

Ref No: RML/2022-23/336

Date: February 08, 2023

To,
BSE Limited
Scrp 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 LAUNCHES ROUBOT, A CUSTOMISABLE NO-CODE CHATBOT THAT EASILY INTEGRATES WITH CHATGPT AND NLP ENGINES**".

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

ROUTE MOBILE LIMITED LAUNCHES ROUBOT, A CUSTOMISABLE NO-CODE CHATBOT THAT EASILY INTEGRATES WITH CHATGPT AND NLP ENGINES

Facilitates rapid building and deployment of a personalised chatbot across multiple channels of communication

Mumbai, February 08, 2023: Route Mobile Limited (“Route Mobile”), a leading CPaaS (Communication Platform as a Service) provider to enterprises, over-the-top (“OTT”) players, and mobile network operators, has launched **Roubot** (pronounced, ‘Roo-bot’), a customisable Artificial Intelligence (“AI”)/Machine Learning (“ML”)-based chatbot solution that connects businesses to its customers to drive conversations, facilitate lead generation, sales and timely issue resolution. The chatbot can be created by businesses without writing any code and integrated across popular channels of communication, CRM systems and payment gateways.

Businesses can design their own chatbot with Roubot’s “Flow Builder”, one of the fastest bot building tools available in the market. The process is intuitive, consists of a drag-and-drop user interface and lets businesses integrate this customer engagement solution seamlessly and securely with CRM systems, payment gateways, and third-party messaging platforms like WhatsApp and Facebook Messenger. Once the customised chatbot goes live, customers can engage with the business over a secure connection to get answers to their sales and support queries in real time.

Roubot (pronounced ‘Roo-bot’) lets businesses...

- Build a chatbot without coding
- Deploy across multiple channels including web, app and OTT
- Engage with customers via AI-driven smart conversations
- Manage chats across multiple platforms from one place
- Provide multi-lingual customer sales and support
- Create multiple tags to filter the data
- Receive real-time actionable insights for performance management
- Easily access data storage and retrieval

“Our vision aims to deliver intuitive customer engagement experiences for our enterprises across their customer lifecycle. We are one step closer to achieving this vision with the launch of the chatbot. Our enterprise partners now have access to one of the fastest no-code chatbot flow builders that integrates with multiple payment gateways, CRMs and multiple platforms for seamless customer engagement and conversational experiences between enterprises and consumers while achieving much-needed operational and cost efficiencies,” said **Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile.**

Roubot’s secure and no-code solution is ideal for several verticals such as BFSI, ecommerce, education, retail, hospitality, healthcare, etc. It ensures a consistent consumer experience, handling the entire user journey from product discovery and transaction to checkout and

after-sales support. Roubot’s robust real-time tracking system also lets businesses track agent performance. Decision makers can access detailed reports, measure KPIs, and derive actionable insights to ensure quality of service at all times.

“Real-time online communication has emerged as one of the most preferred means of providing timely customer service hence we have built Roubot on the core principles of build, reach, analytics, integration and end-to-end security. This means the chatbot is easy to build, ensures rapid reach, provides smooth consumer conversation with generative AI/ML & Natural Language Processing (“NLP”) automation, with seamless third party integration and end-to-end security. Our focus continues to remain building a product that provides ease of operation, multiple one-click integration and in-built payment

integration, with an aim to provide businesses a secure environment with all the enhanced capabilities – shared **Milind Pathak, Chief Business Officer, Route Mobile.**

The global chatbot market size was valued at US \$525.7 million in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 25.7% up to 2030. It is estimated that retail chatbot interactions will reach USD 22 billion by 2023, up from an estimated USD 2.6 billion in 2019. This will directly result in cost savings of up to USD 439 million globally and drive retail sales revenues to reach USD 112 billion by 2023.

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 Americas.

Additional Resources

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