

RateGain Welcomes Industry Stalwart Michel Taride as Board Advisor

New Delhi, 23rd January 2024: RateGain Travel Technologies Limited, a leading global provider of SaaS solutions for the travel and hospitality sector, has announced the appointment of Michel Taride, a distinguished expert in travel, transportation, and mobility, as a Board Advisor.

Formerly the Group President of Hertz International, a leading global car rental brand, Michel was responsible for overseeing all wholly owned and franchise operations in over 150 countries. With a wealth of experience in operations, commercial activities, and divisional management, he also serves as an Ambassador for the World Travel and Tourism Council (WTTC) and as the GTTP (Global Travel and Tourism Partnership – a charity operating in education for Travel and Tourism) Board Chair. Additionally, **Michel** is actively involved in promoting 'smart mobility' through collaborations with startups and incubators.

Bringing nearly four decades of experience in the automotive, mobility, and travel industries, **Michel** will play a crucial role in guiding RateGain's product and commercial strategy for its car rental offerings, including the innovative AI-powered Rev-AI that helps car rental companies improve their margins and generate more revenue, while automating their revenue management operations.

Welcoming Michel to the board, **Bhanu Chopra, Founder, and Managing Director of RateGain**, said, "As you grow a company it is important for you to have people who were a critical part of your journey, and Michel played a key role in RateGain's early years, which is why I feel honored to have him as an advisor and placing his trust in RateGain once again. His profound knowledge and visionary leadership in the travel and hospitality sector align perfectly with our mission to revolutionize this industry through technology. We are confident that his guidance will propel us to new heights, helping us deliver even more value to our clients and stakeholders."

Michel Taride expressed his enthusiasm about this new role, stating, "RateGain has come a long way over the last few years and I am delighted to get the opportunity to advise and contribute to the amazing work Bhanu's team is determined to do for the travel industry. I look forward to leveraging my experience to support RateGain's growth and to help drive transformation in an industry that is close to my heart."

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 businesses. Founded in 2004 and headquartered in India, today RateGain works with the Top 23 of 30 Hotel Chains, the Top 25 of 30 Online Travel Agents, and all the top car rentals, including 8 Global Fortune 500 companies, in unlocking new revenue every day. For more information, please visit www.rategain.com.

Forward-looking Statements

Certain statements in this release are forward-looking statements, which involve some risks, uncertainties, assumptions and other factors that could cause actual results to differ materially from those in such forward-looking statements. All statements, other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to the statements containing the words 'planned,' 'expects,' 'believes,' 'strategy,' 'opportunity,' 'anticipates,' 'hopes', or other similar words. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding impact of pending regulatory proceedings, fluctuations in earnings, our ability to manage growth, intense competition in IT services, data services, and consulting services including those factors which may affect our cost advantage, wage increases in India, customer acceptance of our services, products and fee structures, our ability to attract and retain highly skilled professionals, our ability to integrate acquired assets in a cost-effective and timely manner, time and cost overruns on fixed-price, fixed-timeframe contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, the success of our brand development efforts, liability for damages.

Media Contact

Ankit Chaturvedi

ankit.chaturvedi@rategain.com

Global Head-Marketing



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