

**Ref No:** RML/2023-24/408

**Date:** October 11, 2023

To,  
**BSE Limited**  
**Scrip Code: 543228**

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

Dear Sir/Madam,

**Sub: Press Release**

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We are pleased to inform you that Route Mobile (Bangladesh) Limited ("Route Mobile"), subsidiary of Route Mobile Limited (the "Company"), has partnered with Robi Axiata Limited ("Robi") in Bangladesh as a Technical enabler and Sales partner for RCS (Rich Communication Service) Business Messaging.

Please find enclosed Press Release Titled "**Route Mobile deepens ties with Robi Axiata (Bangladesh) as a Technical Enabler and Sales Partner for RCS Business Messaging**".

The same is also uploaded on the Company's website at [www.routemobile.com](http://www.routemobile.com).

Thanking you,  
Yours truly,  
**For Route Mobile Limited**

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

**Encl:** as above

## Route Mobile deepens ties with Robi Axiata Limited (Bangladesh) as a Technical Enabler and Sales Partner for RCS Business Messaging

**Mumbai, October 11, 2023** Route Mobile Limited ("RML"), one of the leading CPaaS (Communication Platform as a Service) providers to enterprises, over-the-top ("OTT") players, and mobile network operators, through its subsidiary Route Mobile (Bangladesh) Limited ("Route Mobile") has partnered with Robi Axiata Limited ("Robi") in Bangladesh as a Technical enabler and Sales partner for RCS (Rich Communication Service) Business Messaging.

Under this partnership, Route Mobile will provide complete managed services for RCS Business Messaging ("RBM") to Robi. Route Mobile will onboard clients in Bangladesh and also provide 24x7 support to clients in addition to other technical and operational activities like maintaining API documentation, managing billing, invoicing, and reconciliations while covering the comprehensive process seamlessly. As a sales partner, Route Mobile will aid RBM sales in the Bangladesh market, which will benefit Robi's 11 million RCS-enabled Android customer base.

As RCS business messaging gets introduced in Bangladesh, the volumes are expected to touch 1 billion messages over the next 3 years.

**Robi's Managing Director and CEO, Rajeev Sethi**, expressed, "We are immensely proud to be the first mobile operator in Bangladesh to offer this uniquely innovative service. Expanding our partnership with Route Mobile will enable us to leverage their strong RBM-tech capabilities in orchestrating our customer journey to improve trust and convenience."

**Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile said**, "We are excited about deepening our engagement with Robi. Our collaboration will showcase our technical and sales expertise in managing their huge customer base for RCS. Additionally, it will enable Robi to expand its market reach in Bangladesh, enhancing the momentum towards rich interactive messaging and accelerating the adoption of next-generation technology."

RCS business messaging is a multimedia-enabled rich interactive service by Google. A brand can engage with its customers securely and build trust through RCS business messages. It enables rich content like images, carousels, suggested replies, and chatbot capabilities. Currently, these messages can be delivered to all RCS-enabled Android phone users in their default Messages app. Route Mobile is a certified partner of Google for RCS messages.

### About Route Mobile Limited ([www.routemobile.com](http://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.

### Additional Resources

Follow Route Mobile on LinkedIn: <https://in.linkedin.com/company/routemobilelimited>

Follow Route Mobile on Twitter: [https://twitter.com/route\\_mobile](https://twitter.com/route_mobile)

Become a fan of Route Mobile: <https://www.facebook.com/Routemobilelimited>

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