

**Ref No:** RML/2024-25/473

**Date:** June 24, 2024

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 enables WhatsApp-based ticketing for Nagpur, Pune, Hyderabad and Delhi Metro, becoming the largest enabler for such services in India**”.

The same is also uploaded on the Company’s website at [www.routemobile.com](http://www.routemobile.com)

Thanking you,  
Yours truly,  
**For Route Mobile Limited**

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

**Encl:** as above

## Press Release

### **Route Mobile Limited enables WhatsApp-based ticketing for Nagpur, Pune, Hyderabad and Delhi Metro, becoming the largest enabler for such services in India.**

*Route Mobile Limited has partnered with Billeasy to extend WhatsApp-based metro rail ticket booking in Nagpur, Hyderabad, and Pune in addition to Delhi and becomes the largest enabler of WhatsApp based Metro rail ticket booking in India, serving over 75 lakh commuters each day.*

**Mumbai, 24 June, 2024:** Route Mobile Limited (Route Mobile) has partnered with Billeasy E Solutions Private Limited (Billeasy) and enabled WhatsApp-based ticket booking for Pune, Hyderabad, and Nagpur metros in addition to Delhi. More than 75 lakh commuters use these metros every day. To purchase tickets, they need to visit the official WhatsApp account of the respective metro, choose the stations, make the payment, and receive tickets directly from the WhatsApp interface. They can also pay for the ticket right from WhatsApp.

Currently, 15 cities in India have active Metro services, and Route Mobile has already enabled this solution for four of them, making it the largest enabler in the domain. Route Mobile first launched this service for Delhi Metro in the second half of 2023. Now, they have enabled this service for three additional cities – Nagpur, Pune & Hyderabad through a partnership with integration partner Billeasy, who have been pioneers of this solution since 2020.

Ticket booking on WhatsApp involves creating advanced solutions and the latest features like web views and payment integrations. Route Mobile was one of the early adopters of these features to create a solution that is simple to use for the general public and reliable in terms of availability, speed and security. This solution has been developed in Route Lab, the R&D center of Route Mobile.

To use this service, the user has to chat with the official WhatsApp account of the metro, follow the simple instructions like selecting 'from' and 'to' stations and number of tickets and make the payment via their preferred payment method (UPI, Net banking, Credit or debit cards). Upon successful completion, the user will receive the tickets as a WhatsApp message in the form of a link that will open the QR ticket which they can present at the time of entering the station and complete their journey.

To experience these ticketing solutions, you can click on the link or ping on the WhatsApp number given below:

Maha Metro Nagpur: Send a "Hi" to this number or simply click! ([+918624888568](https://wa.me/918624888568))

Maha Metro Pune: Send a "Hi" to this number or simply click! ([+919420101990](https://wa.me/919420101990))

L&T Hyderabad Metro: Send a "Hi" to this number or simply click! ([+918341146468](https://wa.me/918341146468))

Delhi Metro: Send a "Hi" to this number or simply click! ([+91965085580](https://wa.me/91965085580))

Talking about this development, **Rajdipkumar Gupta, Managing Director & Group CEO of Route Mobile**, said, "Our focus is on creating some very unique solutions powered by messaging channels that revolutionize the way customers interact with brands. By enabling ticket booking on WhatsApp for four major cities, we have become one of the largest enablers in this space. This is also a testament to our innovative mindset and ability to solve complex problems with technology. I am extremely delighted about this deployment, thank our partners in this project and wish the commuters a safe and happy commute."

**He also added**, "Any large-scale deployment needs to be supported by an equally capable infrastructure. This deployment showcases Route Mobile's network capability and scalability. These kinds of unique customer journeys are what the engineering and product teams try to solve on a daily basis in Route Lab. We look forward to deploying more such solutions in the coming days"

Route Mobile partnered with a Mumbai based integration partner, Billeasy that works with these metros for the deployment of this solution. **Akash Patil, Founder & CEO, Billeasy**, expressed, "We are driving digital transformation for various enterprises and government organizations. Our partnership with Route Mobile enables us to elevate the overall experience and provide a simple, accessible solution to a larger audience, making their lives easy".



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WhatsApp is one of the most popular OTT messaging channels with a market penetration of over 65%. Route Mobile is a certified partner of Meta and works very closely with them to adopt and deploy new features on its platform.

**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 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. Route Mobile is now a part of Proximus Group, a provider of digital services and communication solutions operating in Belgium and international markets.

**Additional Resources**

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