

July 17, 2025

To,

**National Stock Exchange of India Limited**

(NSE: RATEGAIN)

**BSE Limited**

(BSE: 543417)

**Sub: Press Release on “Green Motion South Africa Unlocks 51.8% Revenue Growth with RateGain’s AI Pricing Engine for Car Rentals”**

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 ‘*Green Motion South Africa Unlocks 51.8% Revenue Growth with RateGain’s AI Pricing Engine for Car Rentals*’.

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®

## Green Motion South Africa Unlocks 51.8% Revenue Growth with RateGain's AI Pricing Engine for Car Rentals

Noida, 17<sup>th</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 significant success of Green Motion South Africa with Rev-AI, its AI-powered demand forecasting and dynamic pricing platform.

A key player in South Africa's car rental market, Green Motion South Africa has built its reputation on sustainability and service excellence. However, managing pricing across a growing fleet in a volatile post-pandemic landscape presented new challenges. By adopting Rev-AI by RateGain, Green Motion South Africa overcame key operational hurdles, introducing intelligent automation to streamline pricing, centralize insights, and enhance revenue performance during peak demand periods.

### Key outcomes include:

- **51.8% Revenue Growth:** Leveraging Rev-AI's demand-responsive pricing during the Oct-Dec 2024 peak season delivered a 51.8% uplift in revenue.
- **24% Increase in Revenue Per Day (RPD):** Automated pricing optimization drove higher returns across bookings.
- **15+ Million Real-Time Price Updates:** Rev-AI executed more than 15 million rate changes in just three months, ensuring pricing was aligned with demand shifts.
- **150+ Hours of Manual Work Saved:** Automation replaced manual pricing updates, saving over five hours daily and enabling the team to focus on fleet strategy and operational expansion.

Avinaash Singh, National Yield and Fleet Manager at Green Motion Car, Van & Truck Rental South Africa, shared, "Rev-AI is our control centre. It runs on the pricing strategy we've set, combined with live utilisation data, so I don't have to monitor pricing all day. It automatically adjusts rates and shows when to increase or reduce the fleet depending on how far out bookings are, how utilised the fleet is, and whether we can maintain a profitable rate. We save at least five hours every day, and that gives me more time to focus on what's happening across the branches."

To learn more about how Green Motion South Africa unlocked profitable growth with Rev-AI, read the full case study here: <https://rev-ai.io/case-studies/success-story-with-green-motion-south-africa/>

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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)

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