

December 19, 2023

To,

National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on 'RateGain's Channel Manager Endorsed by India's Leading Hotel Chain Sarovar Hotels and Resorts'

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's Channel Manager Endorsed by India's Leading Hotel Chain Sarovar Hotels and Resorts'.

Please take the above information on record.

Thanking you.

Yours faithfully,

For RateGain Travel Technologies Limited



(Thomas P. Joseph)
Vice President - Legal & Company Secretary
Memb. No.: F9839

RateGain®



RateGain's Channel Manager Endorsed by India's Leading Hotel Chain Sarovar Hotels and Resorts

Noida, 19th December, 2023: RateGain Travel Technologies, the leading provider of SaaS products for travel and hospitality today shared a success story with India's leading hotel chain, Sarvor Hotels and Resorts for its channel manager product. Sarovar Hotels and Resorts is owned by European Hotel Chain Louvre Hotel Group which is worth \$5.5 billion and has over 140+ hotels over 11 brands.

Sharing feedback on behalf of Sarovar Hotels and Resorts, Saurabh Vashisht, Country Director - Revenue Strategy & Distribution shared, "With RateGain Channel Manager, our hotels could manage rates & availability better. This assisted in better positioning with rate parity & improved revenues because of it."

The Detailed success story is enclosed herewith.

Media Contact

Ankit Chaturvedi

ankit.chaturvedi@rategain.com

Global Head-Marketing

RateGain[®]



SUCCESS STORY

How **Sarovar Hotels & Resorts** is Maximizing Visibility and Revenue with RateGain's Channel Manager

At A Glance

Company Name	:	Sarovar Hotels & Resorts
Location	:	India
Website	:	https://www.sarovarhotels.com
RateGain's Solution	:	RateGain's Channel Manager

About the Customer

Sarovar Hotels Pvt. Ltd. is a leading hotel management company and one of the fastest-growing chains of hotels in India. Headed by a team of industry veterans, the Company manages over 100 operational hotels in over 70 destinations in India and overseas, under Sarovar Premiere, Sarovar Portico, Hometel and Golden Tulip brands.

Their goal is to become the preferred brand that guests eagerly revisit, accomplished through unmatched standards in accommodation, Food & Beverage and hospitality. Recognized for their commitment to distinctiveness and outstanding service, Sarovar Hotels & Resorts prioritize guest satisfaction.

In 2014, Sarovar Hotels & Resorts encountered several challenges in their revenue management process. Beyond pinpointing prices, the group faced the urgent need to swiftly convey rates to partners, underscoring the essence of time.

The Challenge faced by Sarovar Hotels & Resorts

The hospitality sector was experiencing intensified competition due to the emergence of new entrants, innovative products, and advanced systems.

- Addressing the Revenue Manager's challenges in optimizing pricing and adapting to market changes was crucial.
- There was a need for real-time, accurate updates and facilitation of efficient inventory management, empowering the Revenue Manager to make informed decisions and adeptly react to market dynamics.
- Comprehending and analyzing pivotal business drivers became essential for devising effective pricing strategies.
- In such a volatile and highly competitive environment, an efficient channel manager became indispensable for a conglomerate like Sarovar Hotels & Resorts to retain their market standing, amplify revenue, and adeptly navigate the shifting hospitality terrain.





With RateGain Channel Manager, our hotels could manage rates & availability better. This assisted in better positioning with rate parity & improved revenues because of it.

Saurabh Vashisht

Country Director - Revenue Strategy & Distribution
Sarovar Hotels & Resorts

How RateGain Helped Sarovar Hotels & Resorts

Sarovar Hotels & Resorts adopted RateGain’s Channel Manager. This robust solution guarantees:



Real-time, **lightning-fast rate push under 2 minutes** from channel manager to the OTAs



RateGain’s Channel Manger offers an **advanced analytics dashboard** to view channel, property, brand level insights and performance.



Stop-sell functionality to avoid overbookings

By applying restrictions like Minimum Length of Stay (MLOS), Closed to Departure (CTD), and Closed to Arrival (CTA) Sarovar Hotels & Resorts has refined their pricing strategies to accelerate revenue. Our system grants hotels full control over their pricing strategies by addressing rate disparities across OTAs. For instance, if a specific OTA elevates the rate, our technology ensures the hotel can swiftly push the revised rate to maintain rate parity across all platforms. This targeted update mechanism offers hotels superior control over their pricing strategies, ensuring rate consistency across various OTAs.

Creating Success in Partnership with RateGain

Starting this year, Sarovar Hotels & Resorts has successfully:



Processed
59Mn ARI
till date across
30 branches



In the Year 2022, with the help of RateGain’s Channel Manager Sarovar Hotels & Resorts achieved
booking for 77K room nights



Distributed rates across
168 regional and global channels
in real-time



About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 3100+ 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. For more information, please visit <https://www.rategain.com>.