

**Ref No:** RML/2024-25/513

**Date:** September 27, 2024

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

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

Dear Sir/Madam,

**Sub: Press Release**

Please find enclosed Press Release Titled “**Route Amplify 2.0: Route Mobile sets the stage to showcase the Best of Digital Communication and Identity in association with CNBC-TV18**”.

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

Thanking you,  
Yours truly,  
**For Route Mobile Limited**

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**Rathindra Das**  
**Group Head- Legal, Company Secretary & Compliance Officer**  
**M. No F12663**

**Encl:** as above

## **Route Amplify 2.0: Route Mobile sets the stage to showcase the Best of Digital Communication and Identity in association with CNBC-TV18**

**Mumbai | September 27, 2024:** Route Amplify, a premier conclave presented by Route Mobile Limited ("Route Mobile RML"), one of the leading CPaaS (Communication Platform as a Service) providers to enterprises, over-the-top ("OTT") players, and mobile network operators in association with CNBC-TV18 is set to showcase conversational solutions, customer experience breakthroughs, and digital trust strategies on **September 27 in Mumbai**. Designed to propel the future of cloud communications and digital identity, Route Amplify 2.0 will bring together thought leaders, industry experts, and key stakeholders from across the globe, fostering discussions to shape the country's biggest CPaaS focused conclave.

The esteemed speakers at the event include **Rashesh Shah** - Chairman, Edelweiss Group; **Rajdip Gupta** - MD and Group CEO of Route Mobile; **Saina Nehwal** - Padma Bhushan and Khel Ratna, Former World No. 1 Badminton player; **Anjani Rathor** - Chief Digital Officer, HDFC Bank; **Kiran Komatla** - Group Chief Technology Officer, Restaurants Brand Asia; **Vivek Srivastava** - Managing Director, Customer Transformation, PwC India; **Abhinav Jha** - Head - Strategic Partnerships, Google; **Vivette D'cruz** - Partner, Customer Strategy & Design, Deloitte; **Emily Ong** - Customer & Loyalty Product Leader (Middle East), Landmark Group; **Vijay Kannan** - Head - Business Transformation & Digital, Godrej Consumer Products Limited; and **Dr. Bishwajit Mohapatra** - Head of Customer Solutions, CIO Advisory, India & South Asia, Amazon Web Services, among others.

Building on the success of the first season, Route Amplify Season 2 will revolve around key themes of, '**Conversations & Trust**', delving deeper into the latest trends, innovations, and insights across industries. It will also explore facets of Generative AI and its role in customer experience.

India is the largest market for consumption of OTT channels after China. Yet there is no CPaaS focused event in India. Route Mobile being a global player in CPaaS, took this initiative to create the largest platform for shaping the future of digital communications.

The event also serves as a unique platform for networking and knowledge sharing, emphasizing the role of cloud communications in revolutionizing businesses globally.

**Rajdikumar Gupta, MD & Group CEO of Route Mobile**, said, *"With Route Amplify Edition 2.0, we aim to build on the momentum of last year's success and enthusiasm, creating an even more enriching platform for industry leaders to unite and drive innovation to shape the future of digital communications. Our primary goal is to foster discussions that will lead to real-world developments and solutions in these vital areas."*



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For more information log on to <https://www.moneycontrol.com/msite/route-amplify>

**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 Asia Pacific, Middle East, Africa, Europe and North America. Proximus Group acquired a majority stake in Route Mobile in May 2024.

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