

# RateGain Travel Technologies Limited

(Formally Known as RateGain Travel Technologies Pvt. Ltd.)



April 21, 2022

To,

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

**BSE Limited**  
(BSE: 543417)

**Sub: Press Release on 'Caesars Entertainment selects RateGain for Rate Intelligence'**

Dear Sir / Madam,

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 'Caesars Entertainment selects RateGain for Rate Intelligence'.

Please take the above information on record.

Thanking you.

Yours faithfully,

**For RateGain Travel Technologies Limited**

A handwritten signature in blue ink, appearing to read 'Thomas P. Joshua', is written over a circular stamp.



**(Thomas P. Joshua)**

**Vice President – Legal & Company Secretary**

**Memb. No.: F9839**

**Encl.: As above.**



## Caesars Entertainment selects RateGain for Rate Intelligence

**The Largest Gaming Company in the U.S. will leverage OPTIMA, PARITY+, and Closed Loop rate parity (Test Reservation) to stay on top of its market and stop revenue leakage.**

**DALLAS, April 21, 2022** -- RateGain Travel Technologies Limited (RateGain), a provider of SaaS solutions for travel and hospitality, announced today that it has been selected by Caesars Entertainment, Inc. (Caesars), the largest gaming company in the United States, to provide real-time rate intelligence to boost hotel performance, profitability, and RevPar.

As part of the deal, Caesars will be implementing RateGain's products OPTIMA, PARITY+, and Closed Loop rate parity (Test Reservation) across 50+ properties throughout the United States.

Caesars selected RateGain's OPTIMA, which will provide real-time competitive intelligence. Its MarketDRONE Narratives feature will help every Caesars property get actionable insights to insure its industry leading position against sudden market changes.

Through an easy-to-use, multilingual platform, OPTIMA provides a large variety of channels to shop from, along with automated market insights helping Caesars' revenue team with operational efficiency, including modern features lacking in other rate intelligence products in the market.

In addition, pricing teams will also detect revenue leakage to ensure Caesars is in sync with all its demand partners to offer the right prices across channels. Using closed-loop rate parity, the pricing team would validate any rate parity violations, helping build transparency and control the hotel chain's pricing strategy.

Looking optimistic about the future of travel, Pavan Kapur, SVP, Commercial Operations for Caesars Entertainment, commented, "RateGain's innovative products help us maintain competitiveness across all our markets by enabling our teams to make educated pricing decisions."

Commenting on the partnership, Chinmai Sharma, President Americas at RateGain said, "The team at Caesars has always been a leader in identifying trends in the market and adopting them to provide their guests the best experience across every touchpoint. Delivering the right price for each property across every channel is a big part of that experience, and we are delighted that Caesars has selected us to help them improve pricing efficiency and margins in the new normal."

Since the beginning of 2021, RateGain has been launching AI-first products to help the hospitality industry recover and adapt to the pandemic quickly, as part of which it launched Demand AI to accurately predict demand changes and Content AI to improve conversions across demand partners.

### **About Caesars Entertainment, Inc.**

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the US and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno,

NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars®, Harrah's®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the company focuses on building value with its guests through a unique combination of impeccable service, operational excellence, and technology leadership. Caesars is committed to its employees, suppliers, communities, and the environment through its PEOPLE PLANET PLAY framework. Know When to Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit. [www.caesars.com/corporate](http://www.caesars.com/corporate).

### About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with over 2200+ customers in over 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion. Founded in 2004 and headquartered in India, today RateGain works with Top 23 of 30 Hotel Chains, Top 25 of 30 Online Travel Agents and all the top car rentals including 8 Global Fortune500 companies. RateGain is one of the world's largest processors of electronic transactions and price points for the travel and hospitality industry and is the largest Software as a Service ("SaaS") company in the hospitality and travel industry in India. It offers travel and hospitality solutions across a wide spectrum of verticals including hotels, airlines, online travel agents ("OTAs"), meta-search companies, vacation rentals, package providers, car rentals, rail, travel management companies, cruises, and ferries. For more information, please visit [www.rategain.com](http://www.rategain.com)

Company:	Investor Relations Advisors:
<p><b>RateGain Travel Technologies Limited</b> (Formerly Known as RateGain Travel Technologies Pvt. Ltd.)</p>  <p>CIN No: L72900DL2012PLC244966 Name: Mr. Thomas P Joshua Design: Vice President – Legal &amp; Company Secretary Email: <a href="mailto:investor.relations@rategain.com">investor.relations@rategain.com</a></p>	<p><b>Strategic Growth Advisors Private Limited</b></p>  <p>CIN No: U74140MH2010PTC204285 Mr. Rahul Agarwal / Mr. Aakash Mehta Email: <a href="mailto:rahul.agarwal@sgapl.net">rahul.agarwal@sgapl.net</a>/<a href="mailto:aakash.mehta@sgapl.net">aakash.mehta@sgapl.net</a> Tel No: +91 98214 38864/ +91 9819178243</p>