

Ref No: RML/2021-22/87

Date: June 01, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release - Emirates Integrated Telecommunications Company, du, partners with Route Mobile Limited to launch its Global A2P Messaging Hub as a new service in the region, fully managed by Route Mobile Limited

With reference to captioned subject, the Company hereby intimates its partnership with du, UAE's second Integrated Telecom Service Provider, by offering a turnkey solution using Company's Smart Messaging Hub. Please find enclosed press release being issued in this regard.

The information will also be hosted on Company's website at www.routemobile.com.

Yours faithfully,
For Route Mobile Limited

Rathindra Das
Head Legal, Company Secretary & Compliance Officer

Encl: as above

du partners with Route Mobile Limited to launch its Global A2P Messaging Hub as a new service in the region, fully managed by Route Mobile Limited

Mumbai, India, June 1, 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, announced an agreement with Emirates Integrated Telecommunications Company (EITC) – du, UAE’s second Integrated Telecom Service Provider, by offering a turnkey solution using Route Mobile’s Smart Messaging Hub which enables du to launch a highly scalable revenue-generating messaging platform to enable A2P wholesale transit business. Route Hub is a carrier-grade in-house developed and fully scalable SMS Hubbing Platform offering managed services to mobile operators globally.

Route Mobile’s CPaaS-enabled Hubbing Solution, with its AI capabilities, offers intelligent routing, great analytics, plug-n-play APIs, improved delivery rates and better latency. Route Mobile will additionally oversee the infrastructure, technology, gateway connectivity, and day-to-day operations of the platform for du as a managed service. du will also be able to leverage Route Mobile’s on-ground support services with over 17 years of core expertise in the GCC region.

With Route Hub, du can now handle an increased capacity of SMS terminations making it a scalable solution. This association with Route Mobile will also enable du to leverage Route Mobile’s Firewall Solutions and position them with other operators to plug revenue leakages.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited said, *“We’re delighted to be associated with du in creating and deploying revenue-enhancing services that could help drive superlative customer experiences and steer ahead of the competition.” He further added,* *“du’s reachability and Route Hub’s capability can ensure better quality routes, better support through experience, and better ROI.”*

Sharad Thukral, EVP & Business Head (MEA), Route Mobile LLC, said, *“We’re very excited to partner with du for a full-scale SMS HUB managed services, as this adds a new dimension to our partnership. With Route Mobile’s deep domain knowledge within the Middle-east & Africa region, we are well-poised to assist the management at du to build stronger partnerships with other Mobile Network Operators (MNO) in the region. I am certain that our combined expertise and synergies would certainly translate to rewarding outcomes”*

About Route Mobile Limited:

Established in 2004, Route Mobile Limited (“Route Mobile, 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

- Follow Route Mobile on LinkedIn: <https://in.linkedin.com/company/routemobilelimited>
- Follow Route Mobile on Twitter: <https://twitter.com/routemobile>
- Become a fan of Route Mobile: <https://www.facebook.com/Routemobilelimited>

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