



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/2022-23/317

Date: December 12, 2022

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 “**Uganda Telecommunications Corporation Limited appoints 365squared Limited as its Exclusive Partner for SMS Firewall and A2P SMS Monetization Solutions and Services**”.

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

Encl: as above

UGANDA TELECOMMUNICATIONS CORPORATION LIMITED APPOINTS 365SQUARED LIMITED AS ITS EXCLUSIVE PARTNER FOR SMS FIREWALL AND A2P SMS MONETIZATION SOLUTIONS AND SERVICES

Mumbai, 12 December 2022: 365squared Limited (“365squared”), a wholly-owned step-down subsidiary of 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 signed an exclusive agreement with Uganda Telecommunications Corporation Limited (“UTCL/Uganda Telecom”) to provide comprehensive Artificial Intelligence (“AI”)/Machine Learning (“ML”) based A2P SMS firewall solutions and managed services to empower UTCL to effectively analyze A2P SMS traffic terminating on its network. Further, Route Mobile, as an exclusive Gateway for UTCL, will leverage its reach across global enterprises to maximize A2P SMS volumes terminating on UTCL network.

Rajdipkumar Gupta, MD and Group CEO, Route Mobile said, “We would like to thank Uganda Telecom for appointing us as their exclusive A2P SMS Firewall and Gateway partner. We are confident that our firewall solutions and managed services will minimize revenue leakages, by eliminating grey routes, for Uganda Telecom; and as a gateway partner, we will leverage our global client base to drive higher volumes of A2P SMS traffic on Uganda Telecom’s network.” He further added, “This partnership further demonstrates our strong focus on, and deep understanding of the African market. We have consistently and systematically built our presence in the region, and captured significant share in the CPaaS market in some of the largest African countries. Through our partnership with Uganda Telecom, we believe we will achieve a leadership position in the Ugandan CPaaS market.”

In its contracted capacity, 365squared will deploy its real-time AI/ML based A2P SMS firewall solution within Uganda Telecom’s SMS infrastructure, as well as integrate with the SSTP (both for SMS submission and reconciliation of delivered SMS), and ICB (Inter-connect Billing) / Reconciliation solution, along with other relevant network elements such as Testing, Commissioning, and Support. 365squared will also provide managed services around the firewall solution to enable UTCL to fully leverage the solution. Furthermore, 365squared and Route Mobile will be an Exclusive Gateway for the network, driving higher volumes of A2P SMS traffic on UTCL network.

About Uganda Telecommunications Corporation Limited (www.utl.co.ug)

Uganda Telecom is Uganda’s first Telecommunication operator and was the first company to own a Full Telecommunications Operator license in the country. UTCL was incorporated in 1998 as a Public Limited Liability Company and has since embarked on an unrivalled evolution. UTCL is positioned as the country’s leading telecommunications innovator with its missions to deliver the most innovative communication solutions. UTCL launched its Next Generation Network that delivers voice, data and video services over a single network. Uganda Telecom has the largest fixed line network and is also the largest ISP in the country.

About 365squared Limited (www.365squared.com)

365squared, a wholly owned step-down subsidiary of Route Mobile Limited, is an international managed services provider to the mobile network operator community. Working with mobile network operators (MNOs) across the globe, and with a presence in Europe, South America, Africa and Asia, 365squared’s commitment is to eliminate loss of revenue from international SMS termination, generate new revenue by monetizing application-to-person (A2P) SMS traffic, and to protect customers from spam and fraudulent SMS. 365squared offers a complete end-to-end managed service ensuring its client, MNOs, secure the maximum revenue opportunity and the best customer experience.

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, the Middle East, Africa, Europe and the Americas.



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Additional Resources

LinkedIn: <https://in.linkedin.com/company/routemobilelimited>

Twitter: https://twitter.com/route_mobile

Facebook: <https://www.facebook.com/Routemobilelimited>

For further details please contact:

Tanmay Ayare

Global Head – Marketing & Communication

Email: press@routemobile.com

Contact: +91 (022) 40337676