April 30, 2025

To,

National Stock Exchange of India Limited	**BSE Limited**
(NSE: RATEGAIN)	(BSE: 543417)

Sub: **Press Release on "RateGain Launches Industry's First AI-Powered ARI Management Engine"**

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 Launches Industry's First AI-Powered ARI Management Engine'*.

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 Launches Industry's First AI-Powered ARI Management Engine

Noida, 30th April 2025: **RateGain Travel Technologies Limited (RateGain), a global provider of AI-powered SaaS solutions for the travel and hospitality industry**, today announced the launch of Smart ARI, the industry's first AI-powered ARI (Availability, Rates, Inventory) management engine, helping hotels push real-time ARI updates and reducing infrastructure costs for demand partners.

In a survey conducted by HEDNA and NYU SPS representing 11,000+ hotel properties (The State of Distribution Report 2024), 67% of hotels identified the need to reduce effort in updating rates and inventory across channels, while 72% cited challenges in monitoring rate parity. As hotel distribution grows more complex and dynamic, the demand for automation, accuracy, and speed has never been higher.

Yet today, ARI management remains a bottleneck for many hotel systems. Even the smallest pricing or availability change can trigger a complete ARI refresh—pushing vast amounts of redundant data to every distribution partner. This not only slows down updates but also increases system strain and infrastructure cost, causes rate mismatches, and raises the risk of overbookings. Without intelligent filtering, hotels spend more time reacting to issues than optimizing performance.

By leveraging AI, the RateGain solution discards redundant or outdated data in real-time and processes only the most recent and the most relevant ARI fields. This ensures that hotels and distribution partners receive only actionable, accurate, and fresh information — optimizing their operations while significantly reducing data load.

For hotels, Smart ARI brings real-time efficiency to rate, restriction, and availability updates—helping them respond faster to market changes while minimizing manual effort. It reduces overbookings, improves rate parity across channels, and lowers infrastructure costs by cutting unnecessary data volume. The result: fewer errors, faster execution, and better control.

Demand partners benefit from a streamlined data feed with up to 30% less redundant ARI traffic. Clean, relevant updates improve system performance, reduce errors, and enhance the booking experience. With higher data integrity, hotels are more likely to earn better rankings and visibility across OTA platforms—leading to higher conversions.

"Smart ARI represents a fundamental shift in how distribution infrastructure should function in 2025 and beyond," said Bhanu Chopra, Founder & Chairman, RateGain. "We've taken a long-standing industry pain point and built a solution that is intelligent, scalable, and impactful for every stakeholder — from hoteliers to OTAs."

Smart ARI will now be available to all hotel partners using RateGain's connectivity platform and is already demonstrating transformational benefits across global markets. For more information, please visit rategain.com/hotels/smart-ari.

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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.

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