

Ref No: RML/2025-26/595

Date: July 18, 2025

To,  
**BSE Limited**  
**Scrip Code: 543228**

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

Dear Sir/Madam,

**Sub: Press Release**

Please find enclosed Press Release titled "Route Mobile re-designates Mr. Rajdipkumar Gupta as Chief Executive Officer following Mr. Gautam Badalia's resignation, and announces appointment of Mr. Sammy Mamdani as Chief Operating Officer".

A Press Release being issued in this regard is enclosed and the same is also available on the website of the Company at [www.routemobile.com](http://www.routemobile.com)

You are requested to take the above information on record.

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

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**Rajdipkumar Gupta**  
Managing Director  
DIN: 01272947

**Encl:** as above

## Route Mobile re-designates Mr. Rajdipkumar Gupta as Chief Executive Officer following Mr. Gautam Badalia's resignation, and announces appointment of Mr. Sammy Mamdani as Chief Operating Officer

**Mumbai, 18 July, 2025:** Route Mobile, a leading global cloud communication platform service provider, announced today that the Board of Directors has accepted Mr. Gautam Badalia's resignation from his role as CEO, effective 17 July 2025.

Mr. Badalia informed the Board on the occasion of the scheduled Board of Directors meeting on 17 July 2025, citing personal reasons for his decision.

Route Mobile has named senior leader Mr. Rajdipkumar Gupta as CEO. Mr. Gupta is Founder and Managing Director of the company, and has been a key leadership figure in the organization's evolution since its beginnings in 2004. He will continue in his role as Managing Director in addition to this latest appointment.

**Commenting on the announcement, Mr. Gupta said,** *"This is a pivotal time for Route Mobile, and I'm looking forward to driving performance and delivering exceptional value for our customers. My focus will be on execution, operational excellence, and positioning the company for sustained success."*

The Board also appointed Mr. Sammy Mamdani, Executive Vice President – Group Head – Global Operations, as Chief Operating Officer, effective 17 July 2025. Mr. Mamdani leads Route Mobile's global operations, overseeing daily management and coordination across international offices. With 18+ years of experience, he has held senior roles at Protiviti (formerly Andersen Consulting), a Mumbai-based investment firm, and has served as COO at Cellent Technologies (India) Private Limited, acquired by Route Mobile in 2016. He holds an MBA from the University of Central Florida.

### 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 (MNOs). RML's portfolio comprises solutions in Business 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.

**BSE: 543228; NSE: ROUTE** [www.routemobile.com](http://www.routemobile.com)

### 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 people worldwide, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

[www.proximusglobal.com](http://www.proximusglobal.com)

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