

May 06, 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 Observed Double-Digit Growth in Airport Service Adoption; Duty-Free and Meet & Greet Emerge as Key Preferences**” 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 Tiwari
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EaseMyTrip Observed Double-Digit Growth in Airport Service Adoption; Duty-Free and Meet & Greet Emerge as Key Preferences

Duty-free shopping service, developed in partnership with Adani Digital Labs, is seeing strong traction as part of EaseMyTrip's expanding airport services ecosystem, as travellers increasingly prioritise efficiency, convenience, and overall journey productivity.

New Delhi, 6th May 2026: EaseMyTrip, one of India's leading online travel-tech platforms, has unveiled key consumer insights highlighting how Indian travellers are increasingly prioritising convenience, personalisation, seamless airport experiences, and more efficient use of time during their journeys.

As travel evolves beyond bookings to a more holistic experience, EaseMyTrip indicates a strong shift toward ancillary airport services such as Duty-Free shopping and Meet & Greet assistance, helping travellers move through airports more efficiently.

Among travellers opting for duty-free services via EaseMyTrip platform, nearly **60% purchase liquor**, followed by **30% opting for perfumes** and **10% for chocolates and other items**, reflecting a clear preference for premium and gifting categories. EaseMyTrip's Duty-Free service, developed in partnership with Adani Digital Labs, allows international travellers to browse and purchase products online up to 30 days and as late as one hour before departure, enabling a smooth and queue-free airport experience. The service is currently available across major international airports including Mumbai, Ahmedabad, Jaipur, Lucknow, Amritsar, Mangaluru and Thiruvananthapuram.

In parallel, company's Meet & Greet services are witnessing strong adoption across key metro cities, with **Delhi leading usage, followed by Mumbai and Bengaluru**. While senior citizens continue to rely on these services for ease and assistance, early cohort trends show increasing adoption among 25-30 years old travellers, reflecting a generational shift toward seamless, premium and experience-led travel.

These evolving consumer preferences are reflected in EaseMyTrip's double-digit growth in airport services adoption, with travellers increasingly prioritising efficiency, convenience, and overall journey productivity.

Commenting on these trends, Nishant Pitti, Founder of EaseMyTrip, said: "Travel today is no longer just about bookings. It has become about the overall journey experience. What we are observing through our platform is a clear shift in traveller behaviour, where convenience, personalisation, and seamless airport experiences are becoming key decision drivers, with a growing emphasis on time efficiency and overall travel productivity. From duty-free preferences to the growing adoption of Meet & Greet services across age groups, these insights are helping us build a more intuitive and integrated travel ecosystem. As we introduce

AI-led capabilities, including conversational interfaces to simplify travel planning, our focus remains on bringing every relevant service into a single, seamless journey.”

These insights are part of EaseMyTrip’s broader strategy to build a comprehensive, full-stack travel ecosystem that goes beyond core bookings. The company continues to expand its ancillary services portfolio, including visa assistance, travel insurance, airport services, and curated travel experiences.

With continued investments in technology and service innovation, EaseMyTrip aims to further strengthen its positioning as a customer-centric, tech-forward travel platform catering to the evolving needs of modern travellers.

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.

For Media Queries:

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