

November 21, 2024

To,
National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on 'RateGain Launches Demand Booster: The All-in-One Digital Marketing Solution for hotels to Maximize Direct Bookings'

Dear Sir / Ma'am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on '*RateGain Launches Demand Booster: The All-in-One Digital Marketing Solution for hotels to Maximize Direct Bookings*'.

Please take the above information on record.

Thanking you.

Yours faithfully,
For RateGain Travel Technologies Limited

(Mukesh Kumar)
General Counsel,
Company Secretary and Compliance Officer
Memb. No.: A17925

RateGain®

RateGain Launches Demand Booster: The All-in-One Digital Marketing Solution for hotels to Maximize Direct Bookings

Noida, 21st November 2024: RateGain Travel Technologies Limited (RateGain), a leading global provider of AI-powered SaaS solutions for travel and hospitality, has introduced **Demand Booster**, an innovative end-to-end digital marketing solution designed to empower hoteliers to maximize direct bookings and improve return on ad spend (ROAS).

For years, hoteliers have struggled with fragmented systems, poor digital experiences, managing multiple vendors, tracking metrics across disconnected dashboards, rising digital advertising costs and dealing with inconsistent branding and reporting.

Demand Booster is a comprehensive all-in-one solution that is designed to address these challenges. By integrating campaign management into a single user-friendly platform, offering seamless performance tracking and ensuring demand intelligence across 1100+ data sources, Demand Booster empowers hotels to focus on what matters: engaging guests and driving bookings.

Powered by the world's largest data lake for travel pricing and intent data, Demand Booster integrated with RateGain's Hotel Commerce Cloud UNO allows hoteliers to target guests at each stage of the booking journey, from dreaming to conversion, driving greater engagement and revenue directly through hotel websites – all from a single platform.

As part of UNO, Demand Booster makes it easy for hotels to manage their paid advertising efforts to drive direct bookings seamlessly across *search, metasearch, and social media leveraging display and retargeting* within a single solution helping deliver maximum returns. With an added feature of auto budget management, Demand booster will ensure that your direct bookings ROAS is always above your target.

With accurate and timely insights commercial teams across hotels can capitalize on high-demand periods, adjust bidding strategies dynamically, changing audiences to meet their revenue goals.

“At RateGain, we are committed to transforming how hotels approach digital marketing by harnessing the power of real-time data and intelligent automation.” **said Bhanu Chopra, Founder and Managing Director, RateGain.** *“With Demand Booster, we are not just simplifying multi-channel marketing; we are equipping hoteliers with a strategic edge. By integrating automated bidding and unparalleled demand insights, we empower hotels to anticipate market shifts, optimize resources effectively, and drive consistent, profitable growth across every channel.”*

By reducing operational overhead from fragmented systems and numerous partners, Demand Booster enables hotels to focus on engaging guests more effectively and maximizing returns across all online channels. More than just a digital marketing solution, Demand Booster serves as a strategic partner designed for the modern hotelier.

You can learn more about UNO Demand Booster [here](#).

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day.

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