

Ref No: RML/2023-24/445

Date: February 27, 2024

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

We are pleased to inform you that Route Mobile Limited has partnered with Billeasy E Solutions Private Limited, a Mumbai based integration partner, to introduce a first of its kind ticket purchase experience through Rich Communication Services (RCS) Business Messaging for Maha Metro Pune.

Please find enclosed Press Release Titled **“Route Mobile Limited in collaboration with Billeasy transform Metro Ticketing through RCS Business Messaging”**.

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
M. No F12663

Encl: as above

Route Mobile Limited in collaboration with Billeasy transform Metro Ticketing through RCS Business Messaging.

In a first of its kind deployment, commuters of Maha Metro Pune will be able to buy tickets for their journeys directly via RCS on their phones.

Pune, February 27, 2024 – Route Mobile Limited (“Route Mobile”), a leading cloud communication platform service provider catering to enterprises, over-the-top (“OTT”) players, and mobile network operators (MNO) has partnered with Billeasy E Solutions Private Limited (“Billeasy”), a Mumbai based integration partner, to introduce a first of its kind ticket purchase experience through Rich Communication Services (RCS) Business Messaging for Maha Metro Pune. This innovative solution aims to simplify and enhance the process of purchasing metro tickets, offering commuters a seamless and efficient journey.

Through this strategic partnership, users will have the convenience of purchasing Maha Metro Pune e-tickets directly via RCS Messages on android phones. To use this service, users will need to scan QR code and chat with the official RCS account of Maha Metro Pune, follow the simple instructions like selecting ‘from’ and ‘to’ stations, number of tickets and make the payment via their preferred payment method (UPI, Net banking, Credit or debit cards). Upon successful completion, the user will receive the tickets as an RCS message in the form of a QR Code, which they can present at the time of entering the station and complete their journey. This whole experience is native, without the need of downloading any new app and works within the Messages app.

In cases where handsets do not support RCS, the user journey seamlessly transitions to other Over-The-Top (OTT) channels, ensuring uninterrupted service.

Currently undergoing a Customer User Group (“CUG”) testing, metro staff stationed at select Maha Metro Pune stations will facilitate the RCS ticket purchase journey by sharing QR codes with commuters. This proactive approach enhances accessibility and ensures a smooth transition to the new ticketing system for Pune Metro users.

Talking about this development, **Rajdipkumar Gupta, Managing Director & Group CEO, Route Mobile**, said, “Metro ticketing through RCS Business Messaging will transform the way customers commute daily. This is a first of its kind ticketing solution developed and deployed on RCS messaging. Our development team in the Route Lab continues to develop and deploy unique customer journeys that facilitate easy access to services, saves time and reduces the load on infrastructure”. He further added, “Billeasy is a natural partner to us as they are continuously innovating and deploying digital solutions. Ticketing through RCS will further add a layer of convenience and trust. I would urge the commuters of Maha Metro Pune to leverage this solution and experience a whole new way of travel”.

Akash Patil, Founder & CEO, Billeasy, expressed, “We are driving digital transformation for various enterprises and government organizations. Our partnership with Route Mobile enables us to elevate the overall experience and provide a simple, accessible solution to a larger audience, making their lives easy”.

RCS is an industry accepted rich messaging standard, developed by Google. It elevates the user experience from simple text messaging to rich messaging by adding person-to-person chat capabilities like sharing media, documents, emojis and enabling conversational commerce between enterprises and users. Currently RCS is supported for all android devices with version 5.0 and later. Apple also has announced its support for RCS messaging to arrive in 2024.

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 various 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, the Middle East, Africa, Europe, and the Americas.



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