

About Route Mobile Limited Group



Founded in 2004, Route Mobile is a publicly listed company and among the leading Cloud Communications Platform service provider offering Communication Platform as a Service (CPaaS) solutions.

Route Mobile's **communications platform comes** with a unified API that includes wide range of products & services for diverse set of industries.

Strategic acquisitions

- 365squared caters to telecom operators by providing them firewall, analytics & monetization solutions
- Call2Connect offers world-class customer support solutions, back office & consultancy services as well.
- Phonon Communications, a leading communications automation platform provider

Publicly Listed on Indian Stock Exchange BSE / NSE: ROUTE



Awards & Rankings





Route Mobile Limited | Private and confidential

Key Statistics





32+ Billion

Transactions processed in fiscal 2020-21



245+

Super Network of **Direct MNO connects**



2.6+ Billion

Transactions Processed / month



15+

Offices globally



32000+

Client service till date across the Globe



10

Firewalls deployed with MNOs globally



~300

No. of employees



4

Regional heads aligned by geography

Global Memberships & Partner Network





Our Customers choose us for





Robust Platform Security & Compliance



Market Leadership and Expertise



Reliable API and Integration at Scale



Omnichannel Communication



Customised and Plug & Play Solutions

GDPR Compliant

ISO 27001 ISO 9001 Best-In-Class
Communications Platform

2013 - 14

Business

expansion in

Dubai &

Nigeria

Acquisition of Phonon Communications

Entered into a strategic partnership with **Du Telecom** to launch its global A2P Messaging Hub

Ranked in the Top Tier 1 by MNO & Enterprise in the ROCCO SMS Messaging Vendor Benchmarking Report 2021

Announced a technology partnership with **Truecaller** to introduce the Truecaller Verified Business Caller ID for enterprises



2017

Acquisition

- Call 2 Connect India Pvt. Ltd - 365squared Ltd.

> Business expansion in US & Kenya

Ranked no. 2 by ROCCO report 2017



2019

Awarded 'Most Innovative Mobile Communication Solutions Provider 2019'

Wins the 'Best Messaging Innovation -Consumer Solution' award at Messaging and SMS world 2019. London.

Listed as one of the Top 5 fastest growing Indian Companies in UK by 'India Meets Britain' Tracker 2019



Mumbai, India

2012

Founded Launch of India Route SMS Enterprise Division Solutions in

2011

Opened the

1st

International

Office in

London, UK

Officially certified as a GSMA Open Solution Connectivity

Launch of own fully functional SS7



2016

Creation of New Identity & Rebranding to **Route Mobile Limited**

> Ranked no. 6 as per ROCCO report 2016

Acquisition of Cellent Technologies (India) Pvt. Ltd. & Start corp India Pvt. Ltd

Business expansion in Ghana & Singapore



2018

Listed as one of the Top 5 fastest growing Indian Companies in UK by 'India Meets Britain' Tracker 2018

Ranked among the Top 5 Tier 1 Vendors in A2P SMS Messaging - as per ROCCO report 2018

Business expansion in Bangladesh. Nepal, Sri Lanka & Uganda



2020

The only Asian company covered in Gartner's Market Guide for CPaaS, October 2020

Public Listing at the Indian Stock Exchange BSE / NSE: ROUTE

Ranked among the Top 6 Tier 1 Vendors in A2P SMS Messaging as per ROCCO report 2020

Listed as one of the Top 5 fastest growing Indian Companies in UK by 'India Meets Britain' Tracker 2020

Awarded at the 19th ICSI National Award for Corporate Governance with "Best Governed Company" (Emerging Category)

Featured as The Next 500 India's Top Midsize Companies in Fortune Magazine

Global Presence



Leading CXPaaS provider

32k+.
enterprise clients

Serving top sectors globally

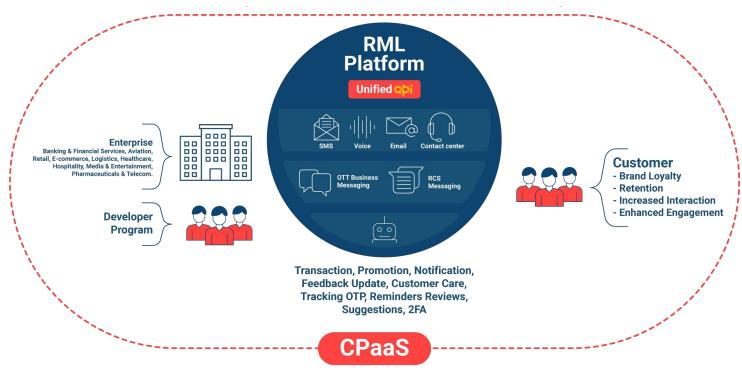




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Enabling Customer Communications Lifecycle using CPaaS





Communication Platform as a Service

Product Offerings in a Snapshot



Communicate Globally through our unified solutions

Route Mobile has a wide gamut of offerings for Enterprises / Operators / System Integrators & Developers Enterprise offerings enable transactional and promotional communication between brands & consumers Operator offerings enable telco grade carrier messaging and analytics leading to monetization



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Strengths



- Global Connectivity through Super Network of 240+ Direct Connections
- 24*7*365 dedicated customer support
- Best in class Communications Platform (developed in-house)
- Solution engineering & technical development with industry expertise
- Global & Local customization expertise
- · Account Managers to ensure seamless engagement
- Omnichannel Platform for easy campaign scheduling and reporting
- · Easy to use console to plan, deploy & monitor campaigns,
- Dashboard with actionable intelligence
- Consultative & Lean approach to enable deeper customer engagement,
 solve business challenges & drive successful business outcomes

CUSTOMERS/PARTNERS







€LANDMARK GROUP

















Over 30150 customer-base across the globe

