

Ref No: RML/2024-25/528

Date: November 5, 2024

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed Press Release Titled “**L&T Metro Rail Hyderabad launches RCS-based ticketing and Google Wallet Services in partnership with Route Mobile and Billeasy**”.

The same is also uploaded on the Company’s website at www.routemobile.com

Thanking you,
Yours truly,
For Route Mobile Limited

Rathindra Das
Group Head- Legal, Company Secretary & Compliance Officer
M. No F12663

Encl: as above

L&T Metro Rail Hyderabad launches RCS-based ticketing and Google Wallet Services in partnership with Route Mobile and Billeasy.

These solutions will enable commuters to buy tickets within RCS chat and scan them through Google Wallet.

05 November 2024, Hyderabad, India — Route Mobile Limited (“Route Mobile”), a leading cloud communication platform service provider, has partnered with Billeasy E Solutions Private Limited (“Billeasy”), a Mumbai-based integration partner, to launch a unique ticketing experience for the L&T Metro Rail Hyderabad Ltd commuters. This initiative leverages Rich Communication Services (RCS) and Google Wallet services to enable commuters to easily book e-tickets, save them in Google Wallet, and access them across multiple channels. This innovative solution streamlines the metro ticketing process, providing commuters with more convenient and efficient journeys.

RCS messaging enables an interactive, conversational ticketing experience that replaces traditional SMS with advanced features like information cards, carousels, suggested replies, and app integrations. RCS allows commuters to book tickets directly from their default Android messaging app - Google Messages, eliminating the need to wait in long ticketing queues at stations or download additional apps.

To use this service, commuters need to simply scan the QR code and send a 'Hi' via RCS messaging on Google Messages to the official L&T Metro Rail Hyderabad’s handle. They are then guided to select their source, destination, and ticket type. They can complete the payment securely through options like UPI, with instant confirmation. Once booked, tickets are seamlessly stored in Google Wallet, making it easily accessible directly from their phone for a seamless travel experience.

This whole experience is native, without the need of downloading any new app and works within the Google Messages app.

Currently available for Android users, this service is future-proofed to support iOS when Apple brings RCS support to India, further enhancing convenience across the Hyderabad Metro network.

K.V.B. Reddy, MD & CEO, L&T Metro Rail Hyderabad Ltd, said, *“The integration of RCS and Google Wallet marks a new turning point for digitizing public services in India. We’re proud that L&TMRHL is the first Metro service in India to launch these integrated services for our commuters. This upgrade reflects our dedication to enhancing the travel experience through innovative, accessible technology.”*

Commenting on this innovative launch, **Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile**, said, *“At Route Mobile, we are committed to leveraging cutting-edge technology to simplify and enhance everyday experiences. Our partnership with L&T Metro Rail Hyderabad and Billeasy to enable RCS-based ticketing marks a significant step in transforming urban commuting in India. By integrating secure, digital solutions that empower commuters,*

we're not only modernizing the ticketing experience but also setting new standards for convenience and accessibility in public transport."

Akash Patil, Founder & CEO, Billeasy, added, *"We're excited to help bring this pioneering innovation to L&T Hyderabad Metro commuters through RCS and Google Wallet. This integration allows passengers to easily book and store tickets right on their devices, reflecting our commitment to simplifying the commuter experience."*

About Route Mobile Limited (www.routemobile.com) BSE: 543228; NSE: ROUTE)
Established in 2004, Route Mobile Limited ("RML") is a cloud communications platform service provider catering to enterprises, over-the-top (OTT) players, and mobile network operators (MNO). RML's portfolio comprises solutions in messaging, voice, email, SMS filtering, analytics, and monetization. RML has a diverse enterprise client base across various industries, including social media companies, banks and financial institutions, e-commerce entities, and travel aggregators. RML is headquartered in Mumbai, India, with a global presence in Asia Pacific, the Middle East, Africa, Europe, and the Americas. Route Mobile is now a part of Proximus Group, a provider of digital services and communication solutions operating in Belgium and international markets.

Additional Resources

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