

November 26, 2024

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

BSE Limited  
(BSE: 543417)

**Sub: Press Release on 'Kamat Hotels (India) Limited Selects RateGain's Demand Booster to Power Direct Bookings and Drive Customer Acquisition'**

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 '*Kamat Hotels (India) Limited Selects RateGain's Demand Booster to Power Direct Bookings and Drive Customer Acquisition*'.

Please take the above information on record.

Thanking you.

Yours faithfully,  
For RateGain Travel Technologies Limited

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

RateGain®

## Kamat Hotels (India) Limited Selects RateGain's Demand Booster to Power Direct Bookings and Drive Customer Acquisition

**Noida, 26 November 2024: RateGain, a global leader in AI-powered SaaS solutions for the travel and hospitality industry,** today announced a strategic partnership with Kamat Hotels, a renowned hospitality chain with a strong presence in India. This collaboration will empower Kamat Hotels (India) Limited to significantly increase returns from direct bookings, improve brand visibility, and enhance the overall guest acquisition across 18 of its five-star luxurious Ecotels, Heritage Hotels and Leisure resorts.

With a legacy spanning over 85 years, Kamat Hotels (India) Limited stands as a testament to the enduring spirit of Indian hospitality. Also known as KHIL, the group has consistently redefined luxury and comfort, earning a reputation for setting up Asia's first ecotel hotel in the industry.

This partnership aims to elevate Kamat Hotels (India) Limited brand conversions and expand its digital footprint across India. RateGain's solutions, backed by forward-looking intelligence and scientific parity monitoring, will enable Kamat Hotels (India) Limited to deliver highly targeted marketing campaigns and thus, increase direct revenue, boost brand visibility in India and achieve a superior return on advertising spend (ROAS).

"Kamat Hotels (India) Limited is committed to providing exceptional guest experiences, and partnering with RateGain is a strategic step towards achieving this goal," said **Aloy Lobo, Senior Marketing Head at Kamat Hotels (India) Limited**. *"We believe that RateGain's Demand Booster backed by a wealth of travel data and parity insights will be instrumental in driving direct bookings and strengthening our brand presence."*

*"We're confident our partnership with Kamat Hotels (India) Limited will drive significant growth in direct bookings,"* said **Yogeesh Chandra, Chief Strategy Officer at RateGain**. *"UNO Demand Booster leverages RateGain's data lake and integrates with parity and content optimization tools to enhance conversions. Combined with precise targeting, automated bidding, and full-funnel coverage, we'll empower Kamat Hotels to outperform competitors and boost revenue."*

In today's dynamic travel landscape, where competition extends beyond nearby hotels, digital guest acquisition is crucial. Kamat Hotels (India) Limited understands this and by partnering with RateGain, they're demonstrating their commitment to constant innovation.

UNO Demand Booster is reputed for driving direct customer acquisition and unifying distribution through automated bidding strategies and scientific parity monitoring, making it the ideal partner for Kamat Hotels (India) Limited. With access to cutting-edge technology and data-driven insights, Kamat Hotels (India) Limited will be well positioned to adapt to changing market trends and customer preferences, ensuring long-term success.

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### About Kamat Hotels (India) Ltd (KHIL)

KHIL has been a stalwart in the hospitality industry since its inception in 1986, embodying a legacy of over 85 years of excellence. Under the visionary leadership of Dr. Vithal Venkatesh Kamat and the dynamic guidance of Mr. Vishal Vithal Kamat, KHIL thrives with a dedicated team of professionals, ensuring a bright future for the company. Their flagship brand, The Orchid, is renowned across Asia as a trailblazer in eco-sensitive 5-star hospitality, earning over 95 national and international accolades. Complementing this pinnacle of luxury are ventures like Fort Jadhavgad, Maharashtra's foremost Fort Heritage Hotel, and Lotus Eco Beach Resorts, blending heritage with sustainability for unforgettable experiences. KHIL's recent additions, IRA by Orchid Hotels, introduces a 4-star chain strategically located in key destinations across India as well as Toyam By Orchid, a Luxury Wellness Resort in Pune.

Beyond hospitality, KHIL champions impactful initiatives such as educating the girl child, ocean and turtle conservation, forest regeneration, water conservation, and the use of recycled upcycled products as hotel amenities. With a steadfast dedication to responsible hospitality and a commitment to creating memorable experiences, KHIL sets the standard for excellence in the evolving landscape of the industry.

## 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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