

For Immediate Release

MakeMyTrip Deepens AI-First Strategy with OpenAI Collaboration

MakeMyTrip has integrated OpenAI's APIs into its app experience

Gurugram, February 18, 2026 – MakeMyTrip, India's leading online travel company, today announced that it will collaborate with OpenAI to deepen AI-led travel discovery and capture high-intent travel queries.

As part of this collaboration, MakeMyTrip uses OpenAI's APIs to power new AI features in its app, enabling travellers to seamlessly move from conversational inspiration to booking within the MakeMyTrip's Myra interface. This integration positions MakeMyTrip at the centre of AI-driven travel planning journeys.

The collaboration strengthens MakeMyTrip's ability to respond dynamically to evolving travel intent, delivering structured, transaction-ready options across flights, hotels and ancillary services. It marks a shift from passive search visibility to active participation in AI-led discovery, translating conversational intent into bookable outcomes.

Rajesh Magow, Co-Founder and Group CEO, MakeMyTrip, said *"Our collaboration with OpenAI ensures that when travellers start their journey through conversation, MakeMyTrip becomes a seamless extension of that discovery process. When AI is anchored in MakeMyTrip's proprietary travel data and deeply integrated into the marketplace, it moves beyond inspiration to deliver personalised, bookable outcomes at scale. This is about transforming curiosity into confident decisions."*

"MakeMyTrip is using OpenAI's APIs to make travel planning feel less like filtering and more like a conversation, with recommendations and itineraries that reflect what a traveler actually wants. Advanced AI is not just about enterprises and how they use it internally, but how they can also transform their consumers' experience and engagement with the platform," said **Oliver Jay, Managing Director, International, OpenAI.**

MakeMyTrip has been deeply invested in AI and machine learning for several years, embedding intelligence across the travel lifecycle. From inspiration and discovery to search, booking and post-sales support, AI is integrated at every stage. These proprietary models, built on large language architectures and rich travel-intent data, power capabilities such as Myra, the company's GenAI Trip Planning Assistant. Myra now facilitates over 50,000 conversations daily across multiple languages, including Bengali, Hindi, Kannada, Malayalam, Marathi, Tamil, Telugu and English. Its vernacular voice capabilities are expanding access, with over 45% of queries coming from Tier-2 and smaller cities and voice-led interactions significantly higher in non-metros.

About MakeMyTrip:

MakeMyTrip Limited (NASDAQ: MMYT) is India's leading online travel company, serving travellers since 2000. With over 87 million lifetime transacted users till date, the platform enables consumers to discover, plan and book journeys across a wide range of travel needs. Operating popular consumer brands including MakeMyTrip, Goibibo and redBus, the company serves businesses through corporate travel solutions with myBiz and Quest2Travel; it also supports a wide network of travel agents through the myPartner platform.

MakeMyTrip is GDPR compliant and accessible in more than 150 countries with multi-currency support. The company expanded beyond India with UAE launch in 2021 and recently entered Saudi Arabia, bringing its trusted travel experience to a wider global audience. redBus also has a presence in seven countries beyond India: Malaysia, Singapore, Indonesia, Peru, Colombia, Vietnam and Cambodia.

MakeMyTrip leverages data led personalisation along with ML and AI led innovation to continuously improve the travel planning and booking experience for its users. The company has been consistently expanding its travel related offerings with the aim of bringing all travel needs together in one integrated travel super app.
