Ref No: RML/2021-22/163

Date: December 15, 2021

To,
BSE Limited   **National Stock Exchange of India Limited**
Scrip Code: 543228   **Symbol: ROUTE**

Dear Sir/Madam,

Sub: <u>Press Release</u>

Please find enclosed the press release titled "**Route Mobile Limited announces Winners of RAPID - Its First-Ever Global Developer API Challenge.**"

The same is also uploaded on the Company's website at <u>www.routemobile.com</u>.

Thanking you,
Yours truly,
For Route Mobile Limited

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Rathindra Das
Group Head Legal, Company Secretary & Compliance Officer

Encl: as above

Route Mobile Limited announces Winners of RAPID - Its First-Ever Global Developer API Challenge

With RAPID, Route Mobile has marked its beginning of a new chapter with the global developer community to build simplified solutions using its APIs for various products, with communications tech as its core philosophy.

Mumbai, India, December 15, 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 winners of Its first-ever international hackathon via its flagship developer program **RAPID (Route Mobile API Developer Network)**. The Twelve-week flagship global event aimed to connect & bring the global API developers together to build a community to solve real-world problems. This hackathon attracted more than 7,000+ registrations from 90+ countries, with 47 projects making it to the prototype round. Finally, 12 teams were shortlisted who got a chance to showcase their prototype and top 3 winners were announced today.

RAPID - The Global Open API Challenge for Developers is a Hackathon that tasked the developers to identify real-world situations, create simple yet innovative solutions that are future-ready, and be inspired by associating with a global CPaaS leader. The developers designed their innovation solutions utilizing Route Mobile's APIs not limited to - Messaging (A2P), Voice, Email, WhatsApp Business API, Viber Business Messaging, and RCS Business Messages. They were encouraged to leverage next-generation technologies like Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), Blockchain, NLP, Chatbot, etc., that enable deeper engagement through Route Mobile's communications platform.

The winning teams are mentioned below -

Winner - Team TroubleShooters

- HealthTech Project - Ensuring Citizen health always
- Jayit Saha | Ishita Dasgupta

First Runner-up - Team B2Tech

- EduTech Project - e-Class Assistance Platform for Education system
- Harsh Pandey | Anmol Sahu | Abhinav Tripathi

Second Runner-up - Team KuberTechies

- HyperLocal Retail Project - CashOp - Rethink Retail
- Raghav Maheshwari | Tanisha Sabherwal

Mr. Rajdipkumar Gupta, MD & Group CEO said, *"We're driven by innovation and guided by a Cloud-First approach, empowering enterprises and developers to communicate with their customers globally through our omnichannel communication APIs. Especially developers, who are an important part of our ecosystem, helping us build innovative solutions using our APIs that seamlessly integrate with multiple communication channels."* **He further added,** *"Through RAPID's Global API Challenge, we were able to encourage the developers and technology enthusiasts to think of out-of-the-box solutions that would pave the way for simplified communications in the immediate future. This platform will help the contestants to showcase their talent on a global scale."*

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Mr. Milind Pathak, Group Chief Business Officer said, *"Our mission through RAPID is to create, connect, and manage a repository of communication APIs that could help businesses leverage multiple communication channels to engage with their customers."* **He further added,** *"RAPID provides a fantastic platform to the global developer community, and brings as many bright minds together as possible and pool their problem-solving skills and come up with innovative solutions that can be created from scratch. The winners are a validation to our philosophy, that access to easy API's for communication channels top developers solves real world problems, as seen by teams solving problems for medical / education / hyperlocal commerce."*

Digital innovation in connected devices is constantly changing the way we communicate, which in turn creates immersive opportunities for developers to leverage new-age APIs that aid automation to simplify communications. Using the RAPID platform as a segue, Route Mobile could challenge the skills and expertise of global developers to come up with problem-solving ideas and get noticed in the global arena.

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, 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

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