

Ref No: RML/2021-22/71

Date: April 29, 2021

To,

**BSE Limited**  
**Scrip Code: 543228**

**National Stock Exchange of India Limited**  
**NSE Symbol: ROUTE**

Dear Sir/Madam,

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations").**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), it is hereby informed that the Company has entered into a Share Purchase Agreement ("SPA") with the existing promoters & shareholders of M/s Phonon Communications Private Limited (the "**Target Company**") to acquire 100% of the equity share capital of the Target Company.

The Target Company is engaged in the business of, *inter alia*, providing telecommunication value added solutions in all capacities and in all respects including Audiotex services, Voice Mail services, Computer Telephony Integration (CTI), hosted Interactive Voice Response (IVR) services and associated applications that include custom software development, intellectual property generation, infrastructure setup and management and development of products and customized software solution related, but not limited to, outbound dialers, telemarketing, click to call services, credit card payments acceptance IVRs, customized inbound IVR system, hosted telephony applications, virtual number services, SMS systems, audio conferencing, visual IVR (iDelivr), and contact centre automation products and services to customers. The Acquisition will be effective subject to the fulfilment of various terms and conditions as specified in the SPA.

The details as required under Regulation 30 of Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is enclosed as **Annexure 1**.

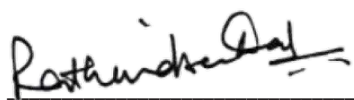
A copy of the Press Release and Presentation on the aforesaid acquisition is enclosed as **Annexure 2**.

Pursuant to Regulation 30 (8) of the Listing Regulations, the enclosed disclosures and press release along with the presentation will be made available on the website of the Company at [www.routemobile.com](http://www.routemobile.com).

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

## Annexure 1

### Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para A of Part A of Schedule III to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sr. No.	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.	Phonon Communications Private Limited ("PCPL/Target Company")  <b>Details of Target Company:</b>  PCPL is engaged in the business of providing telecommunication value added solutions in all capacities and in all respects including Audiotex services, Voice Mail services, Computer Telephony Integration (CTI), hosted Interactive Voice Response (IVR) services and associated applications that include custom software development, intellectual property generation, infrastructure setup and management and development of products and customized software solution related, but not limited to, outbound dialers, telemarketing, click to call services, credit card payments acceptance IVRs, customized inbound IVR system, hosted telephony applications, virtual number services, SMS systems, audio conferencing, visual IVR (iDelivr), and contact centre automation products and services to customers.
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms' length"	The acquisition does not fall within related party transactions.  The promoter/promoter group have no interest in the Investee Company.
3	Industry to which the entity being acquired belongs	Communication Platform-As-A-Service; Call-Centre Automation Solutions.
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The acquisition of PCPL will further strengthen the omni-channel digital communication platform offered to enterprise customers by Route Mobile Limited. The acquisition will create strong synergies, both on the product and customer portfolio front for both businesses, in terms of

		cross-sell and up-sell of a wider range of solution offerings.												
5	Brief details of any governmental or regulatory approvals required for the acquisition;	None.												
6	Indicative time period for completion of the acquisition;	Subject to fulfilment of terms and condition of the SPA, the acquisition is expected to be completed by May 31, 2021												
7	Nature of consideration - whether cash consideration or share swap and details of the same	All Cash.												
8	Cost of acquisition or the price at which the shares are acquired;	Rs. 29,00,00,000; inclusive of the upfront and deferred consideration. Upfront consideration will be paid out upon Closing of the transaction and deferred consideration will be paid out in 4 four tranches. The cost of acquisition will be adjusted (at the time of Closing) depending upon Working Capital of PCPL as per the audited financial statements for the fiscal year ended March 31, 2021.												
9	Percentage of shareholding / control acquired and / or number of shares acquired	Percentage of shareholding proposed to be acquired: 100%												
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information.	<p>PCPL is engaged in the business of providing telecommunication value added solutions including Audiotex services, Voice Mail services, Computer Telephony Integration (CTI), hosted Interactive Voice Response (IVR) services, SMS systems, audio conferencing, visual IVR (iDelivr), and contact centre automation products and services and associated solutions. .</p> <table border="1"> <tr> <td><b>Date of incorporation:</b></td> <td>March 3, 2015.</td> </tr> <tr> <td colspan="2"><b>Turnover history over past 3 years:</b></td> </tr> <tr> <td>2019-2020:</td> <td>INR 16,93,78,283</td> </tr> <tr> <td>2018-2019:</td> <td>INR 12,95,05,076</td> </tr> <tr> <td>2017-2018:</td> <td>INR 9,11,70,762</td> </tr> <tr> <td><b>Country of presence:</b></td> <td>India</td> </tr> </table> <p>Please refer the Press Release and Presentation for further information.</p>	<b>Date of incorporation:</b>	March 3, 2015.	<b>Turnover history over past 3 years:</b>		2019-2020:	INR 16,93,78,283	2018-2019:	INR 12,95,05,076	2017-2018:	INR 9,11,70,762	<b>Country of presence:</b>	India
<b>Date of incorporation:</b>	March 3, 2015.													
<b>Turnover history over past 3 years:</b>														
2019-2020:	INR 16,93,78,283													
2018-2019:	INR 12,95,05,076													
2017-2018:	INR 9,11,70,762													
<b>Country of presence:</b>	India													

## Annexure 2

### **Route Mobile Limited signs a definitive agreement to acquire Phonon Communications Private Limited, deepening the CXPaaS expertise, offering communications automation and contact centre solutions at scale to enterprises globally**

**Mumbai, India, April 29, 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 that it has signed a definitive agreement to acquire Phonon Communications Private Limited (“Phonon”), a leading communications automation platform provider. The acquisition allows Route Mobile to leverage Phonon’s supercharged customer experience platform and enable brands to deliver personalized experiences across digital touchpoints.

Phono offers a complete suite of Conversational AI-driven contact centre solutions with integration on cloud platforms like AWS, Azure, and Google Cloud. The Global CCaaS market is on the rise as enterprises lean towards digital transformation by incorporating Artificial Intelligence, Machine Learning, and Conversational Analytics for enhanced customer engagement. Phonon’s solutions are used by a roster of leading global brands like Citibank, HDFC Bank, Yes Bank, HDFC Life Insurance Co. Ltd, Royal Sundaram General Insurance Co. Ltd, Air Asia (India), GoAir, IndiGo, Vistara, Yatra, ITC Hotels and Sodexo to name a few.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited said, *“I’m delighted to welcome Phonon to the Route Mobile family. This association aligns with our vision 2.0 to deliver superlative customer experiences by empowering brands and enterprises to have a deeper engagement on a scalable communications platform.”* **He further added,** *“Phonon’s Communication automation platform, combined with Route Mobile’s suite of CX driven solutions will benefit digital brands to transform and automate their contact centre operations, offering unique digital communications experiences to their customers.”*

Ujwal Makhija, Managing Director & Chief Executive, Phonon Communications said, *“We are thrilled to incorporate our Communication Automation Platform into Route Mobile’s innovative products and services to enable a best-in-calls on Customer Experience Platform as a Service (CXPaaS) portfolio. He further added,* *“Digital adoption is at an all-time high redefining the future of communications. CXPaaS is an ideal catalyst to help businesses increase efficiency and reduce costs.”*

The combined CPaaS + CCaaS market is expected to exceed \$35 billion by 2025. This acquisition enhances Route Mobile’s capability to accelerate the digitalization journey, enabling enterprises to seamlessly adopt cloud communication solutions. Phonon.io’s deep domain expertise will further strengthen Route Mobile’s CXPaaS strategy with a Conversational AI-driven communication automation platform, that can help brands and enterprises deliver better service to their end customers, through enhanced engagement on multiple channels, including mobile apps, websites, and social media platforms.

Subject to the fulfilment of terms and conditions of the definitive agreement, the acquisition is expected to be completed by May 31, 2021.

#### **About Phonon Communications Private Limited:**

Phonon is a pioneer in the field of automated customer interaction solutions. It serves major airlines, travel and leisure companies, banks, insurers, financial services enterprises, and web portals of India and GCC countries. Phonon automates 1 million+ daily customer interactions over voice, SMS and email and provides flight reschedule information to almost 60% of Indian flyers.

Phonon’s solution portfolio includes Visual IVR, Click-to-Call™, Contact Center Automation Suite, Proactive Outbound Engagement. Phonon’s solutions and products are designed to boost topline, reduce costs and ensure customer delight. Phonon’s web page is [www.phonon.io](http://www.phonon.io)



**Registered Office:**  
**Route Mobile Limited**  
4<sup>th</sup> Dimension  
3<sup>rd</sup> Floor, Mind Space  
Malad (West)  
Mumbai - 400 064, India  
+91 22 4033 7676/77-99  
Fax: +91 22 4033 7650  
info@routemobile.com  
www.routemobile.com  
CIN No: U72900MH2004PLC146323

### **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:

**Tanmay Ayare**  
**Global Head – Marketing & Communications**  
**Route Mobile Limited**  
**Email:** [press@routemobile.com](mailto:press@routemobile.com)  
**Contact:** +91-22-40337676

\*\*\*\*\*



# Route Mobile

Better CX with Communication  
Automation through the  
acquisition of **Phonon.io**

# Disclaimer

---



This presentation and the accompanying slides (the “Presentation”) have been prepared by Route Mobile Limited (“Company”) solely for information purposes and to provide background information about the Company and do not constitute an offer to sell or, recommendation or solicitation of an offer to subscribe for or purchase any securities and nothing contained herein shall form the basis of any contract or commitment whatsoever. This Presentation is strictly confidential and may not be taken away, copied, published, distributed or transmitted or reproduced or redistributed or passed on directly or indirectly to any other person, whether within or outside your organization or firm, or published in whole or in part, for any purpose by recipients directly or indirectly to any other person.

This Presentation is not intended to be a prospectus, an offer letter, offering circular, offering document, draft red herring prospectus, red herring prospectus, invitation, advertisement or prospectus as defined under the Companies Act, 2013 as amended, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, or any other applicable Law in India.

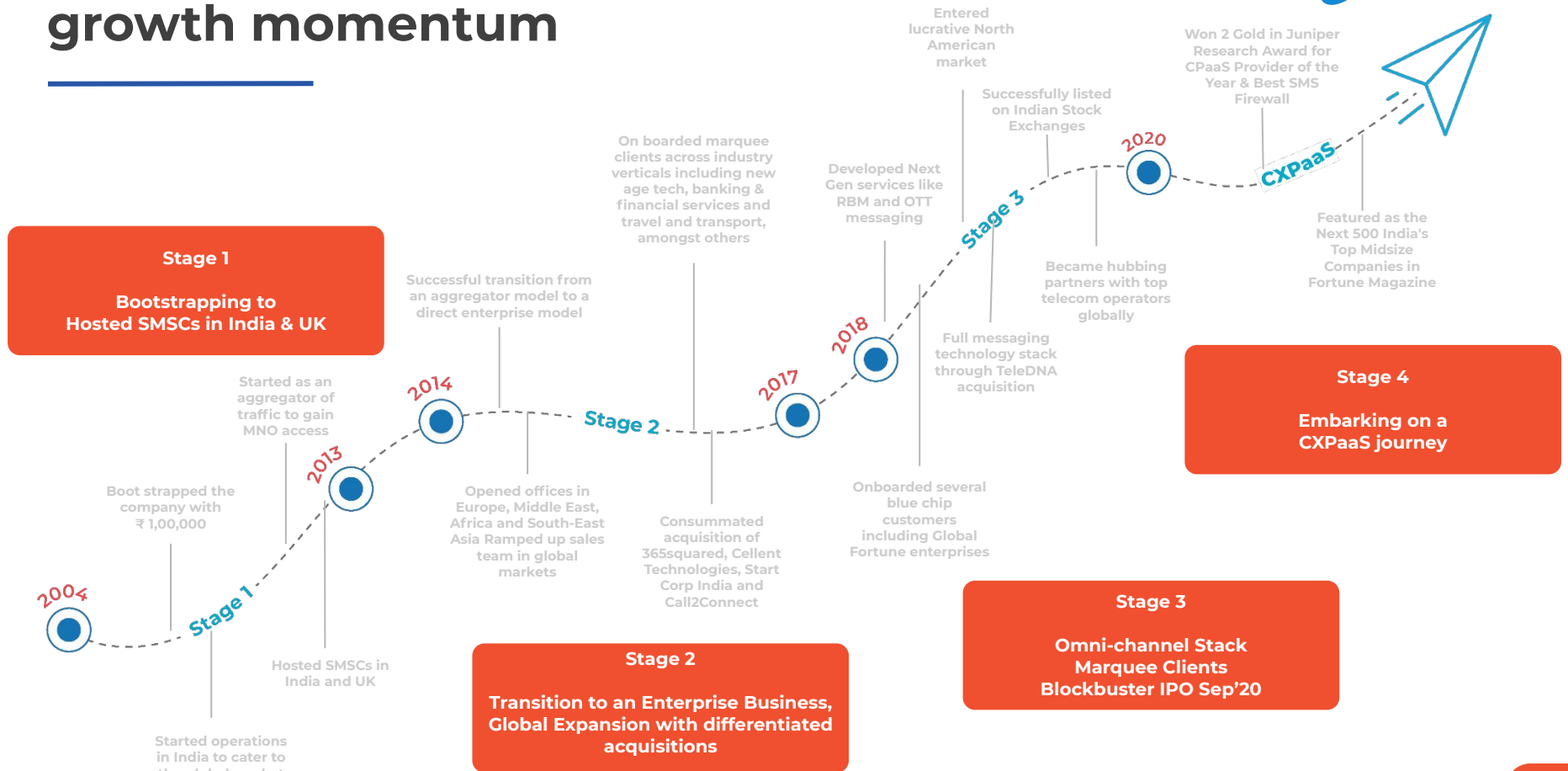
The information contained in this Presentation should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date of the Presentation. The information set out herein may be subject to updating, completion, revision, verification and amendment without notice and such information may change materially. This presentation is based on the economic, regulatory, market and other conditions as in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this presentation, which neither the Company nor its affiliates, advisors or representatives are under an obligation to update, revise or affirm. You acknowledge and agree that the Company and/or its affiliated companies and/or their respective employees and/or agents have no responsibility or liability (express or implied) whatsoever and howsoever arising (including, without limitation for any claim, proceedings, action, suits, losses, expenses, damages or costs) which may be brought against or suffered by any person as a result of acting in reliance upon the whole or any part of the contents of this Presentation and neither the Company, its affiliated companies nor their respective employees or agents accepts any liability for any error, omission or misstatement, negligent or otherwise, in this Presentation and any liability in respect of the Presentation or any inaccuracy therein or omission therefrom which might otherwise arise is hereby expressly disclaimed.

Certain statements contained in this Presentation may be statements relating to the Company’s beliefs, plans and expectations about the future and other forward looking statements that are based on management’s current expectations or beliefs as well as a number of assumptions about the Company’s operations and factors beyond the Company’s control or third party sources and involve known and unknown risks and uncertainties that could cause actual results to differ materially from those contemplated by the relevant forward looking statements. Forward looking statements contained in this Presentation regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. There is no obligation to update or revise any forward looking statements, whether as a result of new information, future events or otherwise. You should not place undue reliance on forward looking statements, which speak only as of the date of this Presentation.

Certain data contained in this Presentation was obtained from various external data sources, and neither the Company nor any of its affiliates, advisers or representatives has verified this data with independent sources. Accordingly, the Company and its affiliates, advisers and representatives make no representation as to the fairness, accuracy, correctness or completeness of that data, and this data involves risks and uncertainties and is subject to change based on various factors.

The information contained in this Presentation is not to be taken as any recommendation made by the Company or any other person to enter into any agreement with regard to any investment. You will be solely responsible for your own assessment of the market and the market position of the Company and you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.



# Systematic roadmap to create sustained growth momentum





# Route Mobile has an Exceptionally Strong Market Positioning - Acknowledged by Juniper



Product and Position		Disruptors & Emulators	Leading Challengers	<b>Established Leaders</b>
	<b>Extensive Breadth, Depth</b>		CM.com Plivo Kaleyra	 Infobip Sinch imimobile
	Mid-market or Segment focused		Comviva Soprano Open Market	Syniverse
	Niche	Mitto mGage GMS	Interop Technologies Twilio	
		Aspiring	Developing	<b>Expansive</b>
Capability and Capacity				

Source: Juniper CPaaS Market Report 2020

# Our Evolved Vision



To connect the world through innovative digital technology, simplify cloud communications to enable enterprises to seamlessly connect and engage better with end-users to transform business outcomes.

**A Leading CPaaS - (Omni-channel Communication) Platform**



To deliver superlative customer experiences, empowering brands and enterprises to make customer relationships more human on inbound and outbound communications.

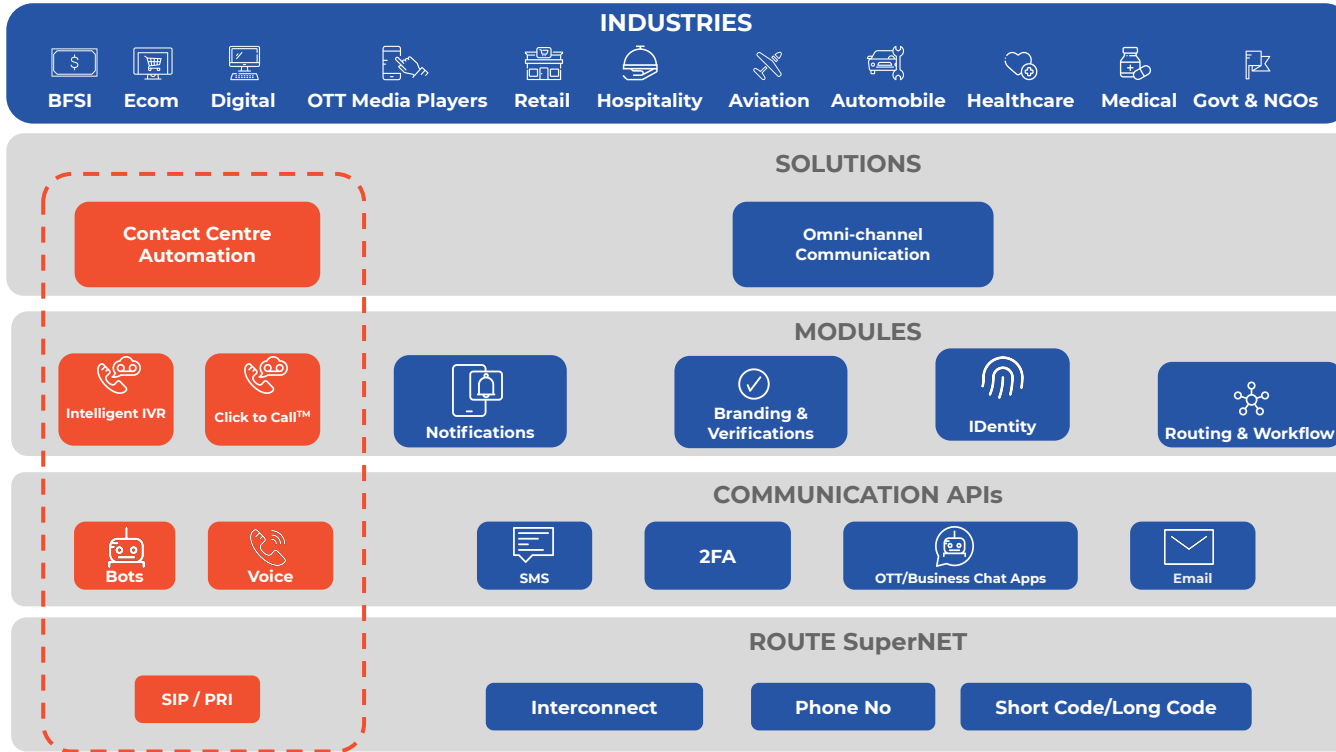
**An Undisputed CXPaaS Leader**

# Taking Customer Experience Ahead of the Curve incorporating CCaaS



***Communication Experience Platform as a Service (CXPaaS)***

# CXPaaS Technology Stack



Automating Contact Centres by delivering Conversational Experiences

Providing DIY IVR designers, campaign builders, Branded & Verified Comms

Enablers of seamless communication over Omnichannel APIs with AI/ML driven bots

- New Capabilities from Phonon.io
- Existing Capabilities from Route Mobile

# PhonOn.io - 15+ years expertise in the customer engagement

## AVIATION & HOSPITALITY



- Informing **7 of 10 Travelers** on Schedule Changes
- **4 of top 5** airlines as clients
- **2.5x** Avg. Transaction Value through Click-to-Call™
- **>60%** first-call-resolution on Self-service channels

1 bn+

Calls in last 12 months

2 mn+

Daily Calls

4

Channels (Voice, SMS, Email, Rich Media)

> 90%

Connectivity in Real-time calls

## BFSI



- **50% increase** in 1st contact rate
- **3x increase** in lead qualification rate
- **~40% reduction** in service cost
- **6 out of top 10** Private Sector Banks
- **4 large** Private Sector Insurance Companies

# Enabling CX of the Future with Phonon "Central"

## Build

Amazing omni-channel digital engagement experiences

### Hybrid CCaaS



### Omnichannel Communications



## Integrate

A single platform to integrate your workflows with global AI platforms in a click!

### Global AI Integration



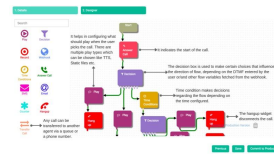
### CRM + CDP Integration using APIs (XML/JSON)



## Implement

DIY workflows in minutes

### Visual IVR Flow Designer



### Industry Specific Pitch Books



## Analyse

Reporting & Analysis for actionable insights

### Conversational Analytics



### Dashboard & Analysis

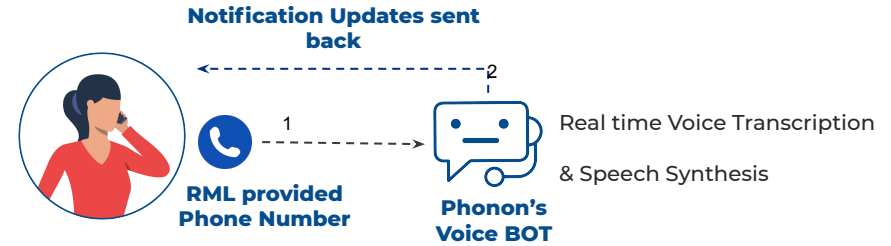




# Case Study: Aviation

## New Age Aviation Contact Center is challenged with

1. Resolution in First Interaction
2. Integrating with **multiple Conversational AI** platforms for automating interactions.
3. Managing and securing **Omni-Channel Remote Agent Interactions**



### Level 1 Predictive IVR

Hello Mr. Kumar! Thank you for calling us. Your flight XX YYY from DEL to MUM on 6 Sept is On Time and will depart from DEL Terminal T1 at 07:05. Your PNR booking HM09FP is confirmed.

### Level 2 Speech Recognition

Thanks for calling us. How can we help you today?

Fare Search

Flight Status

Tele check-in

Booking Modification

### Level 3

**AGENTS**

Remote /  
On-prem



Conversational AI



Speech Analytics



Escalations to  
Distributed Agents

# Case Study: BFSI

**Pre-Qualification, New Lead Gen & Warm-up**



Offline Conversion



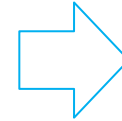
Online and Social Media



Customer Queries on Website



Outbound Call / SMS / Email Campaigns



**30% ↑**  
Leads Generated

**Faster Sign-ups & Reduced TATs**



EMI Calculator



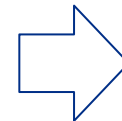
Form fill-up assistance



Drip Marketing (Re-targeting)



Document Collection



**50% ↑**  
Applications Submitted

**Self Service, Predictive Interactions & Higher Contact Rate**



Service Request



Payment Reminders



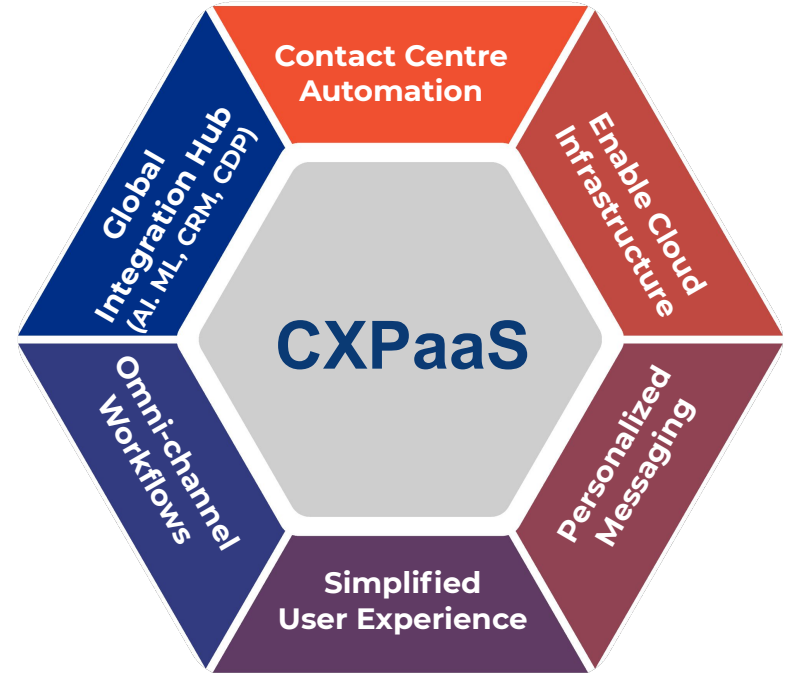
Renewals / top-ups, Up-sell & Cross-sell



**10-15% ↑**  
Customer Lifecycle Value

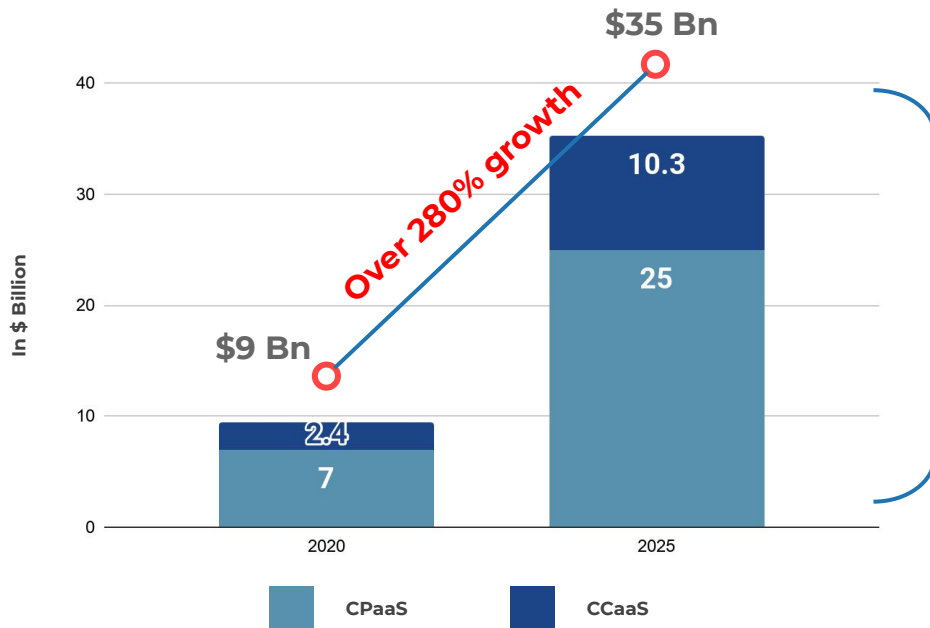
Multilingual capabilities

# Intelligent Communications: The Future Of CX



# CXPaaS Addressable Market

## CPaaS & CCaaS Projected Market Size by 2025



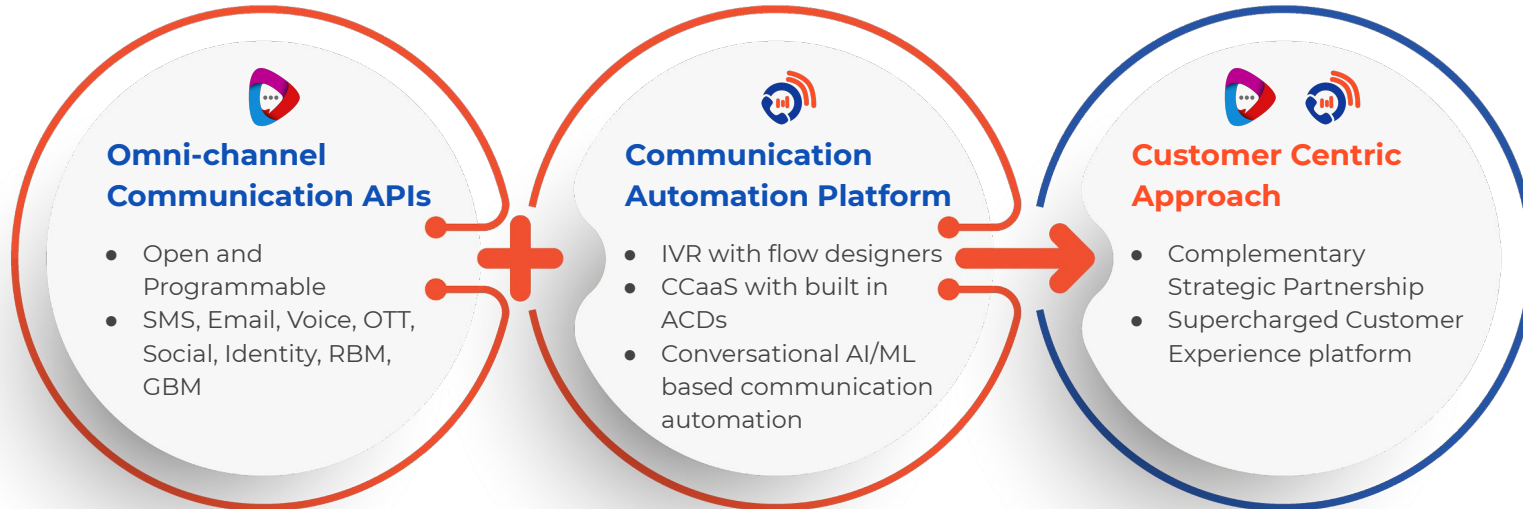
The combined  
addressable market  
for CXPaaS in 2025 is  
**\$35 billion**

### Source:

[CPaaS: https://www.juniperresearch.com/press/press-releases/global-cpaas-market-value-to-reach-25-billion](https://www.juniperresearch.com/press/press-releases/global-cpaas-market-value-to-reach-25-billion)

[CCaaS: https://www.fortunebusinessinsights.com/contact-center-as-a-service-ccaas-market-104160](https://www.fortunebusinessinsights.com/contact-center-as-a-service-ccaas-market-104160)

# Route & Phonon.io will Supercharge CXPaaS Market Leadership



**Product Expansion | International Growth | Customer Engagement**



**Embarking on the Journey of Global CXPaaS Leadership**