



Registered & Corporate Office:

Route Mobile Limited
4th Dimension, 3rd floor, Mind Space, Malad (West),
Mumbai - 400 064, India
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info@routemobile.com | www.routemobile.com
CIN No: L72900MH2004PLC146323

Ref No: RML/2022-23/341

Date: March 21, 2023

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 **“Robi Axiata (Bangladesh) Selects Route Mobile Limited for the Deployment of its UCAAS Solution for Enterprise Customers”**.

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

Yours truly,
For Route Mobile Limited

Rathindra Das
Group Head- Legal, Company Secretary & Compliance Officer
Membership No: A24421

Encl: as above

ROBI AXIATA (BANGLADESH) SELECTS ROUTE MOBILE LIMITED FOR THE DEPLOYMENT OF ITS UCAAS SOLUTION FOR ENTERPRISE CUSTOMERS

The solution will help the second largest MNO in Bangladesh to eliminate system downtime and provide better support to its subscribers

Mumbai, March 21, 2023: Route Mobile Limited (“Route Mobile”), a leading CPaaS (Communication Platform as a Service) provider to enterprises, over-the-top (“OTT”) players, and mobile network operators, has been selected by Robi Axiata, Bangladesh’s second largest mobile network operator for the deployment of its unified communications as a service (UCaaS) solution. With this deployment, Robi Axiata will be able to open up an additional revenue stream, achieve higher profitability while improving customer experience.

Increasing competition in the Retail market, evolving trends in Customer Services, Preferences, Attitudes and E-commerce are driving the growth of the Voice and Contact Centre sector globally. For Robi Axiata, offering Route Mobile’s UCAAS solution to Enterprise Customers will open new avenues for its voice and contact centre product. They will be able to leverage Route Mobile’s UCaaS solution to conduct business operations, operate their customer care center and marketing-related activities as well.

The Route Mobile UCaaS solution will help Robi Axiata improve upon its uptime, service- and support-related issues. Under the terms of the agreement, Route Mobile’s UCaaS solution will enable Robi Axiata to handle inbound and outbound calls, transfer calls and provide conferencing capabilities, call barging and spoofing, live monitoring and recording, IVR and agent management. Its robust offering will allow Robi Axiata to better serve its existing enterprise customers while also growing its customer base by an expected 15%.

“We have achieved several milestones with this UCaaS project. Route Mobile has successfully forayed into Bangladesh and implemented a first of its kind solution in the industry. Robi will be able to generate a new revenue stream by providing our UCaaS solution directly to its enterprise customers and increase their profit margin. This will serve as an excellent use case for other global operators to follow as well,” said **Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile.**

Route Mobile perceived the need for a full-service offering that is currently not provided by any vendor in the market. According to total Industry Insights, the UCaaS Services market size is US \$61.07 billion and expected to grow to US \$240.17 billion by 2030. With its new UCaaS offering, Route Mobile has positioned itself as a thought leader and pioneer in this space.

“We have been in need of a robust set of services to cater to our enterprise customers. Route Mobile’s UCaaS solution checked all the boxes in terms of functionality, reliability and bringing about operational efficiencies. I am confident we will see an improvement in customer satisfaction figures and also broaden our customer base,” said **Md. Adil Hossain Noble, Chief Enterprise Business Officer, Robi Axiata.**

Robi Axiata is the second largest mobile network operator in Bangladesh with 54.5 million subscribers and the highest percentage of data users—at 74.2 percent—in the industry. The MNO has introduced several first-of-its-kind digital services in the country and has been a pioneer in taking mobile financial services to the underserved communities. Robi Axiata is also the first company to launch 4.5G service in all 64 districts in the country.

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 a broad range of 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, Middle East, Africa, Europe and Americas.



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