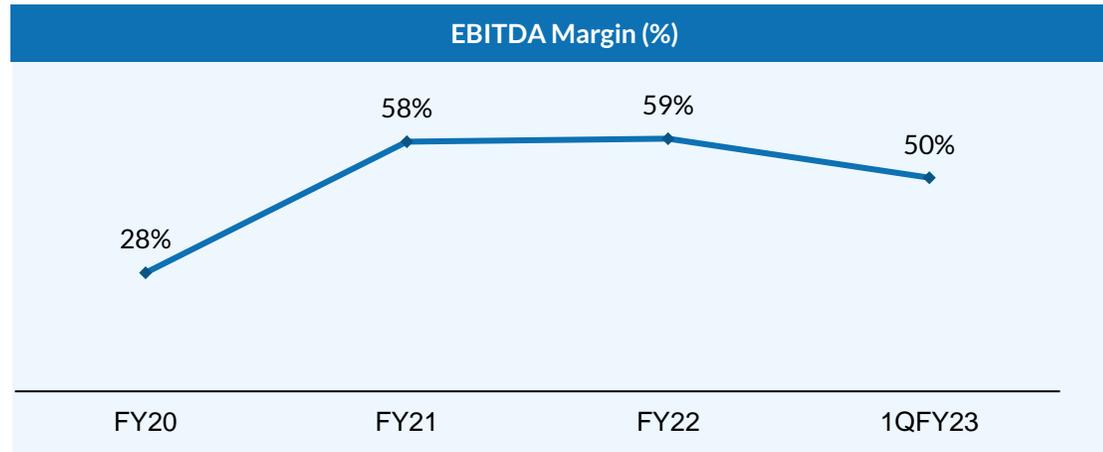
PAT Margin



Resilient financial performance in the face of the global pandemic



Margins have held up despite severe headwinds



Concerted approach towards mitigating the impact from Covid-19

- EaseMyTrip leveraged its lean cost of operations to increase efficiencies during the pandemic (FY2021 and FY 2022)

- **Proactive approach to:**
 - ✓ Reducing discounts
 - ✓ Marketing costs
 - ✓ Employee expenses
 - ✓ Other cost rationalization programs

- Specific initiatives to improve operational efficiencies: ex. Shifting towards a messaging platform-led customer care approach

- **Delivered ~85% PAT growth in FY21, despite it being the peak pandemic year**

Note: EBITDA and PAT margins calculated based on the total revenue inclusive of other income. Also, PAT excludes other comprehensive income.



Appendix

A. Historical Financials

Income Statement



INR mn	1QFY23		1QFY22		FY22		FY21		FY20	
Gross Booking Revenue (GBR) (INR mn)	16,630.6		3,567.1		37,155.9		21,284.0		42,047.3	
Revenue	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR	Amount	% of GBR
Revenue from Operation (as per financials)	875.8		313.1		2,353.7		1,385.0		1,620.5	
Discounts to customers	439.3		176.6		1,649.8		595.7		1,240.9	
Adjusted Revenue	1,315.1	7.9%	489.7	13.7%	4,003.5	10.8%	1,980.7	9.3%	2,861.4	6.8%
Other Income (Finance + Non Operating)	38.8		34.4		143.9		122.5		189.7	
Adjusted Income	1,353.9	8.1%	524.1	14.7%	4,147.4	11.2%	2,103.3	9.9%	3,051.05	7.3%
Total Expense										
Discounts to customers	439.3		176.6		1,649.8		595.7		1,240.9	
Service Cost	2.2		0.0		1.4		0.0		37.5	
Employee Expenses	97.2		46.1		258.4		210.4		302.0	
Marketing & Sales Promotion	103.8		27.6		329.9		147.8		269.9	
Payment Gateway Charges	119.9		27.9		247.2		147.7		349.3	
Other Expenses	137.0		33.7		192.3		125.8		352.5	
Finance Cost	3.6		1.4		19.5		35.3		33.0	
Depreciation	6.6		2.2		13.4		6.6		7.1	
Total Expense	909.6	5.5%	315.4	8.8%	2,711.7	7.3%	1,269.4	6.0%	2,592.2	6.2%
PBT	444.3	2.7%	208.7	5.8%	1,435.7	3.9%	833.9	3.9%	458.8	1.1%
Tax	113.0		54.4		376.5		223.7		129.0	
Other Comprehensive Income	6.3		-4.4		-1.9		4.0		0.4	
PAT ⁽¹⁾	337.6	2.0%	149.8	4.2%	1,057.3	2.8%	614.1	2.9%	330.2	0.8%

Note: PAT includes other comprehensive income.

Balance Sheet



(INR mn)	FY20	FY21	FY22
Total Non-Current Assets	367	292	1,598
Cash & Cash Equivalents*	1,322	2,295	1,337
Inventory	-	-	3
Trade Receivables	582	289	528
Other Current Assets	627	1,101	1,365
Total Current Assets	2,531	3,685	3,233
Total Assets	2,899	3,977	4,831
Equity Share Capital	217	217	435
Other Equity	795	1,409	1,924
Total Shareholders' Equity	1,013	1,627	2,359
Contract liability	387	212	-
Long term provisions	18	18	30
Total Non-Current Liabilities	404	231	30
Short Term Borrowings	68	173	504
Trade Payables	266	256	346
Other financial liabilities	717	1,074	1,107
Contract liability	230	375	277
Other current liabilities	201	241	208
Total Current Liabilities	1,482	2,119	2,442
Total Liabilities & Equity	2,899	3,977	4,831
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)

Note: Sum of cash + bank balances + investments.

Cash Flow Statement

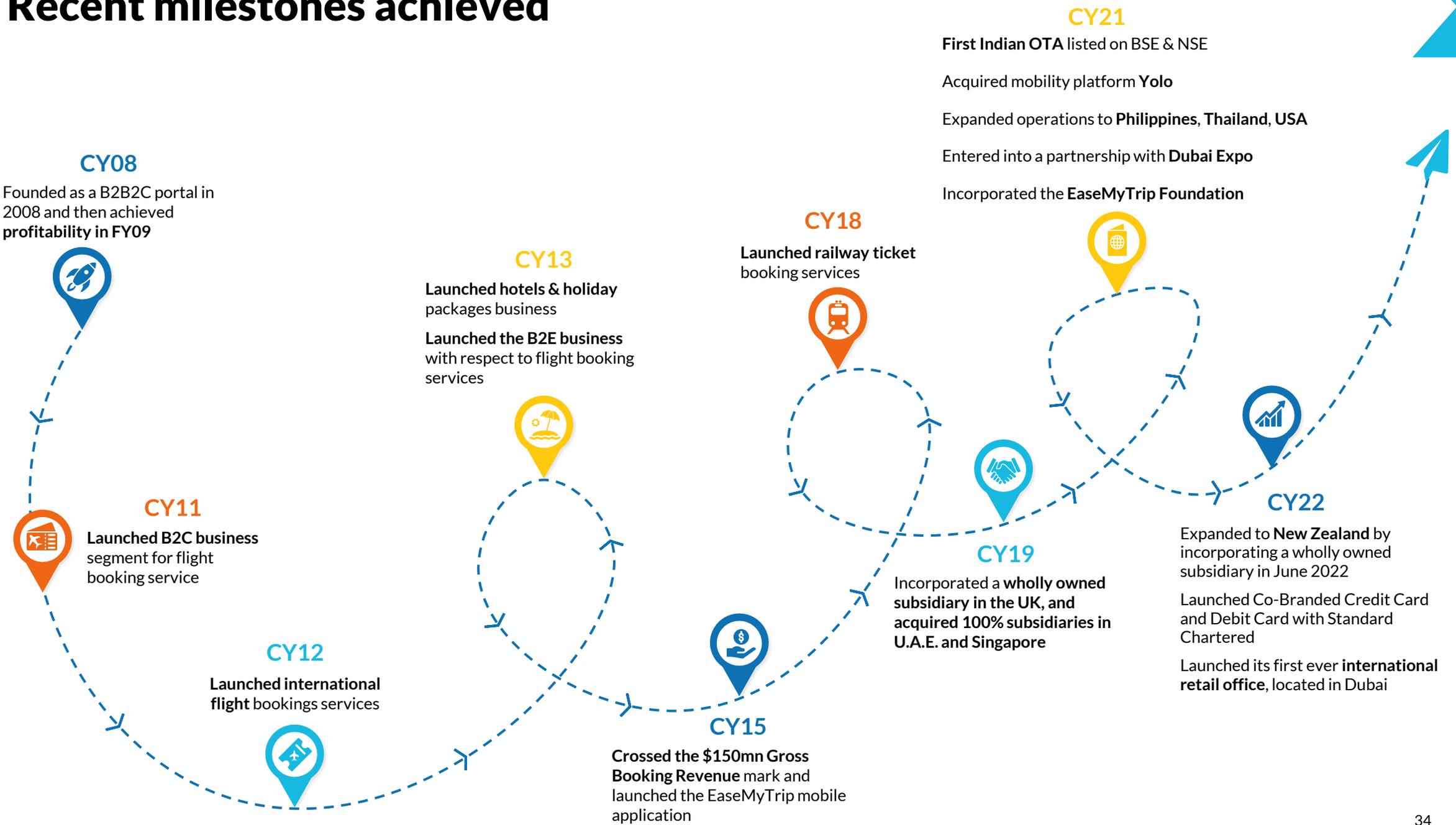


(INR mn)	FY20	FY21	FY22
Profit before tax	459	834	1,436
Adjustments	(234)	(358)	(77)
Operating cash flow before working capital changes	225	476	1,358
Net change in working capital	107	504	(737)
Direct Taxes Paid	(57)	(242)	(419)
Total operating cash flow	275	738	202
Total investing cash flow	(545)	(230)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



Appendix B. Company Details

Recent milestones achieved



EaseMyTrip – a complete travel ecosystem



Activities & Attraction Ticketing

Domestic & International Airline Tickets

Travel Insurance

Hotel Bookings

Visa Processing Services

Customizable Holiday Packages

Taxi & Private Cab Bookings

Rail, Bus Ticket Bookings



Awards and Accolades



Best Travel Website and Booking Application – Times Travel (2019)



Best Online Travel Portal - Global Business Symposium (2022)



Best Travel Portal of India - Global Fame Awards (2022)



Customer Centric Business Award - Business Television India (2019)



Best Online Travel Portal - International Glory Awards (2021)



“Enterprise Excellence of the Year (Tourism and Hospitality)”-2016 Leaders Awards from 24MRC Network Private Limited (2017)



COO of the Year (Rikant Pittie) - Global Iconic Awards (2019)



Vistara Gold Partner 2018-19



'Best Air Ticketing Company in India' - International Achievement Awards (2019)



Appendix C. Glossary

Glossary



Abbreviation	Term
API	Application Program Interface
B2B2C	Business to Business to Consumers
B2C	Business to Consumers
B2E	Business to Enterprises
BSE	Bombay Stock Exchange
CAGR	Compounded Annual Growth Rate
EBIT	Earnings Before Interest and Tax
EBITDA	Earnings Before Interest, Tax, Depreciation and Amortization
EaseMyTrip	Easy Trip Planners Limited
FTA	Foreign Tourist Arrivals
GBR	Gross Booking Revenue, defined as the total amount paid by customers for travel services and products booked through the OTAs including taxes, fees and other charges, and is net of cancellations, discounts and/or refunds.
LCC	Low Cost Carriers
NSE	National Stock Exchange
OCF	Operating Cash Flows
OTA	Online Travel Agency
PAT	Profit After Tax
PBT	Profit Before Tax
ROE	Return on Equity, defined as profit after tax (inclusive of other comprehensive income) for the year divided by the total equity
ROCE	Return on Capital Employed, defined as EBIT divided by the sum of the total equity and borrowings
VFR	Visiting Friends and Relatives