

# HSMIAI Region Europe Profile: Bhanu Chopra

**Bhanu Chopra**  
**Founder & CEO**  
**RateGain**

**RateGain belongs to the exclusive club of HSMIAI Region Europe Gold Partners.**

**Q:** What does a day at work consist of for you?

**A:** I am a firm believer in setting my priorities right every day, hence my day starts with drafting out a plan for the day and setting priorities. Without a plan, there is usually so much going on that you tend to get sucked into tons of random things. I typically focus on the four most important aspects to RateGain: team, strategy, product, and growth, and then list out the things that need to be accomplished in each area. This helps me make sure that I touch all of the major aspects of my business and do not let anything slide.

**Q:** What is the best part of your job?

**A:** Two things that I love the most are:

1. the spirited discussions with my team
2. focus on innovation to wow our clients

The time spent in engrossing and stimulating discussions with our young and talented team to challenge concepts, innovate ideas, help our clients succeed, enable employee growth etc is very satisfying and rewarding. I also equally love interacting with clients from different boundaries, seeing them grow using our solutions; it brings me absolute joy to see our customers appreciate and benefit from our innovative solutions. At

RateGain, innovation is at the foundation of everything that we do for our clients and our focus as a company to achieve this is what drives me every day.

**Q:** Do you have anyone you have looked up to?

**A:** Rahul Bhatia, Owner, Indigo Airlines, is someone I really look up to.

**Q:** Do you have any nice traditions at your office?

**A:** We make sure that we celebrate success of all sizes and nature. Every little win takes us closer to our goal as accompany and as a tradition, we ensure we take a few moments to recognize & relish these milestones. Another tradition specific to RateGain is our infamous pizza party (read penalty) when deadlines are missed without a justified reason.

**Q:** How long have you been a member of HSMIAI?

**A:** We have been associated with HSMIAI since 2011.

**Q:** What do you think is the best thing about HSMIAI?

**A:** HSMIAI is one of the most revered hospitality knowledge centres. I like the fact that it brings in the unbiased perspective of the industry experts. It provides a platform to the industry to hobnob and discuss thought leadership, pain points, solutions, innovative ideas and the way ahead.

**Q:** Are there any activities or projects you think HSMIAI should start up?

**A:** Hospitality is a vast sector, I feel, HSMIAI is well associated with all the big chains and enterprise brands. However, the not so organized chunks, like independent hotels and retail businesses can also be benefitted largely with HSMIAI. Swift Technology adoption can help all of this larger group to keep up the space with the intense competitive market. That being said, an HSMIAI arm for Independent hotels

could be a good idea to explore.

**Q:** Describe your perfect weekend.

**A:** Good workout session in the morning, followed by a good grub with family, followed by a trip to somewhere where my kids can unwind. Maybe grab a drink or two with my friends later in the night.

**Q:** If you were trapped on a desert island, what would you take with you, if you could choose one thing?

**A:** Few Pints of beers, maybe.

**Q:** What is the title of the book about your life?

**A:** My wife Megha is an author; I will let her decide that for me.

**Q:** What is your next travel destination?

**A:** Has to be Berlin, ITB calling.

**Q:** Do you have any special hobbies?

**A:** Running, socializing with likeminded people and reading books. Not to forget my passion for adventure sports. Some of the regular ones are scuba diving, sky diving and skiing.

**Q:** Thank you for your time. Do you have any personal comments?

**A:** Thank you for your support, and we look forward to stronger ties with HSMAI in the future.