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/2023-24/392

Date: August 10, 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 launches OCEAN – Omnichannel CX Suite; and expands Digital Identity Suite under TruSense".**

The same is also uploaded on the Company's website at www.routemobile.com.

Thanking you,
Yours truly,
For Route Mobile Limited

Rathindra das

Digitally signed by: Rathindra das
DN: CN = Rathindra das C = IN O = Personal
Date: 2023.08.10 14:21:00 +05'30'

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

Encl: as above

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

Route Mobile Limited launches OCEAN – Omnichannel CX Suite; and expands Digital Identity Suite under TruSense.

Showcases the power of its personalized customer experience (CX) suite and Digital Identity solutions for a more intuitive and secure customer engagement across multiple touchpoints.

Mumbai, August 10, 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, has announced the launch of its **Omnichannel Experience Automation Network (OCEAN)**, a personalized omnichannel CX Suite. It has also expanded its digital identity security suite – **TruSense** with launch of three new products – TruScore, TruAuth, TruFa.

On the launch of OCEAN and TruSense offerings at its flagship event, Route Amplify, **Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile said,** "I am proud of how far we have come on this journey of providing the best customer experience possible. OCEAN and TruSense are a result of this continuous quest to perfect customer engagement and experience across multiple touchpoints while providing robust security without inconveniencing the end user."

OCEAN - is a Personalized Omnichannel CX Suite that lets enterprises engage with end-users through a unified experience to deliver personalized messages across all customer touchpoints including mobile, web and social channels. This platform can be leveraged by various industries including BFSI, Retail, E-commerce, Hospitality, Travel, Media and Logistics to transform their user engagement journey. OCEAN brings all customer conversations on a single platform, allowing brands to understand preferences through advanced analytics and leverage conversational UX to provide more responsive customer support.

The OCEAN platform is one of the first products to come out of Route Mobile's R&D center – RouteLab, which was established in Bengaluru, in 2022.

"OCEAN plugs the gaps in the customer journey, right from engagement and acquisition to conversion. The suite is designed to provide a personalized experience, allowing customers to engage with their favorite brands across channels. With its ICE (Insights – Conversations – Engagement) framework, this suite provides valuable insights about their customers who may be at various points of the journey and also improves response times for a positive experience", said **Milind Pathak, Group Chief Business Officer, Route Mobile**.

TruSense ("Trusense Identity Limited"), a wholly owned subsidiary of Route Mobile, introduced three new products, namely TruScore, TruAuth and TruFa. TruScore gives businesses actionable insights into phone number trustworthiness. TruAuth enables secure phone number verification with an improved customer experience and TruFA provides a single interface for phone number verification, combining our number intelligence with both new and traditional authentication channels. These offerings will strengthen BFSI, Gaming, Retail and E-commerce companies — that require a powerful authentication and risk management solution that protect their customers from digital frauds, social engineering scams and SIM swap frauds while ensuring a hassle-free user experience.

"We envision a world free of digital fraud where no consumer faces risks related to identity theft, forgery, SIM swap, phishing, SMishing, social engineering, account takeover and online fraud. The new set of offerings are our first in the line-up of more solutions to come as we expand our digital identity suite. We have seen a lot of success with these products in Columbia and we plan to roll them out to more countries in coming months", shared **David Vigar, Executive Vice President (Digital Identity).**

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

These solutions further strengthen the offerings of Route Mobile and will enable enterprises to go beyond traditional CPaaS to create a robust, secure and omnichannel customer communication strategy.

About TruSense Identity Limited

TruSense Identity Limited is a wholly owned subsidiary of Route Mobile Limited, one of the leading CPaaS (Communication Platform as a Service) providers to enterprises, over-the-top players (OTT), and mobile operators. TruSense Identity Limited is focused on providing technology-based solutions to a digitally connected world vulnerable to identity theft and social engineering threats.

With 20-years of experience in the Mobile Communication industry, Route Mobile Limitedis dedicated to providing the best fraud detection system available. TruSense is a realization of that commitment towards customer satisfaction and has been created to help organizations achieve their goals.

TruSense marks its initial presence in India, Colombia, and Peru with plans for further expansion in global markets.

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.

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

Concept PR

Ms Roshna Shetty

Email: roshna@conceptpr.com

Contact: +91 9137981103

Ms Isha Pawar

Email: isha@conceptpr.com

Contact: +91 77383 44952

Brands are digitally connected with customers.

Do they want to communicate with customers or engage with customers?

What are the usual challenges?

Siloed data

Disjoint experiences

Lack of personalization

Power of Personalization

Do you interact with different people in the same way?

80%

Consumers are more likely to purchase from a brand that provides personalized experiences.

92%

Shoppers are influenced by personalized product recommendations based on their shopping carts.

83%

Consumers are willing to share their data to create a more personalized experience.

Insights
OCEAN™
Omnichannel Experience Automation Network
Engagement
Conversations

Insights - for effective Customer Engagements

Data Sources

- Data Files
- BI Systems
- ERP & CRM
- Data Warehouse
- Website/App Behavior
- Third party BI Systems

Customer Insights

- Purchase behaviour
- Employment Type
- Financial parameters
- Demographics
- RFM Matrix
- Interests/Social

Engagement - Personalized Omnichannel Experience

Cafe RIZE

'Your order will be ready for pickup at 8.30 am"

6:10 am

Cafe RIZE

Hi Kate,
Hope you enjoyed your coffee today! Please share your feedback.

9:21 am

Excelent

Nice

Bad

Cafe RIZE

Hello, I'd like to reschedule the delivery

10:32 pm

Sure, choose your preferred date

10:33 pm

Cafe RIZE

Hi Kate,

Explore our Limited Edition Personalized Coffee Mugs. Get your custom ceramic mugs delivered straight to your door for free.

Ceramic - White & Black Mug

₹289

Shop Now

Ceramic - Beige & Brown Mug

₹299

Shop Now

Ceramic - White & Purple Mug

₹199

Shop Now

10:10 pm

Kate

Ok Google...

11:00 pm

Place my coffee order for 8.30 am tomorrow.

11:00 pm

Okay, I'am calling the coffee shop now

11:00 pm

1

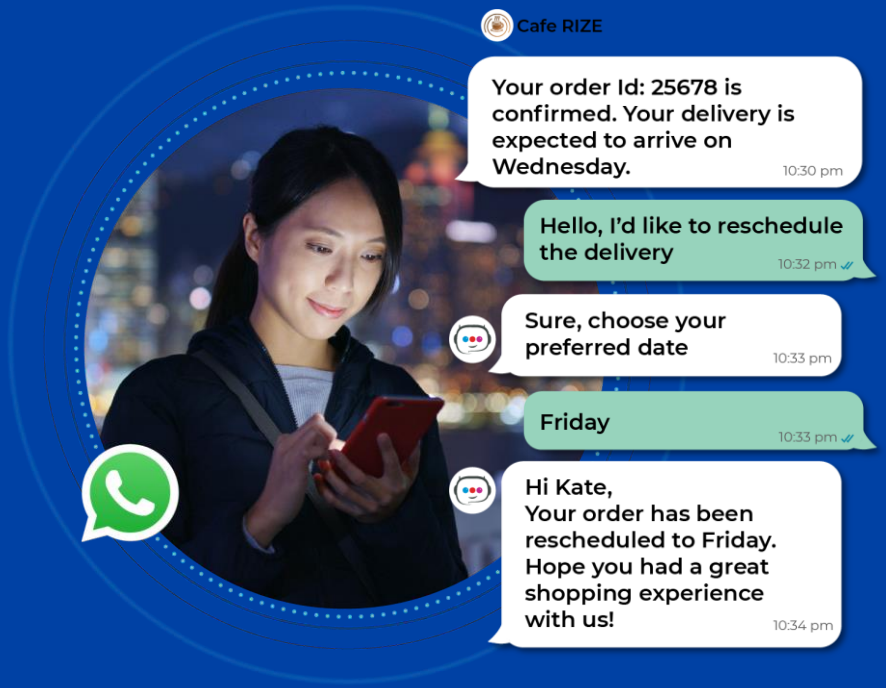
Cafe Rize Organic coffee - sustainability and ethics in each cup 04:00 PM

Cafe Rize Where do our specialty coffee beans come from? Aug 6

Cafe Rize 5 Myths & Misconceptions about Coffee Aug 5

Conversations - Unified Experience

- **Conversational Bot builder and Live Agents**
- **Web, App, Social & OTT channel support**
- **Seamless handover between Agent and Bot**
- **End-to-End conversations experience**
- **Advanced NLP Engines Integrated**

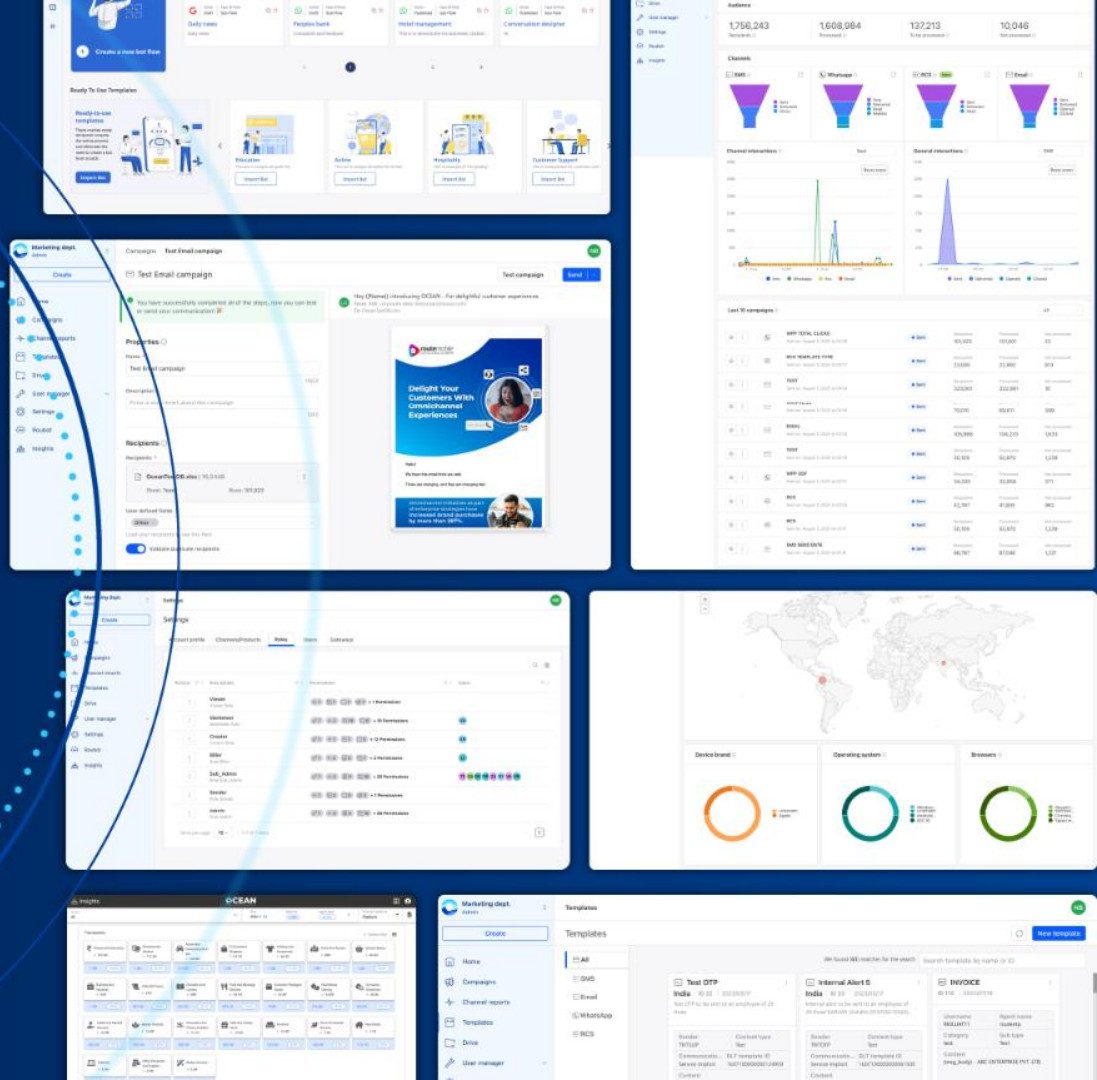


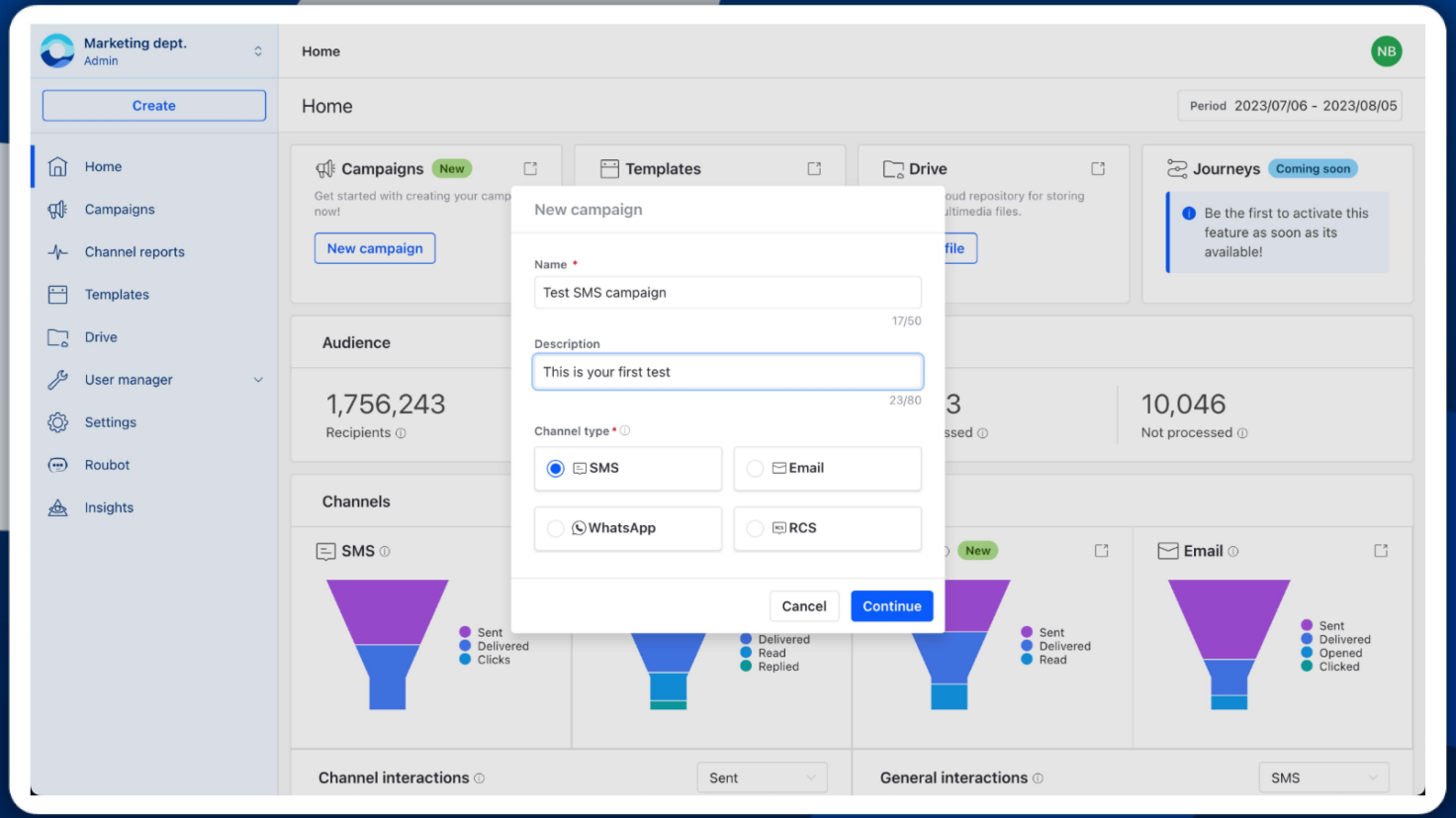
Insights
Engagement
Better CX
Conversations

OCEAN™

Omnichannel Experience Automation Network

Let’s take a look




Marketing dept.
Admin
Create
Home
Campaigns
Channel reports
Templates
Drive
User manager
Settings
Roubot
Insights
Home
NB
Home
Period 2023/07/06 - 2023/08/05
Campaigns New
Get started with creating your camp now!
New campaign
Templates
Drive
oud repository for storing ultimedia files.
file
Journeys Coming soon
Be the first to activate this feature as soon as its available!
Audience
1,756,243
Recipients
3
ssed
10,046
Not processed
Channels
SMS
Sent
Delivered
Clicks
Delivered
Read
Replied
New
Sent
Delivered
Read
Email
Sent
Delivered
Opened
Clicked
Channel interactions
Sent
General interactions
SMS
New campaign
Name *
Test SMS campaign
17/50
Description
This is your first test
23/80
Channel type *
SMS
Email
WhatsApp
RCS
Cancel
Continue

Marketing dept.
Admin

Create

- Home
- Campaigns
- Channel reports
- Templates
- Drive
- User manager
- Settings
- Roubot
- Insights

Home

NB

Home

Period 2023/07/06 - 2023/08/05

Campaigns New

Get started with creating your campaign now!

New campaign

Templates

A one-stop-shop to store and register communication content for different channels.

New template

Drive

The main cloud repository for storing different multimedia files.

Upload file

Journeys Coming soon

Be the first to activate this feature as soon as its available!

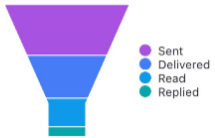
Audience

1,756,243	1,608,984	137,213	10,046
Recipients	Processed	To be processed	Not processed

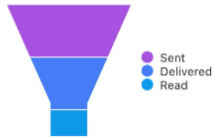
Channels

SMS

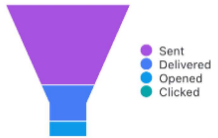
Whatsapp

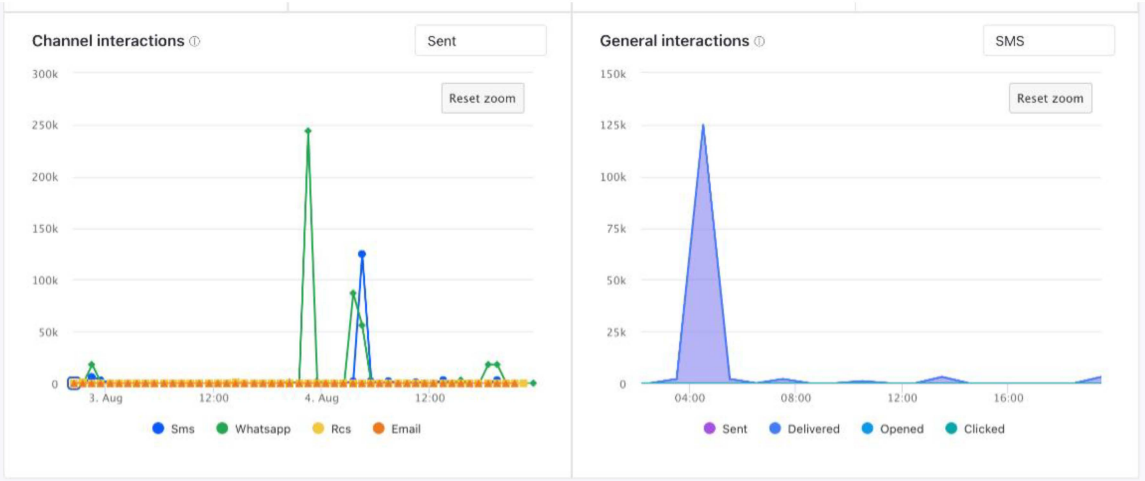


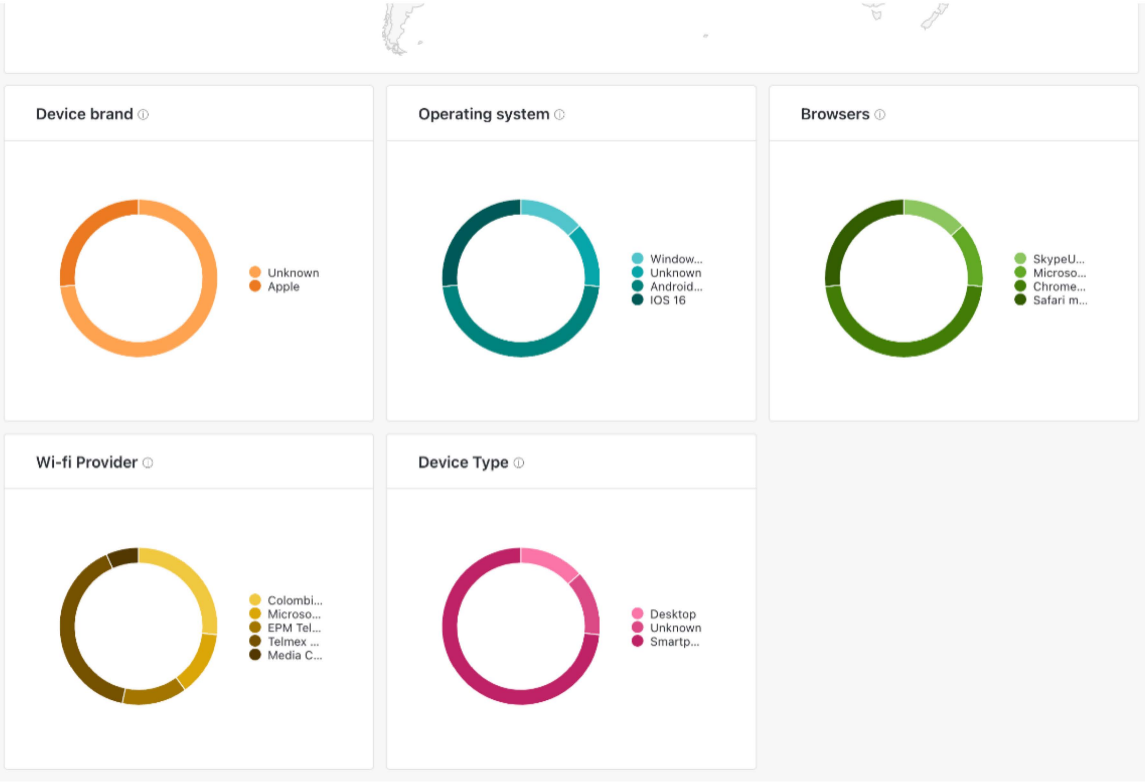
RCS New

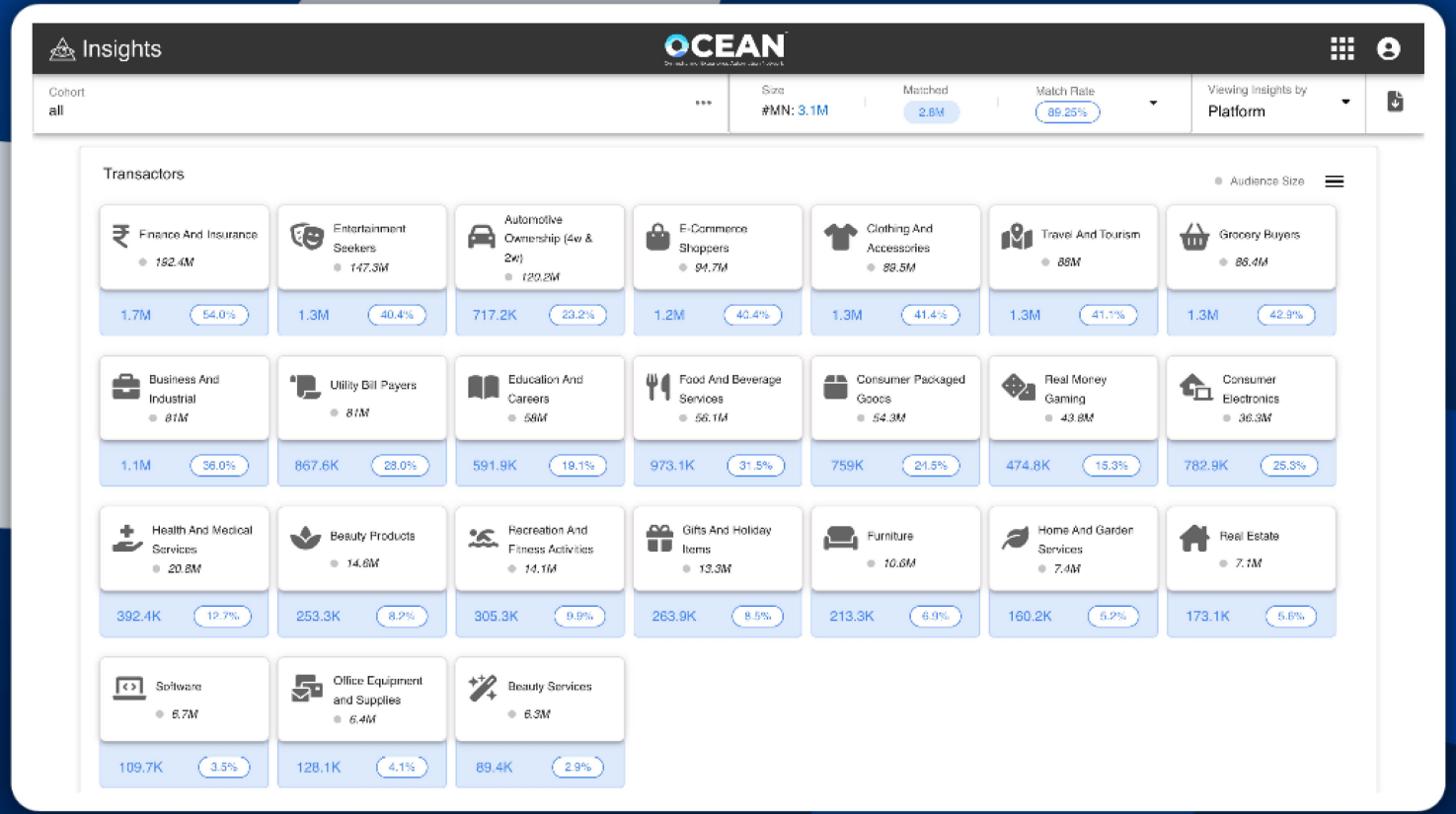


Email




Channel interactions
Sent
Reset zoom
300k
250k
200k
150k
100k
50k
0
3. Aug
12:00
4. Aug
12:00
Sms
Whatsapp
Rcs
Email
General interactions
SMS
Reset zoom
150k
125k
100k
75k
50k
25k
0
04:00
08:00
12:00
16:00
Sent
Delivered
Opened
Clicked
Last 10 campaigns
All
WPP TOTAL CLICKS
Sent on: August 5, 2023 at 04:58
Sent
Recipients
101,023
Processed
101,001
Not processed
22
RCS TEMPLATE TYPE
Sent on: August 5, 2023 at 04:27
Sent
Recipients
23,505
Processed
22,892
Not processed
613
TEST
Recipients
Processed
Not processed


Device brand
Unknown
Apple
Operating system
Window...
Unknown
Android...
IOS 16
Browsers
SkypeU...
Microso...
Chrome...
Safari m...
Wi-fi Provider
Colombi...
Microso...
EPM Tel...
Telmex ...
Media C...
Device Type
Desktop
Unknown
Smartp...


Insights
OCEAN
Cohort
all
Size
#MN: 3.1M
Matched
2.6M
Match Rate
89.25%
Viewing Insights by
Platform
Transactors
Audience Size
Finance And Insurance
182.4M
1.7M
54.0%
Entertainment Seekers
147.3M
1.3M
40.4%
Automotive Ownership (4w & 2w)
120.2M
717.2K
23.2%
E-Commerce Shoppers
94.7M
1.2M
40.4%
Clothing And Accessories
88.5M
1.3M
41.4%
Travel And Tourism
88M
1.3M
41.1%
Grocery Buyers
86.4M
1.3M
42.9%
Business And Industrial
81M
1.1M
36.0%
Utility Bill Payers
81M
867.6K
28.0%
Education And Careers
58M
591.9K
19.1%
Food And Beverage Services
56.1M
973.1K
31.5%
Consumer Packaged Goods
54.3M
759K
24.5%
Real Money Gaming
43.8M
474.8K
15.3%
Consumer Electronics
36.3M
782.9K
25.3%
Health And Medical Services
20.8M
392.4K
12.7%
Beauty Products
14.6M
253.3K
8.2%
Recreation And Fitness Activities
14.1M
305.3K
9.9%
Gifts And Holiday Items
13.3M
263.9K
8.5%
Furniture
10.6M
213.3K
6.9%
Home And Garden Services
7.4M
160.2K
5.2%
Real Estate
7.1M
173.1K
5.6%
Software
6.7M
109.7K
3.5%
Office Equipment and Supplies
6.4M
128.1K
4.1%
Beauty Services
6.3M
89.4K
2.9%

Insights

OCEAN

Omnichannel Experience Automation Network

Cohort
all

Size
#MN: 3.1M

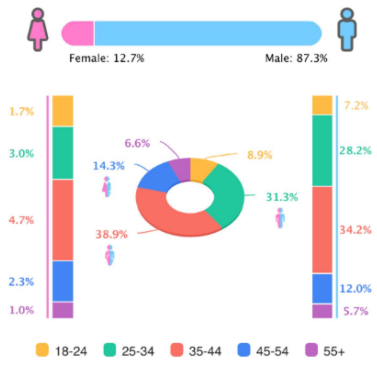
Matched
2.8M

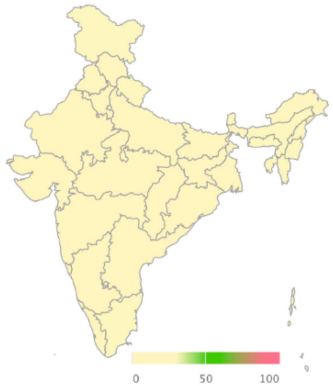
Match Rate
89.25%

Viewing Insights by
Demographics

Demographics

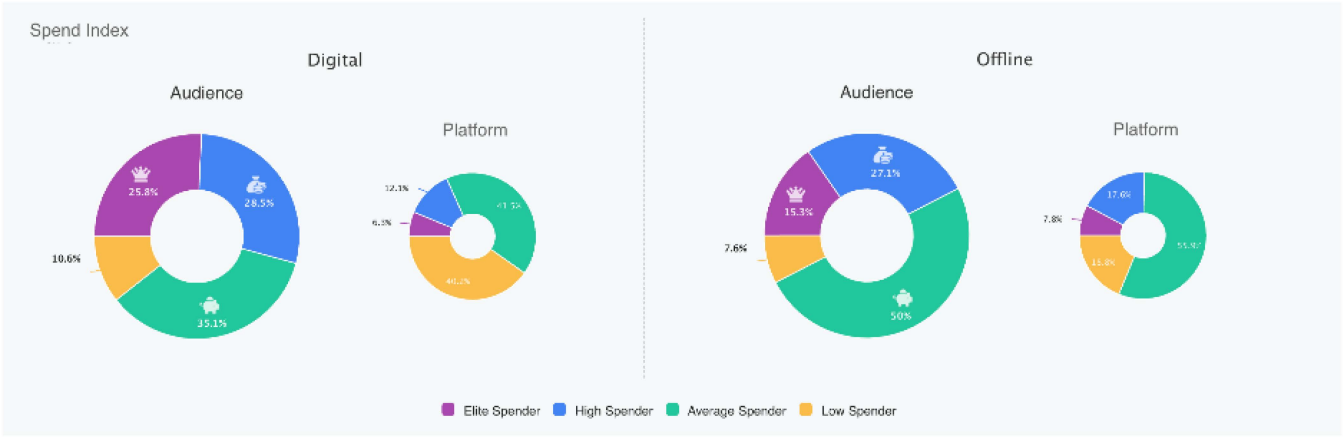
Gender / Age Group



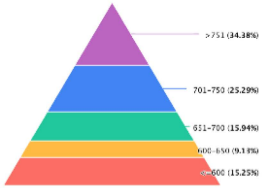


Top States	Users
Maharashtra	18.6%
Uttar Pradesh	10.85%
Karnataka	8.75%
Telangana	7.77%
Gujarat	6.3%
Delhi	6.24%
West Bengal	5.11%
Haryana	4.44%
Andhra Pradesh	3.83%
Rajasthan	3.81%

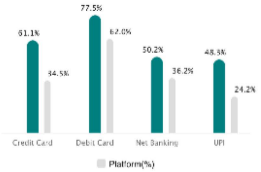
Top Cities	Users
Delhi	16.89%
Mumbai	13.27%
Benguluru	12.04%
Hyderabad	7.24%
Pune	6.05%
Chennai	5.53%
Ahmedabad	4.54%
Allahabad	3.4%
Surat	3.34%
Kolkata	3.11%


Spend Index
Digital
Audience
Platform
Offline
Audience
Platform
25.8%
28.5%
10.6%
35.1%
12.1%
6.3%
27.1%
15.3%
7.6%
50%
17.6%
7.8%
Elite Spender
High Spender
Average Spender
Low Spender

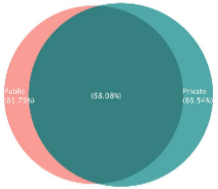
Bureau Credit Score



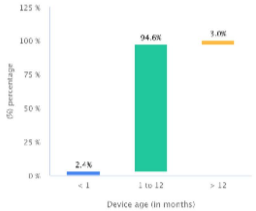
Digital Transaction Mode



Banking Type

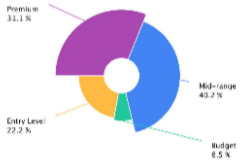


Device Age

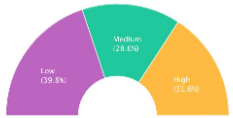


Device Brand

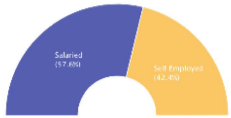
Device Price



Mobile Data Usage



Employment Role



Roubot

Roubot | Live Agent

All Flows

Search a flow

Create a new bot flow

Fitness guru 2.0	Hinguru	Smart tech	Urban edu bot
Action: Draft · Type Of Flow: Sub Flow	Action: Draft · Type Of Flow: Sub Flow	Action: Draft · Type Of Flow: Sub Flow	Action: Draft · Type Of Flow: Sub Flow
Your virtual instructor	Hindi teacher	Smart tech	Educational bot
Daily news	**Peoples bank**	**Hotel management**	**Conversation designer**
Action: Draft · Type Of Flow: Sub Flow	Action: Draft · Type Of Flow: Sub Flow	Action: Published · Type Of Flow: Sub Flow	Action: Published · Type Of Flow: Sub Flow
Daily news	Complaints and feedback	This is to demostrate the automatic chatbot ...	Hi

1 2

Ready To Use Templates

Ready-to-use templates

These market-ready templates simplify the entire process and eliminate the need to create a bot from scratch.

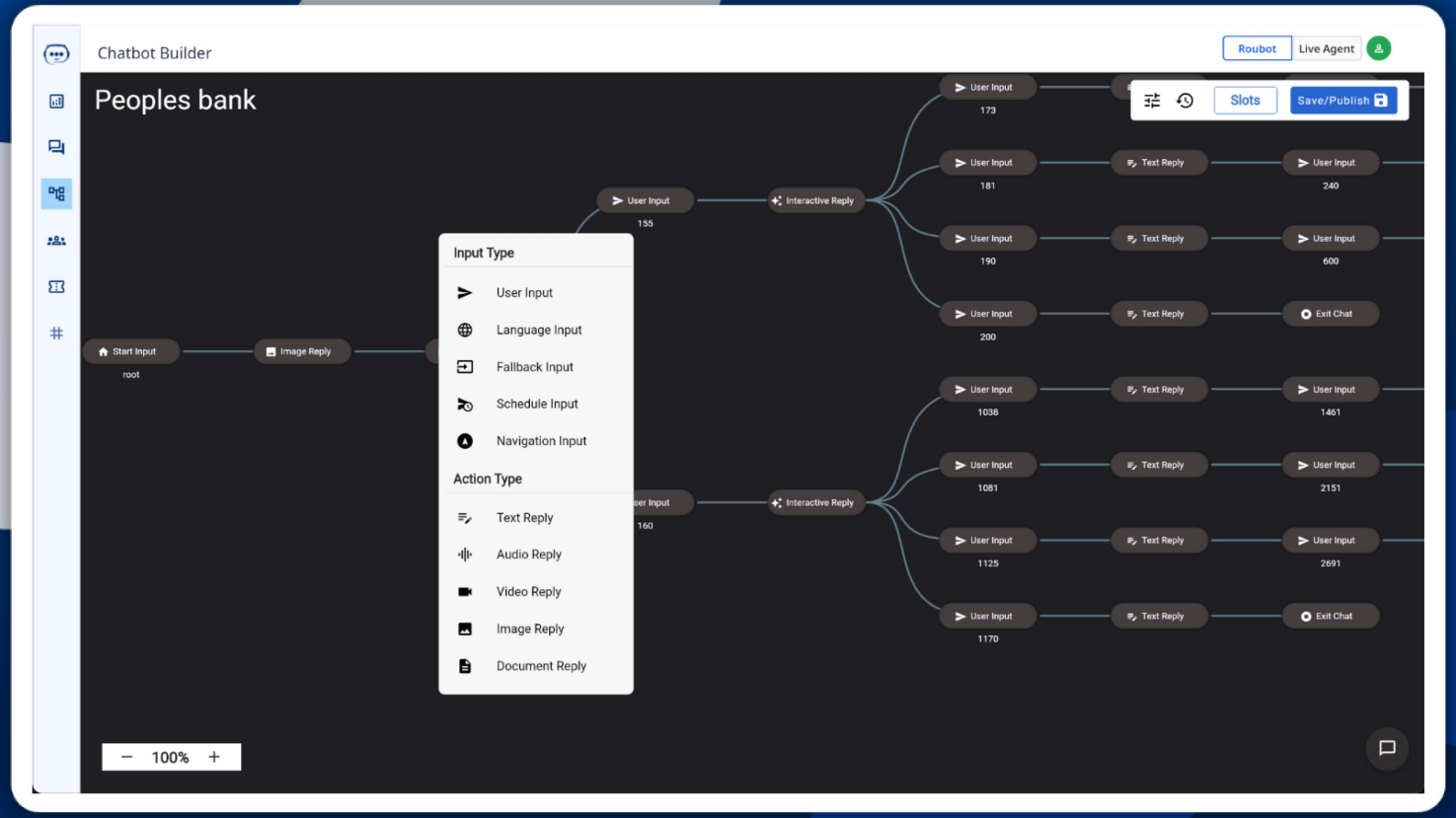
Import Bot

Education
This bot is sample template for
Import Bot

Airline
This bot is sample template for Airline
Import Bot

Hospitality
This is example of *Hospitality
Import Bot

Customer Support
This is example bot for customer care
Import Bot


Chatbot Builder
Roubot
Live Agent
Peoples bank
Slots
Save/Publish
Start Input
root
Image Reply
User Input
155
Interactive Reply
Input Type
User Input
Language Input
Fallback Input
Schedule Input
Navigation Input
Action Type
Text Reply
Audio Reply
Video Reply
Image Reply
Document Reply
User Input
173
User Input
181
Text Reply
User Input
240
User Input
190
Text Reply
User Input
600
User Input
200
Text Reply
Exit Chat
User Input
1038
Text Reply
User Input
1461
User Input
1081
Text Reply
User Input
2151
User Input
1125
Text Reply
User Input
2691
User Input
1170
Text Reply
Exit Chat
100%

www.oceanplatform.io

Stop Interrogating,
Start Welcoming

AUGUST 2023

THE HINDU

SIM - swap fraud: Man gets missed calls, loses ₹50 lakh

A South Delhi-based businessman was duped of more than Rs 50 lakh by some unknown scammers through a series of missed calls, the police said on Tuesday, adding that the victim had not shared any OTP or personal details with the scammers.

The man, in his complaint, said he had received several missed calls and when he picked up one of the calls, there was no response from the caller's side. Later, he found out that multiple transactions were made from his bank account and he lost nearly Rs 50 lakh.

A case has been registered at the Delta Police's cyber cell in the matter. According to a senior police officer, the fraudsters suggested the victim take a screenshot. Once the duplicate SIM starts functioning, the original SIM gets blocked, the officer said.

With the help of the duplicate SIM, they can get a one-time password (OTP) and other alerts required to carry out financial transactions through the victim's bank account.

While banks say that SIM swap is possible because of a weak two-factor authentication that enables scammers to access details from telecom providers. According to the police, one should alert them and the mobile service provider if there is no service or signal, bulk notifications that look suspicious, or one is unable to access personal accounts.

The Officer added that one shouldn't share OTPs

Customer experience:
the right thing to do for
customers
and results in

3x Returns to Shareholders

McKinsey
& Company

In a Mobile World, your Phone Number is your

Unique Identifier

Introducing...

TruSense™

A Route Mobile Company

TruAuth

Mobile Number Verify & P2A

- Verifying Phone Number Possession through secure connection between device and Mobile Operator
- Improved Security
- Enhanced Customer Experience

TruScore

Lookup & Validate

- Phone Number Insights
- Number Type, Carrier, Porting, Risk, Status, Sim Swap, IP Address

TruFA

- Single Interface combining TruScore, TruAuth and traditional channels
- Save development time, improve user sign up rates

Coming in October 2023

TruSense™
A Route Mobile Company

TruAuth

Enabling secure Phone Number Verification Improving Customer Experience

TruScore

Insight into Phone Number trustworthiness

TruFA

Single interface for TruScore and TruAuth

TruSense™

A Route Mobile Company

www.trusense.id