



Registered & Corporate Office:

Route Mobile Limited
4th Dimension, 3rd floor, Mind Space, Malad (West),
Mumbai - 400 064, India
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info@routemobile.com | www.routemobile.com
CIN No: L72900MH2004PLC146323

Ref No: RML/2021-22/162

Date: December 07, 2021

**To,
BSE Limited
Scrip Code: 543228**

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

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the press release titled “**Route Mobile Limited Launches Payment as a Service, designed to simplify Conversational Commerce (cCommerce) Experiences.**”

The same is also uploaded on the Company’s website at www.routemobile.com.

Thanking you,
Yours truly,
For Route Mobile Limited

Rathindra Das
Group Head Legal, Company Secretary & Compliance Officer

Encl: as above

Route Mobile Limited Launches Payment as a Service, designed to simplify Conversational Commerce (cCommerce) Experiences

Mumbai, India, December 7, 2021: Route Mobile Limited (“Route Mobile”), one of the leading CPaaS (Communication Platform as a Service) providers to enterprises, over-the-top (“OTT”) players, and mobile network operators, announced the launch of Payment as a Service - Click2Pay - an instant payment solution designed to simplify communications commerce & deliver a seamless conversational experience.

It's a 360-degree communications commerce solution which will include all business communication channels, with a flexible option to integrate payment platforms of choice. It is embedded with enhanced AI algorithms, advanced analytics, unified payment APIs that will ensure cost optimization making the payment reminder messages more informative & actionable.

As a part of “Bring your own Payments' philosophy, the payment solution is developed to adapt to the evolving needs of the customer and it connects an existing payment system with the conversational flow of the existing communication channel. It reduces the number of steps required to complete the payment and induces a positive customer experience that translates into higher conversions and retention rates for the brand.

Rajdipkumar Gupta, MD & Group CEO, said “The payment process and collection cycle can be both annoying and cumbersome. Our instant payment solution facilitates easy payments / collections by embedding our URL management platform Acculync® for users to use our Tap2Pay with their app of choice. This allows customers to make payments on a single click, making the payment collections hassle-free, thereby delivering a more connected experience for enterprises & customers.”

Milind Pathak, Group CBO, said, “We can enable enterprises to simplify the payment process by automating and accepting payment from customers using actionable messages for payment reminders. By designing communications commerce workflows, Route Mobile presents an opportunity to enterprises to simplify the payments process & experience more seamlessly using our payment gateways. ***We are also bringing in the concept BYOP - Bring Your Own Payments,*** in which we can integrate any existing payment gateways that the enterprise is using.”

Currently, the Payment as a Service is live on WhatsApp Business Platform; other communications channels will follow soon. Customers can use the UPI app of their choice which is already installed on their devices and make secure payments. This can be used across various industries for cCommerce for D2C companies (Conversational Commerce), premium payment, loan EMI, credit card payments, utility bills, DTH payments, medical bills, school / college fees. Enterprises do not require any additional development.

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, ecommerce entities and travel aggregators. RML is headquartered in Mumbai, India with a global presence in Asia Pacific, Middle East, Africa, Europe and North America.



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Additional Resources

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- Follow Route Mobile on Twitter: https://twitter.com/route_mobile
- Become a fan of Route Mobile: <https://www.facebook.com/Routemobilelimited>

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