

Ref No: RML/2021-22/102

Date: July 12, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Intimation of Incorporation of a Step-down subsidiary

With reference to the captioned subject, we wish to you inform you that our Wholly-owned subsidiary – Route Mobile (UK) Limited, UK has incorporated a subsidiary namely – ‘Send Clean INC.’ (the ‘Corporation’), in Delaware, USA.

The details as required under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is enclosed as **Annexure 1**.

You are requested to take the above information on record.

Thanking you,

Yours faithfully,

For Route Mobile Limited

Rathindra Das
Head Legal, Company Secretary & Compliance Officer

Encl: as above

Annexure 1

Details regarding incorporation of a step-down subsidiary in United States

Sr. No.	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.	<p>Send Clean INC. ('Company') has been incorporated with effect from July 7, 2021.</p> <p>Turnover: Not Applicable since Send Clean INC. is a newly incorporated corporation.</p>
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms' length"	<p>"Send Clean INC." is incorporated by wholly owned subsidiary of Route Mobile Limited i.e. Route Mobile (UK) Limited.</p> <p>Incorporation of Send Clean INC. doesn't fall within the purview of related party transactions. None of the promoter/ promoter group / group companies have any interest in the newly incorporated entity.</p> <p>However, post incorporation Send Clean INC. would be a Related Party, being the step down subsidiary of the Company.</p>
3	Industry to which the entity being acquired belongs	Cloud based email marketing and market automation.
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	<p>The objects of the company shall be inter alia to carry on business of AI enabled cloud based email marketing, market automation, enterprise messaging and other connected communication business on similar platform/technology.</p> <p>This new entity formation would further strengthen the Company's organic growth strategy.</p>
5	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
6	Indicative time period for completion of the acquisition;	Not Applicable
7	Nature of consideration - whether cash consideration or share swap and details of the same	Cash (Route Mobile (UK) Limited has subscribed 100% of the shares of Send Clean INC.)

8	Cost of acquisition or the price at which the shares are acquired;	Route Mobile (UK) Limited has subscribed 1,000 shares of \$1.00 per share.
9	Percentage of shareholding / control acquired and / or number of shares acquired	Route Mobile (UK) Limited, a wholly owned subsidiary of Route Mobile Limited, holds 100% shareholding of Send Clean INC.
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information.	<p>Send Clean INC. will be involved in the business of AI enabled cloud based email marketing platform and market automation.</p> <p>Date of Incorporation: July 7, 2021</p> <p>History of turnover: Not Applicable</p> <p>Country of Incorporation: Delaware, United States</p>