

Ref No: RML/2021-22/117

Date: August 5, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release – Route Mobile Limited partners with Comviva Technologies Limited

With reference to captioned subject, the Company hereby intimates its partnership with Comviva Technologies Limited to jointly accelerate Blockchain commerce for MNO's and enterprises globally.

Please find enclosed 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 partners with Comviva Technologies Limited to jointly accelerate Blockchain Commerce for MNOs & Enterprises Globally

Mumbai, India, August 5, 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 a long-term partnership with Comviva Technologies Limited (“Comviva”) to provide advanced Blockchain Solutions for Global Telecom Companies. The DLT (Distributed Ledger Technology) system, which is in line with TRAI (Telecom Regulatory Authority of India), will empower Route Mobile to help Telecom Operators mitigate unsolicited commercial communication (UCC), enable compliance and adherence to the regulations, ensure better governance and create new avenues for monetization.

Comviva’s DLT - based solution brings all the relevant parties in the ecosystem onto the Blockchain, helping Telcos, as well as telemarketers, manage preference registration, consent acquisition, dynamic preference setting, stakeholder onboarding, header & template registration, scrubbing service, complaint handling, and tracking – which are in line with the tenets of the TRAI Regulations.

Route Mobile with its well-established direct connectivity with 260+ operators globally, brings significant communication infrastructure capability to this partnership. With a strong presence across SEA, the Middle-East, Europe, and the Americas, Route Mobile will be able to scale our Blockchain portfolio globally.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited said, *“Blockchain as a technology offers limitless possibilities for organizations, especially in regulated industries, given their advanced security and data privacy features.” He further added,* *“Comviva’s DLT system will enable us to provide a unified ecosystem for Telcos as well as telemarketers to operate in a secured environment, and accelerate their revenue yield.”*

Deshbandhu Bansal, Chief Operating Officer and Head of Messaging Business at Comviva Technologies Limited said, *“Blockchain technology is being implemented across industries for various use-cases of fraud management, digital identity, information management, etc. by using the decentralized nature of digital transformation technologies.” He further added,* *“With Comviva’s deep Technology expertise and Communication domain knowledge, we are excited to partner with Route Mobile to enable secure Messaging for the Telcos and their customers globally using Blockchain - based DLT platform.”*

About Comviva Technologies Limited:

Comviva is the global leader of mobility solutions and a part of the \$21 billion Mahindra Group. With customer-centricity, innovation and ethical corporate governance at its core, the company’s offerings are broadly divided into three categories - Financial Solutions, Digital Systems and Growth Marketing. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services. The Company strives to enable service providers to enhance customer experience, resolve real, on-ground challenges and leverage technology to transform the lives of customers. Comviva’s solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future. For more information, please visit www.comviva.com

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.

Additional Resources

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

For further details, please contact:

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