

Ref No: RML/2022-23/232

Date: June 30, 2022

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 "Coca-Cola UAE Partners with Route Mobile LLC to Automate their Customer Experience to boost their online engagement".

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

Yours truly,
For Route Mobile Limited



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

Encl: as above

Coca-Cola UAE Partners with Route Mobile LLC to Automate their Customer Experience to boost their online engagement

Mumbai, June 30, 2022: Route Mobile Limited ("Route Mobile"), leading CPaaS (Communication Platform as a Service) provider to enterprises, over-the-top ("OTT") players, and mobile network operators, announced that Route Mobile LLC, a step-down subsidiary of Route Mobile has enabled Coca-Cola UAE to connect with their customers and make it easier for them to order their favourite beverage online. Customers will also be able to pay for the order via Coca-Cola's Payment Gateway without leaving the WhatsApp chatbot, making it a seamless end-to-end process.

Customers do not need to use the Coca-Cola UAE mobile app or visit their website to place an order anymore. Route Mobile's WhatsApp chatbot solution, which went live on June 22, 2022, now allows Coca-Cola UAE to provide its users a conversational experience by automating the ordering process via a popular messaging platform for a better experience. It can be activated by saving +971561777560, which is Coca-Cola UAE's WhatsApp number and sending a "Hi" message.

"We wanted to make it easier for our customers to order beverages and Route Mobile's WhatsApp chatbot system checked all the boxes. It even allowed us to integrate our own payment system into the experience, so customers don't have to rely on or install other apps, leading to a win-win for Coca-Cola UAE as a brand and our customers as well," **said Coca-Cola UAE Spokesperson.**

"Route Mobile has brought the Coca-Cola UAE brand closer to its customers with the WhatsApp chatbot ordering solution. It takes the product directly to the consumer while keeping the interaction conversational in nature, as though the user is messaging a person on the other side. It gives us great pleasure to be an enabler for a global brand like Coca-Cola UAE. This will serve as a testimony for Route Mobile's foray into other markets in the region," **said Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile Limited.**

Besides automating the order management and improving customer experience, Route Mobile's WhatsApp chatbot solution will also make the process more cost effective for Coca-Cola UAE and present a future use case where the company will be able to provide customer support over the same messaging channel.

"Coca-Cola UAE's use of WhatsApp for conversational commerce is an excellent example of how CPaaS lets a brand connect with its audience in a seamless manner for a positive customer experience. This communication channel results in greater efficiencies and faster ROI than the traditional e-commerce methods," shared **Sharad Thukral, EVP & Business Head- MEA, Route Mobile LLC.**

About Coca-Cola (UAE)

The Coca-Cola Company (NYSE:KO) is a total beverage company offering over 500 brands in more than 200 countries and territories.

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 (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, Middle East, Africa, Europe and Americas.

Additional Resources

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