

Ref No: RML/2020-21/53

Date: February 09, 2021

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

With reference to captioned subject, the Company hereby intimates the appointment of Mr. Vikram Shanbhag as the Executive Vice President - Americas in Route Mobile INC. w.e.f February 01, 2021. Please find enclosed the press release being issued in this regard.

The information will also be hosted on Company's website at www.routemobile.com.

Yours faithfully,
For Route Mobile Limited



Rathindra Das
Head Legal, Company Secretary & Compliance Officer



Encl: as above

Route Mobile Limited to strengthen its market presence in Americas with the appointment of Vikram Shanbhag as Executive Vice President.

Mumbai, India, February 9, 2021: Route Mobile Limited (“**Route Mobile**”), one of the leading cloud communication platform service providers to enterprises, over-the-top (“OTT”) players, and mobile network operators, today announced the appointment of Mr. Vikram Shanbhag as Executive Vice President – Americas, effective February 1, 2021. In his new role, Vikram will be responsible for market development, and acquisition of new customers in the Americas. This is in-line with Route Mobile’s vision and objectives, which are to expand globally, drive product innovation and enter new markets.

Welcoming Vikram to Route Mobile, **Rajdipkumar Gupta, Managing Director, and Group CEO, Route Mobile said,** “*We are delighted to have Vikram join us, as he will be instrumental in our CPaaS journey and play a crucial role in our growth strategy in the Americas.*” **He further added,** “*We are very optimistic about our opportunities in the Americas market and Vikram’s experience with big-tech companies, cloud communication, and telecom players will help power our businesses into newer markets and segments.*”

Milind Pathak, Chief Business Officer, Route Mobile said, “*The CPaaS market is poised to grow over 40% CAGR in North America. Digital Transformation in order to communicate with consumers is extremely crucial, the way consumer experiences the Brand / enterprises touch points is evolving. Vikram comes with invaluable experience in building and bringing new business and I am confident his deep understanding and expertise in technology and digital transformation will drive us to greater heights.*”

Vikram Shanbhag, Executive Vice President – Americas, Route Mobile INC., said, “*Route Mobile’s rapid growth has been phenomenal, and I am excited to be a part of an organisation with shared aspirations and goals.*” He further added, “*With the organisation’s renewed commitment to building a strong presence in the region, I am confident of meeting our growth objectives and be an enabler to Route Mobile’s vision of helping enterprises to simplify communications and deliver enhanced customer experiences. I look forward to building successful customer, developer community and ecosystem partner relationships.*”

Vikram comes with 25+ years of successful global experience working with leading customers and partners in Telecoms and Enterprise segments providing solutions in domains spanning Fixed and Wireless Networks, Mobile Value Added Services and Digital Transformation technologies. He has enabled established companies such as AT&T Bell Labs, Covansys and Coriant, and start-ups such as Trilogy and FixStream, in achieving growth through product innovation, market expansion, operational excellence and key acquisitions. Vikram holds Bachelor’s and Master’s degrees in Engineering from College of Engineering Pune and the University of Akron respectively, and M.B.A. from the Ohio State University.



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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.

For further details, please contact:

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