

Ref No: RML/2021-22/125

Date: August 30, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

Call 2 Connect India Private Limited (a wholly owned subsidiary of Route Mobile Limited), today, promoted Ms. Shefali Sharma as the Chief Executive Officer and also appointed Mr. Ramachandran Sivathanu as the Chief Operating Officer.

A Press Release being issued in this regard is enclosed.

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

Call 2 Connect India Private Limited, wholly-owned subsidiary of Route Mobile Limited, promotes Ms. Shefali Sharma as the Chief Executive Officer and appoints Mr. Ramachandran Sivathanu as the Chief Operating Officer of the Company

Mumbai, India, August 30, 2021: Route Mobile Limited, one of the leading cloud communication platform service providers to enterprises, over-the-top (“OTT”) players, and mobile network operators, announced the promotion of Ms. Shefali Sharma as the Chief Executive Officer, and the appointment of Mr. Ramachandran Sivathanu as the Chief Operating Officer of Call 2 Connect India Private Limited, (“Call2Connect/the Company”) a wholly-owned subsidiary of Route Mobile Limited, with immediate effect.

Ms. Shefali is a seasoned business leader with over 26 years of experience, largely working in the ITeS sector, and has worked with Companies like Omnia, Spanco, & Spice among others. She has been an integral member of the Company since 2012, having held several key leadership portfolios during her tenure. As CEO of Call2Connect, Ms. Shefali will be responsible for driving innovation, nurturing talent, and growing the business at Call2Connect.

Mr. Ramachandran was previously on the Board of Route Mobile Limited. He is an industry veteran, with in-depth telecommunications expertise, and has worked with companies like Loop Telecom Private Limited, Meridian Mobile Private Limited, RPG Cellular Services Limited, and Red Bottle Telecommunications Consultancy Private Limited.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited, said, *“Shefali has displayed excellent leadership in steering the company through a turbulent 2020 ensuring business continuity, and as we pivot to the Next Normal, I’m confident that Call2Connect is on the right path of success in her leadership. Ramachandran’s rich background in technology & years of experience in telecom industry makes him an asset for Call2Connect.”* **He further added,** *“The business process outsourcing industry is growing rapidly and will be worth an estimated \$52 billion globally by 2023. Both Shefali as well as Ramachandran bring in years of experience and are fully capable to accelerate Call2Connect’s potential to tap this addressable market.”*

Shefali Sharma, Chief Executive Officer, Call2Connect, said, *“Customer and employee first are two key elements that make successful organizations. I’m honored to lead a company that prioritizes its customers’ needs and nurtures its employees to become successful leaders.”* **She further added,** *“As a company, we’re well-positioned to accelerate growth with agility in giving the best possible ITeS solutions to our clients, and make Call2Connect the employer of choice.”*

Ramachandran Sivathanu, Chief Operating Officer, Call2Connect, said, *“I am excited to be a part of the next phase of growth for Call2Connect with Ms. Shefali Sharma and under the leadership of Mr. Rajdipkumar Gupta. He further added,* *“The ITeS sector is rapidly evolving and digital technologies are constantly changing customer communication. Call2Connect’s customer-centric approach and high-quality service delivery make us a partner of choice for businesses wanting to re-think their outsourcing strategy.”*

About Route Mobile Limited:

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 the Asia Pacific, Middle East, Africa, Europe, and North America.

Additional Resources

- Twitter: https://mobile.twitter.com/Route_Mobile
- LinkedIn: <https://in.linkedin.com/company/routemobilelimited>
- Facebook: <https://www.facebook.com/Routemobilelimited>

For further details, please contact:

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