

Ref No: RML/2024-25/535

Date: December 17, 2024

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Dear Sir /Madam,

Sub: Regulation 30: Outcome of board meeting and change in senior management.

The board of directors ("**Board**") of Route Mobile Limited ("**Company**") in their meeting held today have on the recommendation of the nomination and remuneration committee of the Company (NRC), *inter alia*, approved the following changes in role of key persons in line with the growth strategy of the Company:

- (a) Re-designation of Mr. Rajdipkumar Gupta as the Managing Director ("**MD**") of Company, upon ceding the role of *Group Chief Executive Officer* ("**CEO**"). Mr. Gupta shall continue to be considered as key managerial personnel ("**KMP**") of the Company in accordance with the Companies Act, 2013, read with the rules framed thereunder and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulations**"). Do note that all other terms of his appointment, as approved earlier by the Board in their meeting dated May 8, 2024 and the shareholders (*vide postal ballot*) on June 15, 2024 remain unchanged. The re-designation of Mr. Gupta, coupled with the appointment of Mr. Badalia discussed in (b) below, is being undertaken so that Mr Gupta can focus on leveraging Proximus Global's (Group) strengths in terms of global reach and product diversity to accelerate the growth trajectory for Route Mobile in particular and for the Group as a whole. He is well poised to drive such initiatives owing to his deep domain expertise across the entire value chain – Enterprises, Telcos, as well as with the system integrators/partners.
- (b) The appointment of Mr. Gautam Badalia, as the CEO (as KMP) of the Company (erstwhile, *Group Chief Strategy Officer*), who will be responsible for driving the overall operations of the Company including driving strategic initiatives to accelerate the growth and profitability. He will continue to work closely with Mr. Gupta to convert the Group's strategic initiatives into beneficial tangible outcomes for Route Mobile. Mr. Badalia, with his extensive experience in CPaaS and his rich experience in strategy and corporate finance, would render more comprehensiveness to the management team and thereby bring a more focused approach in taking the Company into its next phase of sustainable and profitable growth.

In the same meeting, the Board has also approved the following appointments:

- (c) Mr. Milind Pathak, as the Chief Corporate Marketing Officer ("**CCMO**"), will be responsible for the corporate marketing efforts for Global brand identity, at key industry events and

on social media, engage with key stakeholders, and stay ahead of top tech trends to position Route Mobile and the Group as an industry leader.

(d) Mr. Vinay Binyala, as the Chief Strategy Officer (“CSO”) of the Company, will now be spearheading the strategic affairs across operations and new business initiatives for the Company.

In this regard, the disclosure in terms of Regulation 30 of the Listing Regulations read with Paragraph 7 of Annexure I of the SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is given in the “Annexure 1” to this intimation.

The press release in this regard titled “Route Mobile re-designates Mr. Rajdipkumar Gupta as Managing Director, appoints Mr. Gautam Badalia as Chief Executive Officer” together with their brief profile is enclosed as “Annexure 2”.

Further, for the purpose of intimation under Regulation 30(5) of the Listing Regulations, contact details of KMPs who are severally authorised to determine materiality of an event or information and make disclosure to the stock exchange(s) pursuant to regulation 30(5) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 are as under:

Name, Designation and Address of KMPs	Address, Telephone No and e-mail address
Mr. Rajdipkumar Gupta <i>Designation: Managing Director</i>	Address: 4 th Dimension, 3 rd Floor, Mind Space, Malad (West) Mumbai – 400 064. Telephone: +91 (022) 4033 7676. Email: investors@routemobile.com
Mr. Suresh Dhau Jankar <i>Designation: Chief Financial Officer</i>	
Mr. Gautam Badalia <i>Designation: Chief Executive Officer</i>	
Mr. Rathindra Das <i>Designation: Group Head Legal, Company Secretary & Compliance Officer</i>	

You are requested to take the above information on record.

The meeting of the Board of Directors commenced at 17:45 (IST) and concluded at 18:07 (IST).

Thanking you,

Yours truly,

For Route Mobile Limited

Rathindra Das

Group Head- Legal, Company Secretary & Compliance Officer

Membership No: F12663

Annexure 1

Details required under sub-para (7) of Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023.

Sr. No	Particulars	Details	
		Rajdipkumar Gupta	Gautam Badalia
1	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise.	<p>Re-designation of Mr. Rajdipkumar Gupta as the Managing Director with effect from December 17, 2024.</p> <p>The re-designation is being undertaken so that Mr Gupta can focus on leveraging the Group's strengths in terms of global reach and product diversity to accelerate the growth trajectory for Route Mobile in particular and for the Group as a whole. He is well poised to drive such initiatives owing to his deep domain expertise across the entire value chain - Enterprises, Telcos, as well as with the system integrators / partners.</p> <p>Mr. Gupta shall continue to be considered as key managerial personnel ("KMP") of the Company in accordance with the Companies Act, 2013, read with the rules framed thereunder; and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations").</p>	<p>Appointment of Mr. Gautam Badalia as the Chief Executive Officer ("CEO") & as KMP with effect from December 17, 2024.</p> <p>The appointment of Mr. Gautam Badalia, as the CEO & as KMP of the Company (erstwhile, <i>Group Chief Strategy Officer</i>), who will be responsible for driving the overall operations of the Company including driving strategic initiatives to accelerate the growth and profitability. He will continue to work closely with Mr. Gupta in converting the strategic initiatives of the Group into beneficial tangible outcomes for Route Mobile. Mr. Badalia, with his extensive experience in CPaaS and his rich experience in strategy and corporate finance, would render more comprehensiveness to the management team and thereby bring a more focussed approach in taking the Company into its next phase of sustainable and profitable growth.</p>
2	Date of appointment / re-appointment / cessation (as applicable) & term of appointment / re-appointment;	<p>The board of directors of Company ("Board") approved the re-designation of Mr. Rajdipkumar Gupta as the Managing Director with effect from December 17, 2024.</p> <p>Do note that all other terms of his appointment, as approved earlier by the Board in their meeting dated May 8, 2024 and</p>	

		<p>the shareholders (<i>vide postal ballot</i>) on June 15, 2024 remain unchanged.</p> <p>The Board further approved the appointment of Mr. Gautam Badalia as the Chief Executive Officer of the Company effective December 17, 2024.</p>	
3	Brief profile (in case of appointment)	Enclosed	
4	Disclosure of relationships between directors (in case of appointment of a director)	None	Not Applicable
5	Information as required under BSE circular no. LIST/COMP/14/2018-19 and NSE circular no. NSE/CML/2018/24, dated June 20, 2018.	Mr. Rajdipkumar Gupta is not debarred from holding the office of director by any SEBI order or any other such authority.	Not Applicable

Sr. No.	Particulars	Mr. Milind Pathak	Mr. Vinay Binyala
1.	Reason for change	Appointment as CCMO and a Senior Management Personnel (SMP)	Appointment as Chief Strategy Officer (& SMP)
2.	Date of appointment/cessation & term of appointment	December 17, 2024	December 17, 2024
3.	Brief profile	<p>He has over 30 years of experience in domestic and international markets. As Executive Vice President of Product and Marketing at Route Mobile Limited, he played a vital role in new market penetration and driving cutting-edge (new) product development and innovation in the CPaaS domain. Prior to Route Mobile, He has a bachelor's degree in Engineering from the Maharashtra Institute of Technology and an MBA from the Jannalal Bajaj Institute of Management Studies.</p>	<p>Mr. Vinay Binyala has over 20+ years of distinguished experience in the Technology sector, encompassing investment banking, corporate strategy, and financial analysis. He plays a pivotal role in the roll-out and execution of diverse strategic initiatives, including M&A, and key transformative projects designed to propel sustainable profitable growth of our Company. He is a Bachelor of Engineering (Computer Science), MBA from The Indian School of Business and a Chartered Financial Analyst.</p>
4.	Disclosure of relationships between directors (in case of appointment of a director).	None	None

Press Release:

Annexure 2

Route Mobile re-designates Mr. Rajdipkumar Gupta as Managing Director, and appoints Gautam Badalia as Chief Executive Officer

Mumbai, December 17, 2024: Route Mobile announced today that its Board of Directors has re-designated Rajdipkumar Gupta as the Managing Director ('MD') of the Company (upon ceding the role of *Group CEO*) effective December 17, 2024; he shall continue to be considered as Whole-time Key Managerial Personnel (KMP) of the Company in accordance with the Companies Act, 2013 & rules made thereunder and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'). All other terms of his appointment as earlier approved by the Board and the Shareholders remain unchanged. While the company's business operations now significantly expanded across regions, Mr. Gupta would now focus extensively on leveraging Proximus Global's (Group) strengths in terms of global reach and product diversity to accelerate the growth trajectory for Route Mobile in particular and for the Group as a whole. He is well poised to drive such initiatives owing to his deep domain expertise across the entire value chain – Enterprises, Telcos, as well as with the system integrators/partners.

Further, Route Mobile also elevated Mr. Gautam Badalia, as the Chief Executive Officer ['CEO'] & as KMP (erstwhile *Group Chief Strategy Officer*) of the Company effective December 17, 2024. In this new role, Mr Badalia, with his extensive experience in CPaaS and his rich experience in strategy and corporate finance, will be responsible for driving the overall operations of the Company including driving strategic initiatives to accelerate the growth and profitability. He will continue to work closely with Mr. Gupta to convert the Group's strategic initiatives into beneficial tangible outcomes for Route Mobile. This would render more comprehensiveness to the management team and thereby bring a more focused approach in taking the Company into its next phase of sustainable and profitable growth.

Commenting on the aforesaid appointments, **Mr. Guillaume Boutin, Chairman of the Board** said, "I am excited to strengthen the Route Mobile and Proximus Global leadership with the appointments to Route Mobile's and Proximus Global's leadership teams. This marks an important step in the expansion of Route Mobile's domestic successes into global ambitions. Route Mobile will play a pivotal role in leveraging the combined strengths within Proximus Global through Rajdip & Gautam, to create a global digital communications leader, while maintaining continued focus on its emerging market dominance."

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, ecommerce 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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Follow Route Mobile on Twitter: https://twitter.com/route_mobile

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For more information, contact:

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Ms Pooja Choudhary Contact: +91 96198 55711 Email: pooja.choudhary@conceptpr.com

Brief Profile:



Mr. Rajdipkumar Gupta has been associated with the Company since inception when founded the company in 2004, and notably as MD & Group CEO of Route Mobile from 2017 onwards. Over the years, Mr. Rajdipkumar Gupta has been instrumental in scripting the phenomenal growth and global success of the Company. Mr Gupta bootstrapped Route Mobile with a seed capital of ₹100,000 and over the next 20 years transformed Route Mobile into a transnational entity with operations spread across Asia Pacific, Middle East and North Africa, Africa, United Kingdom (“UK”), United States of America (“USA”) and Latin America (“LATAM”), with a direct presence in more than 22 countries as on date. Mr Gupta has a ‘bachelor’s degree in science (Physics) & ‘a master’s diploma in software engineering’ with more than 25 years of experience in ‘software designing and development’, ‘information technology’, HTML & Javascript, and ‘server page programming’. He has deep insights into the global Communications Platform-as-a-Service (“CPaaS”) and ‘the cloud communication’ industry as well as an understanding of value creation through his

background in leading business and strategy roles. Post-acquisition by Proximus S.A. of Belgium of a majority stake, Mr Gupta continued to serve as the MD & Group CEO and CPaaS lead for the Group, across the globe.



Gautam Badalia is the Chief Executive Officer. He has over 20+ years of experience handling functions across strategy, investment banking, mergers and acquisitions and structured finance. He is responsible for driving the overall operations of the Company including driving strategic initiatives to accelerate growth and profitability. He will also continue to work closely with the Proximus Group to reap synergies for Route Mobile. This would render more comprehensiveness to the management team and thereby bring a more focused approach to taking the Company into its next phase of sustainable and profitable growth. Before joining our Company, he worked with YES Bank Limited. He holds a bachelor’s degree in economics and a master’s degree in business administration (finance). In his stint with Route Mobile over the last 8 years, he was responsible for formulating corporate strategies as well as their disciplined execution and leading various other strategic initiatives, including M&A, transformation and cost reduction to support the long-term growth of our Company and enhance

shareholders value. He oversaw Route Mobile’s IPO and listing in 2020, followed by QIP in 2021 and buyback in 2022. He also led several domestic and international acquisitions strengthening Route Mobile’s leading positioning in the CPaaS industry internationally, ensuring a truly global network of operations and accessibility for enterprises.