

July 14, 2026

BSE Ltd. P J Towers, Dalal Street, FortMumbai – 400001 Scrip Code: 543272	National Stock Exchange of India Limited (NSE). Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai – 400051 Symbol: EASEMYTRIP
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Sub: Media Release

In terms of regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of the media release titled “**EaseMyTrip Signs Strategic MoU with Government of Jharkhand to Drive Digital Promotion of the State's Tourism**” being issued to the media.

The aforesaid information will be hosted on the website of the company at <https://www.easemytrip.com/investor-relations.html>.

You are requested to take the aforesaid on record.

Thanking you,

For Easy Trip Planners Limited

PRIYANKA

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EaseMyTrip Signs Strategic MoU with Government of Jharkhand to Drive Digital Promotion of the State's Tourism

The partnership will leverage EaseMyTrip's extensive travel ecosystem, nationwide customer reach, and digital capabilities to boost Jharkhand's tourism visibility and drive domestic travel.

New Delhi, July 14th, 2026: EaseMyTrip, one of India's leading online travel-tech platforms, has signed a strategic Memorandum of Understanding (MoU) with the Department of Tourism, Government of Jharkhand, to promote the state's diverse tourism offerings through digital initiatives and enhance its visibility among travellers across the country.

The MoU was signed during the Jharkhand Tourism Stakeholders' Summit held in New Delhi, in the presence of Hon'ble Chief Minister of Jharkhand, Shri Hemant Soren Ji and Hon'ble Minister of Tourism, Art, Culture and Sports, Government of Jharkhand, Shri Sudivya Kumar Ji. The agreement was formally signed by Shri Mukesh Kumar, IAS, Secretary, Department of Tourism, Government of Jharkhand, on behalf of the State Government, and representatives of EaseMyTrip.

As part of this collaboration, EaseMyTrip will leverage its extensive customer reach, technology capabilities, and its dedicated spiritual and domestic tourism vertical, *EasyDarshan*, to showcase Jharkhand's tourism potential to millions of travellers through its optimizing digital marketing and promotional activities to enhance the visibility. The initiative will focus on promoting the state's renowned spiritual destinations, including the sacred Shri Baidyanath Dham and other prominent temples, alongside its spectacular waterfalls, lush forests, eco-tourism experiences, agri-tourism initiatives and rich cultural heritage.

Beyond destination marketing, EaseMyTrip will launch a curated content-driven campaign featuring a solo traveler or influencer on an immersive journey across the state. The campaign will highlight Jharkhand's adventure, natural beauty, and cultural richness, showcasing coal mines, rolling hills, lush greenery, waterfalls, lakes, and tribal experiences compelling, high-quality visual storytelling.

Creative assets including banners, videos, and destination content will be developed to promote Jharkhand Tourism. Mobile and app banners, optimized for Online Travel Management Platform (OTMP) formats to drive engagement and conversions.

Annual and quarterly promotional calendars will be prepared in consultation with Jharkhand Tourism to ensure sustained visibility. The partnership will also spotlight Jharkhand's local

festivals, tourism circuits, and unique cultural offerings through EaseMyTrip's extensive customer traveler base, digital ecosystem and marketing channels.

Commenting on the collaboration, Shri Mukesh Kumar, IAS, Secretary, Department of Tourism, Government of Jharkhand, said, "The Government of Jharkhand is committed to positioning the state as a preferred tourism destination by building greater awareness of its rich spiritual heritage, natural beauty, and cultural diversity on digital platforms. Our collaboration with EaseMyTrip is an important step in this direction. By leveraging the company's strong digital reach and travel ecosystem, we look forward to connecting with more travellers and showcasing the many experiences that make Jharkhand a truly unique destination."

Further adding, Mr. Rikant Pittie, CEO & Co-Founder, EaseMyTrip, said, "Domestic tourism is witnessing strong momentum, with travellers increasingly seeking authentic and diverse experiences. Through this collaboration, EaseMyTrip will create targeted campaigns to bring Jharkhand's spiritual, cultural, and nature-based experiences to the forefront, while leveraging our travel ecosystem to reach millions of travellers across India. We are committed to support the Government of Jharkhand's efforts to strengthen destination visibility and inspire more travellers to discover the state's diverse tourism offerings."

The partnership reflects EaseMyTrip's broader vision of using technology, innovation, and strategic collaborations to strengthen domestic tourism, make India's diverse destinations more accessible to travellers, and contribute to the growth of the country's tourism ecosystem.

About EaseMyTrip

EaseMyTrip (listed on NSE and BSE) is one of India's largest online travel-tech platforms in terms of air ticket bookings, as per the Crisil Report-Assessment of the OTA Industry in India (Feb 2021). Bootstrapped and profitable since its inception, the company is one of the leading online travel-tech platforms in the country, delivering consistent profitability and industry-leading EBITDA margins. EaseMyTrip offers end-to-end travel solutions including flights, hotels, holiday packages, trains, buses, cabs, and ancillary travel services. It is also one of the only OTAs in India to offer customers a zero-convenience fee option. The platform provides access to over 400 international and domestic airlines and 2.9 million+ hotels worldwide, along with train, bus, and cab bookings. Founded in 2008, EaseMyTrip is headquartered in Delhi with offices across Noida, Gurugram, Bengaluru, and Mumbai, and has an expanding international presence through subsidiaries in the Philippines, Singapore, Thailand, the UAE, the UK, the USA, New Zealand, Saudi Arabia, and Brazil.

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