

May 29, 2025

To,

National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on “Oberoi Hotels & Resorts delivers 28x Return on Ad Spends with RateGain”

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 ‘*Oberoi Hotels & Resorts delivers 28x Return on Ad Spends with RateGain*’.

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®

Oberoi Hotels & Resorts delivers 28x Return on Ad Spends with RateGain

Noida, 29th May 2025 — **RateGain Travel Technologies Limited (RateGain)**, a leading provider of AI-powered SaaS solutions for travel and hospitality, today announced that its social media offering, BCV, to elevate brand visibility and drive direct bookings for Oberoi Hotels & Resorts, recognized as the World's Best Luxury Hotel Group at Times Travel awards.

The campaign blended performance-driven strategy with captivating storytelling—earning Gold at the 2024 HSMAI Adrian Awards, one of the industry's most prestigious recognitions for marketing excellence.

With over 15 years of experience in helping luxury hotels across the world, drive more brand engagement and direct bookings, RateGain's BCV was able to drive the following results from the campaign.

Key Highlights:

- **Exceptional Return on Ad Spend (ROAS):** The campaign delivered a 28x ROAS, showcasing the effectiveness of BCV's performance-driven creative strategy and precise targeting—making it one of the most successful digital efforts for the brand.
- **Wider-Than-Planned Reach:** Reaching 2.1 million people, the campaign exceeded its reach helping Oberoi Hotels & Resorts expand its digital footprint and attract a fresh wave of high-intent luxury travelers.
- **Unprecedented Engagement:** Close to 250K interactions, the campaign drove three times the expected engagement benchmark, underscoring the emotional resonance and aesthetic appeal of the content across platforms.

To know more about the campaign: <https://bcvsocial.com/case-studies/how-bcv-s-plunge-into-tranquility-campaign-for-oberoi-hotels-and-resorts>

To learn more about BCV and RateGain's digital marketing capabilities, visit www.bcvsocial.com.

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.

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