

Ref No: RML/2026-27/702

Date: August 06, 2026

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 launches new Salesforce-native messaging app on AgentExchange”**.

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 launches new Salesforce-native messaging app on AgentExchange

The new solution enables brands to send messages, including WhatsApp and SMS, to customers directly from within Salesforce – with all data remaining in the customer’s Salesforce environment.

Mumbai, India – 6th August – [Route Mobile Limited](#) (“Route Mobile”), a Proximus Global company and a global leader in Communications Platform as a Service (CPaaS) offering messaging, voice, email, and identity and verification solutions, has launched a new omnichannel messaging application on the Salesforce AgentExchange. Delivered via Route Mobile APIs, the app enables Salesforce users to send global SMS and WhatsApp messages directly from within any Salesforce Cloud – without custom development or external infrastructure.

As enterprises worldwide digitally transform their customer experiences, they increasingly need communications built directly into the CRM tools their teams already use. By embedding carrier-grade messaging into the [world's most widely used CRM Platform](#), Route Mobile gives businesses a more flexible and scalable way to engage customers on their preferred channels.

Tushar Agnihotri, CEO, Route Mobile, said: “Enterprises want to move faster, personalize customer interactions, and simplify how their teams engage at scale. With this Salesforce-native app, Route Mobile is bringing its global messaging expertise directly into one of the world’s most widely used CRM environments, helping businesses activate trusted customer communications without added complexity. It is an important step in making omnichannel engagement more accessible, secure, and scalable for brands globally.”

Built natively on the Salesforce platform, the app offers fast deployment and zero-code configuration. A key differentiator: all customer data remains within the organization's own Salesforce environment and is never stored on external servers – a critical requirement for enterprises in regulated industries. Core capabilities include conversational one-to-one texting, bulk messaging from Salesforce Reports and Campaigns, automated messaging triggered by Flows and Process Builder, WhatsApp, and built-in delivery and engagement analytics – all reaching customers across 190+ countries via Route Mobile's direct carrier network.

George Kakhadze, VP CPaaS Product and Portfolio, Proximus Global, said: “Most enterprises know what a good customer experience looks like, but technology barriers can make this difficult to build on a global scale. This app removes those barriers – organizations can build messaging directly into their Salesforce workflows, and their customers receive timely, relevant communications on the channel they prefer, wherever they are in the world. The engagement case is compelling: SMS messages see open rates of around 98%, compared with roughly 20% for email – helping organizations move beyond email-first outreach to communications customers actually see and act on.”

The platform also incorporates AI to ensure more seamless and targeted customer communications. Features such as intent-scoring, message personalization and timing optimization will support enterprises to improve their customer experience at scale, moving beyond 'batch-and-blast' communications to intelligent, real-time engagement.

The Route Mobile messaging app is now available on the [Salesforce AgentExchange](#).

About Route Mobile Limited (<https://routemobile.com>) (BSE: 543228; NSE: ROUTE)

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 various 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 Asia Pacific, the Middle East, Africa, Europe, and the Americas. Route Mobile is now a part of Proximus Group, a provider of digital services and communication solutions operating in Belgium and international markets.

About Proximus Global

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

For more information visit <https://www.proximusglobal.com>

Additional Resources

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