

Ref No: RML/2025-26/622

Date: October 16, 2025

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Sub: Announcement under Regulation 30- Press Release

Dear Sir/Madam,

Please find enclosed Press Release titled **"Route Mobile and Kalaam Telecom partner to drive customer engagement services across the Middle East"**

This disclosure is made in accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to take the above information on record.

The same is also uploaded on the Company's website at www.routemobile.com

Thanking you,

Yours truly,
For **Route Mobile Limited**

Tejas Shah
Company Secretary & Compliance Officer
ICSI Membership No: A34829

Encl: as above

Route Mobile and Kalaam Telecom partner to drive customer engagement services across the Middle East

Empowering enterprises in the Middle East with innovative WhatsApp Business solutions

Dubai – 16 October 2025 – Route Mobile, a Proximus Global company and leading cloud communications platform provider, has partnered with Kalaam Telecom, a front-runner in managed solutions driving digital transformation in the Middle East. Together, they aim to deliver WhatsApp Business services to enterprises across the region.

The Middle East is undergoing an extensive digital transformation, with its digital economy projected by UBS to grow four-fold to [\\$780 billion by 2030](#). To support this growth, Kalaam Telecom equips operators and enterprises across the region with cutting-edge digital solutions including communication, cloud and network services.

The partnership with Route Mobile means Kalaam Telecom can now support businesses in the Gulf Cooperation Council (GCC) region to seamlessly integrate WhatsApp Business service APIs into their operations. Leveraging WhatsApp, one of the Middle East's most widely used communication platforms, this collaboration enables companies to enhance customer engagement and drive sales directly through the app. By combining Route Mobile's CPaaS expertise with Kalaam Telecom's regional presence, businesses gain access to secure, scalable, and reliable messaging solutions. While the initial focus is on WhatsApp messaging, the partnership lays the groundwork for expansion into additional communication channels in the future.

Rajdip Gupta, Managing Director and Chief Executive Officer of Route Mobile said:

"This strategic partnership with Kalaam Telecom is an important milestone for Route Mobile as part of Proximus Global in our development of opportunities across the Middle East. Having a partner with such deep-rooted regional connections and expertise will help bring our services to more enterprises and accelerate adoption of digital communications across key markets."

Veer Passi, Group CEO of Kalaam Telecom said:

"We are thrilled to partner with Route Mobile to further enhance our WhatsApp Business offering. This collaboration complements our existing services well, and strengthens our ability to deliver seamless omnichannel communication, empowering enterprises in the GCC to elevate customer engagement. Together, we are committed to driving innovation and mutual growth in the digital communication landscape."

Sharad Kumar Thukral, Executive Vice President & Business Head (Middle East), Route Mobile, adds:

"The Middle East is a dynamic market undergoing rapid digital evolution. As we continue to invest and expand in the region, building strong partnerships is as critical as engaging end customers. In Kalaam Telecom, we have an experienced and respected leader with a shared vision to empower enterprises with enhanced digital engagement solutions."

Sachin Singh, Group VP, Products & Solutions from Kalaam Telecom, said:

"By combining our in-depth regional knowledge with Route Mobile's global capabilities, we are creating smarter, more connected digital experiences for our customers, enabling them to thrive in an increasingly digital-first world."

Together, the companies will integrate the WhatsApp Business Platform into Kalaam's enterprise offerings, driving digital transformation and creating new business opportunities in the region. The partnership was formalized with the signing of a Memorandum of Understanding at GITEX Global 2025.