



## India's Leading OTA and Corporate Travel Provider Yatra drives 30% Growth using RateGain's Price Intelligence Solution for OTAs

**Noida, 4th January, 2024:** RateGain Travel Technologies, a global provider of SaaS products for travel and hospitality today shared a success story with Yatra Online Inc, for its price intelligence product for OTAs. With over 700 corporate customers, Yatra stands as a top choice for corporate travel services. The company's extensive accommodation options include more than 103,000 hotels in India and over 1,500,000 hotels globally, making it a significant player in the online travel sector.

Rakesh Kumar Rana - Head of Hotels for Yatra Online shared, "Maintaining price accuracy and giving the best offer to each guest is crucial for any OTA to improve revenue generation. RateGain's capability to provide us with high volumes of data consistently makes them a dependable partner. Their accuracy, timeliness, and support for any post-delivery issues, which are rare, have been outstanding. RateGain has become more than a service provider; they are a trusted partner, significantly enhancing our operations."

### About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 3100+ 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 Top 23 of 30 Hotel Chains, Top 25 of 30 Online Travel Agents and all the top car rentals including 8 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit [www.rategain.com](http://www.rategain.com).

### Forward-Looking Statements

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential, and target dates for project-related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

The Detailed success story is provided below for your reference.

### Media Contact

Ankit Chaturvedi

[ankit.chaturvedi@rategain.com](mailto:ankit.chaturvedi@rategain.com)

Global Head-Marketing

SUCCESS STORY

# Yatra's **30%** Growth Journey Using RateGain's Price Intelligence Solution

Company Name: **Yatra Online, Inc**

Website: **Yatra.com**

RateGain's Solution: **Price Intelligence for OTAs**



## About Yatra

---

**Yatra Online, Inc**, the parent company of Yatra Online Limited, is headquartered in Gurugram, India. As a leading figure in India's travel industry, Yatra offers a comprehensive range of travel-related services.

These include domestic and international air travel, hotel bookings, holiday packages, buses, trains, city

activities, inter-city and point-to-point cabs, homestays, and cruises.

With over **700 corporate customers**, Yatra stands as a top choice for corporate travel services. The company's extensive accommodation options include more than **103,000 hotels in India** and over **1,500,000 hotels globally**, making it a significant player in the online travel sector.

## The Challenge

---

In the dynamic and competitive travel and hospitality industry, Yatra faced the formidable challenge of maintaining real-time prices and inventory for an extensive range of hotels.

The market's inherent volatility, with rates subject to frequent and sometimes abrupt changes, demanded a sophisticated solution.

This solution needed to not only provide a detailed and consolidated view of pricing and availability but also adapt swiftly to the fast-paced nature of hotel rate fluctuations.

The challenge was further compounded by the need to synchronize this information across various booking platforms, ensuring consistency and reliability in their offerings.



## How RateGain Helped Yatra

---

RateGain's advanced solutions emerged as a game-changer for Yatra, significantly bolstering their position in the travel and hospitality sector. By implementing RateGain's cutting-edge technology, Yatra was able to achieve real-time synchronization of prices and inventory across multiple platforms. This not only enhanced their competitiveness but also ensured compliance with regulatory standards in price and inventory parity.

The impact of RateGain's intervention was profound and multifaceted. Firstly, it enabled Yatra to effectively match market pricing, a critical factor in attracting and retaining customers in a price-sensitive market. This strategic alignment led to a remarkable **25-30% increase in revenue**, a growth trajectory

that continued to ascend over time. Additionally, RateGain's solutions provided Yatra with accurate, timely data and actionable insights, empowering them to make informed decisions and stay ahead of market trends.

A significant operational benefit was the reduction in manual labor. Prior to RateGain's involvement, Yatra's team spent approximately **4-5 hours daily** on manual updates and checks. RateGain's automated solutions freed up this valuable time, allowing the team to focus on strategic initiatives and customer service improvements.

This not only translated into cost savings but also enhanced overall operational efficiency and employee productivity, further contributing to Yatra's success in the travel and hospitality industry.

## Customer Testimonial

---

“ Maintaining price accuracy is crucial for any OTA's revenue generation. RateGain has been instrumental in providing us with data-enriched deliveries and insights.

Their accuracy, timeliness, and support for any post-delivery issues, which are rare, have been outstanding. RateGain has become more than a service provider; they are a trusted partner, significantly enhancing our operations. ”



**Rakesh Kumar Rana**  
Head of Hotels



yatra + RateGain

---

Founded in 2004 and headquartered in India, **RateGain Travel Technologies Limited** is a global leader in providing SaaS solutions for the travel and hospitality industry. Working with over **3100 customers and 700 partners in more than 100 countries**, RateGain specializes in accelerating revenue generation through acquisition, retention, and wallet share expansion. As one of the world's largest processors of electronic transactions, price points, and travel intent data, RateGain supports revenue management, distribution, and marketing teams across various sectors, including hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises, and ferries. For more information, visit [www.rategain.com](http://www.rategain.com).