

April 15, 2026

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

**BSE Limited**  
(BSE: 543417)

**Sub: Press Release on “RateGain Launches FIFA World Cup 2026 Market Pulse Dashboard for Real-Time Travel Demand Insights Across 16 Host Cities”**

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 FIFA World Cup 2026 Market Pulse Dashboard for Real-Time Travel Demand Insights Across 16 Host Cities**”

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 FIFA World Cup 2026 Market Pulse Dashboard for Real-Time Travel Demand Insights Across 16 Host Cities

**India, 15<sup>th</sup> April 2026: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader in AI-powered SaaS solutions for the travel and hospitality industry,** today launched the FIFA World Cup 2026 Market Pulse Dashboard, a first-of-its-kind, free resource giving travel brands continuous visibility into where travelers are going, how far in advance they're booking, and which markets are driving demand across all 16 World Cup host cities in the U.S., Canada, and Mexico.

Built on Sojern's travel intent data, the world's largest of its kind and now part of RateGain, the dashboard is updated every 24 hours, tracking live flight and hotel booking signals as they evolve in the lead-up to the tournament. This builds on RateGain's scale in processing global demand signals across airlines, hotels, and destinations. Built for travel marketers, revenue managers, DMOs, and hospitality operators who need to make real-time decisions on pricing, inventory, and campaign targeting, without delays in data availability.

The dashboard gives brands a continuously refreshed view of:

- Flight and hotel booking trends across all 16 U.S., Mexico, and Canada host cities
- Source market breakdowns showing which countries demand originate from
- Booking window trends showing how far in advance travelers are committing
- Rate movement tracking across the World Cup travel window
- Demand growth signals by city, updated daily as new booking data flows in

Early data already points to strong, broad-based demand, with a majority of FIFA World Cup 2026 host cities seeing double-digit increases in flight bookings two months ahead of the tournament. Standout growth is being recorded across multiple destinations, with the dashboard continuing to reflect the latest picture as the tournament approaches.

"The FIFA World Cup is one of the most significant demand events the global travel industry has seen in years and the brands that will win are the ones acting on real-time intelligence, not waiting for the data to catch up," **said Bhanu Chopra, Founder and Managing Director of RateGain.** "We're making it available to all because the entire industry benefits when decisions are grounded in signal, not sentiment."

"This is a fundamentally different kind of World Cup spread across 16 host cities in three countries and travel brands need to know exactly where their guests are coming from and where they're headed," **said Mark Rabe, CEO at Sojern.** "The Market Pulse Dashboard was built to answer that question in real time, so every hotel, destination, and travel marketer can target smarter and capture demand as it builds."

The dashboard is live now at [fifa26marketpulse.rategain.com](https://fifa26marketpulse.rategain.com) and is free to access.

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### About RateGain

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](mailto:media@rategain.com)