

January 27, 2026

To,

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

**BSE Limited**  
(BSE: 543417)

**Sub: Press Release on "RateGain Announces Sojern and Red Roof's Expanded Relationship with AI Concierge Rollout"**

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 Announces Sojern and Red Roof's Expanded Relationship with AI Concierge Rollout"

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 Announces Sojern and Red Roof's Expanded Relationship with AI Concierge Rollout

**India, 27<sup>th</sup> January 2026:** RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader of AI-powered SaaS solutions for the travel and hospitality industry, today announced the deployment of Sojern's AI Concierge solution across Red Roof, a leading economy lodging brand in U.S.A. Sojern, RateGain's recently acquired AI-powered marketing platform built for hospitality, will help Red Roof enhance guest engagement, streamline operations, and strengthen commercial performance across the portfolio.

Sojern's AI Concierge enhances every stage of the guest journey by automating routine interactions, from service requests and amenity questions to in-stay issue reporting, reducing front desk workload while ensuring guests receive fast, personalized responses at scale.

This rollout builds on a strategic relationship between Red Roof and Sojern that began in 2024 with the adoption of Reputation Manager, part of Sojern's Guest Experience Platform. Leveraged across more than 700 properties, Reputation Manager enables real-time guest feedback monitoring and response during and after the stay, giving Red Roof team members greater visibility into guest sentiment and the ability to resolve issues before they impact reviews. During Q4 2025, Red Roof recorded a **6.64% improvement in internal quality metrics and a 3.14% increase in social scores**, demonstrating measurable gains in guest experience and brand perception.

"Aligned with our commitment to *"Genuine Relationships. Real Results."* and our franchisee-focused business model, the expansion marks the next chapter in Red Roof's innovation roadmap, connecting marketing, operations, and guest experience through a more integrated, data-driven, AI-enhanced approach, while empowering franchisees with scalable tools that support consistent, high-quality service," said **Steve Woodward, Vice President of Innovation, Learning and Development at Red Roof**.

"Red Roof has long been at the forefront of operational excellence, and we're proud to deepen our partnership as they expand their AI-driven guest engagement strategy," said **Baskar Manivannan, Vice President, Guest Engagement Platform at Sojern**. "By combining conversational AI, real-time insights, and actionable recommendations, AI Concierge empowers Red Roof franchisees to deliver faster support, elevate guest satisfaction, and unlock new revenue opportunities—all while easing the strain on front-line teams."

The partnership reinforces Red Roof's commitment to embedding AI across guest engagement and operational efficiency initiatives, supporting franchisees with scalable, easy-to-implement solutions. It also demonstrates Sojern's continued momentum in delivering an integrated Guest Experience Platform that helps hoteliers meet rising guest expectations while navigating labor constraints and margin pressures.

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### About Red Roof

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof's portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof's dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit [redroof.com](http://redroof.com) or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit [redrooffranchising.com](http://redrooffranchising.com).

### 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.

## PRESS CONTACTS:

### Global:

Aastha Khurana (RateGain): [media@rategain.com](mailto:media@rategain.com)

Yasmine Najib (Sojern): [press@sojern.com](mailto:press@sojern.com)

Elliott Mest (Red Roof): [elliott@mfcpr.com](mailto:elliott@mfcpr.com)

**Corporate Office Address:** Plot No. 3,4,5, Club 125, Tower A, 4th Floor

Sector - 125 Noida - 201301, Uttar Pradesh India

**Registered Office Address:** M-140, Greater Kailash, Part-II, Delhi-110048

**Tel:** +91 120 5057000

**CIN:** L72900DL2012PLC244966

**Website:** [www.rategain.com](http://www.rategain.com)

**E-mail:** [help@rategain.com](mailto:help@rategain.com)