

April 13, 2026

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

BSE Limited
(BSE: 543417)

Sub: Press Release on “RateGain Launches RG Varsity, a Certification Initiative Built for the AI Era of Hotel Marketing”

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 RG Varsity, a Certification Initiative Built for the AI Era of Hotel Marketing*”

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 Launches [RG Varsity](#), a Certification Initiative Built for the AI Era of Hotel Marketing

India, 13 April, 2026: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader in AI-powered SaaS solutions for the travel and hospitality industry, today announced the launch of [RG Varsity](#), a digital marketing certification program designed to help hotel professionals navigate a rapidly changing customer acquisition landscape and build skills that directly impact revenue performance.

The launch comes at a critical moment. Hotels are increasing digital marketing budgets, yet many teams still cannot clearly explain what is driving or undermining their results. Part of the challenge is structural: travelers are now discovering and evaluating options across a wider mix of platforms, from search and social media to AI-powered interfaces such as conversational search and generative recommendations, making the path to purchase more fragmented and harder to influence. According to RateGain's State of Distribution 2025 report, nearly 70 percent of hotels say they struggle to understand why their return on ad spend underperforms.

Artificial intelligence and automation are making this harder to ignore. Campaigns today demand precision, timing, and relevance across channels not just visibility. Yet while marketing tools have grown more sophisticated, the ability of hotel teams to translate data into consistent, measurable performance has not kept pace. The result is a widening gap between the technology available, and the outcomes hotels are achieving.

RG Varsity is designed to close that gap. Built for hotel commercial and marketing teams, the program goes beyond theory to help professionals understand how to acquire the right customer, optimize ad spends, and connect marketing decisions directly to revenue outcomes.

"The industry does not just have a technology gap, it has a clarity gap," said Bhanu Chopra, Founder and Managing Director, RateGain. "Hotels have access to more data and AI-driven tools than ever before but knowing how to use them to consistently acquire the right customer and drive performance is where many teams need support."

The curriculum reflects that focus on clarity and application. It covers three core areas, digital marketing fundamentals in an AI-driven environment, performance and return on ad spend optimization, and building a digital revenue strategy that aligns marketing with broader commercial goals, all grounded in insights from thousands of hotels working with RateGain globally. The emphasis throughout is on applying concepts to real business scenarios, not theory alone.

The program is designed to deliver value at two levels. For individual professionals, it offers a pathway to build career relevance as employer expectations shift rapidly toward measurable outcomes. For hotel organizations, it creates teams better equipped to manage increasingly complex acquisition channels with confidence.

As part of the launch, RateGain has recognized a founding cohort of certified practitioners – Shilpa Samal (Senior Digital Marketing Manager, SALA Hospitality Group); Sonia Wadhwa (DGM Sales & Marketing, DLF Hospitality), and Dolly Mahato (Revenue Specialist, DLF Hospitality) – who demonstrated strong digital marketing performance, with the aim of building a practitioner community that shares best practices and sets new benchmarks for customer acquisition across hospitality.

RG Varsity is now available globally. Visit <https://varsity.rategain.com/>



RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality, working with 13,000+ customers and 700+ partners across 160+ countries. RateGain helps travel and hospitality businesses accelerate revenue generation through acquisition, retention, and wallet share expansion.

Today, RateGain is one of the world's largest processors of electronic transactions, price points, and travel intent data, enabling revenue management, distribution, and marketing teams across hotels, airlines, destination marketing organizations, online travel agents, metasearch companies, package providers, car rentals, travel management companies, cruises, and ferries to drive better business outcomes.

Founded in 2004 and headquartered in India, RateGain works with 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rental companies, and all leading DMOs, OTAs, and metasearch platforms, including 25 Global Fortune 500 companies, unlocking new revenue every day.

Media Contact:

Aastha Khurana: media@rategain.com