

RateGain's Growth Story Becomes an NYU SPS Case Study

India, October 1st, 2024: RateGain Travel Technologies Ltd., a global leader in AI-powered SaaS solutions for the travel and hospitality industries, is now the focus of a compelling new case study developed by the NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality (NYU SPS). Authored by Dr. Vanja Bogicevic, PhD, Director of the HI Hub Experiential Learning Lab at the Tisch Center, this case study is a great learning opportunity for students in hospitality, technology and marketing.

The study offers a look into RateGain's growth as a global technology player that has changed the way commercial teams in travel and hospitality acquire guests, retain them and drive wallet share expansion. It underscores key factors that have contributed to RateGain's success, including:

- Innovative application of AI and machine learning to help the industry accelerate revenue growth while optimizing efficiency
- Focus on building and scaling technology solutions that address future challenges of the industry
- Proactively helping customers with free-to-use insights and helping them stay ahead of the market

Commenting on the case study, **Dr. Vanja Bogicevic, PhD, the Director of the HI Hub Experiential Learning Lab at the NYU SPS Tisch Center, said,** "RateGain's growth as a global player is a good example of how a company can evolve from being a key player in Asia Pacific to engaging large businesses across Europe and the Americas. This case study explores how RateGain has achieved strong, consistent growth by understanding customer needs and attempting to address them. It provides valuable insights into the strategies behind their success and considerations for growing a corporate brand in a rapidly evolving global market."

Bhanu Chopra, Founder and Managing Director, RateGain, expressed his gratitude: "We're honored that NYU SPS has chosen to highlight our journey, which we believe offers valuable lessons for the next generation of business leaders. Building a global brand requires synergy across different businesses, stakeholders and identifying the right opportunity. At RateGain, we are trying to bring the industry together to address the problems we face today, and the challenges we can expect tomorrow – and we are just getting started."

This case study by NYU SPS aims to stimulate classroom discussions and foster critical thinking among students about the effective management and adoption of technology in dynamic industries like travel and hospitality.

To read the case study, [click here](#).

About NYU SPS Jonathan M. Tisch Center of Hospitality

The NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality is a leading center for the study of hospitality, travel, and tourism. Founded in 1995, the Tisch Center was established in response to the growing need for hospitality and tourism undergraduate and graduate education. Its cutting-edge curricula attract bright, motivated students who seek to become leaders in their fields. The NYU SPS Tisch Center launched the Hospitality Innovation

Hub (HI Hub) that will foster entrepreneurship and creative solutions for the industries it serves. The state-of-the-art facilities offer students, start-ups, established industry partners and investors opportunities to learn, discover, innovate, and invest. For more information about the NYU SPS Jonathan M. Tisch Center of Hospitality, visit sps.nyu.edu/tisch.

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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