

June 19, 2025

To,

National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on “NYU SPS Jonathan M. Tisch Center of Hospitality, RateGain, and HEDNA, Releases the Hotel Industry’s Biggest Benchmarking Report”

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 ‘*NYU SPS Jonathan M. Tisch Center of Hospitality, RateGain, and HEDNA, Releases the Hotel Industry’s Biggest Benchmarking Report*’.

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®

NYU SPS Jonathan M. Tisch Center of Hospitality, RateGain, and HEDNA, Releases the Hotel Industry's Biggest Benchmarking Report

Noida, June 19, 2025: The NYU School of Professional Studies (NYU SPS) Jonathan M. Tisch Center of Hospitality and its Hospitality Innovation Hub (HI Hub), in collaboration with RateGain Travel Technologies Limited, and HEDNA today announced the release of the second edition of its industry benchmark report, *The State of Distribution 2025*.

The report, based on insights from over 700 hotel brands and 21,000+ properties across 310 cities, the 2025 report presents one of the most comprehensive views into how commercial teams across the hospitality industry are navigating transformation.

The first edition of the report, launched last year, focused on understanding where distribution teams were headed. However, as most commercial teams have begun integrating revenue management, marketing, and distribution to drive greater efficiency and outcomes, the 2025 edition reflects this shift. Recognizing that distribution is no longer a standalone function but part of a broader commercial transformation, this year's report explores how these functions are evolving. Furthermore, it captures how this growing collaboration is reshaping team priorities, core capabilities, and the technologies hotels depend on to compete.

The report highlights a widening gap between technological potential and operational readiness. While AI is increasingly shaping the guest journey across platforms, many hotel teams are still in the early stages of activating its full value. Technology itself is widely available, but consistent training, streamlined systems, and integrated workflows remain works in progress. Distribution teams are evolving, often with limited resources, and varying levels of investment in talent development and process automation.

As traveler expectations continue to rise, the ability to align people, processes, and platforms is emerging as a key driver of performance.

Key findings from *The State of Distribution 2025* include:

- AI adoption remains early-stage: While interest in AI is growing, it currently ranks lower on investment priorities due to gaps in training, talent, and integration readiness.
- Commercial strategies vary by scale: Independent hotels are expanding teams and actively testing new technologies, while larger chains are focusing on system consolidation and operational streamlining.
- Distribution functions are becoming leaner: Even as the complexity of managing parity, APIs, and content grows, distribution team structures continue to shift as it becomes more integrated.
- Reporting practices are still maturing: 80% of hotels spend up to two days a week on manual reporting, highlighting ongoing opportunities for better tools tailored to distribution analytics.
- System integration remains a focus area: Many hotels, regardless of size, are working to improve data connectivity and break down silos to enable more effective cross-functional collaboration.

Christopher Murdock, HEDNA President and Director of Distribution System Support and Strategy at Accor said, "When we launched the inaugural State of Distribution report, our goal was to close a critical blind spot with the absence of a central benchmarking report for the industry. The response to last year's report validated the need and enabled us to double down on the effort. The findings should provide a clear business case for expertise and technology investments in distribution."

Vanja Bogicevic, PhD, Clinical Associate Professor & Director, HI Hub Experiential Learning Lab, NYU SPS Jonathan M. Tisch Center of Hospitality, said, “This year’s report reaffirms what we see every day: hotels are investing in technology, but without investing in people, progress stalls. The State of Distribution 2025 gives hoteliers and educators alike the data to act—spotlighting where training is falling short, where team structures are evolving, and which commercial skills matter most. It’s not just a benchmark for the industry; it’s a blueprint for developing the next generation of hospitality leaders.”

Ankit Chaturvedi, Vice President of Marketing at RateGain, said: “When we launched the survey, we did not expect such an overwhelming response to The State of Distribution. And with over 700 brands sharing their insights, it’s clear that the hospitality industry sees this report as a benchmark for making better commercial decisions.

As every hotel looks to adopt AI across different commercial functions, they first need a unified view of how marketing, revenue management, and distribution are evolving. That’s what this year’s edition aims to provide. Only when commercial leaders understand where each function stands—and how they’re converging—can they make decisions that drive alignment, efficiency, and impact across the entire guest journey.”

The State of Distribution 2025 underscores that technology is essential but without investment in readiness, its potential remains underutilized. For hotels looking to scale, simplify, and stay ahead, success will depend on more than adoption. It will require integration, alignment, and action.

To request an early preview or connect with the research team, visit www.stateofdistribution.com

About HEDNA

HEDNA is a global community of hospitality professionals, technology providers, educators, and consultants passionate about elevating the role of distribution. Through influence, collaboration, and networking, we elevate careers, harness new business opportunities, and drive the business of hospitality forward, together. Through our global conferences, local networking events and industry working groups, we help our stakeholders appreciate the nuances of today’s technologies, gauge the impact of today’s trends, and prepare for the challenges of tomorrow. Learn more at hedna.org.

About The NYU SPS Jonathan M. Tisch Center of Hospitality

The NYU SPS Jonathan M. Tisch Center of Hospitality is a leading center for the study of hospitality, travel, and tourism. Founded in 1995, the Tisch Center was established in response to the growing need for hospitality and tourism undergraduate and graduate education. Its cutting-edge curricula attract bright, motivated students who seek to become leaders in their fields. The Tisch Center launched the Hospitality Innovation Hub (HI Hub) that will foster entrepreneurship and creative solutions for the industries it serves. The state-of-the-art facilities offer students, start-ups, established industry partners and investors opportunities to learn, discover, innovate, and invest. For more information about the NYU SPS Jonathan M. Tisch Center of Hospitality, visit sps.nyu.edu/tisch.

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

Media Contact:

Aastha Khurana, Director- Corporate Communication
media@rategain.com