

July 03, 2025

To,

**National Stock Exchange of India Limited**

(NSE: RATEGAIN)

**BSE Limited**

(BSE: 543417)

**Sub: Press Release on “RateGain Appoints Ashish Sikka to Lead AI-Driven UNO Platforms as Senior Vice President & Business Head”**

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 Appoints Ashish Sikka to Lead AI-Driven UNO Platforms as Senior Vice President & Business Head*'.

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®

## RateGain Appoints Ashish Sikka to Lead AI-Driven UNO Platforms as Senior Vice President & Business Head

**Noida, 3<sup>rd</sup> July 2025:** RateGain Travel Technologies Limited (RateGain), a global provider of AI-powered SaaS solutions for the travel and hospitality industry, today announced the appointment of Ashish Sikka as Senior Vice President and Business Head – UNO. In this role, Ashish will lead the global growth UNO, RateGain's AI-first suite built to simplify, automate, and optimize hotel operations.

UNO brings together RateGain's Channel Manager, Central Reservation System (CRS), Booking Engine, and VIVA (AI-powered voice and agentic solution) into a unified experience that automates decision-making, breaks silos, and drives better outcomes for hotel teams. In a short span, many hotels have adopted UNO, reporting tangible gains in bookings and more effective distribution management.

Ashish will oversee strategy, innovation, and adoption of UNO globally, with a focus on strengthening its AI capabilities and delivering faster, insight-led actions to hotel partners. With over 17 years of experience across strategy, transformation, and leadership, he has previously held key roles at Ecom Express, OYO, Propstack, and Kearney, with cross-market exposure across India, Europe, and Southeast Asia.

*"Ashish brings a rare blend of strategic foresight and operational excellence, along with a strong understanding of AI-driven business models," said Bhanu Chopra, Founder and Managing Director, RateGain. "With AI continuing to redefine how the travel industry operates, Ashish's leadership will accelerate the growth of our UNO platforms—making them smarter, faster, and more effective for our customers globally. We are delighted to welcome him to RateGain."*

*"Travel as a category is becoming more personalized, non-discretionary, highly segmented, and digitally led," said Ashish Sikka, Senior Vice President and Business Head – UNO Platforms, RateGain. "Hotels and travel providers globally need credible SaaS partners who can deliver revenue-maximizing, efficient platforms that offer real competitive advantage. RateGain is uniquely positioned to solve for the traveler journey with its AI-first platforms, and I'm excited to join the team to build and scale these next-generation solutions."*

Ashish holds a bachelor's degree from College of Business Studies, University of Delhi, and an MBA from IE Business School, Spain. He is passionate about building innovative platforms and delivering customer-centric growth.

This appointment follows RateGain's recent launch of UNO VIVA, the industry's first AI-powered voice agent for hotel reservations, reinforcing the company's continued investment in AI innovation for the travel and hospitality industry.

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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 3,200+ 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. Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit [www.rategain.com](http://www.rategain.com)

### Media Contact:

Aastha Khurana, Director- Corporate Communication  
[media@rategain.com](mailto:media@rategain.com)