

January 13, 2026

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

BSE Limited
(BSE: 543417)

Sub: Press Release on “RateGain Strengthens Global Hospitality Leadership as Sojern Is Named the No.1 Digital Marketing Agency for Hotels”

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 Strengthens Global Hospitality Leadership as Sojern Is Named the No.1 Digital Marketing Agency for Hotels.*”

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 Strengthens Global Hospitality Leadership as Sojern Is Named the No.1 Digital Marketing Agency for Hotels

India, 13th January 2026: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader of AI-powered SaaS solutions for the travel and hospitality industry, today announced that Sojern, its recently acquired AI-powered marketing platform built for hospitality, has been named Best Digital Marketing Agency in the 2026 HotelTechAwards, presented by Hotel Tech Report.

The HotelTechAwards recognize the world's leading hotel technology companies based on verified customer reviews and proprietary data signals, including market presence, integration capabilities, organizational health, and customer support quality. Each year, millions of hotel industry professionals rely on HotelTechReport.com to inform technology purchasing decisions.

“Being recognised by Hotel Tech Report as the Best Digital Marketing Agency in 2026 is a powerful validation of the value our technology and teams deliver to hospitality marketers globally,” said **Kurt Weinsheimer, Chief Strategy Officer at Sojern**. “As travel brands navigate an increasingly complex and competitive digital landscape, we continue to evolve our AI-powered platform to help our customers cost-effectively drive direct demand, engage guests in real-time, and maximize revenue opportunities across the entire guest journey. This recognition reflects the trust our customers place in us and the strength of the teams behind our technology.”

Bhanu Chopra, Founder and MD, RateGain said, “This award underscores the strength of Sojern’s teams and their AI-led marketing expertise. As part of RateGain, these capabilities broaden our portfolio and reinforce our belief in an integrated platform strategy. Together, we are advancing our marketing technology offerings to help travel and hospitality brands unlock more measurable, performance-driven growth at scale”

Often referred to as “*the Grammys of Hotel Tech*,” the HotelTechAwards evaluate more than 200 technology products worldwide and are the industry’s only data-driven awards program, with winners determined by verified hotelier reviews across more than 120 countries.

“The ranking process is simple, transparent, and unbiased judging is based on time-tested factors developed specifically for the hospitality industry,” said **Jordan Hollander, CEO of Hotel Tech Report**. “The HotelTechAwards are won based on verified hotelier feedback and objective performance data, which makes them one of the most demanding recognitions in hospitality technology.”

Sojern’s accolade highlights its differentiation from traditional digital marketing agencies, leveraging AI-powered traveler audiences, multichannel activation, and measurable performance insights to deliver stronger marketing outcomes and guest loyalty for hospitality brands. Sojern was recently acquired by RateGain. The businesses are integrating AI-powered capabilities and global scale to accelerate innovation across the travel ecosystem.

“Sojern’s recognition as Best Digital Marketing Agency reflects its ability to consistently deliver what hoteliers care about most from a marketing partner: qualified demand, efficient customer acquisition, and measurable return on spend,” **Hollander** added. Its strength lies in combining AI-driven traveler intent data with disciplined multichannel execution, helping hotels turn marketing investment into direct bookings at scale.”

The 2026 Best Digital Agency distinction builds on Sojern’s continued momentum following previous HotelTechReport accolades, including recognition for excellence in **Digital Marketing (2023 and 2024)** and **Global Customer Support Capabilities (2022)**, and underscores the company’s long-standing commitment to innovation, performance, and customer success in hospitality marketing.

Browse dozens of [verified reviews](#) at Hotel Tech Report to see what customers say about working with Sojern.

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 13,000+ customers and 700+ partners in 160+ 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 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rentals, and all leading OTAs and metasearch websites, including 25 Global Fortune 500 companies, in unlocking new revenue every day.

About Hotel Tech Report

HotelTechReport is the premier global research platform for hotel technology, serving over 1.5 million industry professionals annually. The platform connects hoteliers with the best technology solutions to improve guest satisfaction and operational efficiency. HotelTechReport is the leading global platform for hotel software reviews, rankings, and buyer education. With over 80,000 verified hotelier reviews and a proprietary scoring system that emphasizes customer outcomes, HotelTechReport is relied on by hoteliers in over 150 countries to make informed technology decisions. Learn more at hoteltechreport.com.

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