

Ref No: RML/2021-22/196

Date: March 30, 2022

To,

BSE Limited

Scrp Code: 543228

National Stock Exchange of India Limited

Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the Press Release titled "Route Mobile Limited sets up a dedicated SBU for short codes/10DLC/toll free messaging and intends to scale it globally for P2A messaging".

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

Thanking you,

Yours truly,

For Route Mobile Limited



Rathindra Das

Group Head- Legal, Company Secretary & Compliance Officer

Encl: as above

Route Mobile Limited sets up a dedicated SBU for short codes/10 DLC/toll free messaging and intends to scale it globally for P2A messaging

Mumbai, India, March 30, 2022: Route Mobile Limited (“Route Mobile”), one of the leading CPaaS (Communication Platform as a Service) providers to enterprises, over-the-top (“OTT”) players, and mobile network operators, announced that it has set-up a dedicated Strategic Business Unit (“SBU”) for short codes / 10 DLC / toll-free messaging and intends to scale it globally for P2A messaging. Further, Route Mobile intends to offer the short codes/ 10 DLC/ toll free messaging numbers for enabling voice communication as well. In this regard, Route Mobile is pleased to offer the **unique toll-free number range 55757-XXX** allowing configuration of numbers starting from **55757000 to 55757999-digit code** to enterprises/brands and OTTs.

Short codes / 10 DLC/ toll-free messaging enable very high throughput. Using short codes, brands can send large volumes of messages with high velocity, reach more customers with speed, promote their business and execute time-sensitive campaigns or deliver critical alerts with minimum latency. Route Mobile has been offering such short codes/ 10 DLC/ toll-free messaging numbers to enterprises and OTTs in the past. However, Route Mobile has set-up a separate SBU to focus on the platform which enables enterprises and OTTs to use short codes/ 10 DLC/ toll-free messaging for A2P and P2A communications. Going forward, Route Mobile will also enable such Short codes/ 10 DLC/ toll-free messaging numbers for voice communication.

Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile Limited, said, *“The short codes are an addition to existing number types offered by Route Mobile and its channel partners. This is critical for scenarios, not limited to two-factor authentication, appointments, reminders, confirmations, opt-in, feedback, lead generation, order tracking, , contest etc. The use cases are across industries and the functionality can be used across the globe for A2P/P2A messaging and voice communications”*

With this functionality, developers and brands can now register for a new short code/10 DLC/ toll-free messaging numbers through an easy, automated registration service, providing many benefits for driving customer engagement at scale. These functionalities are enabled on Route Mobile’s CPaaS platform. Brands can reliably send messages while tracking the deliverability and the relevant metrics using our custom-built dashboard.

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, Middle East, Africa, Europe and North America.

Additional Resources

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

For further details, please contact:

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