

Ref No: RML/2020-21/32

Date: November 25, 2020

To,  
The Manager  
Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400 001  
**Scrip Code: 543228**

The Manager  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1, Block G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai 400 051  
**NSE Symbol: ROUTE**

Dear Sir/Madam,

**Sub: Press Release**

Please find enclosed the press release titled 'BSNL Selects Route Mobile for the Deployment of SMS Firewall to identify and monetise their International A2P SMS Traffic' for your information and records.

The information will also be hosted on Company's website at [www.routemobile.com](http://www.routemobile.com).

Yours faithfully,  
**For Route Mobile Limited**



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



Encl: as above

## **BSNL Selects Route Mobile for the Deployment of SMS Firewall to identify and monetise their International A2P SMS Traffic**

**Mumbai, India, November 25, 2020:** Route Mobile Limited ("**Route Mobile**"), among the leading cloud communication platform service providers to enterprises, over-the-top ("OTT") players and mobile network operators, today announced a contract win with **Bharat Sanchar Nigam Limited (BSNL)**, to deploy its SMS Firewall Platform across the Southern and Western Zones in India. With a large user base of mobile subscribers, **BSNL** brings seamless network connectivity to rural and urban India. Route Mobile will provide enhanced control and security over **BSNL** user's SMS traffic, subscriber protection and the monetisation of international SMS traffic terminating over their network.

**Mr. Rajdipkumar Gupta, Managing Director and Group Chief Executive Officer, Route Mobile Limited, said:** *"This is indeed a proud moment for us to partner with BSNL, one of India's oldest and largest telecommunications company, and protect its wide and varied customer base with our unique end-to-end security solution."*

**He further added,** *"Our telco-grade AI enabled SMS Firewall Platform, will assist BSNL in identifying and protecting revenue leakage via SMS grey routes, as well as significantly monetise their international Application-to-Person (A2P) traffic."*

Route Mobile in its contracted capacity will enable the deployment of firewall in BSNL's SMS network at the zonal level on a revenue sharing basis, as well as integrate with the SSTEP (both for submission of SMS and recon of delivered SMS), ICB (Inter-connect Billing) Solution / Reconciliation and DLT Platforms, along with other relevant network elements such as Testing, Commissioning and Support.

### **About Route Mobile Limited:**

Established in 2004, Route Mobile Limited ("**Route Mobile**") is a cloud communications platform service provider, catering to enterprises, over-the-top (OTT) players, and mobile network operators (MNO). Route Mobile's portfolio comprises solutions in messaging, voice, email, SMS filtering, analytics, and monetization. Route Mobile 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.

### **For further details, please contact:**

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