

Ref No: RML/2021-22/88

Date: June 08, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release – Route Mobile Limited expands its global footprint in Southeast Asia and appoints Elsiyah Susanto as the Country Manager for Indonesia

With reference to captioned subject, the Company hereby intimates the expansion of its operations in Southeast Asia by incorporating a step-down subsidiary and also appoints Elsiyah Susanto as the Country Manager for Indonesia.

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

Route Mobile Limited expands its global footprint in Southeast Asia and appoints Elsiyah Susanto as Country Manager for Indonesia

Mumbai, India, June 8, 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 that it is expanding its operations in Southeast Asia by opening a step-down subsidiary - PT Route Mobile Indonesia, incorporated by our wholly-owned subsidiary - Route Mobile (UK) Limited & the appointment of Elsiyah Susanto as Country Manager – Indonesia. The new office in Indonesia marks Route Mobile's commitment to bolster its presence in the region and assures better reachability to enterprises & brands. With Elsiyah's induction, Route Mobile will ensure a strong growth momentum in Southeast Asia (SEA) with a focus on the Indonesian market.

Rajdikumar Gupta, Managing Director and Group CEO of Route Mobile Limited said, "*PT Route Mobile Indonesia is strategically positioned to help expand and reinforce Route Mobile's presence in the Southeast Asian markets. We believe this move is in alignment with Route Mobile's strategic growth plan and gaining market prominence in the SEA region.*" **He further added,** "*Elsiyah brings in a wealth of experience in scaling successful retail businesses in the region. Her proven background in forging strong client relationships and enabling inter-department collaboration will be key accelerants for our expansion plans in SEA.*"

Milind Pathak, Chief Business Officer, Route Mobile Limited said, "*With over 400 million internet users, Southeast Asia is a highly competitive environment and we aim to offer a superlative customer experience with our CPaaS driven solutions.*" **He further added,** "*Businesses are taking significant technological leaps on building IP-based communication experiences across video, voice, chat, file sharing, etc. and Elsiyah's expertise in working with top brands and enterprises would help us to mobilize our CPaaS enabled solutions so they can build meaningful & personalized experiences.*"

Elsiyah Susanto, Country Manager – PT Route Mobile Indonesia, said, "*Route Mobile is growing at a phenomenal pace. I am excited to be part of one of leading global CPaaS players and I am confident to bolster Route Mobile's presence in the Southeast Asia region.*" **She further added,** "*The Southeast Asian market is used to mobile-first cloud-enabled platforms. The growing number of millennials and digital natives opens a plethora of opportunities for brands to implement digitized communication solutions to their customers to deliver an enhanced customer experience.*"

Brief Profile of Elsiyah Susanto:

Elsiyah Susanto is a highly skilled marketer, with a career spanning over 20 years, in Advertising, Marketing Communications, and Integrated Marketing. Having worked across multiple advertising and media agencies, she has held key leadership roles at BeritaSatu Media Holdings, Gupshup, CtrlShift, and Kompas Daily News. Elsiyah joins us from the DestinAsian Media Group, where she was Director of Sales, Marketing & Distribution, managing important portfolios across revenue operations, budget, and strategies for premium print and digital channels of leading lifestyle brands like DAMAN, Prestige Indonesia, and DestinAsian's Luxurious Travel arm in China. She holds a Bachelor's Degree in Journalism, specializing in Strategic Communications / Advertising, from The University of Missouri-Columbia.

About Route Mobile Limited:

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 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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