

March 19, 2026

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

**BSE Limited**  
(BSE: 543417)

**Sub: Press Release on “RateGain Launches SoHo Suite: AI-Powered Social Growth Platform for Hospitality”**

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 Suite: AI-Powered Social Growth Platform for Hospitality*”

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 SoHo Suite: AI-Powered Social Growth Platform for Hospitality

**Noida, 19th March 2026: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global provider of AI-powered technology solutions for the hospitality and travel industry, today announced the launch of SoHo Suite.** SoHo is designed to help hospitality brands turn social engagement into measurable demand and direct bookings.

As travel discovery increasingly shifts to social platforms, where inspiration, validation, and booking decisions are shaped in real time, the launch comes at a moment when global travel demand is being reshaped by geopolitical tensions, economic uncertainty, and AI-driven discovery, forcing hotels to respond faster to constantly evolving traveler behavior. SoHo Suite addresses this challenge by bringing together **Digital Asset Management (DAM), Social Media Publishing, and Community Inbox** into one unified platform built for hospitality teams. At its core, AI orchestrates these capabilities in real time, automatically organizing and surfacing the right assets, assisting teams with content creation, identifying timely moments to publish, and prioritizing guest conversations across platforms. This allows corporate and property teams to manage social media across properties with speed, consistency, and operational precision from a single intelligent system.

SoHo's **AI-powered Digital Asset Management** acts as a storytelling engine, powering consistent, high-impact storytelling across properties and brings every photo, video, and approved brand asset into one centralized library. Using smart tagging, visual search, and automated organization, the platform enables teams to instantly find and deploy the right content when demand shifts.

The platform's **Publishing capabilities** helps with demand activation turning content into timely demand signals. Through a unified calendar, corporate and property teams can plan, approve, and schedule posts across major social channels from one place. AI plays a central role by suggesting content and generating copy aligned with each brand's tone of voice, using built-in guardrails to ensure consistency and compliance. By identifying relevant events and market moments, the platform prepares ready-to-publish content.

Once content goes live, the real conversation begins. Guests comment, message, ask questions, and sometimes raise concerns. **Community Inbox** turns guest interactions into trust signals that influence bookings. Built-in AI understands guest intent and sentiment in real time, flags urgent issues early, and prepares proactive responses aligned with the hotel's brand persona. Teams stay fully in control, reviewing and sending replies, while the system makes every response faster, smarter, and crisis-ready.

"Hotels today operate in a world where travel demand can shift overnight," said **Carla Shaw, General Manager of SoHo at RateGain.** "In this environment, visibility and responsiveness are no longer optional. We built SoHo Suite specifically for hospitality to help hotels operate social media with the same agility they apply to pricing and revenue. SoHo enables hotel teams to stay visible, proactive, and ready to respond and ultimately convert social engagement into measurable demand and bookings."

**The SoHo Suite is now available to hotel groups and independent properties worldwide.**

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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 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.

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