



Registered & Corporate Office:

Route Mobile Limited
4th Dimension, 3rd floor, Mind Space, Malad (West),
Mumbai - 400 064, India
+91 22 4033 7676/77-99 | Fax: +91 22 4033 7650
info@routemobile.com | www.routemobile.com
CIN No: L72900MH2004PLC146323

Ref No: RML/2023-24/352

Date: April 24, 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 “**Route Mobile Limited Announces Route Guard, a State-of-the-Art SMS Fraud Prevention Solution for MNOs and Enterprises**”.

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

Route Mobile Limited Announces Route Guard, a State-of-the-Art SMS Fraud Prevention Solution for MNOs and Enterprises.

The solution uses AI/ML algorithms and blockchain technology to thwart multi-crore losses caused by Spam and phishing attempts

Mumbai, Monday, April 24, 2023: Route Mobile Limited ("Route Mobile"), one of the leading CPaaS (Communication Platform as a Service) provider to enterprises, over-the-top ("OTT") players, and mobile network operators, launches **Route Guard**, an innovative **blockchain** based AI and ML solution, with advanced security features to prevent spamming and phishing attacks.

According to the Telecom Regulatory Authority of India, there are 1.14 billion mobile phone subscribers in India alone. Smartphones have become a preferred target for SMS fraud and smishing (SMS phishing) attempts due to the exponential increase in the number of handset users in India. Route Guard is a world-class product that intelligently combats this problem faced by MNO's and end-users alike to prevent rogue messages from reaching a phone's inbox. It significantly reduces or eliminates digital fraud, spam and phishing attacks nationwide.

Route Guard is launched under **Route Ledger Technologies Private Limited ("Route Ledger")**, a wholly-owned subsidiary of Route Mobile that focuses on blockchain and Distributed Ledger Technology (DLT) solutions for the telecom industry. **Route Mobile is already in discussion with various telecom companies and enterprises to help them overcome phishing/spam challenges on their network.**

"India is a massive market for mobile telephony, with over 600 million smartphone subscribers it is unfortunately prone to phishing attacks. Route Guard will help in identifying the probable phishing attacks and help telecom operators to protect their customers from malicious messages.", said **Rajdipkumar Gupta, Managing Director & Group CEO.**

Route Guard is an innovative AI and ML-based solution driven by blockchain that provides advanced security features to prevent phishing and spam attacks. Its powerful, advanced algorithms can quickly identify suspicious and malicious SMS messages for MNOs, and block them to ensure the security and integrity of your messages.

About Route Ledger Technologies Private Limited: (www.routeledger.co.in)

Route Ledger Technologies Private Limited, a wholly-owned subsidiary of Route Mobile Limited developed a tele-spam management product. The Telecom DLT / Blockchain Platform developed by Route Ledger is based on Blockchain Technology. In particular, it addresses growing concerns around Unsolicited Commercial Communication (UCC aka. spam) sent through text messages (SMS) and phone calls.

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 (MNOs). RML's portfolio comprises solutions in messaging, voice, email, SMS filtering, analytics, and monetisation solutions. 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.



Registered & Corporate Office:

Route Mobile Limited
4th Dimension, 3rd floor, Mind Space, Malad (West),
Mumbai - 400 064, India
+91 22 4033 7676/77-99 | Fax: +91 22 4033 7650
info@routemobile.com | www.routemobile.com
CIN No: L72900MH2004PLC146323

Additional Resources

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

Media Contact:

Mr Sumit Zawar

Email: press@routemobile.com

Contact: +91 8108516485

Ms Isha Pawar

Email: isha@conceptpr.com

Contact: +91 77383 44952