

Ref No: RML/2022-23/315

Date: November 22, 2022

To,  
**BSE Limited**  
**Scrip Code: 543228**

**National Stock Exchange of India Limited**  
**Symbol: ROUTE**

Dear Sir/Madam,

**Sub: Press Release**

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Please find enclosed Press Release titled "Route Mobile Limited strengthens its presence in the GCC (Gulf Cooperation Council) with entry into the Kingdom of Saudi Arabia with CITC License Win".

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

Yours truly,  
**For Route Mobile Limited**

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**Rathindra Das**  
**Group Head- Legal, Company Secretary & Compliance Officer**

**Encl:** as above

**ROUTE MOBILE LIMITED STRENGTHENS ITS PRESENCE IN THE GCC (GULF COOPERATION COUNCIL)  
WITH ENTRY INTO THE KINGDOM OF SAUDI ARABIA WITH CITC LICENSE WIN**

**Mumbai, 22 November 2022:** Route Mobile Limited ("Route Mobile"), a leading CPaaS (Communication Platform as a Service) provider to enterprises, OTT players, and mobile network operators, has already expanded its footprint into the Kingdom of Saudi Arabia (KSA) as a Limited Liability Company. The company will open a local sales office in Riyadh and operate as **Route Mobile Arabia Telecom Limited**, further strengthening its presence in addition to the UAE and Kuwait market.

Route Mobile has also obtained the "CITC License" from Saudi Arabia's Communications and Information Technology Commission (CITC), which is responsible for regulating the information and communication technology sector in KSA. This license is mandatory for any company or a technology provider to conduct a local SMS business; it is mandated to host local platforms in the country to ensure all the data is stored locally and meets the region's data security guidelines.

"We are extremely grateful to the Ministry of Investment of Saudi Arabia for awarding us the license to operate in the KSA. We expect around 1.5 billion SMS volume to pass through our local platform in the KSA. Considering the scale and size of the CPaaS market, we intend to hire more employees which will include the young talented Saudi nationals who will enable us to add tremendous value to our new Riyadh operations," said **Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile**.

KSA is the largest and fastest-growing market in the **Gulf Cooperation Council (GCC)** region, with a population of almost 34 million people with nearly 85% being urban. With this development, Route mobile will offer its entire CPaaS product portfolio including A2P SMS to enterprise clients and the Small and Medium Businesses market in the Kingdom.

**Sharad Thukral, EVP & Business Head - MEA, Route Mobile LLC** said, "Using our best-in-class technology and domain expertise, we will enhance the customer experience through omnichannel communication like SMS, e-mail, WhatsApp, and in-app notifications. This will enable enterprises and brands in the GGC region to deepen their customer engagement in a seamless manner, offer a rich conversational experience and help them build a loyal customer base."

**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 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 Asia Pacific, the Middle East, Africa, Europe and the Americas.

**Additional Resources**

LinkedIn: <https://in.linkedin.com/company/routemobilelimited>

Twitter: [https://twitter.com/route\\_mobile](https://twitter.com/route_mobile)

Facebook: <https://www.facebook.com/Routemobilelimited>

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