

Ref No: RML/2020-21/43

Date: January 28, 2021

To,  
The Manager  
Listing Department  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400 001  
**Scrip Code: 543228**

The Manager  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1, Block G,  
Bandra Kurla Complex, Bandra (East),  
Mumbai 400 051  
**NSE Symbol: ROUTE**

Dear Sir/Madam,

**Sub: Fact Sheet - Consolidated Financial Data - for the third quarter and nine months ended December 31, 2020**

Please find enclosed fact sheet of the Consolidated Financial Data for the third quarter and nine months ended December 31, 2020. The Company has scheduled an earnings conference call today i.e., January 28, 2021 at 5:00 PM IST. During such call, the Management will comment on the financial results for the third quarter and nine months ended December 31, 2020 as well as on the business outlook.

The details of the said earnings conference call are available on the website of the Company.

You are requested to take the abovementioned information on your record.

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



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



Encl: as above

# Route Mobile Limited

Quarterly Update  
Q3 FY2021

January 28, 2021

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# Business Overview



# Company at Glance

**Route Mobile is a leading Cloud Communication Platform provider, catering to enterprises, over-the-top (OTT) players and mobile network operators (MNO). Our range of enterprise communication services includes smart solutions in A2P Messaging, Voice, Email, and SMS Filtering, Analytics & Monetization.**

Since its inception in 2004, Route Mobile has been enhancing mobile communications through technology upgrades and product innovations; meeting the needs of a diverse clientele across geographies. Our customizable, user-friendly, and effective solutions enable enterprises and mobile operators to deliver efficient services to their customers.



Incorporated in 2004 Mumbai, India



358 Employees<sup>(1)</sup>



15+ locations across Africa, Asia Pacific, Europe, Middle East and North America



Customized omni-channel digital communication solution



6 Strategically Located Cloud Data Centers

2.9+ Billion messages in the month of December 31, 2020



23.5 Billion billable transactions in 9 months ended December 31, 2020



Full stack A2P Analytics and Firewall, SMSC and MMSC solution deployed for MNOs across the globe



4 Short Message Service Centres deployed with MNOs in various geographies



Super Network of 240+ Direct Connections as of December 31, 2020

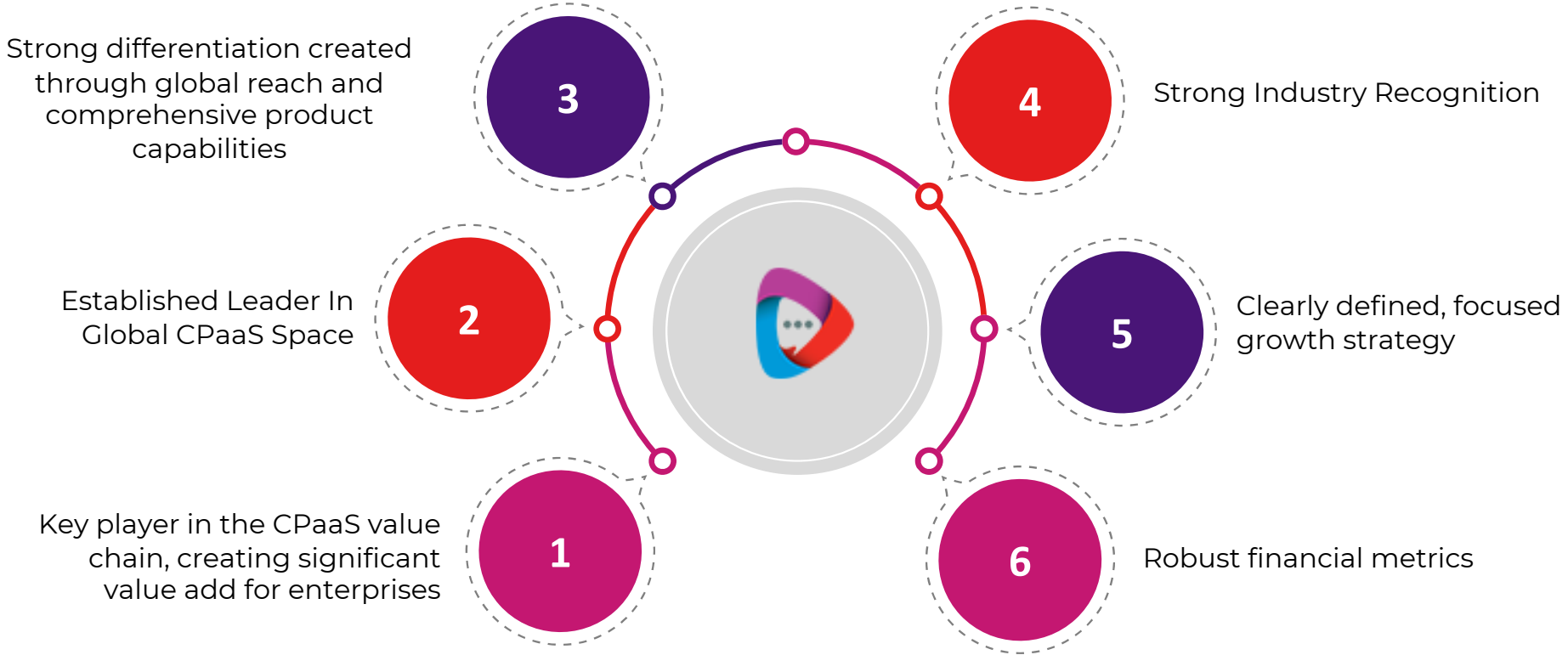


(1) As on December 31, 2020

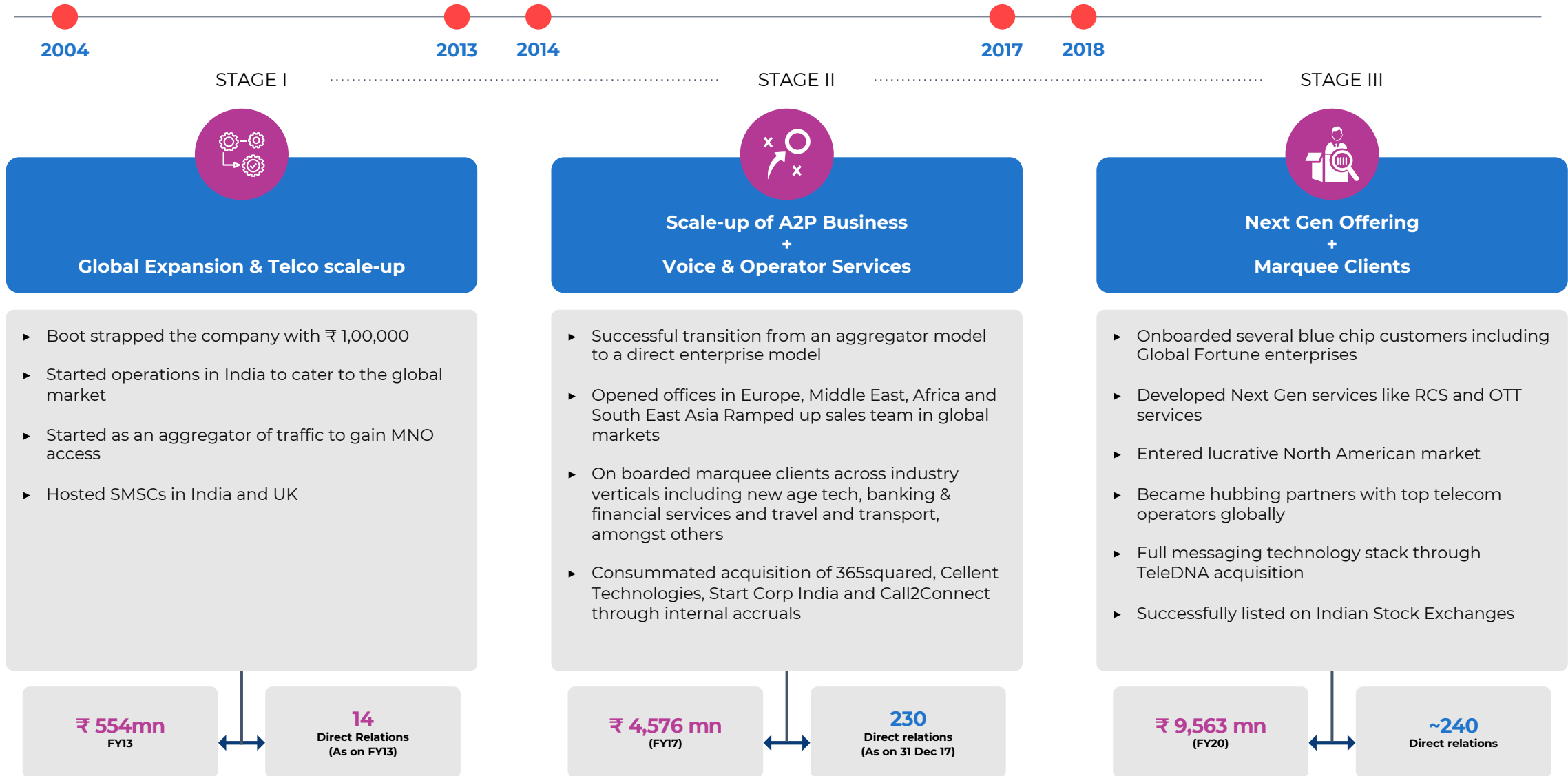
# Route Mobile – A Leading CPaaS Solution Provider



## Systematic approach towards creating sustained growth momentum



# Systematic roadmap to create sustained growth momentum



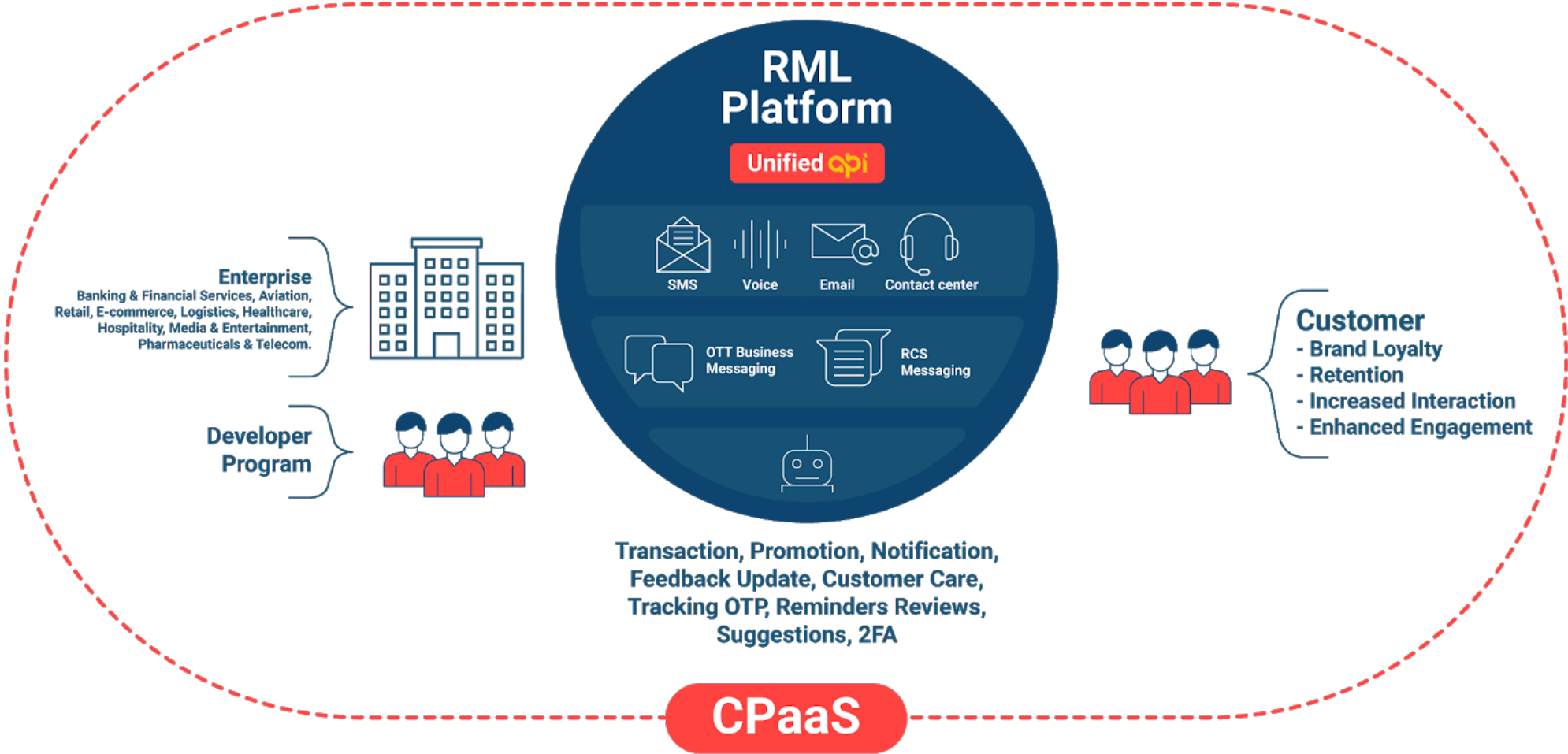
# Omni-Channel Digital Communication Platform

Route Mobile offers reliable, unified digital communication solutions that enable enterprises provide a superior customer experience globally



# Critical role in Digital Communication and Customer Experience Value Chain

## Enabling Customer Communication Lifecycle










# Route Mobile Is An Established Leader In Global CPaaS Space



<b>Product and Position</b>		<b>Disruptors &amp; Emulators</b>	<b>Leading Challengers</b>	<b>Established Leaders</b>
	<b>Extensive Breadth, Depth</b>		CM.com Kaleyra Plivo	Route Mobile Infobip Sinch iMlmobile
	<b>Mid-market or Segment focused</b>		Comviva OpenMarket Soprano Design	Syniverse
	<b>Niche</b>	GMS Worldwide mGage Mitto	Interop Technologies Twilio	
		<b>Aspiring</b>	<b>Developing</b>	<b>Expansive</b>
<b>Capability and Capacity</b>				

Source: Juniper Research, CPAAS Deep Dive Strategy & Competition 2020-2025


# Differentiation through Technology Expertise & Geographical Reach

	Capacity & Capability			Product & Positioning		
	Size of Operations	Experience in CPAAS	Geographical Reach	Service Innovation	Industry Coverage	Future Business Products
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●
	●	●	●	●	●	●


High ●●●●● Low

Source: Juniper Research, CPAAS Deep Dive Strategy & Competition 2020-2025

# Strong Recognition by Industry Experts



The only Asian company covered in **Gartner's Market Guide for CPaaS**, October 2020



Identified as an Established Leader in **Juniper's CPaaS Deep Dive Strategy & Competition 2020-2025**



Ranked in Top 6 Tier 1 Vendors in **A2P SMS Messaging as per ROCCO Consulting report** thrice



**Top 5 fastest growing Indian Companies in UK** by 'India Meets Britain' Tracker 2018, 2019 & 2020



Awarded at the 19th ICSI National Award for **Corporate Governance with "Best Governed Company"** (Emerging Category) - 2020



Listed in Fortune Magazine's - **The Next 500 India's Top Midsize Companies - 2020**

# Key Growth Drivers and Future Growth Strategy

## Key Growth Drivers

### Strong industry tailwinds

- ▶ Accelerated adoption of digital communication solutions by enterprises
- ▶ Multiplying use cases for digital communication solutions

### Omni-channel platform capabilities

- ▶ Foresight and preparedness of leadership team to create omni-channel communication capabilities within the platform

### Flexible engagement model

- ▶ Extensive experience and capability of technology and support teams to offer on-premise / over the cloud / managed service / bespoke development solutions to enterprises, depending upon the requirements

Sustainable growth momentum

## Growth Strategy

### Farm existing customer relations

- ▶ Increase share of wallet from existing customers by serving them in larger number of destinations, and up-sell / cross-sell new product offerings

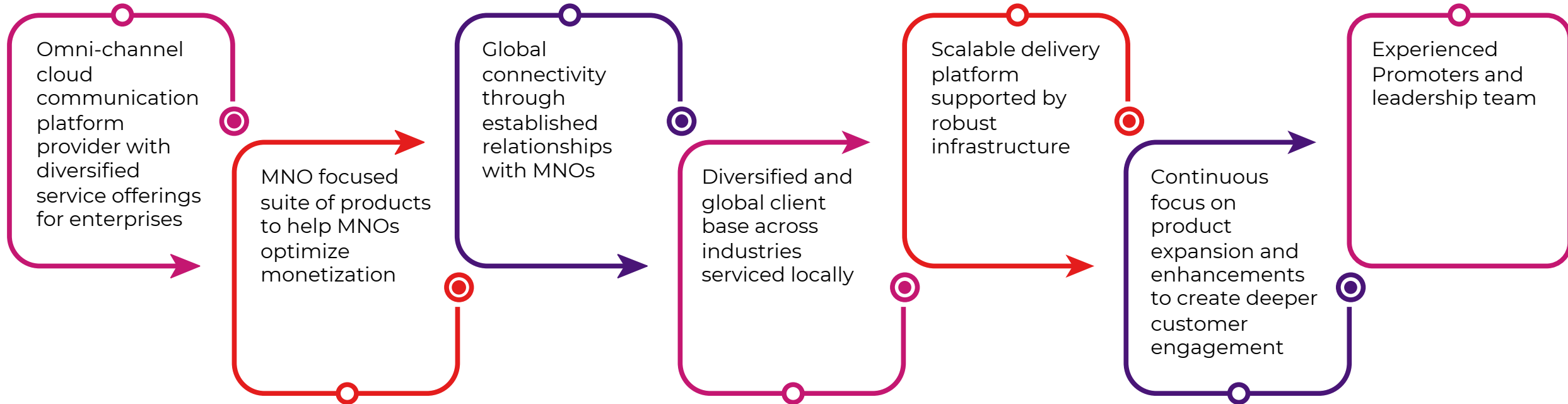
### Focus on Creating the "CXPaaS" layer

- ▶ Organically and/or inorganically augment existing CPaaS platform with capabilities to offer customer experience management solutions to enterprises and enhance value add

### Land and Grab

- ▶ Continuously focus on on-boarding large global enterprises
- ▶ Enter new geographies and strategically expand market share in new regions, organically and/or inorganically

# Investment Proposition - Competitive advantage

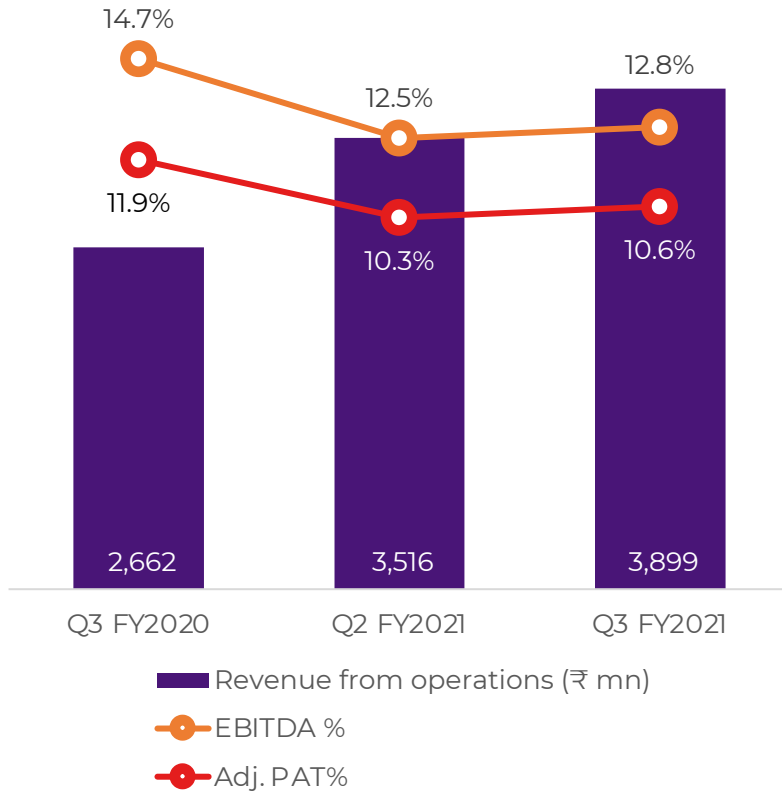


# Financial Highlights

- *Q3 FY2021 and 9m FY2021*



## Quarterly revenue and profitability



### Revenue Growth

Y-o-Y: **46%**

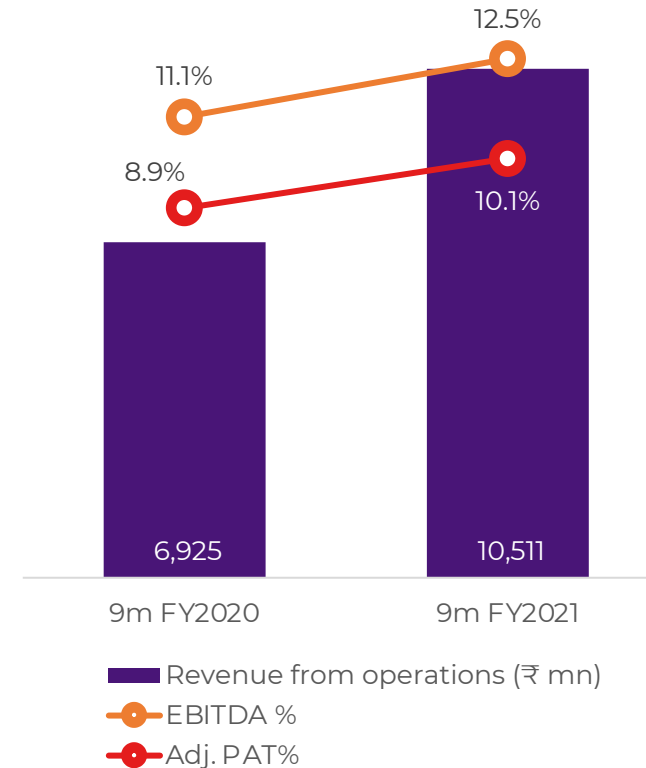
Sequential: **11%**

### Adj. PAT Growth

Y-o-Y: **30%**

Sequential: **14%**

## 9 months ended December 31, 2020 revenue and profitability



### Revenue Growth

Y-o-Y: **52%**

### Adj. PAT Growth

Y-o-Y: **72%**

Revenue from operations include net gain/(loss) related to foreign exchange

PAT has been adjusted for non-cash amortization resulting from the intangible assets added on the balance sheet as a result of purchase price allocation for acquisitions and for one-time expenses (incurred in Q3 FY2020) related to payments made under Sabka Vikas Scheme

## For the Quarter ended December 31, 2020 (Q3 FY2021)

- Closed Q3 FY2021 with revenue from operations<sup>(1)</sup> of **₹3,899mn** compared to **₹3,516mn** in Q2 FY2021 and **₹2,662mn** in Q3 FY2020
  - Sequential growth of **11%** and Y-o-Y growth of **46%** in revenue
- Recorded EBITDA of **₹498mn** in Q3 FY2021 compared to **₹441mn** in Q2 FY2021 and **₹390mn** in Q3 FY2020
  - Sequential growth of **13%** and Y-o-Y growth of **28%** in EBITDA
  - EBITDA margin of **12.8%**, **12.5%** and **14.7%** in Q3 FY2021, Q2 FY2021 and Q3 FY2020 respectively
- Recorded Profit After Tax of **₹376mn** in Q3 FY2021 compared to **₹327mn** in Q2 FY2021 and **₹172mn** in Q3 FY2020
  - Sequential growth of **15%** and Y-o-Y growth of **119%** in Profit After Tax
- Adjusted Profit After Tax of **₹416mn** in Q3 FY2021 compared to **₹364mn** in Q2 FY2021 and **₹320mn** in Q3 FY2020
  - Adjusted for non-cash amortization resulting from the intangible assets added on the balance sheet as a result of purchase price allocation for acquisitions and for one-time expenses (incurred in Q3 FY2020) related to payments made under Sabka Vikas Scheme
  - Adjusted Profit After Tax margin of **10.6%**, **10.3%** and **11.9%** in Q3 FY2021, Q2 FY2021 and Q3 FY2020 respectively

Revenue from operations include net gain/(loss) related to foreign exchange



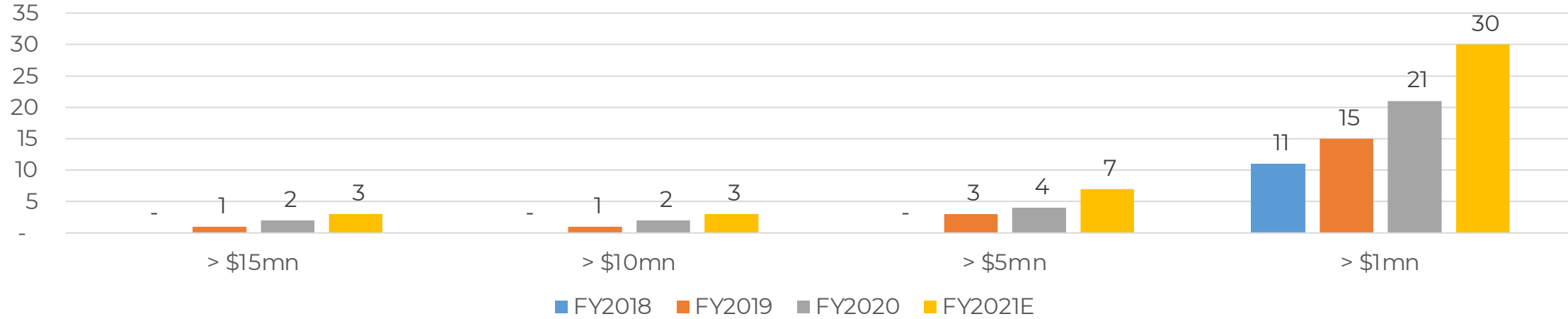
## For the 9 months ended December 31, 2020 (9m FY2021)

- Closed 9m FY2021 with total revenue from operations of **₹10,511mn** compared to **₹6,925mn** in 9m FY2020
  - Y-o-Y growth of **52%** in revenue
- Recorded EBITDA of **₹1,315mn** in 9m FY2021 compared to **₹769mn** in 9m FY2020
  - Y-o-Y growth of **71%** in EBITDA
  - EBITDA margin of **12.5%, 11.1%** in 9m FY2021 and 9m FY2020 respectively
- Recorded Profit After Tax of **₹973mn** in 9m FY2021 compared to **₹434mn** in 9m FY2020
  - Y-o-Y growth of **124%** in Profit After Tax
- Adjusted Profit After Tax of **₹1,074mn** in 9m FY2021 compared to **₹626mn** in 9m FY2020
  - Adjusted for non-cash amortization resulting from the intangible assets added on the balance sheet as a result of purchase price allocation for acquisitions and for one-time expenses (incurred in Q3 FY2020) related to payments made under Sabka Vikas Scheme
  - Adjusted Profit After Tax margin of **10.1%, 8.9%** in 9m FY2021 and 9m FY2020

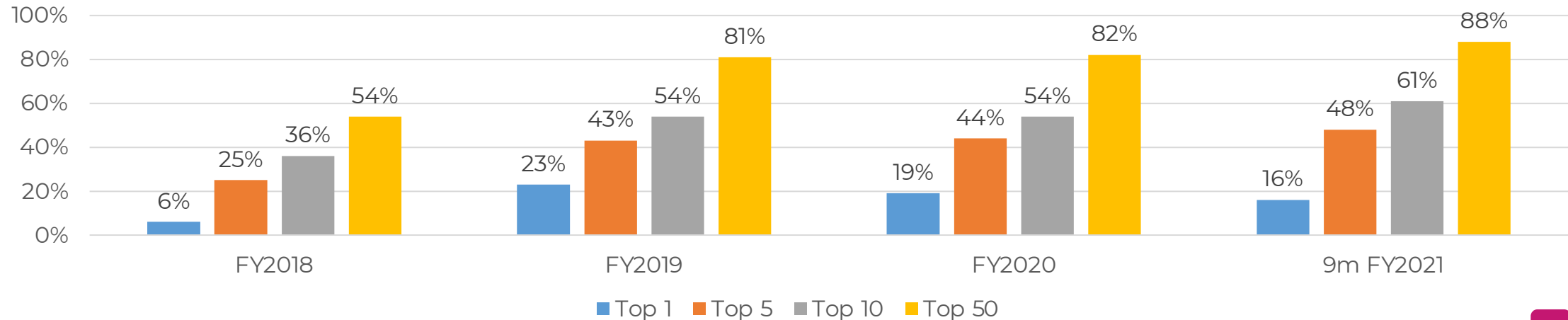
Revenue from operations include net gain/(loss) related to foreign exchange

# Growing Number Of Multi-Million Dollar Accounts With Improving Client Diversification

## Clients by Account Size

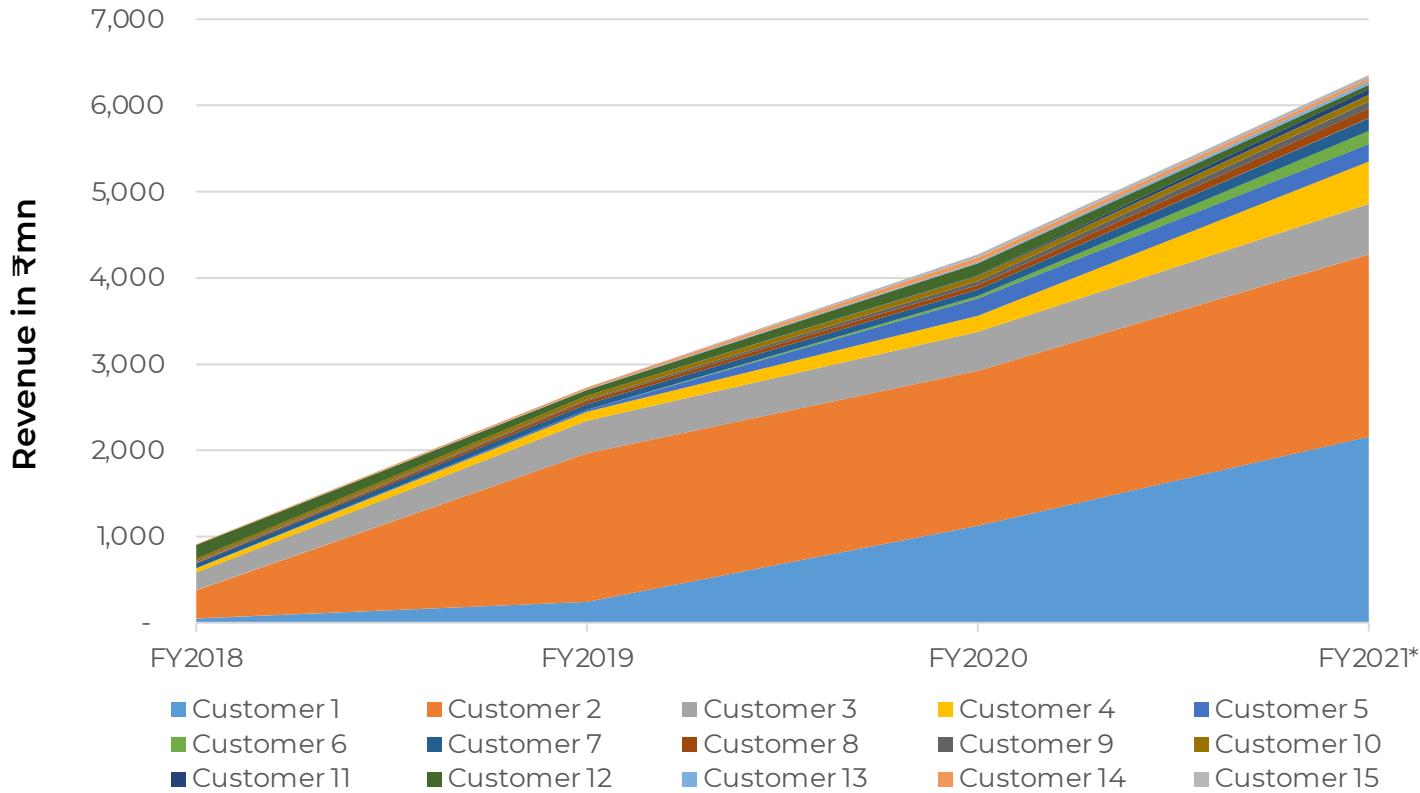


## Client Concentration



# Enterprise customers contributing to growth

Growth trend witnessed in top 15 enterprise customers (based on 9m ended December 31, 2020 revenue)



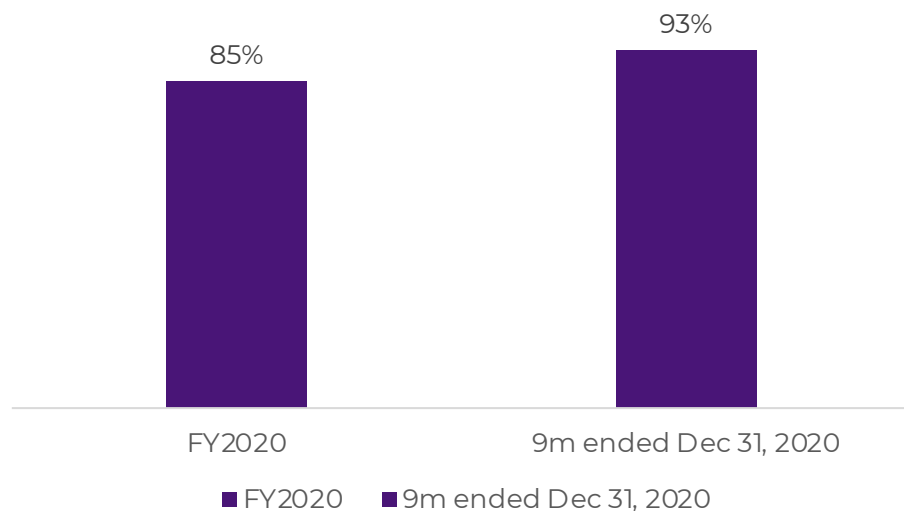
Customer	CAGR (FY2018-FY2021*)
Customer 1	248%
Customer 2	86%
Customer 3	43%
Customer 4	113%
Customer 5	NA
Customer 6	479%
Customer 7	40%
Customer 8	102%
Customer 9	64%
Customer 10	38%
Customer 11	NA
Customer 12	-32%
Customer 13	379%
Customer 14	69%
Customer 15	NA

- ▶ Dedicated enterprise sales team focused on on-boarding large enterprise customers
- ▶ Key accounts management team focused on deepening relationship with key customers and growing revenue contribution from the key customers

\* FY2021 revenue is based on annualized 9m ended Dec 31, 2020 revenue from respective customers

# Strong recurring revenue

59% growth in recurring revenue in 9m ended Dec 31, 2020 (annualized)



Net revenue<sup>(1)</sup> retention of  
**142%**

**Zero Churn in top 50**  
customers in 9 months ended  
December 31, 2020

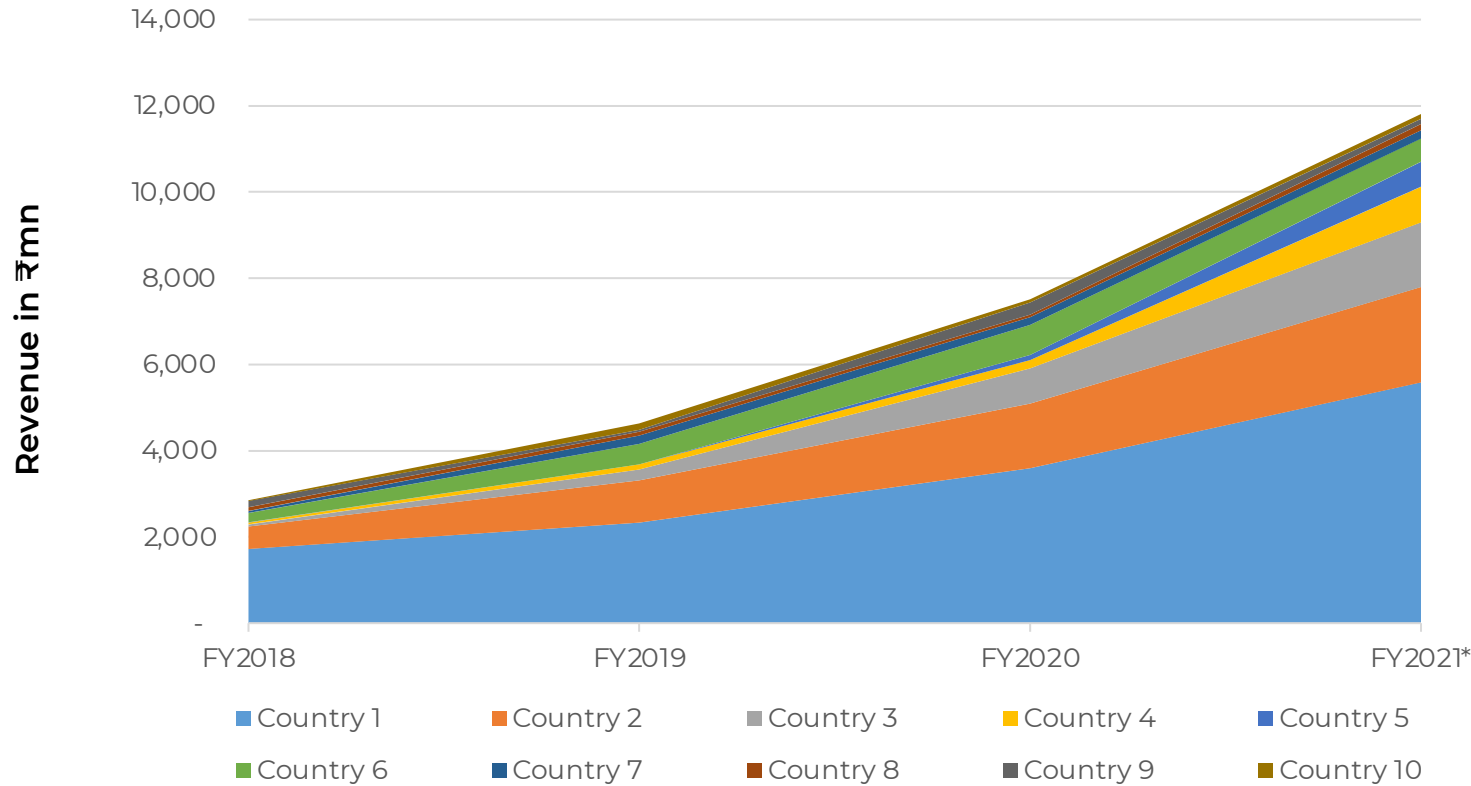
## Deep Customer engagement driving high recurring revenues

Recurring customers defined as customers that have been billed in each of the months over the respective period. For instance, a customer billed each month over April – December 2020 is a recurring customer for 9 months ended December 31, 2020

*(1) Net revenue retention calculated based on comparison of FY2020 revenue with annualized 9 months ended Dec 31, 2020 revenue for top 150 customers (accounting for 96% of FY2020 revenue)*

# Top countries (in terms of revenue contribution)

Top 10 countries (as per 9m FY2021 revenue), in terms of A2P revenue generated by termination of communication



Country	CAGR (FY2018-FY2021*)
Country 1 (APAC)	48%
Country 2 (MEA)	62%
Country 3 (APAC)	209%
Country 4 (APAC)	164%
Country 5 (APAC)	562%
Country 6 (MEA)	36%
Country 7 (LatAm)	58%
Country 8 (APAC)	19%
Country 9 (MEA)	-6%
Country 10 (MEA)	100%

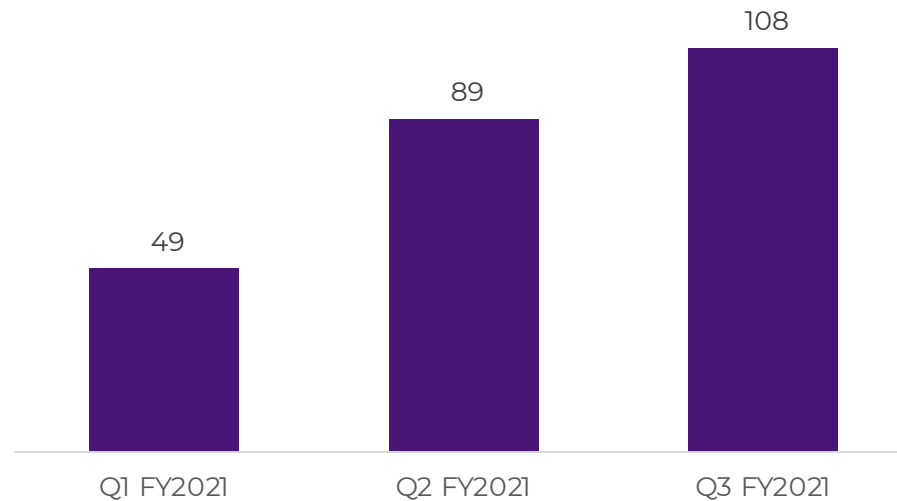
- ▶ Geographically diversified business
- ▶ Domination in emerging markets – driven by deep MNO connects and deployment of firewall solutions for some of the MNOs in those countries
- ▶ Top 10 countries contributed 91% of the total A2P revenue in 9m FY2021

\* FY2021 revenue is based on annualized 9m FY2021 revenue from respective countries

# New Product Revenue Momentum

- Pandemic has led to accelerated adoption of next generation messaging channels, including enterprise voice solutions, IP based messaging and unified communication solutions, amongst others, by enterprises

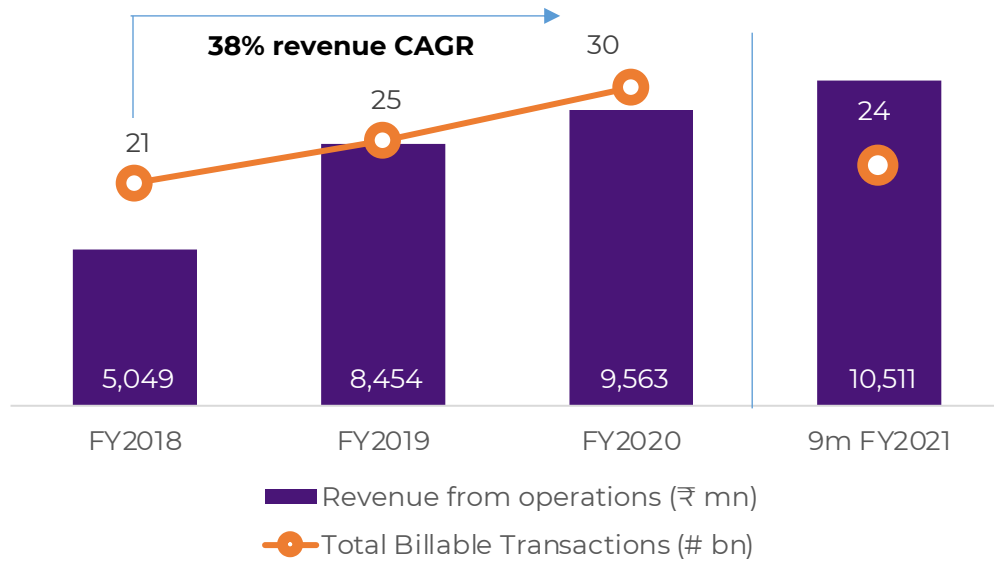
Quarterly New Product Sales (₹ mn)



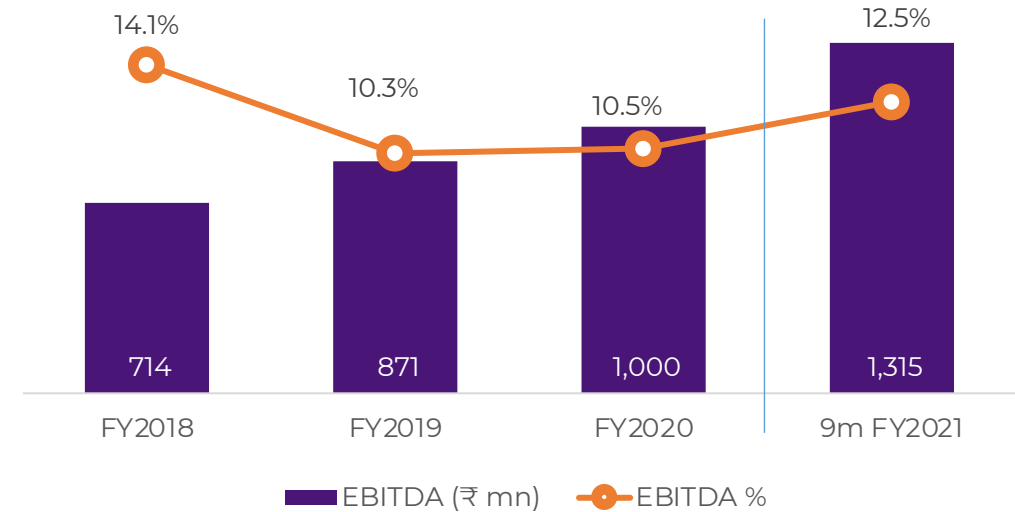
- Next generation products in the pipeline and to be launched soon include **MIDaaS** (Mobile Identity as a Service), **GBM** (Google Business Messaging) amongst others
- 67 new customer added over Q3 FY2021

# Snapshot – 9 months ended December 31, 2020

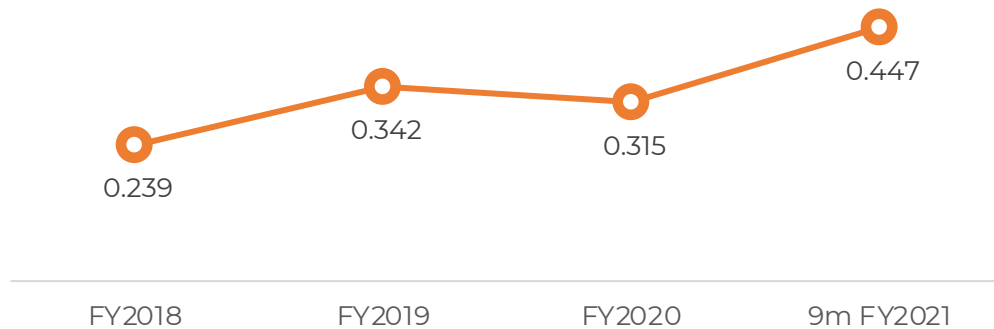
### Revenue and Total Billable Transactions



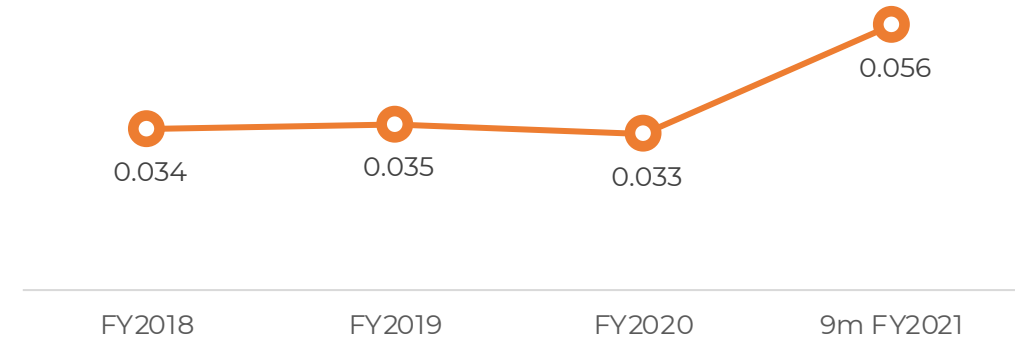
### EBITDA and EBITDA Margin



### Revenue (in ₹) per transaction

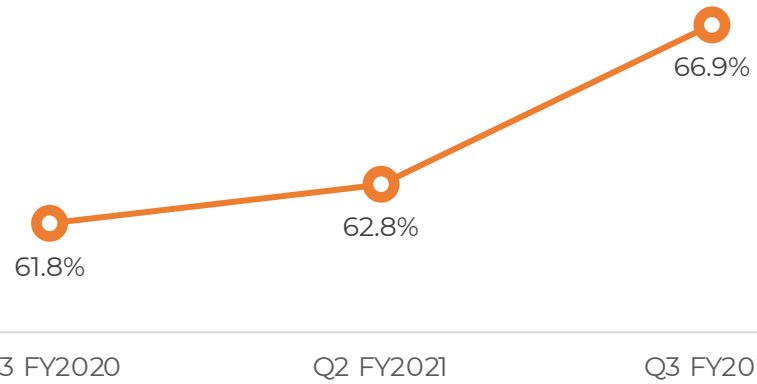


### EBITDA (in ₹) per transaction

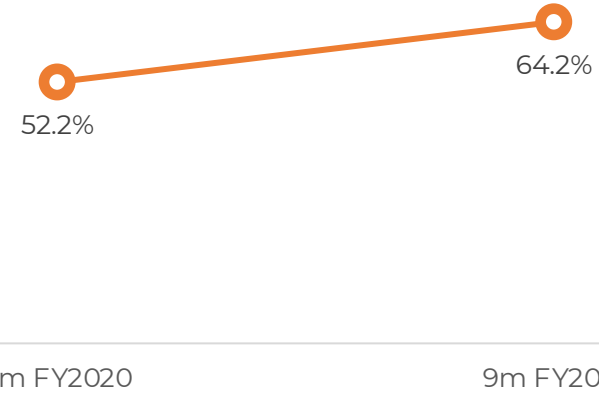


# Operating Leverage

EBITDA as % of Gross Profit – Quarterly Analysis



EBITDA as % of Gross Profit – 9 month period analysis



- ▶ EBITDA/Gross profit shows margin excluding MNO charges
- ▶ Volume growth does not require proportionate increase in operating expenses



# Income Statement

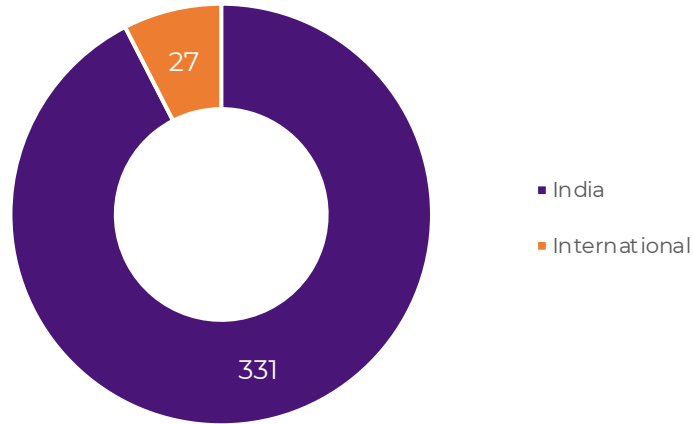
Profit & Loss Statement (in INR mn)	Quarter ended			Y-o-Y growth	9 months ended		Year ended
	Dec 31, 2020	Sep 30, 2020	Dec 31, 2019		Dec 31, 2020	Dec 31, 2019	Mar 31, 2020
<b>Total revenue from operations<sup>(1)</sup></b>	<b>3,899</b>	<b>3,516</b>	<b>2,662</b>	<b>46%</b>	<b>10,511</b>	<b>6,925</b>	<b>9,563</b>
<b>Expenses</b>							
-Purchases of messaging services	3,155	2,813	2,030	55%	8,462	5,454	7,642
-Employee benefits expense	169	146	143	18%	445	439	582
-Other expenses	78	116	99	-22%	289	264	339
<b>EBITDA</b>	<b>498</b>	<b>441</b>	<b>390</b>	<b>28%</b>	<b>1,315</b>	<b>769</b>	<b>1,000</b>
Finance costs	4	9	12	-64%	23	34	49
Depreciation and amortisation expense	65	68	59	10%	194	165	227
Other income (excl. gain/loss rel. to foreign exchange)	36	29	18	100%	92	97	118
<b>Profit before tax (before exceptional items)</b>	<b>464</b>	<b>394</b>	<b>337</b>	<b>38%</b>	<b>1,191</b>	<b>667</b>	<b>843</b>
Exceptional items	-	-	148	-100%	-	148	149
<b>Profit before tax</b>	<b>464</b>	<b>394</b>	<b>189</b>	<b>146%</b>	<b>1,191</b>	<b>519</b>	<b>694</b>
Tax expense	88	66	17	413%	218	85	112
<b>Profit After Tax (as reported)</b>	<b>376</b>	<b>327</b>	<b>172</b>	<b>119%</b>	<b>973</b>	<b>434</b>	<b>582</b>
Amortization resulting from intangibles added on account purchase price allocation for acquisitions and exceptional items	40	37	44	-10%	101	88	112
<b>Adjusted Profit After Tax<sup>(2)</sup></b>	<b>416</b>	<b>364</b>	<b>320</b>	<b>30%</b>	<b>1,074</b>	<b>626</b>	<b>799</b>

(1) Revenue from operations includes gain/(loss) related to foreign exchange

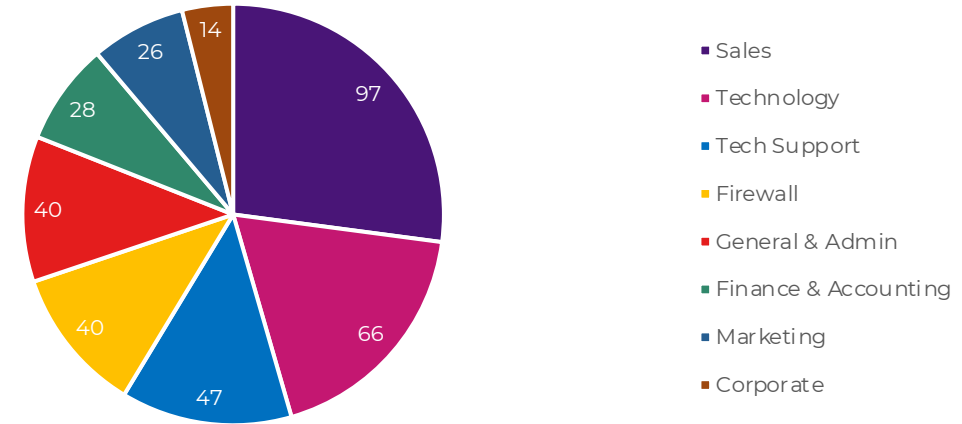
(2) Adjusted profit calculated as profit after tax + exceptional items (excluding tax shield) + amortization resulting from intangibles added on account of acquisitions

# Human Resource Capital

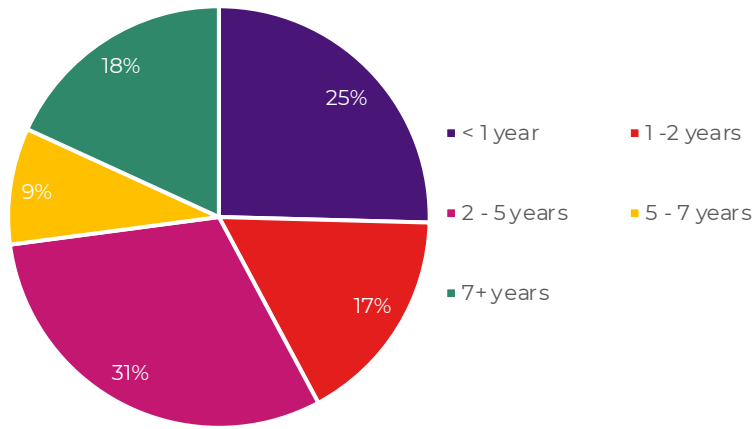
## Location wise break-up<sup>1</sup>



## Function wise break-up<sup>1</sup>



## Tenure with Route Mobile



## Key Developments

### Key additions at Leadership positions

- ▶ Chief Business Officer to accelerate cross sell and upsell of products (India)
  - ▶ Head of Governance and Program Office – 365squared (Malta)
  - ▶ Vice President, Operations – 365squared (India)
  - ▶ Sad demise of Rory Kyte, CEO – 365squared. Andy Folwell, COO has taken over the responsibilities
- Recruitment in 9 months ended December 31, 2020 – 77 employees (including 18 employees on-boarded as part of acquisition of business from TeleDNA)

	FY2020	9m ended Dec 31, 2020*
<b>Attrition</b>	<b>19%</b>	<b>8%</b>

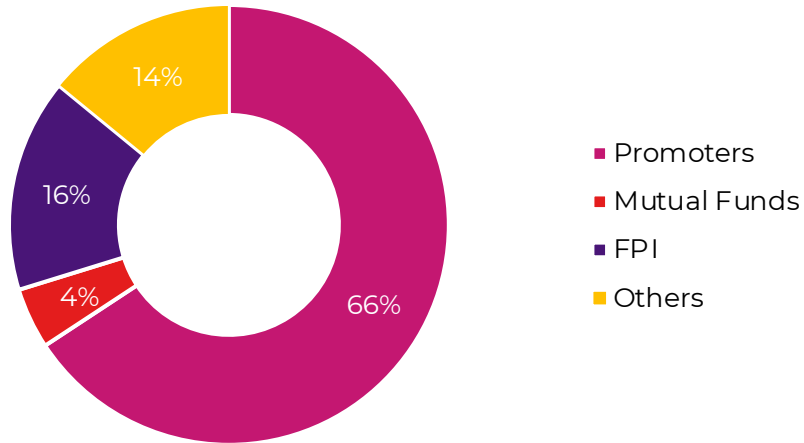
<sup>1</sup>As on December 31,2020

\* annualized; excluding Call2Connect


# Annexure



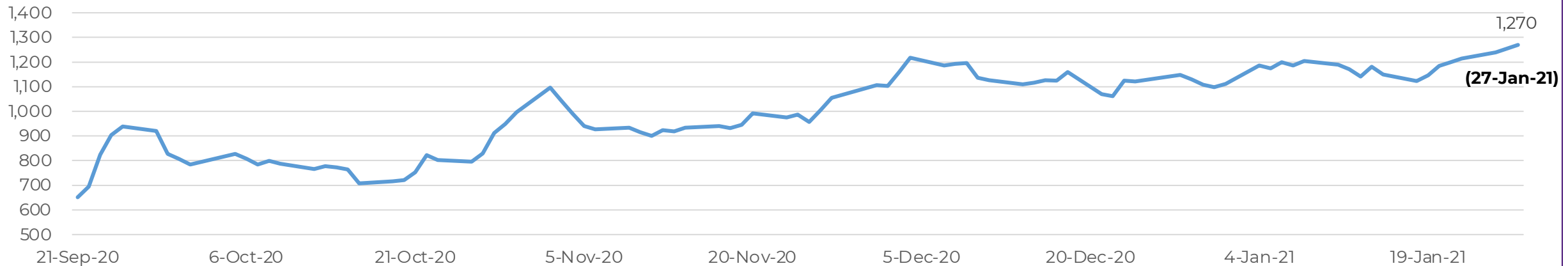
## Shareholding Pattern (as on December 31, 2020)



## Stock Data (as on January 27, 2021) (Source – NSE)

 Market Cap (₹ mn)	<b>₹ 73,406 mn</b>
 Stock Price	<b>₹ 1,269.65</b>
 52 Week (High / Low)	<b>₹ 1,305.00/625.00</b>
NSE / BSE - Symbol	<b>ROUTE / 543228</b>
 No. of Shares Outstanding	<b>57,357,142</b>
 Average Daily Volume (3Months) - NSE	<b>677,547</b>

## Stock Performance (up to January 27, 2021) (Source – NSE)



# Leadership Team



**Andy Folwell**  
COO - 365squared



**Elsa Shibu**  
Vice President & HR Head



**Gautam Badalia**  
Chief Strategy Officer (CSO)



**Grier Graham**  
VP Americas



**Milind Pathak**  
Chief Business Officer



**Mujahid Rupani**  
Group CTO - Route Mobile and  
365squared  
(Chief Technical Officer)



**Rahul Pandey**  
Chief Credit Officer



**Ramesh Helaiya**  
CTO



**Rathindra Das**  
Head - Legal & Compliance, CS



**Sammy Mamdani**  
Executive Vice President-  
Head of Operations



**Sharad Kumar Thukral**  
Executive Vice President-  
Middle East



**Suresh Jankar**  
Chief Financial Officer



**Tushar Agnihotri**  
Executive Vice President-India & APAC

# Board of Directors



**Sandip Gupta**  
Chairman & Non-Executive Director



**Rajdip Gupta**  
Managing Director & Group CEO



**Chandrakant Gupta**  
Non-Executive Director



**Arun Gupta**  
Independent Director



**Nimesh Salot**  
Independent Director



**Ramachandran Sivathanu**  
Independent Director



**Sudha Navandar**  
Independent Director

# Thank You

