

Ref No: RML/2021-22/94

Date: June 21, 2021

To,

BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the press release titled “**Route Mobile Limited and Truecaller announces a technology partnership to enable enterprises to enhance trusted communication with the Truecaller Verified Business Caller ID.**”

The same is available 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 and Truecaller announces a technology partnership to enable enterprises to enhance trusted communication with the Truecaller Verified Business Caller ID

Mumbai, India, June 21, 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, today announced a technology partnership with Truecaller, the world's most trusted and accurate Caller ID and telephone search engine. This agreement allows Route Mobile to provide enhanced business identification services to enterprises for building a trustworthy business communication ecosystem.

With the Truecaller Verified Business Caller ID and configuration capabilities Route Mobile can empower enterprises to increase their customer outreach and servicing efforts and improve response rates. This feature also aids brand recognition by providing an effective way for businesses to personalize the alert with logos and contextual information about their business, allowing their users to get the complete context before they decide to act on the call. Using the Truecaller Verified Business Caller ID, an enterprise can drive higher customer satisfaction and call efficiency.

Milind Pathak, Chief Business Officer, Route Mobile Limited, said, *“One of the main reasons for scams and fraud across the globe is spoofed identities. Route Mobile has always given priority to safeguarding end-user security by enabling brands to send trusted business communications. The Truecaller Verified Business Caller ID is stepping up the calling experience for both users and businesses. It adds credibility to businesses through a Verified Identity, it reduces the scope of identity theft and phishing scams and improves brand visibility.”* **He further added,** *“Businesses have seen a significant improvement in the efficiency of the calls they make to their users with most of them seeing jumps in the call response rates with the right context and relevant user intent.”*

Priyam Bose, Global Head Enterprise Solutions GTM, Truecaller, said, *“Truecaller Enterprise has been set up with a strong intent of building solutions for businesses that will not just improve the efficiency of their communication but also enhance brand reputation and provide significant value and safety to consumers as an anti-fraud measure. Our reseller partners will play a pivotal role in enabling productive communication both for end-users and businesses with Truecaller Enterprise Solutions.”* **He further added,** *“With Route Mobile’s strong market presence and reach, they will play a vital role in growing our business together and deliver significant value for end customers with the enterprise ecosystem,”*

About Truecaller:

People use Truecaller to stay ahead. It helps them know who’s getting in touch, by providing a search engine for telephone numbers, filtering out unwanted calls and SMS, and focusing on what really matters. The company provides a suite of additional services such as a dialer that offers caller ID, spam detection, messaging and more. Truecaller’s mission is to build trust everywhere by making communication safe and efficient. Headquartered in Stockholm, Sweden, the company was founded in 2009 by Alan Mamedi and Nami Zarringhalam. Investors include Sequoia Capital, Atomico and Kleiner Perkins.

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 Twitter: https://mobile.twitter.com/Route_Mobile
- Follow Route Mobile on LinkedIn: <https://in.linkedin.com/company/routemobilelimited>
- Follow Route Mobile on Facebook: <https://www.facebook.com/Routemobilelimited>

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