

April 24, 2025

To,

National Stock Exchange of India Limited

(NSE: RATEGAIN)

BSE Limited

(BSE: 543417)

Sub: Press Release on "RateGain Releases an Industry First Report on the Global State of 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 '*RateGain Releases an Industry First Report on the Global State of 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®

RateGain Releases an Industry First Report on the Global State of Car Rentals

Noida, April 24, 2025: RateGain Travel Technologies Limited (RateGain), a global provider of AI-powered SaaS solutions for the travel and hospitality industry, today announced the release of the 2025 'State of Car Rental' report in collaboration with Auto Rental News, the leading source of news and industry trends for car rental companies globally.

Car rental companies have never been able to understand how their peers and competitors use technology and processes to operate their businesses.

This report makes the first attempt to provide a global benchmark on helping car rental operators answer these questions as well as understand emerging trends and operational challenges across the car rental industry.

It reveals key insights from over 150 car rental companies worldwide, offering actionable benchmarks and strategic direction at a pivotal moment for the industry.

The comprehensive survey, conducted in collaboration with Auto Rental News (Bobit Media), gathered cross-functional insights from across the car rental industry. It identifies key operational challenges—including reactive pricing strategies, limited digital execution, slow adoption of Artificial Intelligence (AI), and inadequate fleet visibility—while also highlighting emerging opportunities in digital transformation and fleet optimization.

Key Insights from the Report:

- **Pricing Still Lags Behind Demand Intelligence:** 64% of operators rely heavily on competitor pricing, indicating reactive strategies and limited internal forecasting capabilities.
- **Digital Transformation Hinges on Execution, Not Just Technology:** While digital platforms are widely adopted, 70% of operators still depend on informal training, leading to underutilized tools and slower decision-making.
- **Customer Experience Frustration Stems from Internal Processes:** Slow complaint resolution and cumbersome booking interfaces—not technology failures—are the primary drivers of customer dissatisfaction.
- **Fleet Readiness Hampered by Visibility Gaps:** Inadequate demand forecasting leads to reactive vehicle transfers, missed bookings, and increased operational costs.
- **AI Adoption Stalled by Industry Uncertainty:** Only 12% of operators actively use AI-driven pricing. Most cite unclear ROI, lack of training, and integration challenges as key barriers.

Martin Romjue, Managing Editor, Auto Rental News and Co-Chairman of ICRS, said, "The State of Car Rental 2025 brings together honest perspectives from operators across the world — highlighting what's shifting, where the friction lies, and how teams are preparing for what's next. In a time of rapid change, this report offers a moment to pause, compare notes, and take away practical insights that can shape smarter, more resilient rental operations going forward."

Commenting on the report, **Ankit Chaturvedi, VP and Global Head of Marketing, RateGain** said: "Auto Rental news is an authority in the car rental industry helping thousands of car rental professionals learn best practices to improve their business. We are honoured to have collaborate with them on this educational initiative that offers a unique understanding what's working across the industry. It brings together candid operator feedback, transforming it into practical insights businesses can act on immediately."

The full report, designed to support both immediate decision-making and long-term strategic planning, is now available for download at <https://stateofcarrental.com>.

About Auto Rental News

Auto Rental News is the leading media brand serving the vehicle rental industry, delivering news, analysis, and research to car rental operators worldwide. As part of Bobit Media, Auto Rental News provides both print and digital content and hosts industry-leading events like the International Car Rental Show to keep industry professionals informed and connected. Visit www.autorentalnews.com for more information.

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

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