

Africa's premier airline, TAAG Angola, partners with AirGain to Elevate Competitive Positioning in the Global Market

Noida, 5th September 2024: RateGain Travel Technologies Limited (RateGain), a global provider of SaaS solutions for travel and hospitality, announced today that TAAG Angola Airlines E.P., Africa's premier airline with 70 years of operation, has chosen AirGain, an airline revenue management product by RateGain, to gain real-time competitive insights. This partnership enables TAAG Airlines to make informed pricing decisions for both domestic and international markets.

In a world where the commercial aviation industry is constantly evolving, TAAG Angola Airlines E.P. is committed to not only being a part of this evolution but leading it in the regions it operates. The airline, which has been a symbol of Angolan pride and a connector of dreams across continents, operates domestic services within Angola, medium-haul services across Africa, and long-haul services to countries like Brazil, Cuba, and Portugal.

The partnership with RateGain is a strategic leap for TAAG Angola Airlines E.P., underlining its dedication to leveraging cutting-edge technology to enhance its market responsiveness. The decision to adopt AirGain was influenced by the product's superior real-time analytics and competitive intelligence capabilities. AirGain's advanced analytics provide an unparalleled depth of insight, allowing the airline to foresee market trends and adjust pricing strategies proactively. This partnership is particularly crucial as it equips TAAG with the agility to respond to the global aviation market's dynamic nature, especially post-pandemic.

Nowel Ngala, CCO of TAAG Angola Airlines E.P., expressed his enthusiasm about the partnership, stating, "Aligning with AirGain is a strategic move towards fortifying our position in the global market. The comprehensive insights provided by AirGain will enable us to optimize our pricing strategy, ensuring that we continue to offer unparalleled value to our customers while maintaining profitable operations. This partnership is a testament to our commitment to embracing modernity and continuously striving for excellence, in alignment with our core values."

AirGain's data will facilitate TAAG's revenue team in monitoring and responding to market changes by tracking dynamic price fluctuations. The platform's capability to configure preset alerts based on relevant parameters ensures that TAAG will be among the first to be aware of significant market shifts, thereby maintaining a competitive edge.

Vinay Varma, Senior Vice President and General Manager, AirGain, commented, "We are delighted to partner with TAAG Angola Airlines E.P. and increase our presence in the African region. With this collaboration, we aim to support TAAG in navigating through the complex pricing landscapes of the commercial aviation industry, ensuring they remain competitive and continue to make dreams take off for their diverse customer base."

TAAG Angola Airlines E.P., revered for its rich history and commitment to uniting horizons, selected AirGain for its intuitive interface and real-time price intelligence, which empowers airline revenue and pricing managers to make prompt and informed pricing decisions. Particularly enticing for TAAG was the innovative Market Manager feature, which streamlines the process of market data tracking, enabling the efficient analysis of multiple Origin & Destination (O&D) pairs. For a deeper dive into AirGain's capabilities, visit www.airgain.ai

About TAAG Angola Airlines E.P.

TAAG Angola Airlines E.P., Angola's national carrier, is dedicated to making dreams take off by connecting the world with the vibrant, spirited, and resilient spirit of Africa. With a focus on care, modernity, and continuous improvement, TAAG operates domestic, medium-haul, and long-haul flights, inviting the world to discover the true potential of Africa while ensuring consistent, reliable, and dedicated service. For more information, visit <https://www.taag.com/en-GB>.

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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