

Ref No: RML/2021-22/92

Date: June 15, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release – Route Mobile Limited Ranked in the Top Tier 1 by MNO & Enterprise in ROCCO SMS Messaging Vendor Benchmarking Report 2021

With reference to captioned subject, the Company hereby intimates that it has ranked in the Tier One category in ROCCO's A2P SMS Messaging Vendor Benchmarking Report 2021 – MNO edition and Enterprise edition.

Please find enclosed press release being issued in this regard.

The information will also be hosted on Company's website at www.routemobile.com.

Yours faithfully,
For Route Mobile Limited

Rathindra Das
Head Legal, Company Secretary & Compliance Officer

Encl: as above

Route Mobile Limited Ranked in the Top Tier 1 by MNO & Enterprise in ROCCO SMS Messaging Vendor Benchmarking Report 2021

Mumbai, India, June 15, 2021: Route Mobile Limited (“Route Mobile”), among the leading cloud communication platform service providers to enterprises, over-the-top (“OTT”) players, and mobile network operators, announced today that it has been recognized as the Top Tier One provider in the Annual ROCCO A2P SMS Messaging Vendor Benchmarking Report 2021 in MNO Edition as well as in the Enterprise Edition.

This recognition marks Route Mobile’s fifth appearance as a globally recognized Top Tier Vendor in ROCCO’s SMS Messaging Vendor Benchmarking Report 2021, resonating Route Mobile’s capability in providing monetization strategies for MNOs and simplified communication solutions to Enterprises/Brands.

Operators and Enterprises globally rate the vendors’ performance in a range of categories like reliability, customer service, technical expertise, domain expertise, value for money to describe a few.

- In A2P SMS messaging vendor benchmarking report - MNO edition, 305 mobile network operators from 188 countries rated A2P SMS vendors and Route Mobile has been ranked in the Tier One category.
- In the A2P SMS messaging vendor benchmarking report - Enterprise edition, Route Mobile stood strong among 240 enterprises from 41 countries to make its way in the Tier One category.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited said, *“We are delighted that Route Mobile has been recognized as a Top Tier 1 A2P SMS Provider by Mobile Operators as well as the Enterprises. We are extremely honored and humbled to have received such an incredible score.” He further added,* *“This is a testimony for our efforts of simplifying communications by innovating in the CXPaaS segment and enabling enterprises/brands to deliver superlative customer experience. We sincerely thank our MNO partners & Enterprise customers who have believed in us and rated us highly for our strong performance and leadership across all parameters.”*

Jason Bryan, Group CEO, ROCCO said, *“Consistently for the last few years Route Mobile has appeared as a Top Vendor in ROCCO’s Global Vendor Benchmarking for A2P SMS Messaging.” He further added,* *“This year we see them appear as Tier One in both reports, for MNO rated KPIs and Enterprise rated KPIs they have scored highly. It’s clear there is a lot of business confidence in the brand and their reach continues to expand. Congratulations to the team at Route Mobile.”*

ROCCO’s research methodology includes impartial and transparent surveys, aimed at mobile operators & enterprises, assessing the performance of vendors, and producing detailed reports with ratings in various technical and commercial categories.

About Route Mobile Limited:

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 North America.

About Rocco Group:

ROCCO Group (“ROCCO”) comprises of three companies ROCCO Research, ROCCO Strategy, ROCCO U which specializes in Research, Consulting and Education. ROCCO has been providing independent and unsponsored research in the specific niche area of Roaming and Interconnect since 2012. By not using sponsors for its research projects, ROCCO is particularly known for its independent and neutral stance, as well as encouraging innovation and the solving of industry issues with task forces. For the last six years, ROCCO 's Annual A2P SMS Messaging Vendor Benchmarking studies are commonly used by MNOs and Enterprises in boardrooms across the world to determine their strategy for messaging. Vendor Benchmarking from ROCCO actively allows Companies to save time on the difficult choice of vendor selection.

Additional Resources

- Follow Route Mobile on LinkedIn: <https://in.linkedin.com/company/routemobilelimited>
- Follow Route Mobile on Twitter: <https://twitter.com/routemobile>
- Become a fan of Route Mobile: <https://www.facebook.com/Routemobilelimited>

For further details, please contact:

Tanmay Ayare

Global Head – Marketing & Communication

Route Mobile Limited

Email: tanmay@routemobile.com / press@routemobile.com

Contact details: +91- 22 – 40337676