A Global Player in **Communications Platform as a Service** (CPaaS)

www.routemobile.com

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About Us

About routemobile
communication simplified
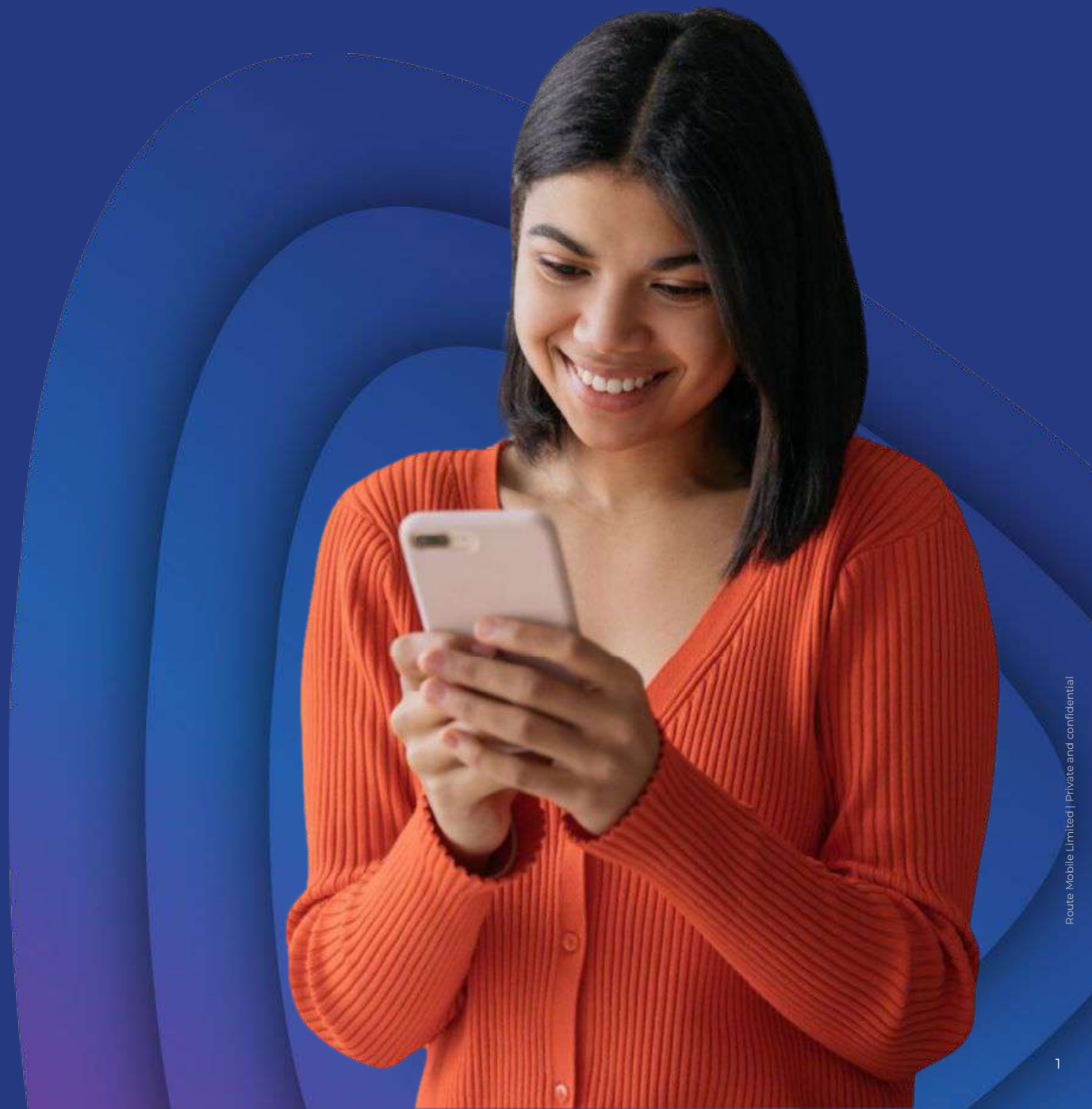
We are a leading CPaaS provider that caters to enterprises, over-the-top (OTT) players, and mobile network operators (MNO). Established in 2004, we are serving more than 40,000 customers worldwide.

Our goal is to add value at multiple touchpoints across the Omnichannel CXPaaS value chain while addressing unique industry use cases for our clients. We are headquartered in Mumbai, India, and have operations in over 20 countries throughout Asia Pacific, the Middle East, Africa, Europe, and the Americas.

107 Billion
Billable Transactions (FY22-23)

8.9+ Billion
Transactions processed/month (FY22-23)

3000+
Active monthly billable clients

800+
No. of employees

MEF MOBILE ECOSYSTEM FORUM
IAMAI Internet And Mobile Association Of India
GSMA
CII Confederation of Indian Industry
Industry Memberships

280+
Direct Connections

900+
Network Operators

10 Firewalls deployed with MNOs globally

20+
Offices globally

GDPR
Complaint

3

Our Vision

" To connect the world through mobile technology "

People

Inspiring our colleagues with equal opportunities to outperform without barriers in an environment that instills ideation, and celebrating their success.
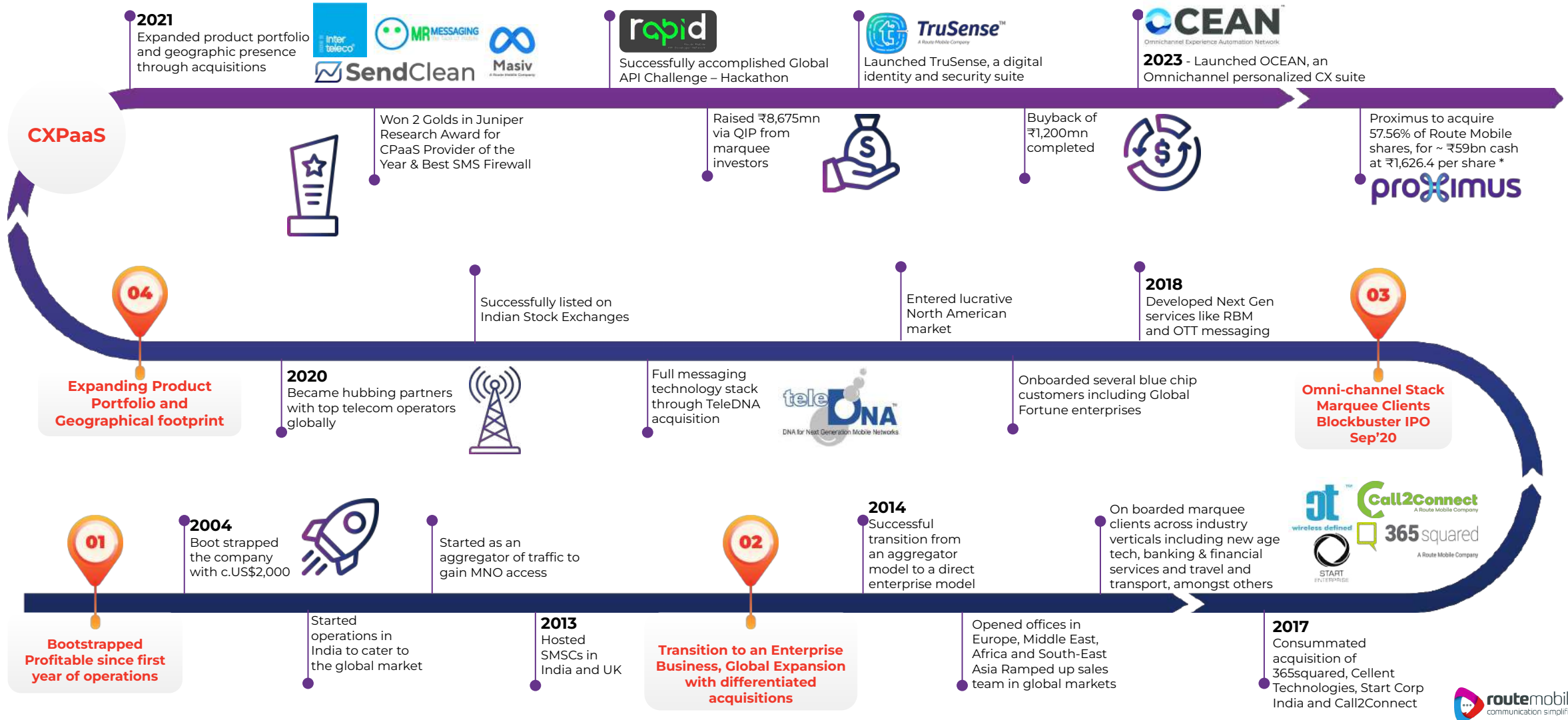
Partners

Empowering our clients with future-ready solutions and forging strong relationships with a THINK CUSTOMER approach that allows us to completely understand your business and expectations.
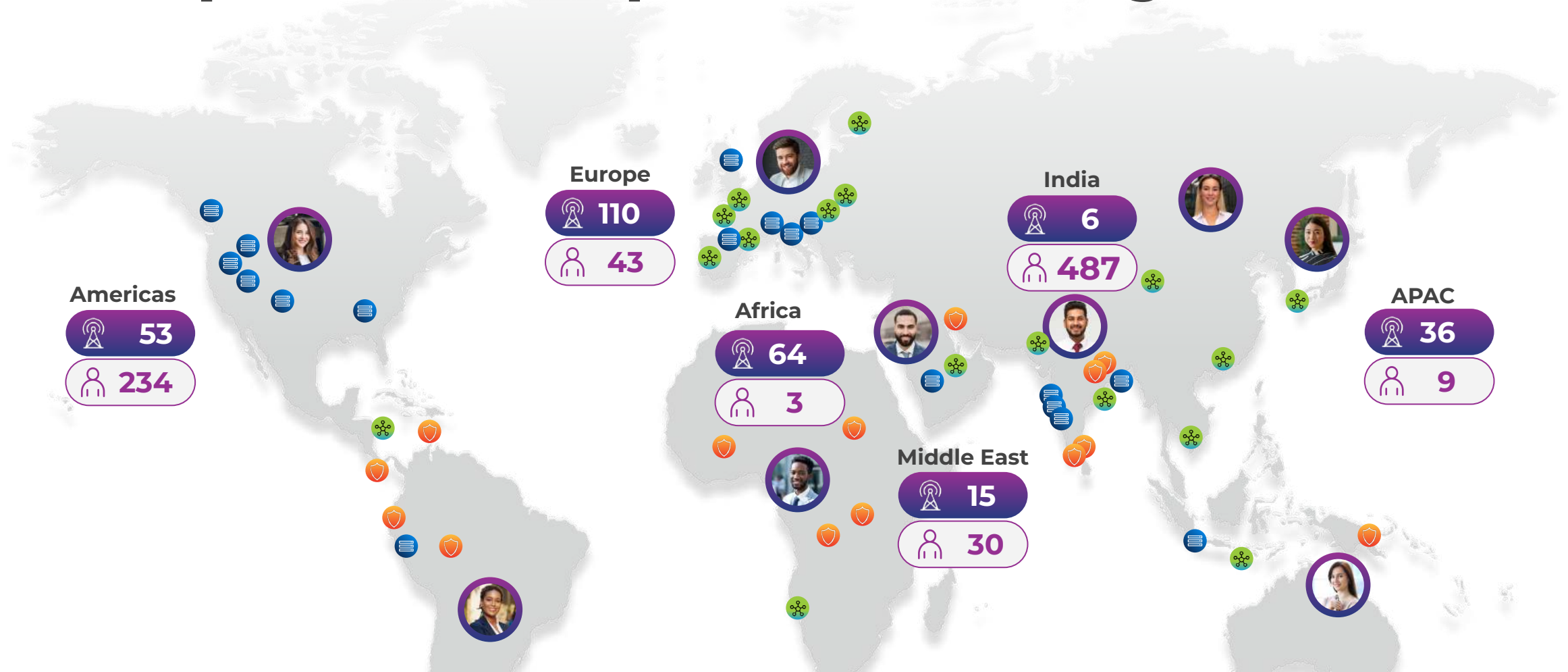
Portfolio

Creating a robust communication stack based on CPaaS fundamentals, coupled with our deep operational excellence, domain knowledge, and analytical capabilities that enable our clients to provide unique and superlative customer experiences

A reflection on the significant milestones we've accomplished

2021
Expanded product portfolio and geographic presence through acquisitions

Inter teleco · MR MESSAGING · Masiv · SendClean

CXPaaS

Won 2 Golds in Juniper Research Award for CPaaS Provider of the Year & Best SMS Firewall

rapid
Successfully accomplished Global API Challenge – Hackathon

Raised ₹8,675mn via QIP from marquee investors

TruSense
Launched TruSense, a digital identity and security suite

Buyback of ₹1,200mn completed

OCEAN Omnichannel Experience Automation Network
2023 - Launched OCEAN, an Omnichannel personalized CX suite

Proximus to acquire 57.56% of Route Mobile shares, for ~ ₹59bn cash at ₹1,626.4 per share *

proximus

04
Expanding Product Portfolio and Geographical footprint

2020
Became hubbing partners with top telecom operators globally

Successfully listed on Indian Stock Exchanges

Full messaging technology stack through TeleDNA acquisition

teleDNA DNA for Next Generation Mobile Networks

Entered lucrative North American market

Onboarded several blue chip customers including Global Fortune enterprises

2018
Developed Next Gen services like RBM and OTT messaging

03
Omni-channel Stack Marquee Clients Blockbuster IPO Sep'20

01
Bootstrapped Profitable since first year of operations

2004
Boot strapped the company with c.US$2,000

Started operations in India to cater to the global market

Started as an aggregator of traffic to gain MNO access

2013
Hosted SMSCs in India and UK

02
Transition to an Enterprise Business, Global Expansion with differentiated acquisitions

2014
Successful transition from an aggregator model to a direct enterprise model

Opened offices in Europe, Middle East, Africa and South-East Asia Ramped up sales team in global markets

On boarded marquee clients across industry verticals including new age tech, banking & financial services and travel and transport, amongst others

gt wireless defined · Call2Connect · 365 squared · START ENTERPRISE

2017
Consummated acquisition of 365squared, Cellent Technologies, Start Corp India and Call2Connect

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Our super network spans across the globe

Europe
- 📡 110
- 👤 43

Americas
- 📡 53
- 👤 234

Africa
- 📡 64
- 👤 3

Middle East
- 📡 15
- 👤 30

India
- 📡 6
- 👤 487

APAC
- 📡 36
- 👤 9

16 Firewalls deployed
1 contract won

19 virtualized Data Centers

18 Hubs

800+ Employees

280+ Super Network
Widespread global distribution & reach

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6

Our Intuitive Technical Infrastructure

GDPR & CSA
Complaint

CITC License,
ISO 27001:2013 and ISO 9001:2015 certified

99.99%
Network Uptime

Endpoint Protection and
SIEM tools

24*7
Cyber Security and
Dark Web Monitoring

VPN access
across all API's and web interface

Distributed data centers with
256-bit AES-encrypted IPSec VPNs

Virtualized infrastructure with
over-provisioning

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Collaborations with global partners

Leadsquared

Zoho

Hubspot

Zendesk

Freshworks

Jungleworks

Oracle Partner Network

Rakuten Viber

Viber Business Messages

Telegram

Telegram for Business

Instagram

Messenger API for Instagram

Facebook

Facebook Messenger for Business

WhatsApp

WhatsApp Business Platform

Google

Business Messages

Our Group Companies

Call2Connect — A Route Mobile Company

365 squared — A Route Mobile Company

cellent — wireless defined — a routemobile Company

TruSense™ — A Route Mobile Company

SendClean

Masiv — A Route Mobile Company

Inter teleco® — International for Modern Communication Services — A Route Mobile Company

Mr Messaging — A Route Mobile Company

teleDNA™

Clientele we serve

And counting...

Awarded accolades & rewards

Named as the '**Enterprise Martech Vendor of the Year 2023**'

Featured as a Key Vendor in **4 Gartner Hype Cycle Reports 2023**

Awarded for **'Best Governance'** in Mega category at India Family Business Awards 2023

Ranked amongst **Top 6 Tier 1 Vendors in A2P SMS Messaging** as per ROCCO Consulting report seven times (2016 -23)

Won Future Digital Awards 2023 - Excellence in Telco Innovation by Juniper Research

Reached the Tier One position in ROCCO's CPaaS Market Impact Report 2023

Won ET ascent Business Leader of the Year 2023 "Best Use of Cloud Services by a Telecom Company" & "Best Enterprise Cloud Offering" (IT Sector)

Mr Rajdipkumar Gupta was Conferred - "CEO of the Year" & "Cloud Innovator of the Year 2023"

Listed in Dun & Bradstreet's premier publication - Leading SMEs of India 2023

Identified as an Established Leader in **Juniper's CPaaS Competitor Leaderboard** 2022-2027

Won 19th & 22nd ICSI National Awards for Excellence in Corporate Governance 2020 & 2022

Identified as an Established Leader in **Juniper's CPaaS Deep Dive Strategy & Competition** 2020-2025

Won **'Gold'** for being **'Best RCS Provider'** at the **'Future Digital Awards 2022**: Telco Innovation awards hosted by Juniper Research

Won IMC 2022 awards for **Best Digital Customer Experience Management Technology/ Platform/ Solution** in the Year 2022

Top 3 fastest growing Indian Companies **in UK** by 'India Meets Britain' Tracker 2022

Leadership Team

Rajdipkumar Gupta
MD & Group CEO

Sandipkumar Gupta
Chairman &
Non-Executive Director

Gautam Badalia
Group CSO & Chief Investor
Relations Officer

Suresh Jankar
CFO

Milind Pathak
EVP - Marketing &
Products

Tushar Agnihotri
Country Head - India &
Regional Head - APAC

Sharad K Thukral
EVP & Business Head
(Middle East)

Rainer Viertel
CEO - Masivian S.A.S

Leadership Team

Tonio Ellul
CEO -365Squared Ltd.

Robin Sullivan
CEO - Mr. Messaging

Ramesh Choudhary
CEO - SendClean Inc.

Sammy Mamdani
EVP Group Head -
Global Operations

David Vigar EVP
Digital Identity Business

Carl Powell
EVP - Global
Partnerships & Alliances

Mujahid Rupani
Group CTO -
365squared Ltd.

Rathindra Das
Group Head - Legal,
Company Secretary &
Compliance Officer

Elsa Shibu
VP & HR Head

What makes us unique?

Best in class
Communications Platform
(developed in-house)

24*7*365
dedicated customer support

SMS termination
in almost any part of the world with
the best routing

Consultative & Lean
approach to drive successful business
outcomes

Global & Local
customization expertize

Global Connectivity through Super
Network of **280+ Direct
Connections**

**Solution
engineering &
technical** development
with industry expertise

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communication simplified

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Products & Services

Route Mobile Limited | Private and confidential

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Enriching the communication value chain
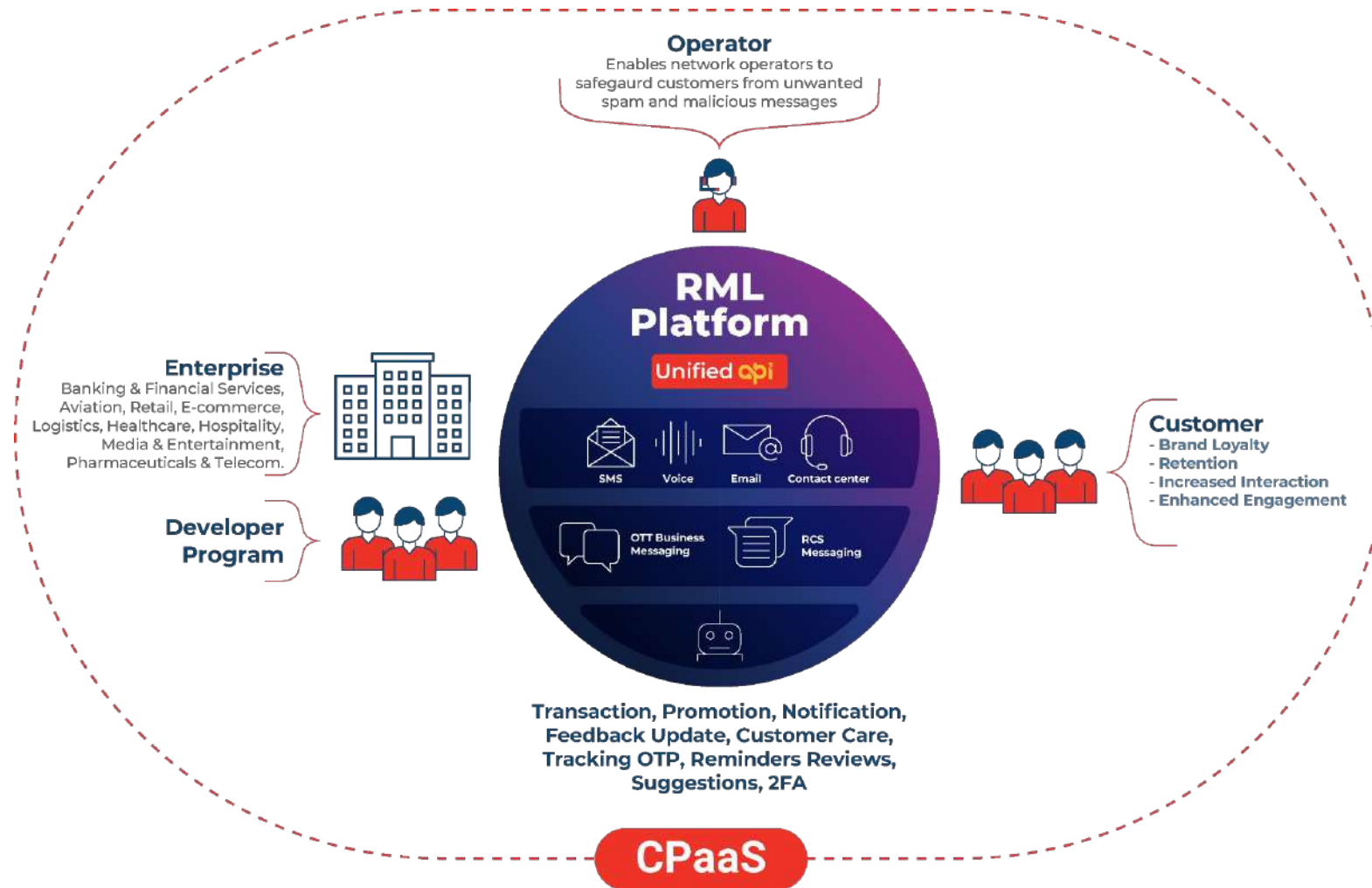
Communication Platform as a Service

Our solutions establish trust across the customer lifecycle

Customer Engagement

Marketing & Sales

Customer Care

Reduce Churn

Cross & Upsell

Customer Loyalty

Query

Better Conversion

Request

Lead Generation

Complain

OCEAN

Roubot

OTT Channels

Email

Operator Solutions

OmniCent

VoicEX

SMS

TruSense

Route Mobile Limited | Private and confidential

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Explore our product offerings

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Messaging
Reach global audiences through our messaging platform

A2P Messaging	2-Way Messaging
Acculync	FTEU Shortcode
RBM	Viber
WBP	GBM
Route OTP	IP Messaging
Omnichannel Communication	Route Connector

Apple Business Chat

Collaborative Solutions
CLAP
CLAP Co-Browsing

Operator
Reduce the complexity of SMS coverage expansion, route monetization and security.

Route Shield	Route Hub
Platform as a service- Operator	SMSC as a solution

Instant Virtual Number - IVN

Social Channels

Facebook	Telegram
Instagram	Line

Payment as a Service
OmniCent

VoicEX
Step-up customer experience through customizable & innovative voice solutions

Voice Campaigns	Virtual Number
Safe Connect	Missed Call
Click to Call	CCaaS

SIP Trunking

Email
AI-Driven self-serve and enterprise email platform

SendClean

BeSpoke
Solution for regulatory & compliance requirement

Verbatim

Digital Identity Solutions
Safeguard the end-user security and send trusted business communications with Identity Solutions

TruScore	TruIDV

TruAuth
- Mobile Number Verify (MNV)
- P2A - based Authentication
- Armour

OCEAN – Personalized Omnichannel Suite for Better Customer Experience

Analytics	Conversational UX

Campaign Orchestration

Roubot – Chatbot builder Platform with generative AI / ML and NLP automation

3rd Party Messaging Platform Integrations	Payment Gateway Integration
	CRM Integrations

Upcoming

Route Mobile Limited | Private and confidential

Key Products

Route Mobile Limited | Private and confidential

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SMS

Ensure rapid delivery & reliability with multiple backup routes

280+ direct operator connectivity

We offer **A2P, Two Way, FTEU Short Code, Route OTP**. and **Route Connector** messaging services

- **Customized SMS plans** tailored to your business goals, budget, and audience

- Premium and direct routes that guarantee **high delivery rates**

- **Real-time delivery reports and analytics** to monitor and optimize your campaigns

- 99.99% network uptime and **24 x 7 customer support**

Dear Customer, your ticket has been generated and sent to your Email ID, for 3d Movie on Sunday, 13th November 9:30 AM, at VR Street.
2 Seats : C1, C2
Booking ID: 0987654321

We enable SMS termination in almost any part of the world with the best routing

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EMAIL

Reach your customer's inbox with intelligent email delivery platform SendClean

- In adherence to **CAN-SPAM** guidelines

- Leverage our ready-to-go libraries, **SMTP interactive** documentation to deliver best email experiences

- Overall email delivery rate on SendClean is **97.36%**

- **Run live spam test** for an email and check SPAM score for every element of an email

- Analyze campaign performance with **Robust A/B testing**

- Save your emails from landing into spam with a **verified DKIM**

SendClean

WhatsApp
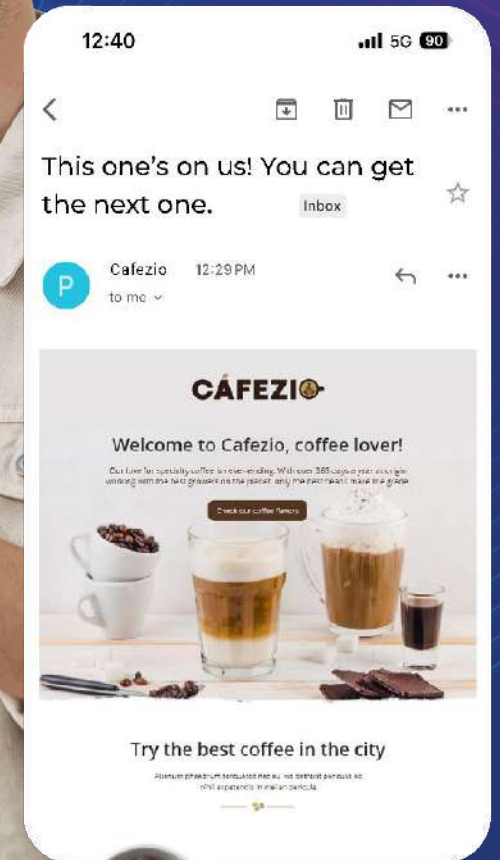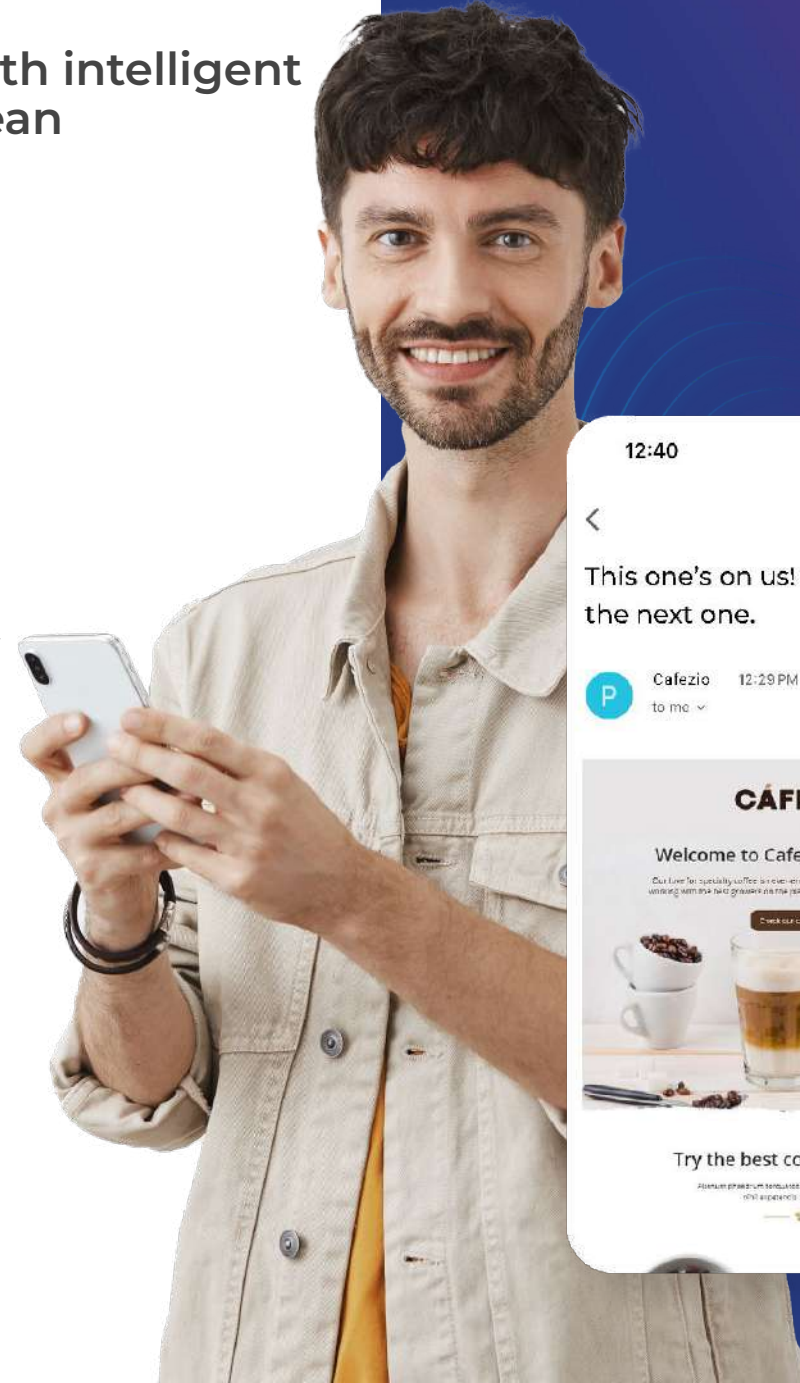
Increased customer engagement, leading to higher customer delight

Over 2.7 bn monthly active users

Send personalized messages using pre-approved Marketing, Utility and Authentication templates

- Early adopters of **Payments API**

- Support for multiple content formats like video, audio, PDF, and images

- Powered **30 million messages in 24 hours** from a single account

- Solve Unique Business Cases with **WhatsApp + Chatbot + Live Agent**
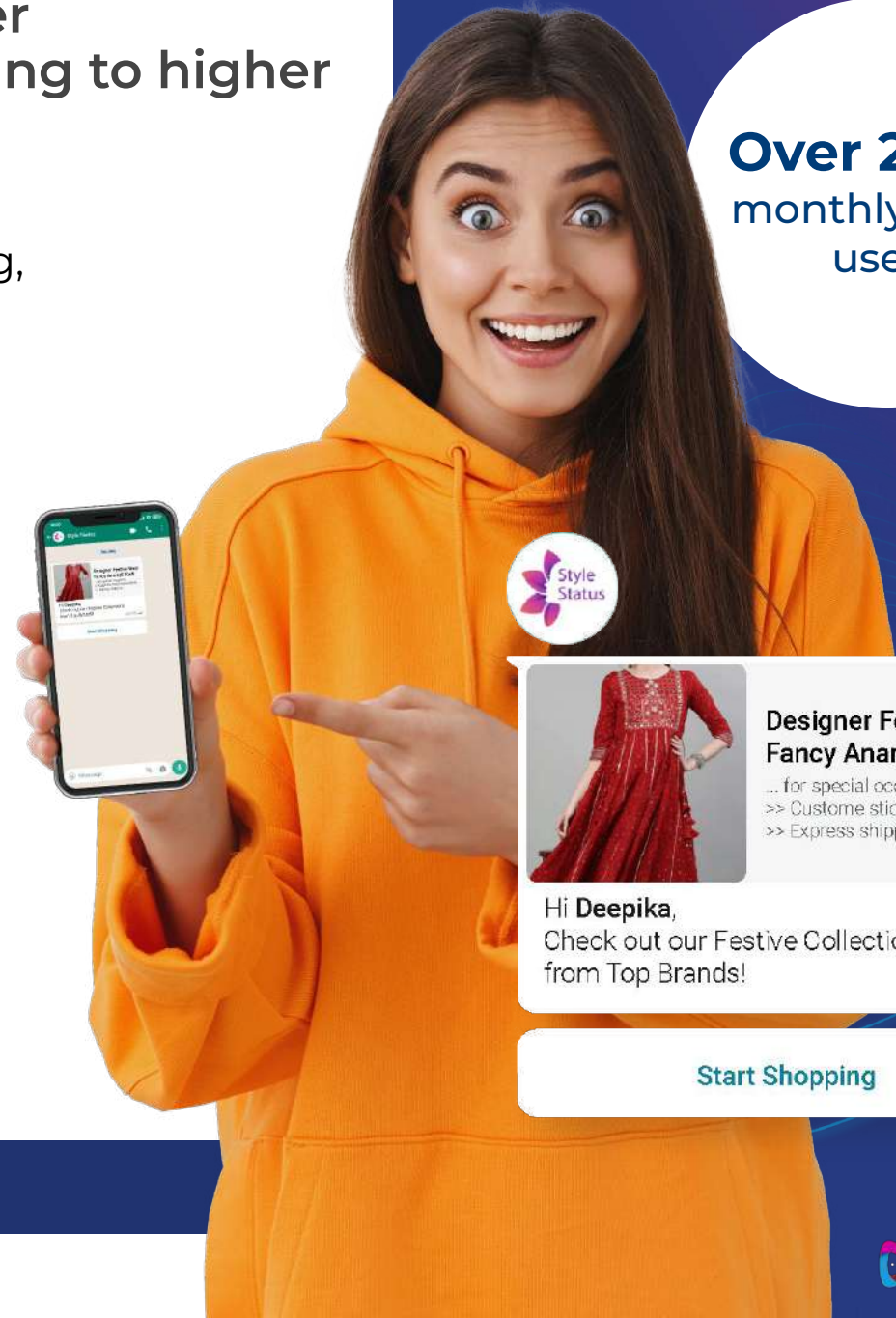
- Supports up to **70 language** translations

Designer Festive Wear Fancy Anarkali Kurti
... for special occasion.
>> Custome stiching available.
>> Express shipping

Hi **Deepika**,
Check out our Festive Collections from Top Brands!
6:32 PM

Start Shopping

Certified Partner of Meta | Trusted by 500+ Global Brands

RCS Business Messaging

Amplify user engagement through rich media capabilities

Powered by **rich media, integrated chatbot and advanced analytics**

- Send **images, videos, files, links** and suggested replies

- **Advanced campaign settings:** Pause an active campaign & resume a paused campaign

- Displays a **trend analysis graph** to view messages and templates

- RCS Submission have a **100% delivery rate & higher ROI**

- Send **personalized & contextual communication**

SMS and WhatsApp Fallback for inactive RCS users

← 🔵 Route Bank 🛡 Q ⋮

Invest in Mutual Funds via ISA
Easy to Invest | Research Recommended Funds
🌐 Login Now

Explore the Investment Services A/c (ISA)
Save on tax | Invest Rs. 500 or more
🌐 Know More

Start investing in Mutual Funds
Open ISA via Route Bank Net Banking
🌐 Login Now

Open ISA in 4 cli...
Contact you Bran... assistance / Conta...
🌐 Know...

＋ Chat Message ➤

80% consumers find RCS appealing

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communication simplified

VoicEX
Distinctive customer experience through voice across all customer touchpoints

Suite of cloud telephony solutions - **Voice Campaigns, Virtual Number, Click to Call, Safe Connect, SIP Trunking, Missed Call, and CCaaS**

Connects calls using **SPAM-Free CLI (Caller Line Identification)**

Requires no physical installation and seamlessly integrates with the existing CRM

Reduces overhead expenses and **maximizes productivity**

Seamless payments through IVR and SMS

Better campaign management with increased efficiency

Advanced OBD software with regulatory compliance
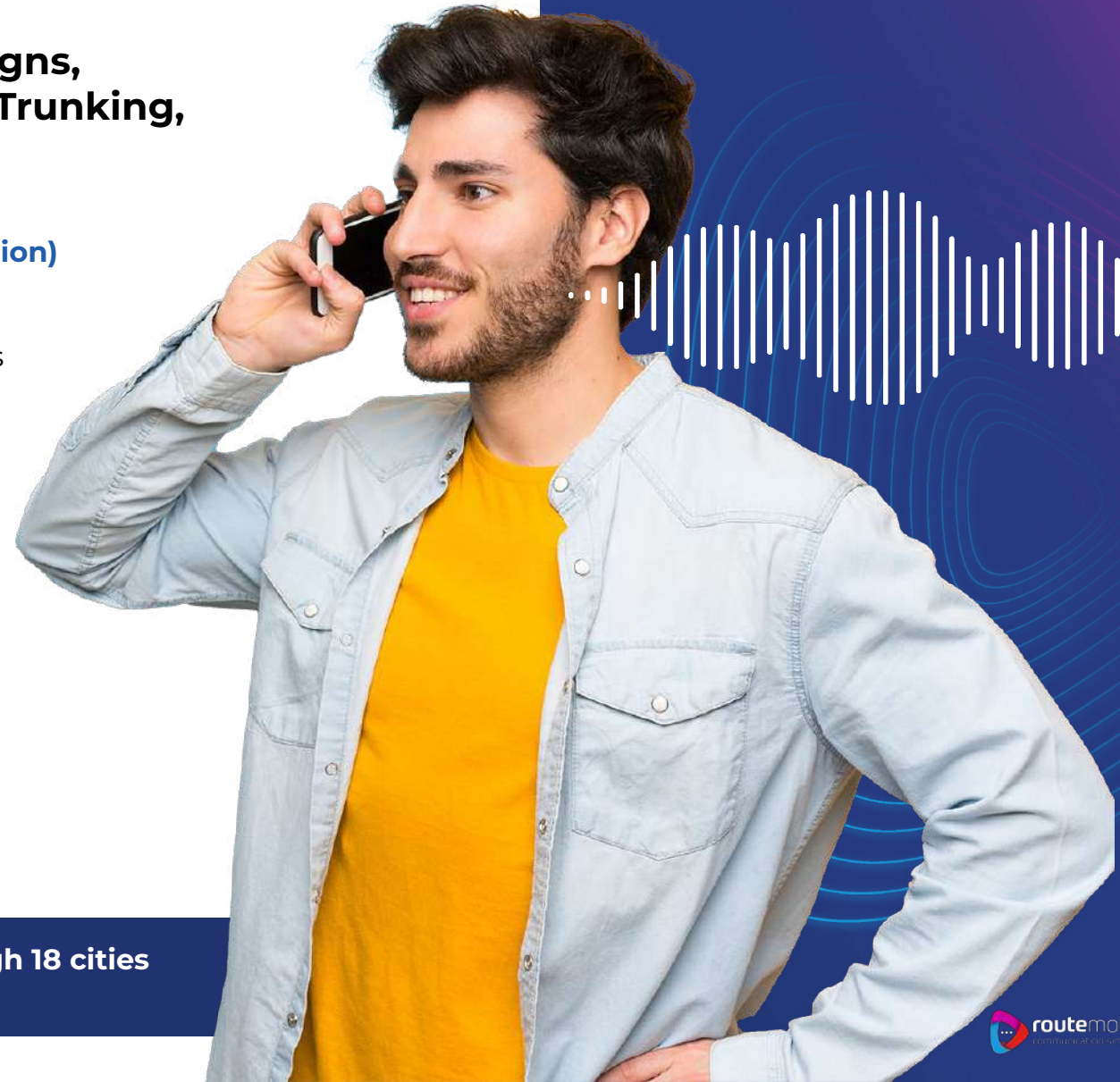
We offer India's largest voice infrastructure for dial-outs through 18 cities across India

routemobile
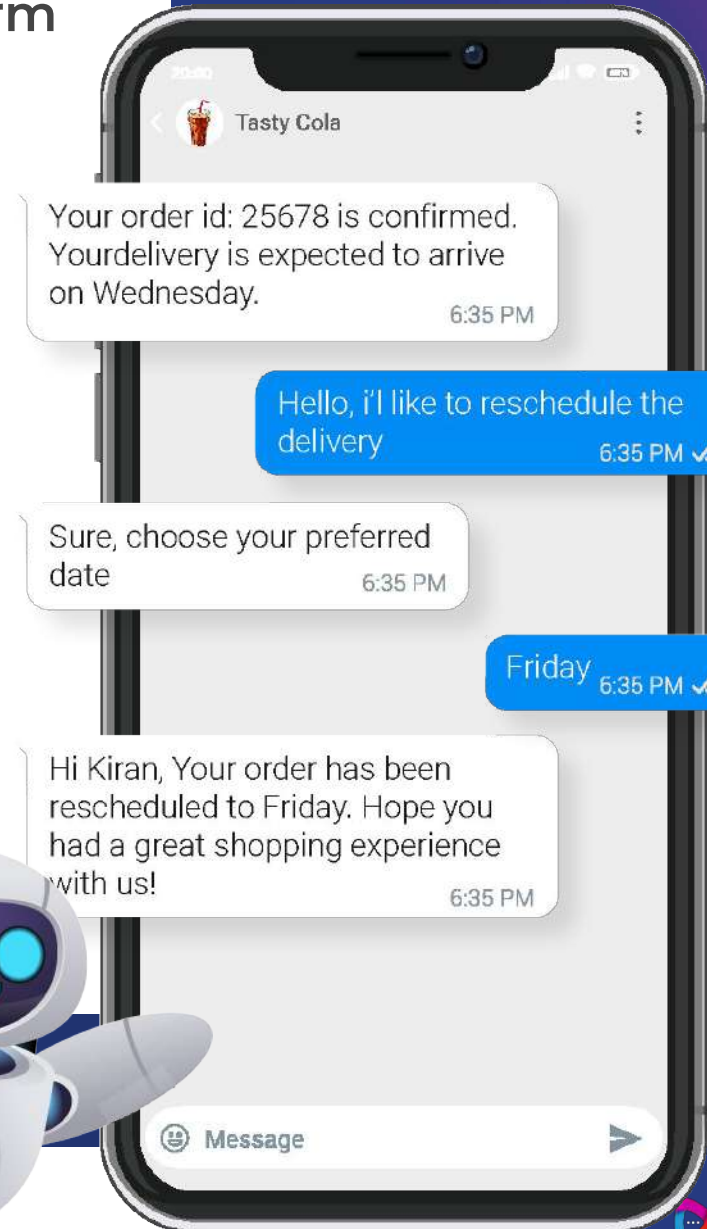communication simplified

Roubot

Drive AI-based smart conversations with No-Code, Self-Serve Chatbot platform

Functions on powerful **NLP engines and advanced automation**

- Build your own **No-Code chatbot with the fastest bot building** tool

- Deploy across digital channels, including web, apps, and OTT channels

- Engage with customers via **AI-driven** smart conversations

- Thrives on the core principles of b**uild, reach, analytics, integration, and end-to-end security**

Integrates with

Tasty Cola

Your order id: 25678 is confirmed. Yourdelivery is expected to arrive on Wednesday.
6:35 PM

Hello, i'l like to reschedule the delivery
6:35 PM

Sure, choose your preferred date
6:35 PM

Friday
6:35 PM

Hi Kiran, Your order has been rescheduled to Friday. Hope you had a great shopping experience with us!
6:35 PM

Message

OCEAN
A Personalized Omnichannel Suite for Better Customer Experience

Unifies customer communications across mobile, web & social channels - **Centered around the ICE Framework**

Insights
Understand your audience better with channel analytics and cohorts

Conversational UX
Enable AI-driven smart conversations across channels

Engagement
Drive interactive campaigns from a single platform
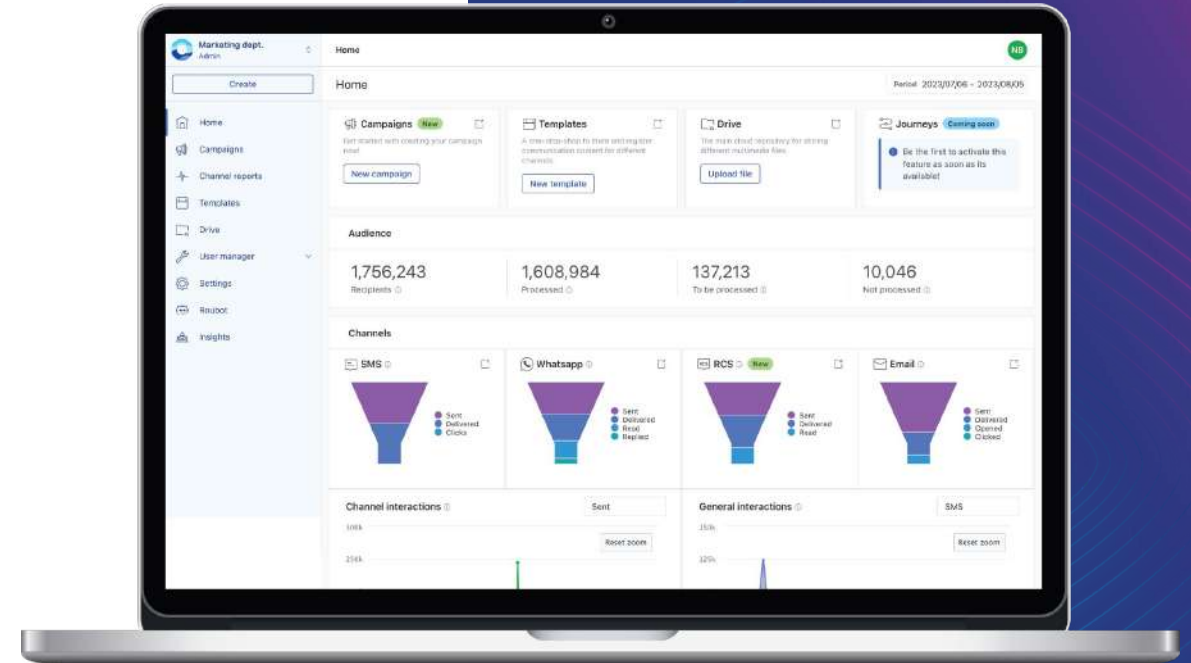
Deliver personalized Omnichannel communications on preferred channels

TruSense

Digital Identity solutions that prevents fraud by ensuring secure transactions

MobileIQ is the core engine of TruSense that has a powerful information orchestrator and logic builder

TruScore
Prevents digital fraud, detects phone number risks, blocks malicious requests.

Mobile Number Verify
Frictionless, silent user authentication with the in-app operation.

P2A-based Authentication
India's 1st Enterprise Free-to-User Shortcode for secure, seamless user authentication.

Enables enterprises to strengthen security, prevent digital fraud, and protect customer privacy
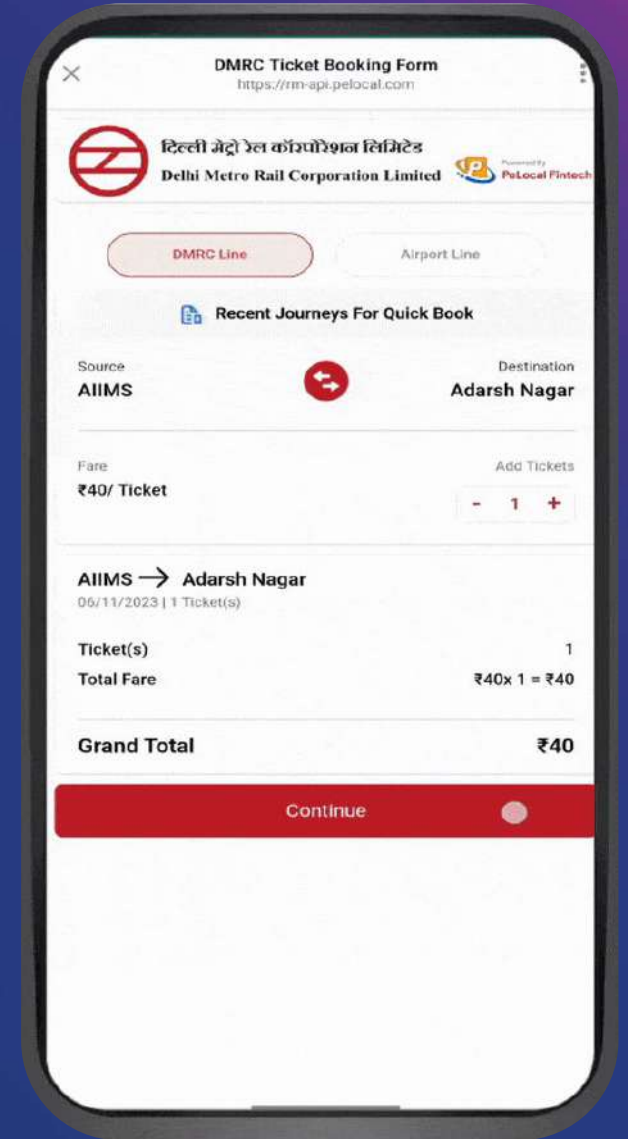
7710063660

LOGIN

Case Studies

25 lakh+ Delhi Metro passengers can now book rides using WhatsApp

Book Delhi Metro tickets fast and easy across 10 color-coded lines

Complete payments without leaving the WhatsApp Chat. 3mn conversations already registered

Challenge	Solution
- Managing offline ticket booking for 25+ Lakh commuters - Operation inconvenience with passengers waiting in long queue for booking	- Deployed WhatsApp + Roubot interface to enable WhatsApp-based online ticket booking system - QR Code based scanners installed across 256 stations

SMS Campaigns easily scheduled on the go for Bahrain Finance

BFC can now schedule **SMS campaigns on-the-go**

Personalized messages triggered across multiple contacts

Aided conversions & **enhanced CX**

Challenge	Solution
• Customer onboarding and sending real-time notifications to existing and new customers • Inability to send personalized messages to multiple accounts	• Combined Route Mobile's A2P SMS with webhooks to make SMS marketing automation easy • Created a life cycle for the customer onboarding process through Freshworks CRM workflow

Medya enables 1-on-1 personalized communication services to patients through Viber

85% delivery rates through Viber

Enhanced **1:1 personalized communication**

Heightened awareness using marketing campaigns

Challenge	Solution
• The lag time between capturing and sharing health data • Difficulty in sharing medical reports in real-time with the patients	• Integrated Viber Business Messages to enable via rich text messages, interactive buttons, and links • Customer journeys personalized with multilingual chat support

Paisabazaar witnesses 20% increase in engagement with RCS Campaigns

The campaign achieved a **CTR of ~20%**

30% lower CPL with **96% RCS delivery**

Challenge	Solution
• To drive higher customer engagements • Understand customer segmentation with quality lead generation	• Maximized engagement for over 1000k user base through rich media campaigns • Tailored solutions offered to customers through detailed analytics

BOM delivers automated and real-time WhatsApp banking

Real-time banking notifications

10% surge in customer engagement

Enhanced **reputation & CX**

Challenge	Solution
• Lack of customer engagement • Lack of personalized communication • Need for real-time updates • Need for quality lead generation	• Developed WhatsApp workflow for customer onboarding • Automated customer registration via WhatsApp Banking • Personalized banking experience for all customers
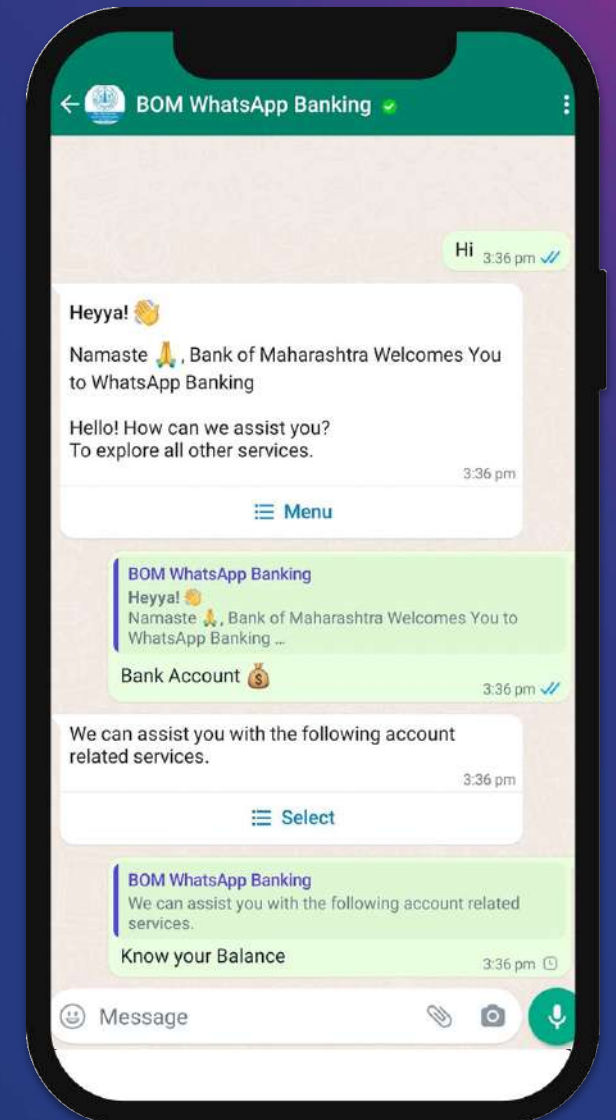
WhatsApp Chatbot enables Coco-Cola UAE customers to order their favorite cold drink from the comfort of their homes

ORDER Traffic diverted to WhatsApp for **order placement**

Increased efficiencies with **quicker ROI**

Challenge	Solution
• Missing channel for order placement • High website traffic - frequent server breakdowns	• Integrated WhatsApp Business Platform catalog feature • Automated the entire order management process with Chatbot • Simplified payment for orders via Coca-Cola's payment gateway

Gujarat Board SSC & HSC results seamlessly disseminated on WhatsApp
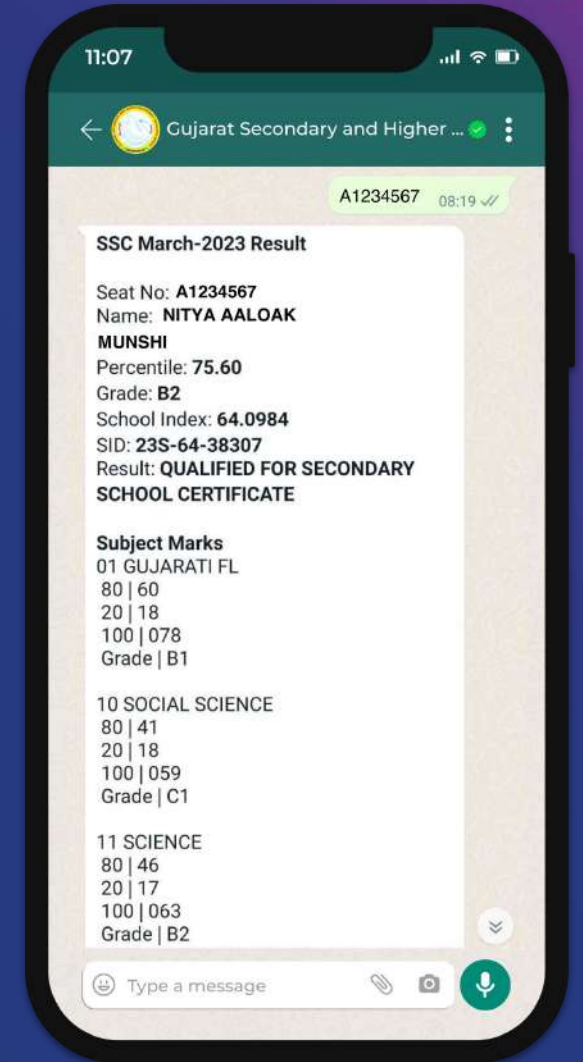
3.5M hits on WhatsApp in 3 hours

Recognized as a **benchmark by Meta**

Challenge	Solution
• Dissemination of SSC/HSC Board results conveniently • Finding a simple and efficient way to access the board results of over 7.5 lakh students	• Leveraged WhatsApp Business to release board results of both SSC & HSC students • Empowered students to access their results on their personal WhatsApp numbers conveniently

GIPL

11:07

Gujarat Secondary and Higher ...

A1234567 08:19

SSC March-2023 Result

Seat No: **A1234567**
Name: **NITYA AALOAK**
MUNSHI
Percentile: **75.60**
Grade: **B2**
School Index: **64.0984**
SID: **23S-64-38307**
Result: **QUALIFIED FOR SECONDARY SCHOOL CERTIFICATE**

Subject Marks
01 GUJARATI FL
80 | 60
20 | 18
100 | 078
Grade | B1

10 SOCIAL SCIENCE
80 | 41
20 | 18
100 | 059
Grade | C1

11 SCIENCE
80 | 46
20 | 17
100 | 063
Grade | B2

Type a message

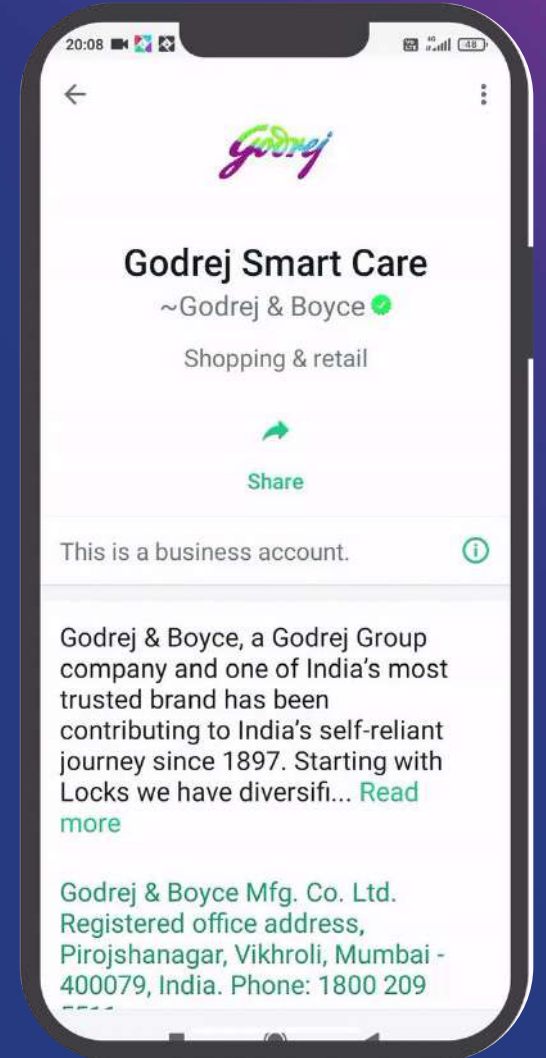# Godrej improves customer service with swift WhatsApp response

Enhanced personalized customer engagement

Plummeted unresolved queries/complaints

Surge in **cross-product sales**

Challenge	Solution
• Extended customer support wait time • Overflowing call center traffic • Lack of customer engagement	• Integrated WhatsApp Business Platform • Traffic directed to preferred channel of most customers

20:08

Godrej Smart Care
~Godrej & Boyce ✓
Shopping & retail

Share

This is a business account. ⓘ

Godrej & Boyce, a Godrej Group company and one of India's most trusted brand has been contributing to India's self-reliant journey since 1897. Starting with Locks we have diversifi... Read more

Godrej & Boyce Mfg. Co. Ltd. Registered office address, Pirojshanagar, Vikhroli, Mumbai - 400079, India. Phone: 1800 209

What do our customers say?

Testimonials

Route Mobile is a good partner with a high speed reactivity of support and few issues faced with them. The problem of opening routes in some countries remains like with most of other carriers, but their reactivity make the quality of service remains at the top level.

Engeneer, IT Departement, LMT Group

Spam messages are disliked by everyone. The partnership with 365squared - A Route Mobile Company stands on our desire to strengthen customer relationships based on trust. By filtering intrusive and uninvited messages, we provide to our customers' peace of mind and therewith step up our customer experience efforts further.

Thomas Hundt - Chief Executive Officer, Smart Axiata Co Ltd.

With Route Mobile's strong market presence and reach, they will play a vital role in growing our business together and deliver significant value for end customers with the enterprise ecosystem,

Priyam Bose, Global Head Enterprise Solutions GTM, Truecaller

Testimonials

Route Mobile and Du have been working closely for several ICT Projects related to Dubai's Smart City Development Plans based on policies of UAE Government. It's been over a year working with the team and till date it has been a wonderful experience.

Mr. Abdalrahim Abayazid - Manager - ICT Services, Du Telecom PJSC

With the growing prominence of social media, we believe that WhatsApp banking service will offer more convenience to our customers for day-to-day banking requirements. The WhatsApp banking service will not only enhance customer experience, but will also provide a seamless and personalized experience to all our customers, as well as non-customers.

A.S. Rajeev, Managing Director and Chief Executive Officer Bank of Maharashtra

Integration with FreshSales for BFC is implemented allowing us to easily keep our clients informed. Here we can automate workflows in FreshSales CRM to trigger auto welcome SMS's when the client reaches a respective lifecycle stage, e.g. Successful Registration in our case. The Route SMS app has the capability to manually trigger SMS's to individual contacts as & when required for notifications.

Roger Meneses, Head of Corporate & Digital Business at Bahrain Financing Company (BFC)

Testimonials

We are delighted to recommend 365squared - A Route Mobile Company for their continued efforts to fulfill their promise of a world-class managed service in protection and fraud prevention, and for their exemplary leadership in the messaging industry.

Yasir Azman-Chief Marketing Officer, Grameenphone Ltd.

With SMS and Acculync, we at Brand Factory are now able to focus on enhancing customer experiences and on our core proposition. SMS and Acculync provides all we need to create quick and effective mobile engagements. Thanks Route Mobile and hope you'll continue to support us in the future.

Brand Factory - Marketing
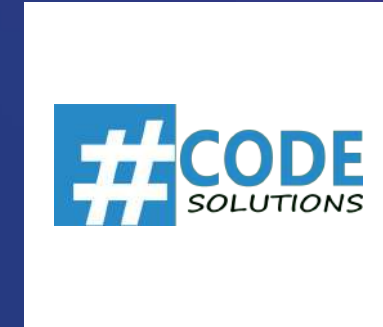
We have been using Route Mobile's messaging platform for the past year and are extremely pleased with the 'Always Online' solution and the service from the support team. The system ensures we receive timely insights, & its fair pricing suits our customers' needs.

Mercy Terer - HashCode Solutions, Nairobi, Kenya

Testimonials

Consistently for the last few years Route Mobile has appeared as a Top Vendor in ROCCO's Global Vendor Benchmarking for A2P SMS Messaging

Jason Bryan, Group CEO, ROCCO

This initiative is in line with our continuous efforts to support SMBs in the UAE by creating a platform that highlights our SMB customers & partners in-order to solidify Etisalat Group's position as the preferred business partner of choice in the UAE. We are delighted to recognize Route Mobile's hardworking team who have made their mission to drive their business forward by striving for excellence.

Mr. Esam Mahmoud, Senior Vice President, SMB, Etisalat,

Since, our units are present globally, we were able to streamline our process, by implementing Route Mobile's SMS & Voice Gateway Solutions within our in-house architecture. The team constantly help us in plugging issues & are extremely proactive to our business needs.

Mr. Mohamed Al Damassy - Head of IT, Majid Al Futtaim, UAE

![routemobile - communication simplified]

Thank You

Chat with us

Write to us at
sales@routemobile.com

Visit: www.routemobile.com

Follow us on

Registered & Corporate Address:
3rd Floor, 4th Dimension, Malad, Rajan Pada, Mindspace, Malad West,
Mumbai, Maharashtra 400064