

Ref No: RML/2021-22/121

Date: August 11, 2021

To,

**BSE Limited**  
**Scrip Code: 543228**

**National Stock Exchange of India Limited**  
**NSE Symbol: ROUTE**

Dear Sir/Madam,

**Sub: Press Release: Appointment of Additional and Independent Director on the Board of the Company**

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With reference to captioned subject, the Company hereby intimates the appointment of an Additional and Independent Director on the Board of our Company.

A Press Release being issued in this regard is enclosed.

You are requested to take the above information on record.

Thanking you,

Yours faithfully,

**For Route Mobile Limited**

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**Rathindra Das**

**Head Legal, Company Secretary & Compliance Officer**

**Encl:** as above

## **Route Mobile Limited appoints Mr. Bhaskar Pramanik as Additional and Independent Director**

**Mumbai, India, August 11, 2021:** Route Mobile Limited (“**Route Mobile**”), one of the leading cloud communication platform service providers to enterprises, over-the-top (“**OTT**”) players, and mobile network operators, announced the appointment of Mr. Bhaskar Pramanik as an Additional and Independent Director on the Board of the Company on August 10, 2021.

Mr. Pramanik is a seasoned entrepreneur and a tech disruptor with a career spanning over 45 years. He has held key National and Global Leadership positions in leading Multinational Technology Companies, across India, Singapore, and the US. Mr. Pramanik was also on the Executive Committee of NASSCOM, the National Committee of CII and AMCHAM, and has been a former Board member of the State Bank of India, former Chairman of Microsoft India and Managing Director at Oracle Corporation and Sun Microsystems in India. He was also the Global VP for Commercial Systems at Sun Microsystems Inc., based out of Menlo Park, CA.

**Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited, said,** *“We are delighted to welcome Mr. Bhaskar Pramanik as an Additional and Independent Director at Route Mobile to guide and enhance our global footprint, expand our market segments and prepare us for the next stage of growth.”* **He further added,** *“His deep domain expertise and experience in working with big tech firms across sectors as well as his in-depth business acumen especially with emerging technologies will bring tremendous value to the Board and the Company.”*

Mr. Pramanik is currently an Independent Board Member and Advisor to several companies and is also an investor in start-ups. He is also on the Advisory Board of Schulich University, Toronto, Canada, and Bennett University, Noida, India. Mr. Pramanik is a prominent keynote speaker at Industry and Leadership forums and has also received numerous awards throughout his career, notably the Baton Award at Digital Equipment Corporation, the Global Leadership and the Best GEM VP Award at Sun Microsystems, and a Platinum Award at Microsoft. His recognition at Microsoft includes the IMA Award for Best MNC, the Randstad Award for the Most Attractive Employer in India, the Great Place to work in Asia by GPTW.

Having led growth strategies, go-to-market execution, and driving remarkable results with his astute business sense for major global brands, Mr. Pramanik often shares his wealth of experience as a mentor to a number of professionals and colleagues, most of whom are now MDs and senior leaders at various companies in India including SAP, Google, Netaps, Red Hat, Nvidia, Cisco and Thermo Fisher.

### **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 the Asia Pacific, Middle East, Africa, Europe, and North America.

### **Additional Resources**

- Twitter: [https://mobile.twitter.com/Route\\_Mobile](https://mobile.twitter.com/Route_Mobile)
- LinkedIn: <https://in.linkedin.com/company/routemobilelimited>
- Facebook: <https://www.facebook.com/Routemobilelimited>

For further details, please contact:

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**Route Mobile Limited**

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