

October 06, 2025

To,

National Stock Exchange of India Limited

(NSE: RATEGAIN)

BSE Limited

(BSE: 543417)

**Sub: Press Release on “RateGain Launches SoHo: AI-Powered Social Media Solution Designed to Redefine Hotel Guest Engagement”**

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 SoHo: AI-Powered Social Media Solution Designed to Redefine Hotel Guest Engagement*”

Please take the above information on record.

Thanking you.

Yours faithfully,

For RateGain Travel Technologies Limited

Mukesh Kumar  
General Counsel,  
Company Secretary & Compliance Officer  
Membership No.: A17925

RateGain®

## RateGain Launches SoHo: AI-Powered Social Media Solution Designed to Redefine Hotel Guest Engagement

**Noida, 6<sup>th</sup> October 2025: RateGain Travel Technologies Limited (RateGain), a global provider of AI-powered SaaS solutions for the travel and hospitality industry, today announced the launch of SoHo: Social for Hospitality, the rebranded identity of BCV, built to help hotels turn social into a revenue driving channel in an era of guest led journeys.**

For more than a decade, BCV supported hotels in a brand-led funnel. But traveler behavior has changed: today's guest journey is fragmented and guest-led, leaving hotels with disconnected tools and missed opportunities. **WTM research shows that 62% of travelers make booking decisions based on online content, and 72% say influencer and creator content influences their choices.** SoHo bridges this gap by combining AI-powered technology with expert services – unifying content creation, publishing, engagement, reputation management, influencer marketing, and performance into a single command center that not only empowers hoteliers with the right tools but also partners with them to maximize every touchpoint.

Built for hospitality, SoHo helps hotels turn social media into a revenue-driving channel. The guest journey is no longer linear, as travelers weave between social, search, and metasearch at different moments. Social drives discovery and validation, while search and metasearch provide depth and comparison, each reinforcing the other. Together, these touchpoints shape reputation and revenue, with social proof now influencing every stage.

“As hotels shift from a brand-led funnel to today's guest-led journey, social has become the command center of influence,” said **Carla Shaw, General Manager, SoHo, RateGain.** “Guests now discover, validate, and decide in a single scroll. With SoHo, we help hoteliers harness this new reality, turning discovery into trust, trust into equity, and equity into bookings. This rebrand is not just a change in name, but a recognition of how the funnel has been rewritten and a commitment to help hotels thrive in a world where social proof drives revenue.”

“SoHo is not just another social tool; it is the only hospitality-first solution that combines the world's richest travel dataset with AI to make every guest interaction measurable and revenue-generating,” said **Bhanu Chopra, Founder and Managing Director, RateGain.** “Social is now the interactive layer where trust is built and decisions are made, and with SoHo we are giving hoteliers clarity, confidence, and the ability to turn every interaction into revenue.”

Today's announcement marks more than a name change; it is a rebrand that reflects the changing role of social media in hospitality. Building on this foundation, SoHo will continue to evolve with new capabilities designed to connect every stage of the guest journey with clarity and measurable results.

To explore how SoHo can help your property turn social into a powerful revenue channel, visit [rategainsoho.com](http://rategainsoho.com).

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### 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 15 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit [www.rategain.com](http://www.rategain.com)

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