Ref No: RML/2021-22/182

Date: February 2, 2022

To,

BSE Limited   **National Stock Exchange of India Limited**
Scrip Code: 543228   **NSE Symbol: ROUTE**

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the Press Release titled **"Route Mobile Limited wins Gold at the 2022 Juniper Research Future Digital Awards for Telco Innovation in Rich Communication Services (RCS)".**

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

Thanking you,
Yours truly,
For Route Mobile Limited

_____
Rathindra Das
Group Head Legal, Company Secretary & Compliance Officer

Encl: as above

ROUTE MOBILE LIMITED WINS GOLD AT THE 2022 JUNIPER RESEARCH FUTURE DIGITAL AWARDS FOR TELCO INNOVATION IN RICH COMMUNICATION SERVICES (RCS)

Mumbai, India, February 2, 2022: 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, today announced that it was named the 'Gold Winner' in the 'Best RCS Provider' category at the 'Future Digital Awards 2022 for Telco Innovation' hosted by Juniper Research.

The Award was part of the 2022 edition of Juniper Future Digital Awards that recognizes organisations who have made outstanding contributions to their industry and are positioned to make a significant impact in the future.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited, said, "*We are extremely thrilled to have received the Juniper Future Digital Award for our innovation in providing Best RCS. This award is a testament to the commitment, skill, ingenuity, and our vision as a tech-enabled CPaaS player.*" **He further added,** *"RCS enabled subscribers are expected to reach 1.2 bn globally in 2022 to 3.8 bn by 2026 as per the Juniper Research. We will continue to strengthen our R&D, focus on developing next-generation technologies like RCS that can transform communication commerce across industries to enable brands to build deeper customer engagement, deliver a superior customer experience and gain customer loyalty."*

RCS Business Messaging has seen traction across industry segments like banking, finance, insurance, retail, ecommerce, airlines among others. RCS chatbots are built into the messaging app enabling two-way communication and Payment integrations intertwining communications and commerce thereby transforming customer communications for brands & enterprises.

The primary objective of the Future Digital Awards is to identify and recognise Companies that have excelled in their respective fields, but also for Companies to create a winning atmosphere to attract and retain talent by having a high-performance culture and establish trust and confidence in future growth prospects.

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.

- Follow Route Mobile on LinkedIn: https://in.linkedin.com/company/routemobilelimited
- Follow Route Mobile on Twitter: https://twitter.com/route_mobile
- Follow Route Mobile on Facebook: https://www.facebook.com/Routemobilelimited

For further details, please contact:
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Global Head – Marketing & Communication
Email: press@routemobile.com
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