



Registered & Corporate Office:

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CIN No: L72900MH2004PLC146323

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Date: January 11, 2023

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

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

Dear Sir/Madam,

**Sub: Press Release**

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Please find enclosed Press Release titled “**Route Mobile Limited secures exclusive end-to-end Partnership with one Of the Leading Mobile Network Operators for International A2P Messaging in Sri Lanka**”.

The same is also uploaded on the Company’s website at [www.routemobile.com](http://www.routemobile.com).

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 SECURES EXCLUSIVE END-TO-END PARTNERSHIP WITH ONE OF THE LEADING MOBILE NETWORK OPERATORS FOR INTERNATIONAL A2P MESSAGING IN SRI LANKA**

**Mumbai, January 11, 2023:** Route Mobile Limited (“Route Mobile”), a leading CPaaS (Communication Platform as a Service) provider to enterprises, over-the-top (“OTT”) players, and mobile network operators, has signed an exclusive SMS firewall solution and connectivity service agreement with a leading Mobile Network Operator (“MNO”) in Sri Lanka to provide an end-to-end A2P monetization suite for all international A2P SMS’ terminating on its network. Under the terms of the agreement, Route Mobile will serve as the exclusive partner of the MNO for a duration of 2 (two) years, as the company looks to strengthen its market position and increase its presence in Sri Lanka.

“We are honored to be selected as an exclusive partner by the premier MNO in Sri Lanka and we anticipate great success as we collaborate to strengthen our market presence. Our Artificial Intelligence (“AI”) / Machine Learning (“ML”) based A2P SMS firewall solutions are leveraged by leading MNOs across the globe, to detect and block leakages due to grey route traffic terminating on their networks. Further, our CPaaS platform drives significant international A2P SMS volumes from leading global enterprises onto the networks of our MNO clients. This exclusive partnership with the leading Sri Lankan MNO has yet again validated our robust firewall solution coupled with our reach with large global enterprises. We are confident that our solutions will minimize revenue leakages for our newly on-boarded partner MNO.” said **Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile**. “While optimizing revenues for the MNO, this engagement also creates incremental revenue potential of approximately INR 130 crore, as per our internal estimates, for Route Mobile, over the contract’s tenure of two years. The engagement is slated to go live in around ten weeks from now”, he added.

As part of the exclusive engagement, Route Mobile will provide its comprehensive real-time AI/ML based A2P SMS Firewall solution to the Sri Lanka based MNO. The firewall solution will enable the MNO optimize monetization, by effectively monitoring, identifying and filtering grey route international A2P SMS traffic terminating on its network. Route Mobile will also provide managed services related to the firewall solution to the MNO. Further, as an exclusive partner, Route Mobile will leverage its reach with large global enterprises to drive international A2P SMS traffic termination on the Sri Lankan MNO’s network.

### **About Route Mobile Limited** ([www.routemobile.com](http://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 Asia Pacific, Middle East, Africa, Europe and Americas.

### **Additional Resources**

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