

## Ista Hotels Hyderabad Selects RateTiger's RTAllocator

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Ista Hotels Hyderabad has selected RateTiger to help manage its online channels effectively and efficiently. With the growing number of internet booking websites hotels need to manage on a daily basis, a channel management product can hugely reduce the hours a Revenue Manager spends updating those channels. Going forward, RTAllocator will help Ista Hyderabad to push hotel room rates and availability to various distribution channels through a single user interface.

Mr. Shibil Malik, Head - Sales & Marketing, Ista Hyderabad said, "We are excited that we have signed with RateTiger. The company is well presented and has really interesting products. We have heard good reviews about RTAllocator from other hotels as well. We are sure RTAllocator Pro will assist us in handling our partner OTAs more efficiently and help us streamline our rate and inventory management effectively. Since we maintain rate parity on all distribution sites, RTAllocator will help us see all our rates across all channels in real-time effortlessly."

Ista Hotels has its properties in prime Indian cities - Hyderabad, Bangalore and Amritsar. The group follows a trend setting concept believing that business hotels can be both chic and luxurious with exceptional service standards. Ista Hotels has kept elegance as its guiding design philosophy and is set in acres of naturally beautiful landscapes decorated with several water holes that add to the tranquility of the area. The Ista Hyderabad will be the first property to use the channel management tool.

"We are delighted that Ista Hotels Hyderabad has selected RTAllocator Pro to manage their online portfolio. With more and more channels offering distribution services to hotels, it has become a necessity for hotels to participate in more websites in order to optimize online bookings and remain competitive. However, for many, more channels also means more time that is required to update and manage those. This is where our products step in to reduce the hotelier's burden by helping to manage channels effectively, hence saving time and money while in return maximizing revenues," says Mr. Reuel Ghosh, Founder & CEO, eRevMax.

RTAllocator helps hoteliers with the complex and time consuming exercise of updating third party distribution websites. It allows for central maintenance of distribution channels by using a single interface. Through the ability to store and maintain complex rate structures, mark-up/margins, deductions or minimum and maximum rates updating for multiple channels can be achieved within a matter of minutes which otherwise, if done manually, would take many hours. RTAllocator is available in Lite and Professional editions and can therefore be tailored to hoteliers needs.

### About eRevMax

RateTiger, by eRevMax, has been a leader in online distribution management tools since 2001 and continues to pioneer new technologies for the hospitality industry. Operating in 60 countries and 415 cities across the world RateTiger has become the industry-wide benchmark for managing online distribution. A "Platinum European Seal of e-Excellence for the marketing of innovation award" winner, the RateTiger product portfolio enables hoteliers to switch from a time-consuming and complicated multi-channel process to a single point of entry to the market.

RateTiger allows for easy updation of distribution channels and travel portals, and rate comparison with competitors, in real-time. Its innovative technology gives hoteliers a competitive edge which provides them ample opportunity to earn incremental revenues.

eRevMax is headquartered in New Jersey, U.S., with a second office in London, UK. The company also maintains a technical development center in Kolkata, India as well as representations in Delhi, Florida, Germany, Netherlands, France, Spain, Italy and Poland. Employing more than 170 people across the globe, eRevMax is rapidly expanding across the European, Asian and American markets. For more information please visit <http://www.erevmax.com>.

### For further information, please contact:

Neha Ginoria

eRevMax

Tel: +91 (0) 33 2324 2204

Email: [nehag@erevmax.com](mailto:nehag@erevmax.com)