



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/2023-24/395

Date: August 18, 2023

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015.

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 ("Listing Regulations"), it is hereby informed that Route Mobile (UK) Limited ("**RML UK**"), wholly owned subsidiary ("**WoS**") of Route Mobile Limited (the "**Company**"), has signed a binding term sheet with Vodafone Idea Limited ("**VIL**") for VIL's International A2P SMS traffic.

In this regard, the disclosure in terms of Regulation 30 of the Listing Regulations read with Paragraph B.4.2 of Annexure I of the SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is given in the **Annexure 1**.

Further to this regard please find enclosed press release titled "**Route Mobile Limited signs an exclusive partnership with Vodafone Idea Ltd., to provide A2P SMS Monetization Solutions**" as **Annexure 2**.

The above documents are available on the Company's website at www.routemobile.com.

You are requested to take the above information on record.

Thanking you,
Yours Truly,
For Route Mobile Limited

Rathindra Das
Group Head Legal, Company Secretary & Compliance Officer
Membership No: F12663

Encl: as above

Annexure 1

Sr. No.	Items for Disclosure	Description
1	name of the entity awarding the order(s)/contract(s)	Vodafone Idea Limited ("VIL").
2	significant terms and conditions of order(s)/contract(s) awarded in brief	RML shall be VIL's platform provider for International A2P SMS Services for a period of 24 months.
3	whether order(s) / contract(s) have been awarded by domestic/ international entity	The contract has been awarded by VIL, a domestic entity.
4	nature of order(s) / contract(s)	Aggregation of international A2P SMS traffic and development & deployment of a dedicated infrastructure consisting of SMS Hub and Firewall Services.
5	whether domestic or international	International A2P SMS Services
6	time period by which the order(s)/contract(s) is to be executed	The Parties shall enter into a Definitive Agreement before the 'Go-Live' date, which is yet to be decided.
7	broad consideration or size of the order(s)/contract(s)	Value is dynamic in nature and is likely to exceed the minimum threshold criteria prescribed for disclosure.
8	whether the promoter/ promoter group / group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof	No
9	whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at "arm's length".	No

Annexure 2

Press Release

Route Mobile Limited signs an exclusive partnership with Vodafone Idea Ltd., to provide A2P SMS Monetization Solutions

Signs a binding term sheet that also includes deployment of its AI/ML-driven analytical firewall solution and SMS Hub on the VIL network

Mumbai, 18 August 2023: Route Mobile Limited (“Route Mobile”), a leading CPaaS company, has entered into an exclusive partnership with Vodafone Idea Limited (“VIL”) to deploy and implement its suite of end-to-end A2P monetization solutions, for all A2P SMS traffic on the VIL network (including erstwhile Vodafone and Idea networks).

As part of this arrangement, Route Mobile will provide comprehensive A2P monetization solutions to VIL by deploying its Artificial Intelligence/Machine Learning (AI/ML) driven analytical firewall solution, an SMS Hub on the VIL network, and aggregating international A2P SMS traffic on the VIL network.

Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile, said, “I am delighted about this partnership. VIL is an important operator in the country and our firewall solution will further help them protect their customers against Spam and Phishing. We are honored and extremely pleased to build on our relationship with the erstwhile Idea Cellular team, and re-engage with the expanded Vodafone Idea family to offer our comprehensive solution suite for their network. This partnership also signifies Route Mobile’s global connectivity and full spectrum of CPaaS capabilities. I am proud of our team who made this happen”.

Route Mobile has deployed its firewall solutions for several Mobile Network Operators (“MNOs”) across the globe, and VIL stands to benefit from the revenue maximization delivered by these solutions. Route Mobile’s A2P SMS firewall enables MNOs to safeguard their customers from unwanted and malicious messages, with innovative, real-time traffic analysis and detection solutions. The solution leverages proprietary message simulators, traffic analysis and forecasting tools, business intelligence, data analysis and intelligence databases to offer effective blocking of illegitimate grey route traffic and monetization of A2P SMS traffic on the network.

The erstwhile Idea Cellular network was leveraging Route Mobile’s firewall solutions (till April 2022) to identify, block and optimally monetize grey route traffic on its network. Under the new engagement, Route Mobile’s solutions will be deployed across the entire Vodafone Idea network on an exclusive basis.

VIL is one of the world’s largest telecommunications network operators. In addition to the firewall solutions, VIL will also leverage Route Mobile’s robust, scalable and reliable CPaaS platform, to effectively and efficiently process aggregated international A2P SMS traffic on its network. This end-to-end exclusive relationship will drive significant value for both partners.

About Route Mobile Limited (www.rotemobile.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 Business 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.



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Additional Resources

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