

Ref No: RML/2021-22/96

Date: July 01, 2021

To,

**BSE Limited**  
**Scrip Code: 543228**

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

Dear Sir/Madam,

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015**

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Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 ("Listing Regulations"), it is hereby informed that the Company has entered into a Business Transfer Agreement ('BTA') on July 1, 2021 with Sarv Webs Private Limited, Rajasthan, India for acquisition of primarily intellectual property ('software') and its associated identified customer contracts ('business'), on a slump sale basis. In this regard, the disclosure in terms of Regulation 30 of the Listing Regulations read with SEBI Circular CIR/CFD/CMD/4/2015 dated September 09, 2015 is given in the **Annexure 1**.

A copy of the Press Release on the aforesaid acquisition is enclosed as **Annexure 2**.

You are requested to take the above information on record.

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

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**Rathindra Das**  
**Head Legal, Company Secretary & Compliance Officer**

**Encl:** as above

**ANNEXURE 1**

The details as required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 are given below:

Sr. No.	Items for Disclosure	Description
1	Name of the target entity, details in brief such as size, turnover etc.	<p>Sarv Webs Private Limited (“Sarv”) (“Target Entity”) - Acquisition of primarily intellectual property (‘software’) and its associated identified customer contracts (‘business’), on a slump sale basis.</p> <p>Since this is an acquisition by slump sale, we understand that the details in brief such as size, turnover, etc of Target Entity are not required to be disclosed.</p>
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms’ length”	Not Applicable.
3	Industry to which the entity being acquired belongs	Target Entity is in the business of providing cloud based digital communication solutions to transmit transactional and promotional emails on behalf of enterprises.
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	Target Entity provides an AI enabled cloud based email platform, which enables enterprises to transmit transactional and promotional emails to their clients. The platform also provides extensive reporting and analysis dashboards, which enable enterprises to evaluate the performance of their customer outreach programs, and also assess efficiency of the Target Entity’s software platform. Integrating Sarv’s email communication technology with Route Mobile’s CxPaaS (Customer Experience Platform as a Service) platform, will deliver unified and unparalleled cloud based digital communication solutions to global enterprise clients.
5	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable.
6	Indicative time period for completion of the acquisition;	Subject to fulfilment of terms and condition of the BTA, the acquisition is expected to be closed by July 31, 2021.

7	Nature of consideration - whether cash consideration or share swap and details of the same	All Cash.
8	Cost of acquisition or the price at which the shares are acquired;	Upfront purchase consideration of Rs. 26.25 Crores (Rupees Twenty-Six Crores and Twenty-Five Lakhs Only) plus taxes, as applicable shall be paid, upon closing of the acquisition, in cash for acquiring the intellectual property and its related customer contracts of the Target Entity. A deferred consideration of Rs. 4 Crores (Rupees Four Crores Only) shall be paid, on the first anniversary of the closing of the acquisition, in cash.
9	Percentage of shareholding / control acquired and / or number of shares acquired	No shares of the Target Company have been acquired.  Primarily IPRs and Customer Contracts, as discussed above, are acquired.
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information.	<ul style="list-style-type: none"> <li>• Target Entity provides an AI enabled cloud based email platform, which enables enterprises to transmit transactional and promotional emails to their clients. The platform also provides extensive reporting and analysis dashboards, which enable enterprises to evaluate the performance of their customer outreach programs, and also assess efficiency of the Target Entity's software platform.</li> <li>• Route Mobile has acquired Sarv's customer contracts and also acquired the intellectual property ('software) related to the cloud based email communication platform required to render the solutions and services under these contracts. The acquired contracts are with customers in India and other parts of the world.</li> <li>• Since this is an acquisition through Slump Sale, we understand that the date of incorporation, last three years' turnover and geographical presence of Target Entity are not required to be disclosed.</li> </ul>

## ANNEXURE 2

### **Route Mobile Limited boosts capabilities of its omni-channel CPaaS Platform by signing definitive agreements to acquire business email technologies from Sarv on a slump sale basis**

**Mumbai, India, July 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, today announced the signing of definitive agreements to acquire the artificial intelligence driven email communication platform, **Sendclean**, from Sarv Webs Private Limited (“**Sarv**”). Route Mobile has acquired (through a slump sale) the core IP for Sarv’s business email technology platform (transactional and promotional email), the team of professionals that built and supports the platform, and customer contracts, from Sarv, subject to the closing conditions. Headquartered in Jaipur, Rajasthan, India, Sarv delivers effective unified enterprise communication solutions including email, cloud telephony and other related services.

Integrating Sarv’s email communication technology with Route Mobile’s CxPaaS (Customer Experience Platform as a Service) platform, will deliver unified and unparalleled cloud based digital communication solutions to global enterprise clients. Traditional, standard email solutions and platforms have come of age and enterprises now seek email solutions that offer growth enabling services. Sendclean is optimized to address unique requirements of enterprise across diverse industry verticals, suiting their specific requirements and use cases.

The acquisition uniquely positions Route Mobile to offer a completely customizable email interaction platform, in addition to A2P SMS, OTT messaging, voice and enhanced business messaging solutions for enterprises to strengthen their customer relationships across multiple touchpoints. Additionally, enterprises can gain actionable insights through intelligent automation and build simplified communication strategies for their customers at every stage of the service cycle.

**Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile Limited, said,** “In the post-pandemic era, enterprises have become significantly more reliant on multiple digital communication channels to engage with the customers who are more digitally-abled, and who expect personalized and interactive communication from brands. We continue to stride forward in our endeavor to offer a truly unified communication toolkit for brands to improve their customer experience.” **He further added,** “By working closely with Sarv’s team of experts, and bringing together the best AI-enabled automated solutions in the space of digital communication, we can deliver value-addition to enterprises across the various stages of customer life-cycle – from identification of potential customers, to successful conversions and efficient management of existing customers.”

**Ramesh Chaudhary, Founder & Director, Sarv said,** “Adding Sendclean’s advanced email communication platform to Route Mobile’s bouquet of CPaaS-driven solutions enables an unparalleled and comprehensive digital communication solution, for global enterprises, that drives more revenue, and at the same time simplifies customer communication across the lifecycle. Sendclean leverages cutting edge growth enabling tactics to significantly enhance ROI for businesses.”

The Closing of the transaction is subject to customary condition precedents and regulatory approvals, as applicable and is expected to close within the next 30 days.

**About Sarv:**

Headquartered in Jaipur, Rajasthan, India, Sarv Webs Private Limited, was founded in 2011, by Ramesh Chaudhary and Abhimanyu Sharma, with a vision of providing a unified communication platform to enterprises. Besides Sendclean, Sarv platform also provides a plethora of cloud telephony and related solutions to enterprises. The team is focused on building AI driven, self-learning digital communication solutions.

**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>

For further details, please contact:

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**Route Mobile Limited**

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