



# Route Mobile Limited

September 2021

# Safe Harbor (Page 1 of 2)

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**Company Overview**

# Route Mobile - Industry Leading Global CPaaS Platform



RML offers a scalable and flexible **Omnichannel CPaaS** platform to enterprises across industry verticals globally



**265+** direct MNO connects, overall access to **900+** MNOs (Super Network)



Global footprint across **16+ locations**, serving customers in Africa, Asia Pacific, Europe, Middle East and North America



**2,000+** active billable clients. Serving **9 out of top 20** most valuable global Tech brands <sup>(2)</sup>



**SaaS solutions for MNOs** – Full stack of telecom grade A2P solutions for MNOs



Infrastructure comprising **10 data centers** and **6 SMSCs** globally



**400+** employees spread across 4 continents  
**c. 11%** attrition rate in FY21



By 2026, value of the global CPaaS market will exceed **\$34.2bn**, rising from \$8.7bn in 2021 <sup>(1)</sup>



**₹14,062mn** FY21 Revenue (2 yrs CAGR 29%)  
**₹1,756mn** FY21 EBITDA (2 yrs CAGR 42%)



**140%+** Net revenue retention in FY21  
**Zero** churn in Top 50 customers, FY21



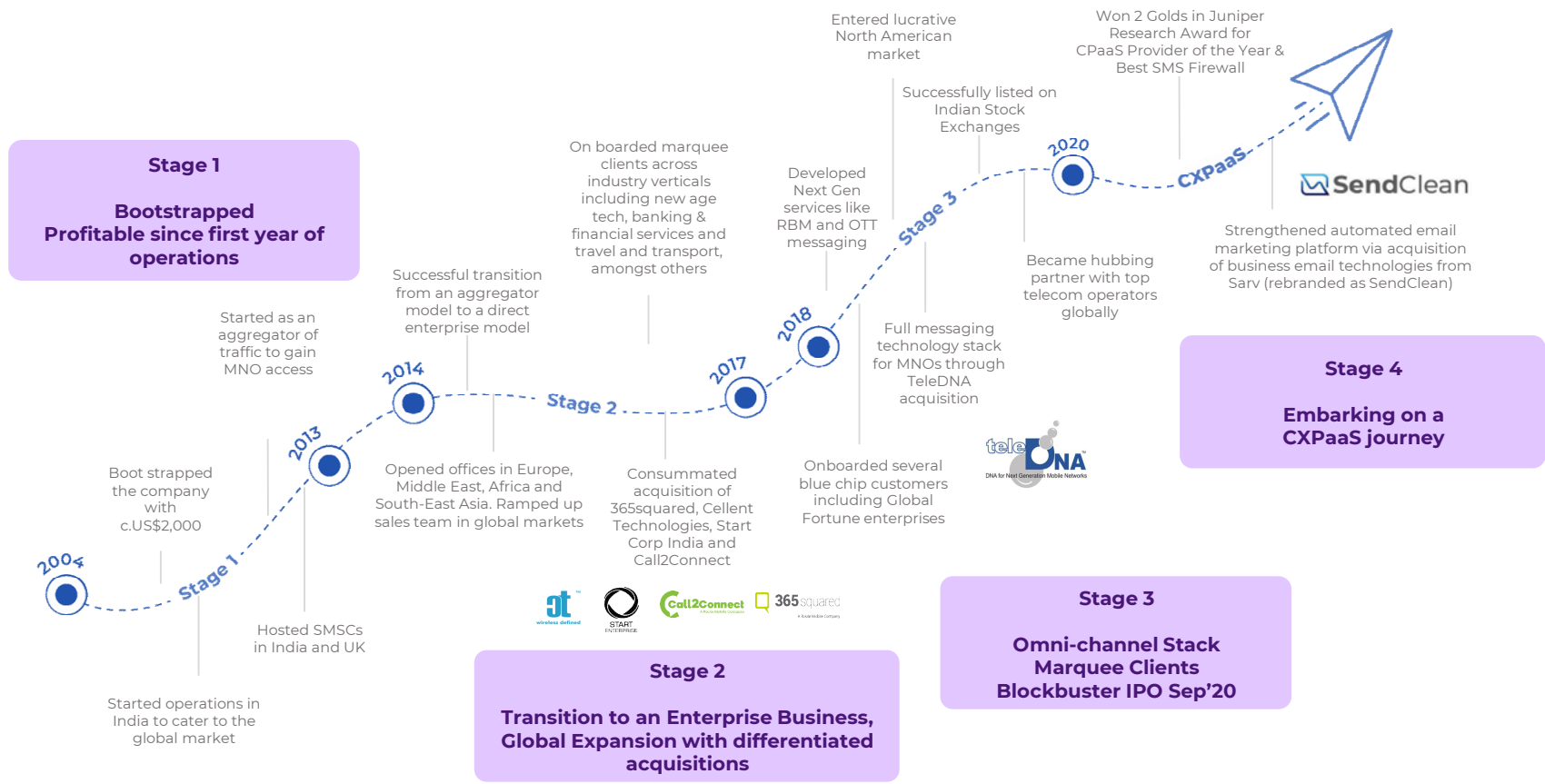
Strong cash conversion  
**130%+** CFO/EBITDA in FY21



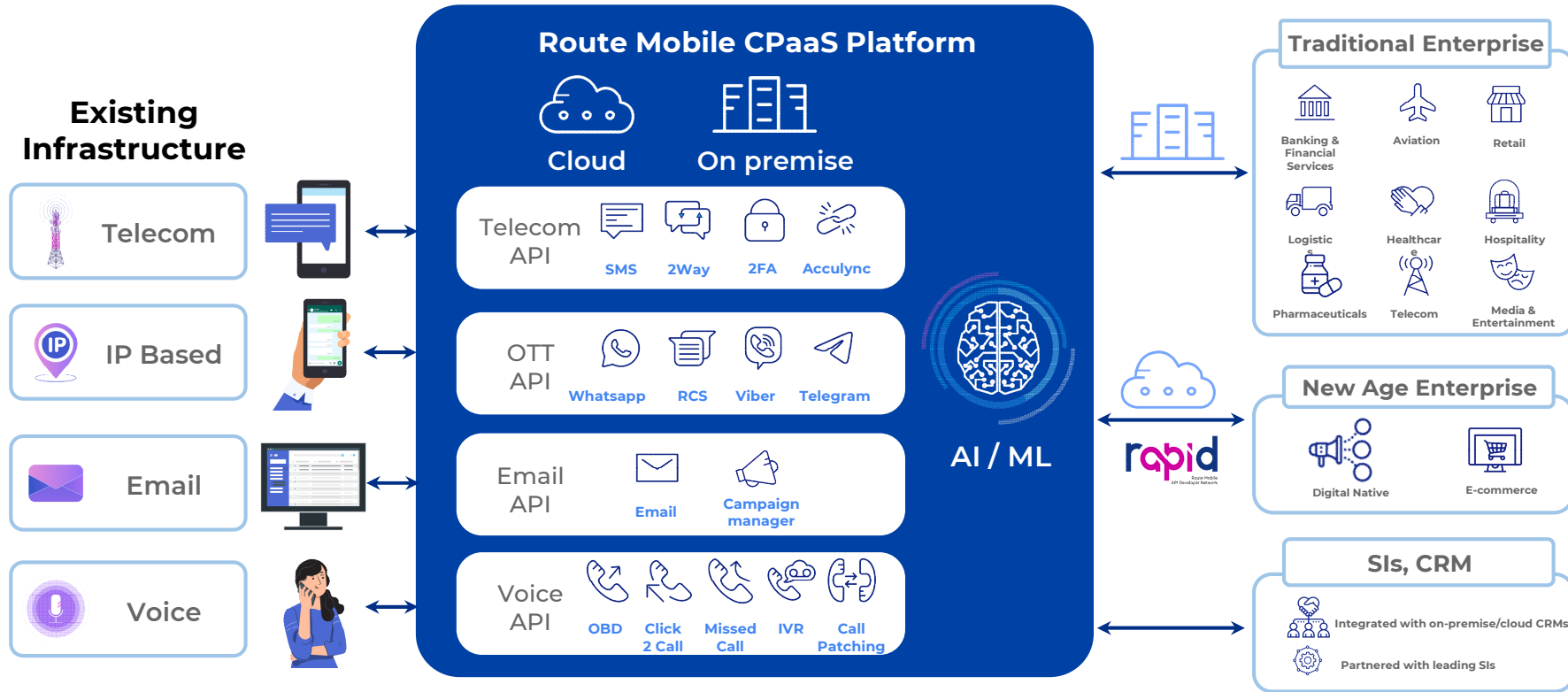
**34.4%** ROCE, **30.8%** ROE in FY21  
**₹4,642mn** Net cash and cash eqv. in FY21

(1) Juniper - CPaaS Future Market Outlook, 2021 | (2) Source: [https://www.visualcapitalist.com/the-worlds-tech-giants-ranked/\(2020\)](https://www.visualcapitalist.com/the-worlds-tech-giants-ranked/(2020))

# Systematic roadmap to create sustained growth momentum



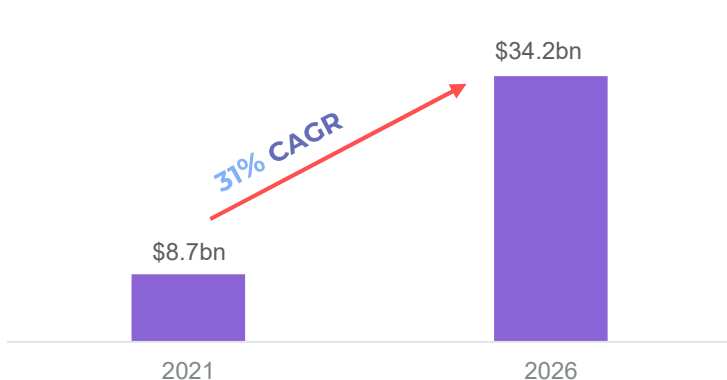
# Uberising Communication



RML Platform leverages existing infrastructure to augment enterprise communication digitally through its single or point API(s)

# Strong Industry Tailwinds

## Global CPaaS Market size (\$bn)



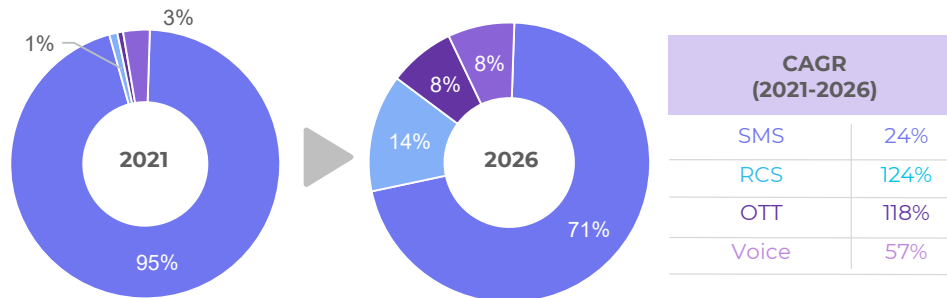
Juniper Research anticipates that CPaaS revenue will reach **\$34.2bn** by 2026, rising from \$8.7bn in 2021

Key driver being **continuing migration** of companies to a CPaaS model

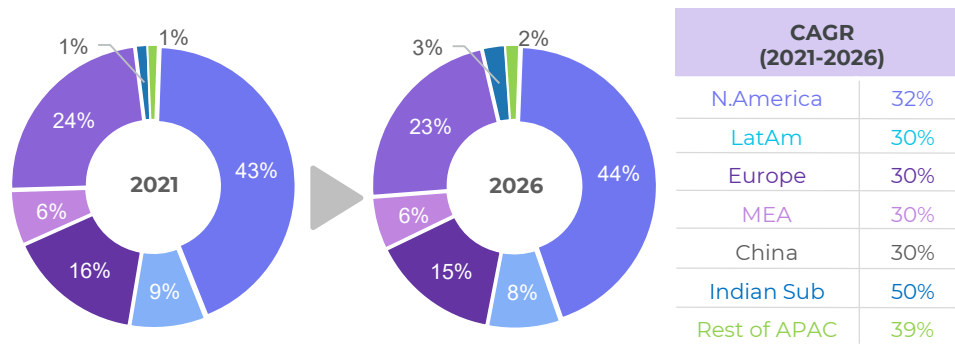
Despite enabling new capabilities, **SMS** will continue to account for the majority of revenue in the market through to 2026

**RCS** messaging and **OTT** business messaging will experience greater traction over the next four years

## CPaaS Market by communication channel (%)



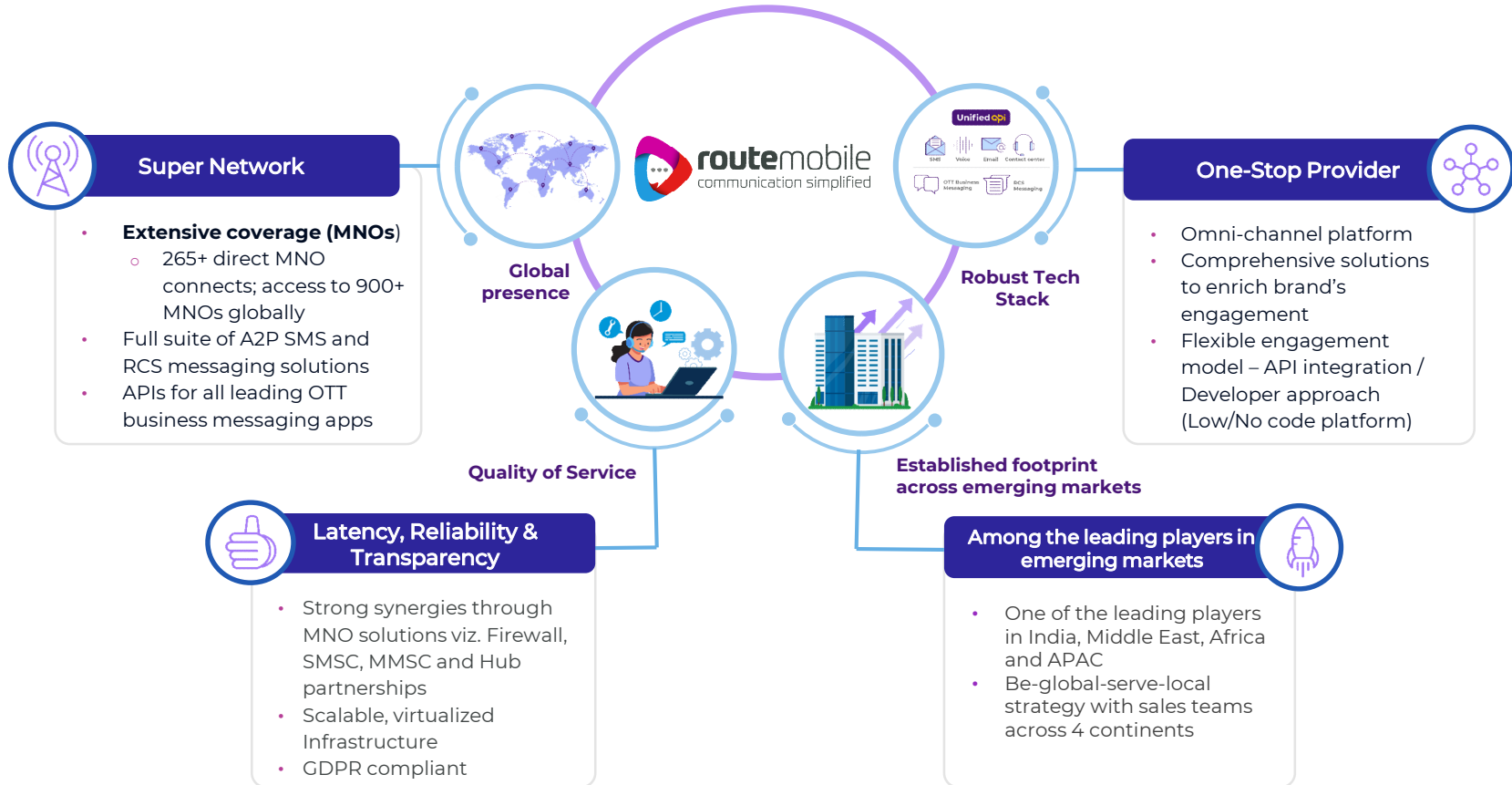
## CPaaS Market by Region (%)



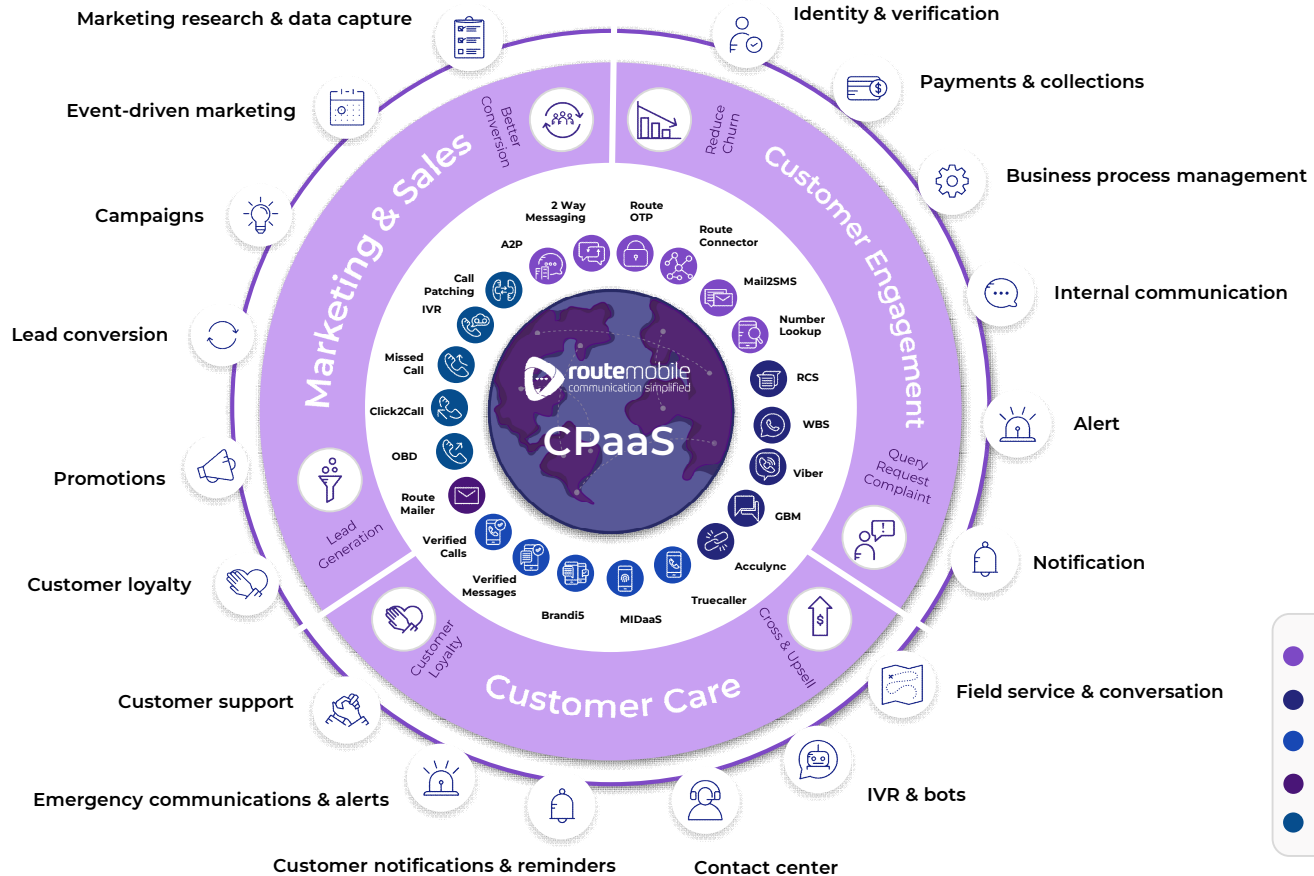
Source: Juniper CPaaS Market Report, 2021



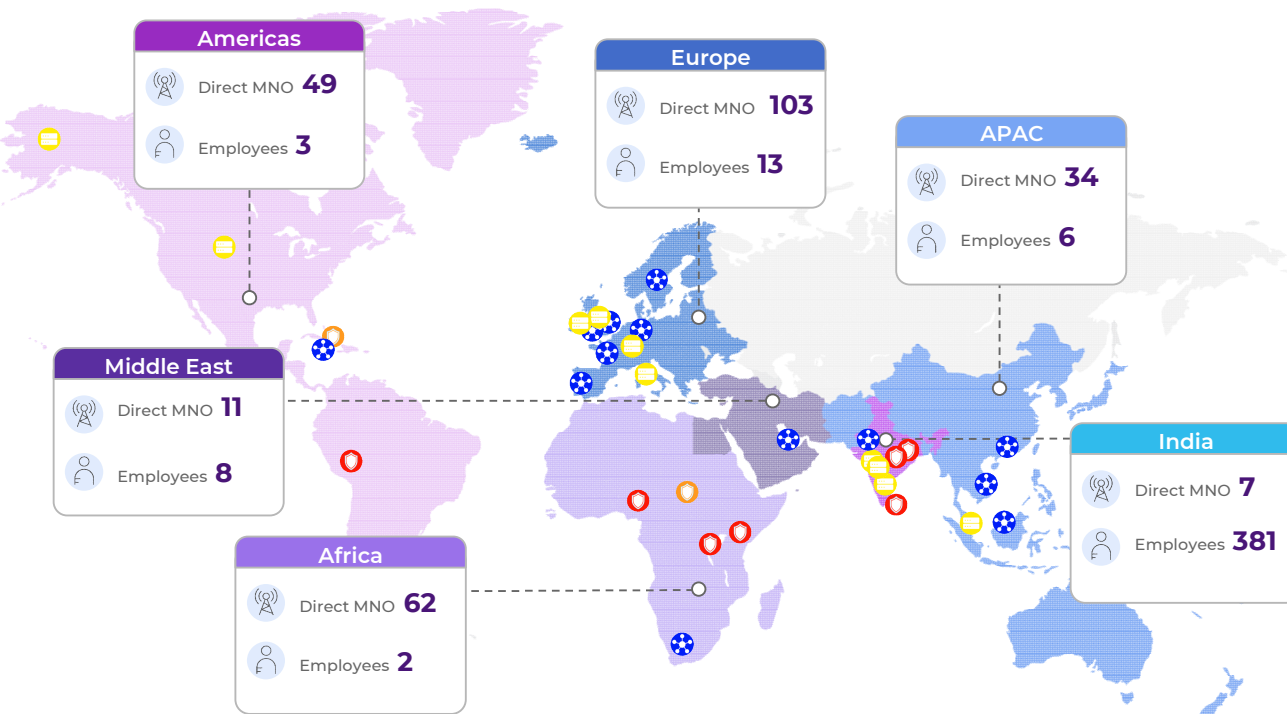
# Route Mobile – Key Differentiators



# Comprehensive Enterprise Communication



# Global Diaspora - Footprint & Super Network



Firewall locations - 7 existing + 2 upcoming

10 virtualized Data Centers

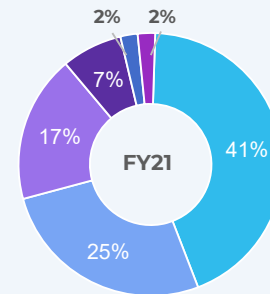
14 Hubs

**400+** Global Employees base

**265+ Super Network** - Widespread global distribution & reach

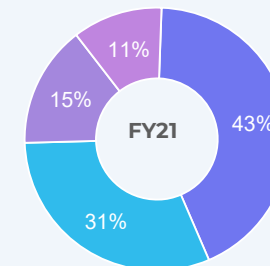
Data as on August 31, 2021

Revenue for Top 50 countries by termination



■ India ■ Asia excl. India ■ Africa ■ ME ■ Europe ■ Americas

Revenue by customer (Top 150) HQ by continent

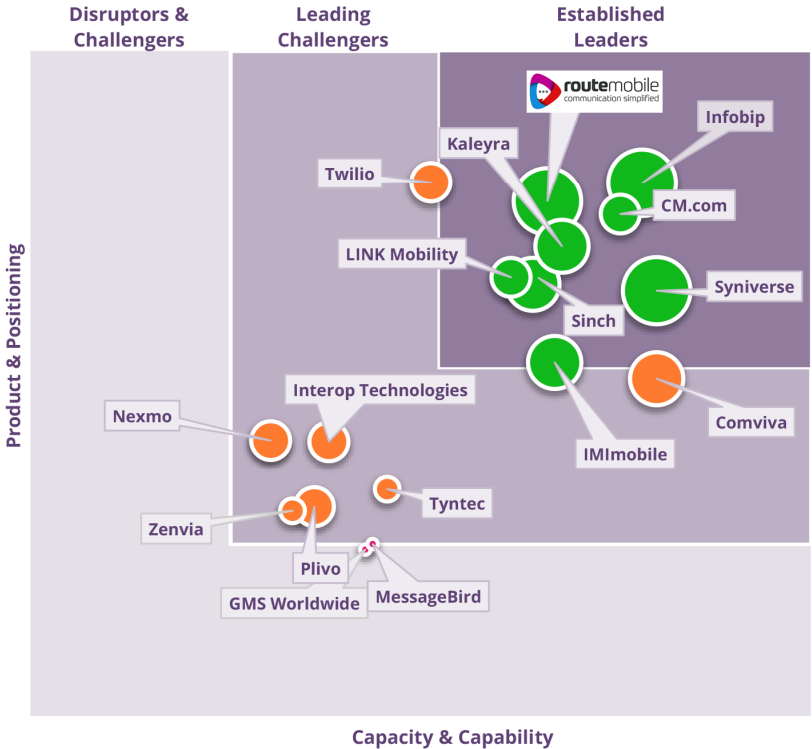


■ Americas ■ Asia ■ Europe ■ Africa

# Recognized as “Established Leader” by Industry Analysts



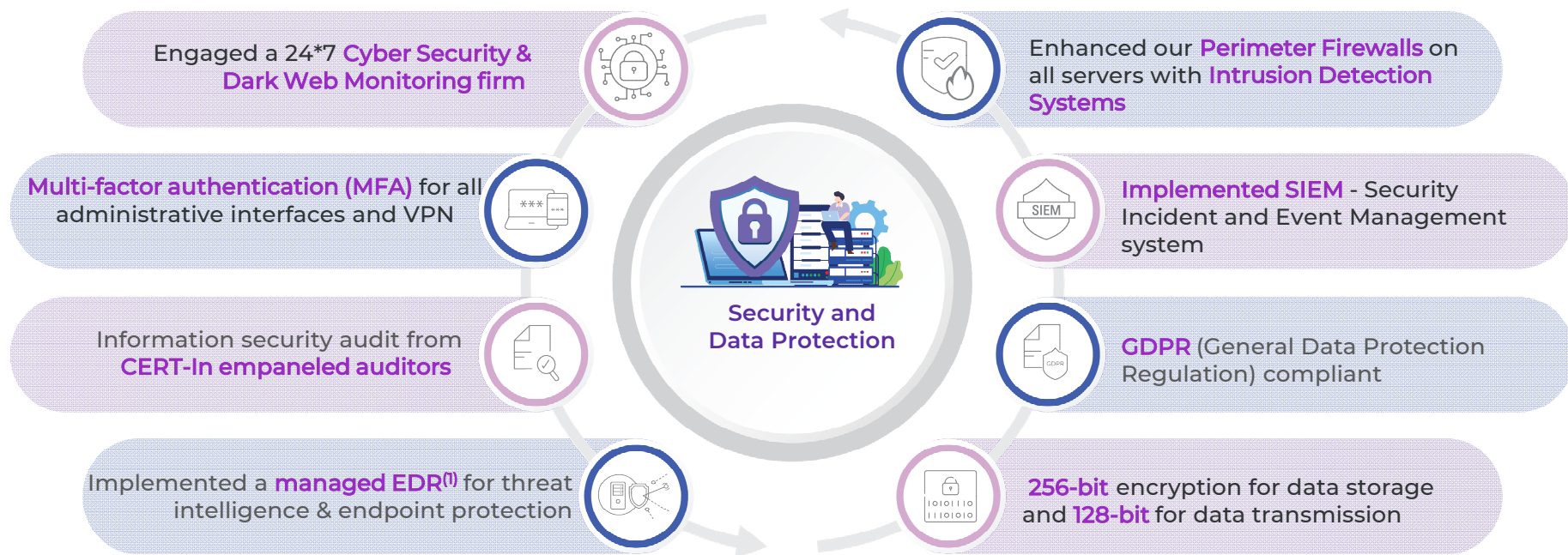
## Juniper Research Competitor Leaderboard CPaaS Vendors



### Juniper report assigns highest ratings to Route Mobile on the following parameters:

- Breadth of CPaaS technologies supported
- Capabilities and sophistication of A2P services
- Strength and depth of operator partnerships
- Size of operations in the mobile communications sector
- Market presence

Source: Juniper CPaaS Market Report, 2021



(1) EDR - Endpoint Detection and Response systems

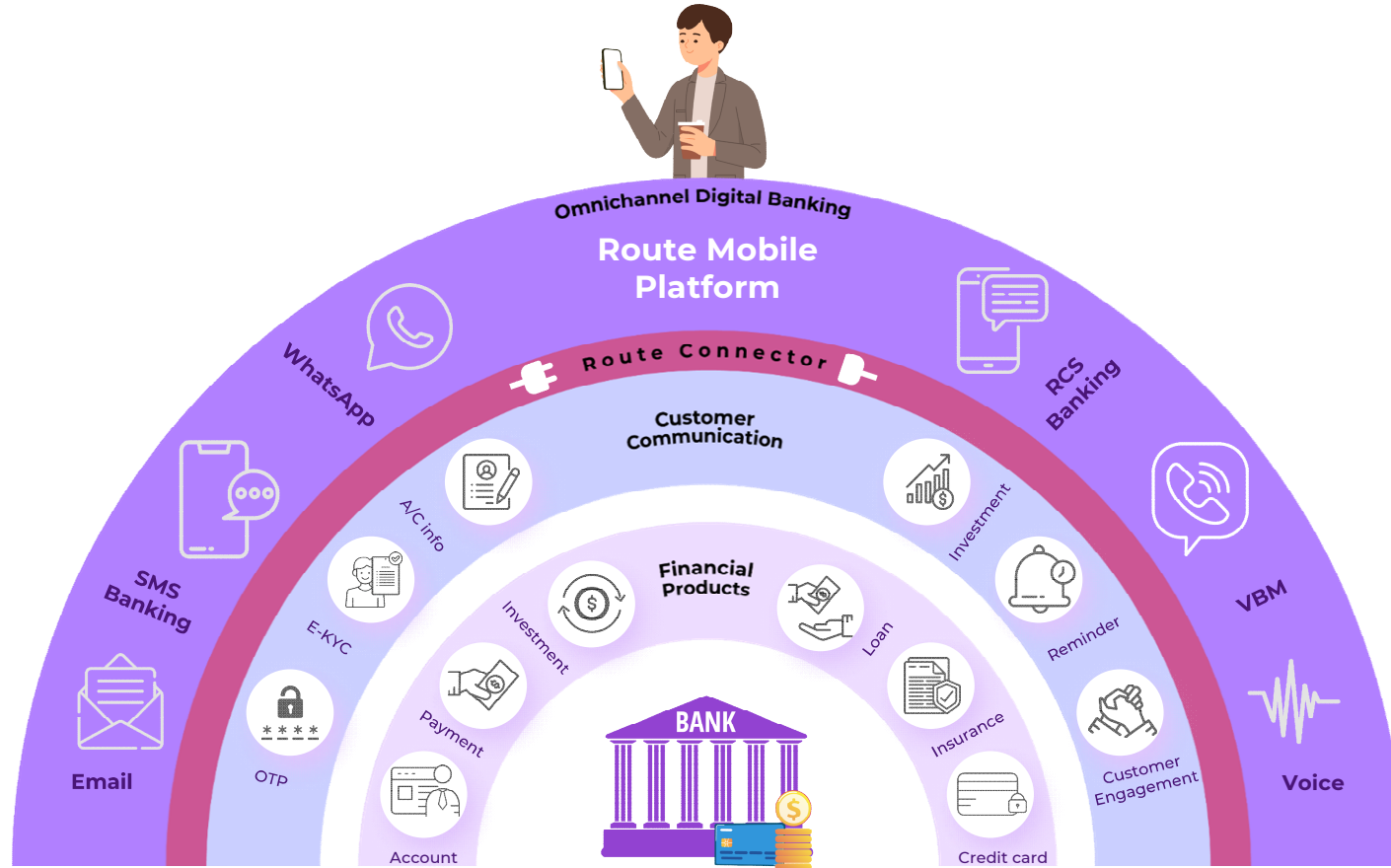
# Strong Recognition by Industry Experts





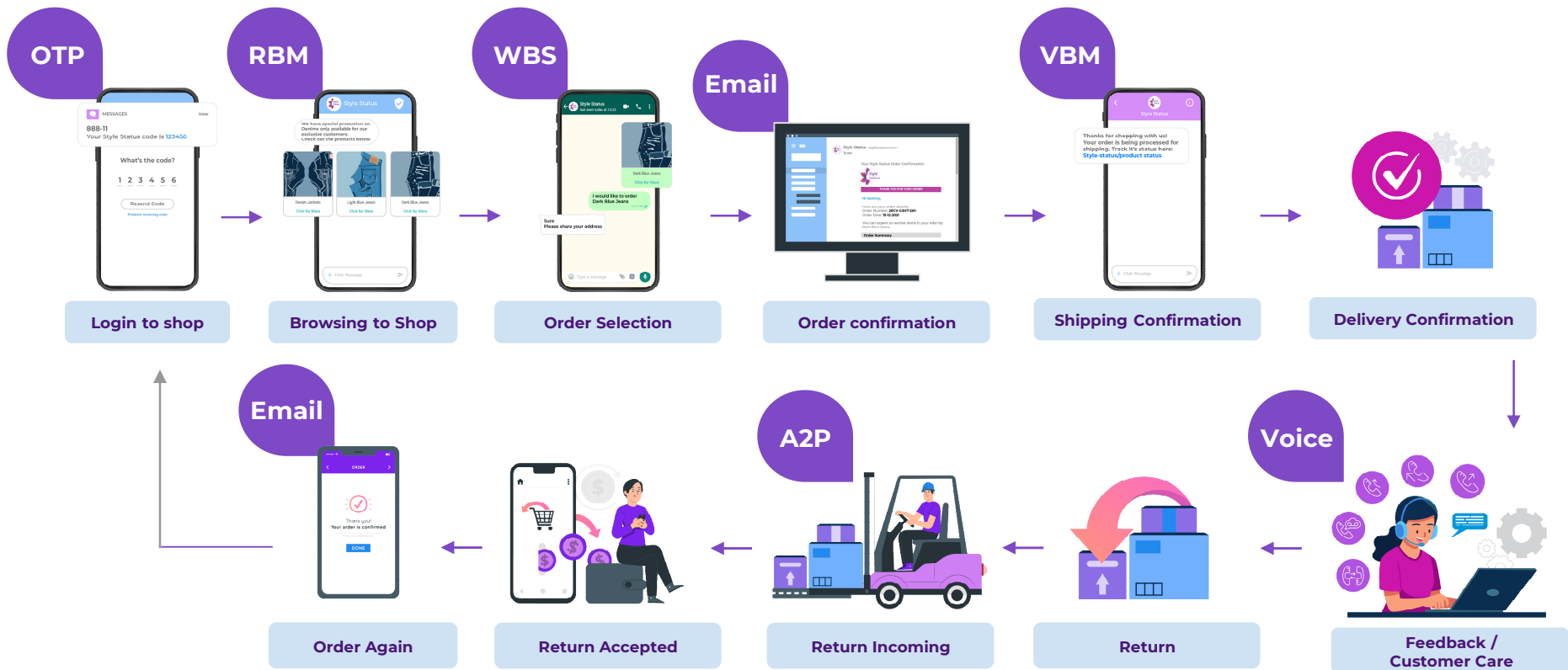
**Product Portfolio &  
Use Cases**

# Enabling the Future of Banking (Digital Banking)



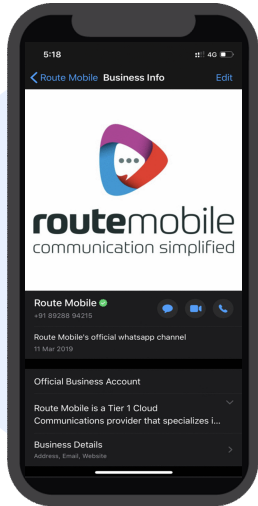


# Enabling the Ecommerce Lifecycle

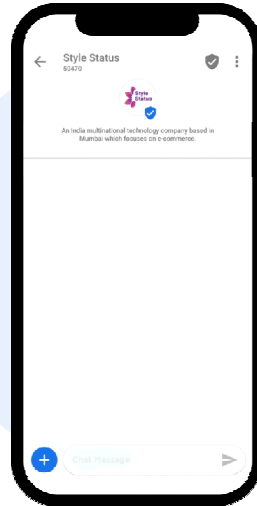


 **RML Products**

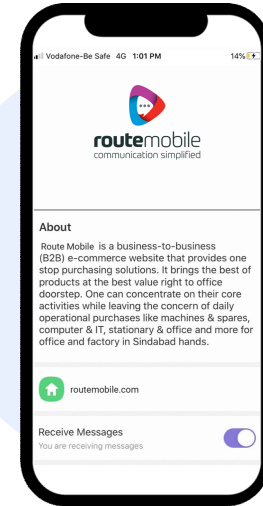
# Enhanced Business Messaging on Preferred Channels



**WhatsApp Business Solution**



**RCS Business Messaging**



**Viber Business Messaging**

## Features

Advanced  
Two-way  
communication with  
Chatbot

Rich business communication -  
Image, Text, Video, Actionable  
buttons

True  
insights

Verified  
Sender

Secured  
communication

Omni Channel  
communication

# RBM - The Future of Business SMS

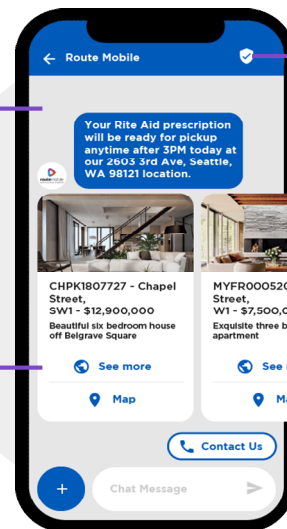
Uplift your customer experience with **RCS Business Messaging**, the native communication channel loaded with the power of Rich Features delivering higher customer engagement and memorable experiences.

## Features

Interactive 2-way Communication	Carousel
Rich Card	Multiple Language support
Suggested Action	Fluid Authentication
Suggested Reply	Verified Sender
Supports High resolution images, videos, PDF, audio	Native messaging channel with no external app required

**Native**  
Users don't need to download like other apps

**Engagement**  
Attractive success rates! RCS results show 14x higher engagement rates



**Secure**  
Verified sender protects your brand & enables consumer trust

**Innovative**  
Stand out from the crowd with the advanced & rich messaging technology

**Relevant**  
Efficient & effective communication for the omni channel consumers

# WhatsApp Business Solution (WBS)

WhatsApp Business Solution - Popular business communication platform with enhanced messaging features empowering brands to connect with customers across the globe in a simple, secure and reliable manner.

## Features

Supports Chatbot

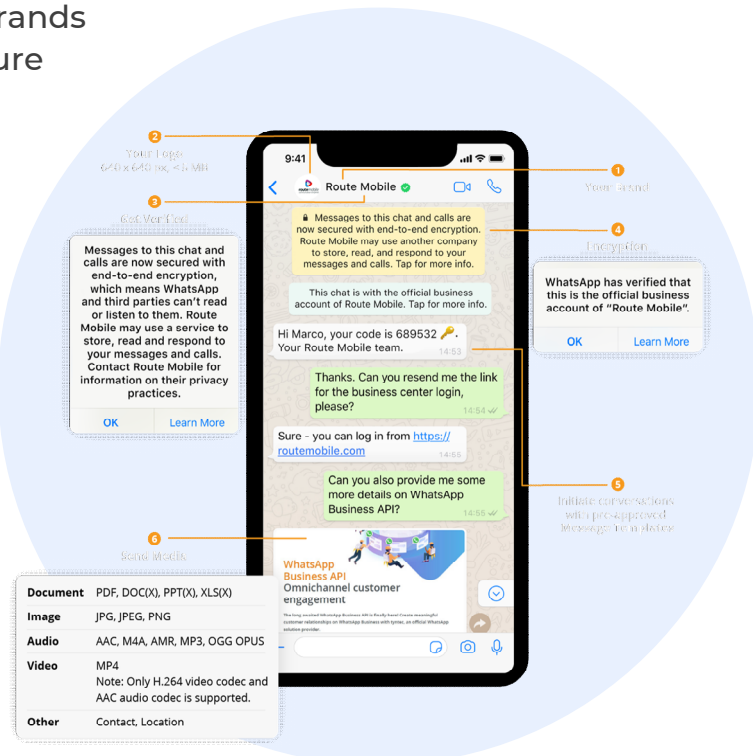
Rich Media Capabilities

Secured Communication

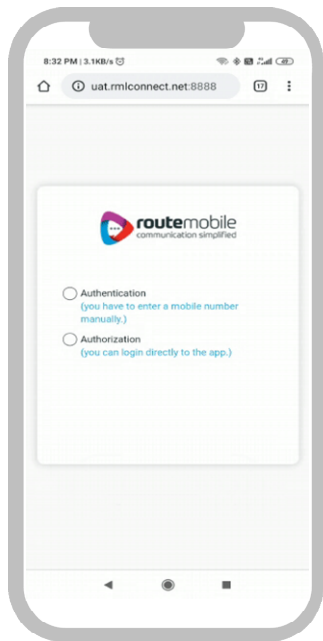
Multi-Language Support

Official & verified Business Profile

Reliable API & Easy Integration

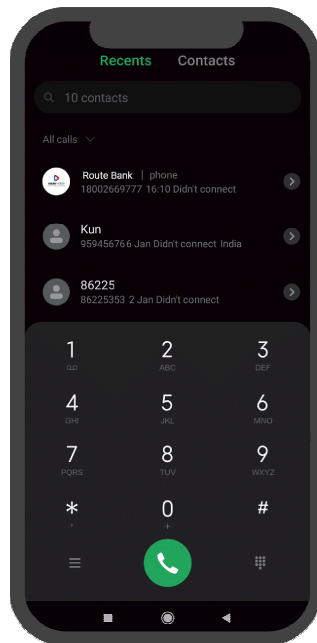


# Identity & Verification for Trusted Communication



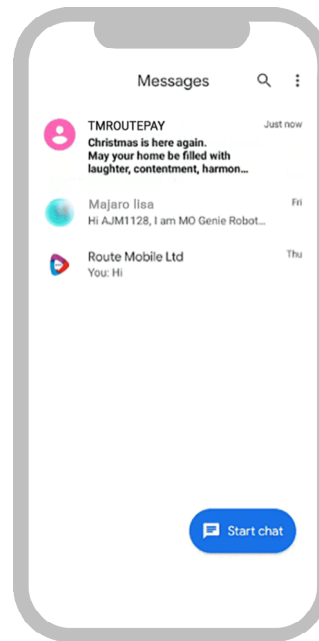
## MIDaaS

MIDaaS is a secure universal log-in solution. Simply by matching the user to their mobile phone.



## Brandi5

Let your brand do the talking when a SMS or Call is received



## Verified SMS

Add sender verification and branding to business SMS. Gain user confidence



## Verified Calls

Programmatically send a Call Include a reason while placing a call. This will ensure higher response rates.

## Email Sender Side



Advanced Segmentation



Automation with triggered messages



Next Gen Campaign Management



Advanced analytics



Personalization and dynamic content



Connectivity

Requires domain expertise and resources to manage transactional and marketing email at scale

## Email Recipient Side



Email content



Invalid IP Address



Spam Complaints



Domain Name Reputation



Phishing Complaints



Blacklists



Sender Reputation

Apply unique and sophisticated filters to analyze and block potentially unwanted mail for recipients



**OBDR**  
Outbound  
Automated  
Dialling Solution

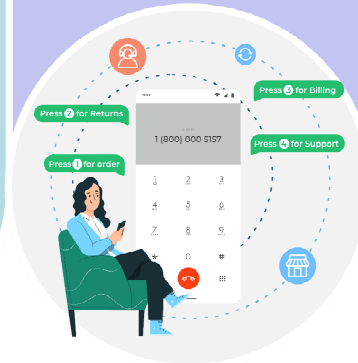
**Click 2 Call**  
Web Based  
Call Back  
Solution



**Missed Call**  
Dynamic  
Missed Call  
Solution

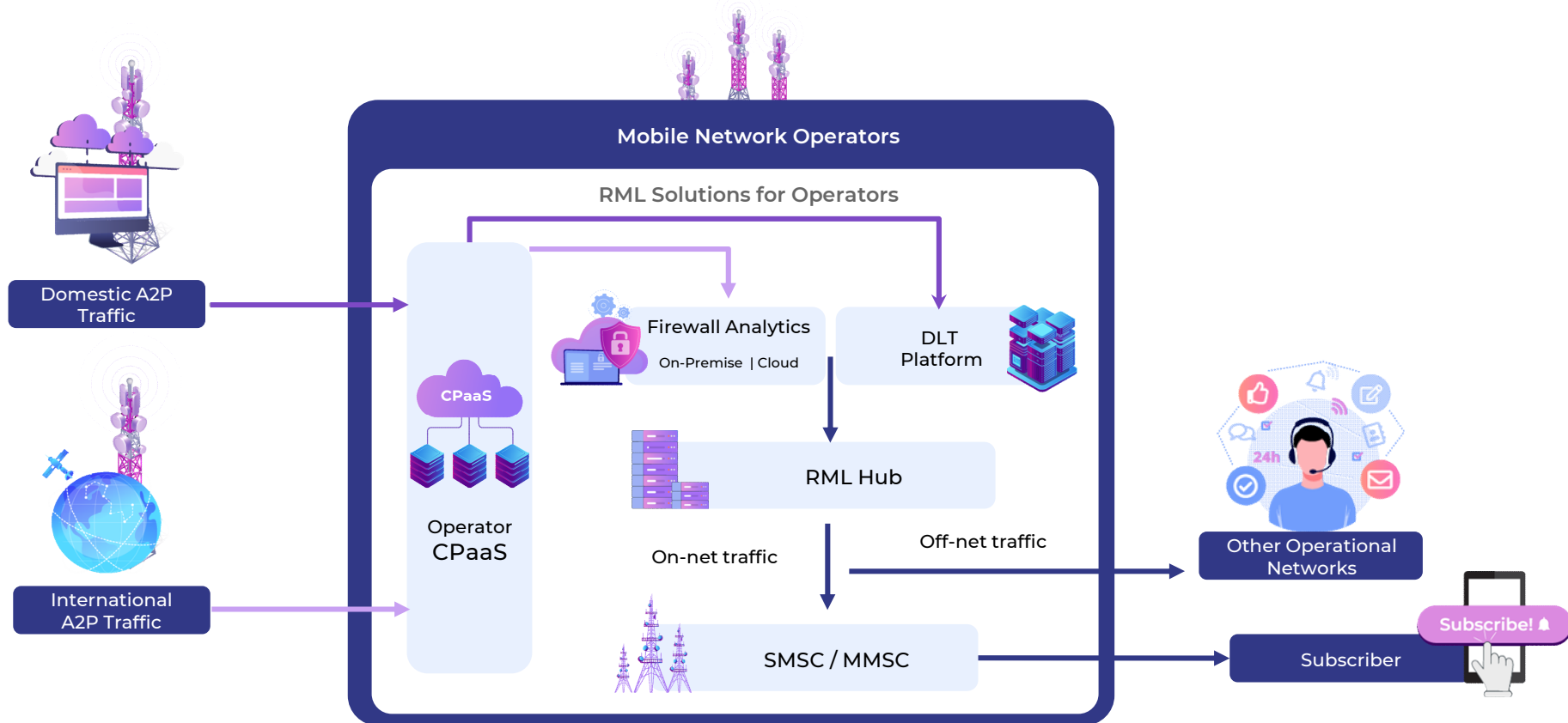


**IVR**  
Incoming Interactive  
Voice Response with  
Customized Flow



- **Simplified Interface**
- **Personalized Campaigns**
- **Self IVR Designer**
- **Easy Customization**
- **Programmable API**
- **Centralized Monitoring & Reporting**
- **Centralized Recording**
- **Round the clock Support**

# SaaS solutions for MNOs







# Strategic Acquisitions

# Strategic Acquisitions



Sept 2016

Acquired Cellent Technologies and Start Corp (India + Middle East)

Strategic intent: Entry into new geographical market

Rationale: Beachhead in Middle East market, with ready base of blue-chip customers

Outcome: Leadership position in UAE market, and strong presence in other Middle East countries

Apr 2017

Acquired Call2Connect (India)

Strategic intent: Service line expansion

Rationale: Acquire business process automation capabilities

Outcome: Acquire blue-chip enterprise customers in India (domestic) market

Oct 2017

Acquired 365squared (Malta)

Strategic intent: Product portfolio expansion

Rationale: A2P Firewall solution offered to MNOs position Route Mobile as preferred gateway

Outcome: Delivers SaaS revenue from MNOs; synergies for A2P business

July 2020

Acquired Telecom Operator related business from TeleDNA (slump sale basis)

Strategic intent: Backward integrate 365squared solution stack

Rationale: Holistic solution offering for MNOs; higher margin retention in the MNO solutions business

Outcome: Margin synergies and stronger value proposition

July 2021

Acquired business email technologies from Sarv (Slump sale basis), now branded as SendClean

Strategic intent: Product portfolio expansion

Rationale: Enhance capabilities of our omni-channel CPaaS Platform by strengthening automated email marketing

Outcome: Enhances our bouquet of offerings to existing and potential enterprise clients; margin expansion

Way Forward

Clearly chalked out inorganic strategy

Product line Expansion: Further strengthen CPaaS capabilities through technology acquisitions + UCaaS

Consolidation / New Geography: Land and expand Strategy through inorganic route

## Strong industry tailwinds

- Accelerated adoption of digital communication solutions by enterprises
- By 2026, global value of the CPaaS market will exceed \$34.2bn, rising from \$8.7bn in 2021 (as per Juniper's estimate)

## 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**

## Future 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
- ~**3%** of the total revenue was derived from the new products in FY2021

### Land and Grab

- Continuously focus on on-boarding large global enterprises. **c. 51%** CAGR growth witnessed in top 10 enterprise customers (based on FY2021 revenue)
- In FY2021, over **80%** of total revenue contributed from APAC and MEA - where RML has leadership position
- Enter new geographies and strategically expand market share in new regions, organically and/or inorganically

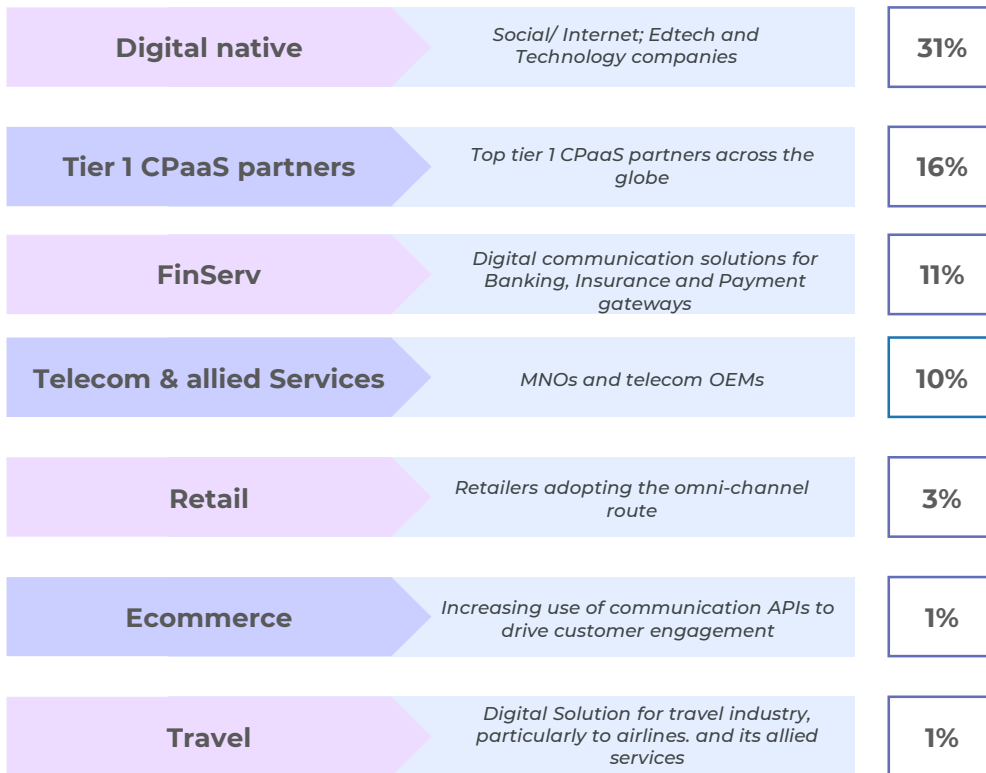
### Focus on Creating the "CXPaaS" layer

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

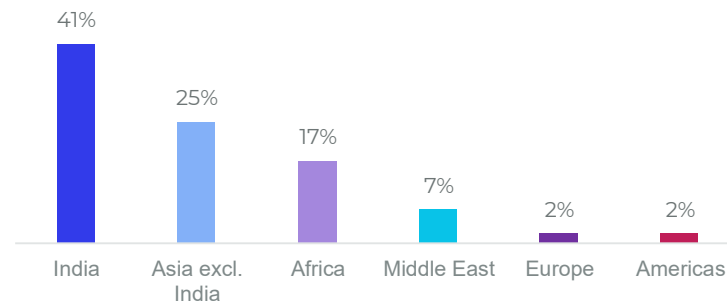
# Financial Highlights

# Diverse customer base

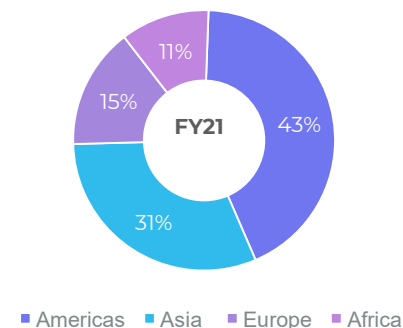
## Revenue contribution from select industries in FY21



## Revenue for Top 50 countries by termination <sup>(1)</sup>



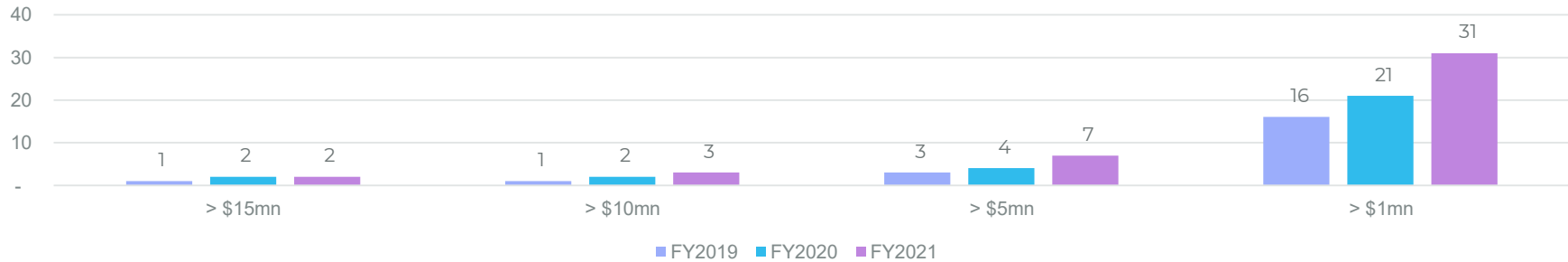
## Revenue by customer HQ (continent) <sup>(2)</sup>



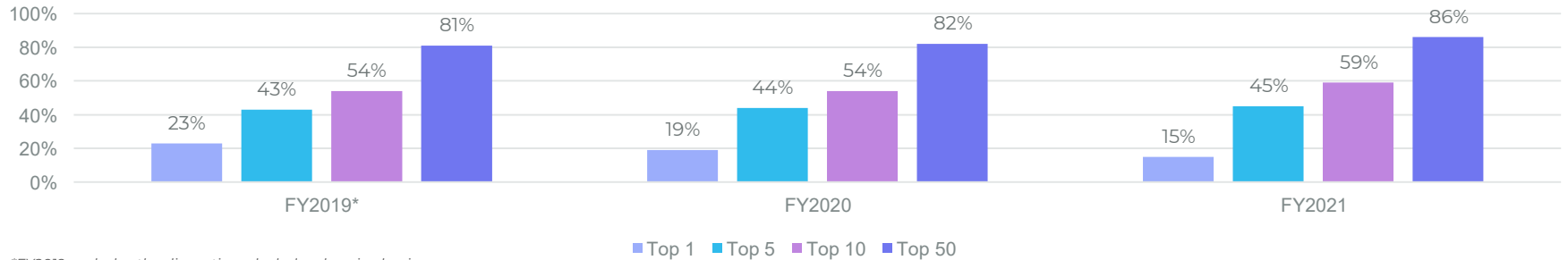
<sup>(1)</sup> Top 50 countries contribute c.94% of FY2021 revenue from operation | <sup>(2)</sup> Based on Top 150 customers - contributes c. 94% of FY2021 revenue from operation

# Growing number of Multi-million dollar accounts with Improving Client Diversification

## Clients by Account Size



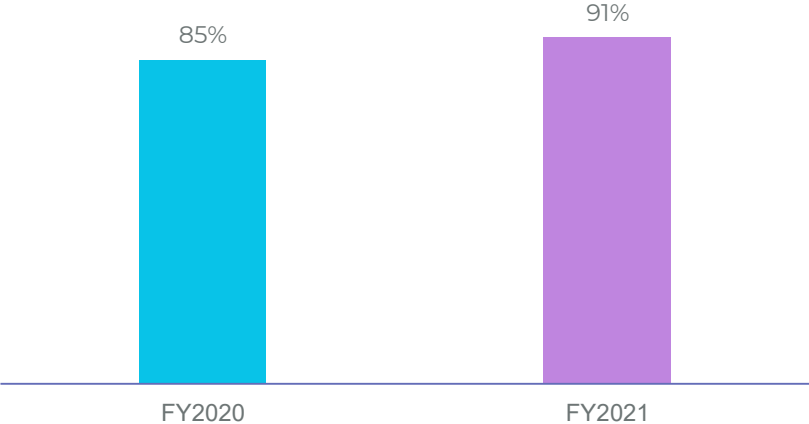
## Client Concentration



\*FY2019 excludes the discontinued wholesale voice business

# Strong Recurring Revenue

Recurring Revenue<sup>(1)</sup> as % of Operating Revenue



**Net revenue<sup>(2)</sup> retention of 140%**

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**Zero Churn in top 50 customers in FY2021**

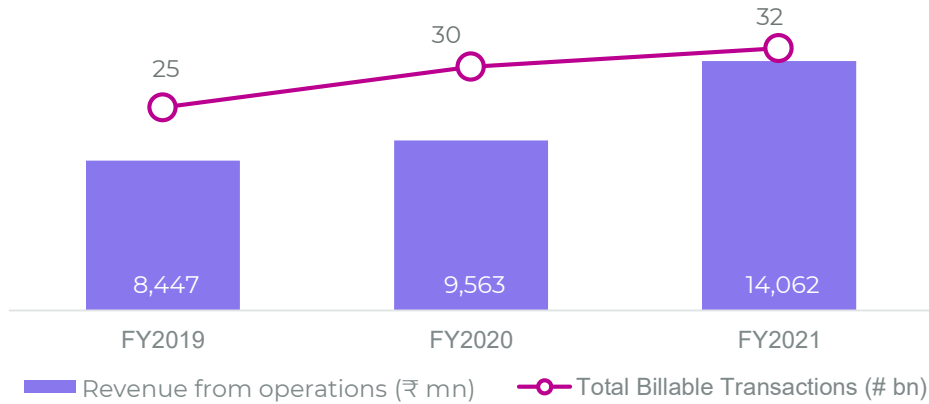
Deep Customer engagement driving high recurring revenues

*(1) 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 1, 2020 – March 31, 2021 is a recurring customer for FY2021.*

*(2) Net revenue retention calculated based on comparison of FY2020 revenue with FY2021 revenue for top 150 customers (accounting for 96% of FY2020 revenue)*

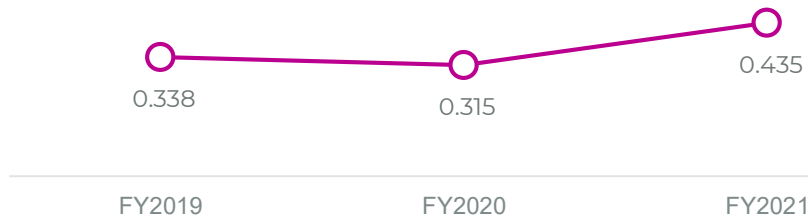
# Sustained Growth Momentum

## Revenue from operations and Total Billable Transaction



**Robust growth momentum**  
**47% Y-o-Y growth in FY2021**  
**29% CAGR over past 2 years**

## Revenue per transaction (in ₹)

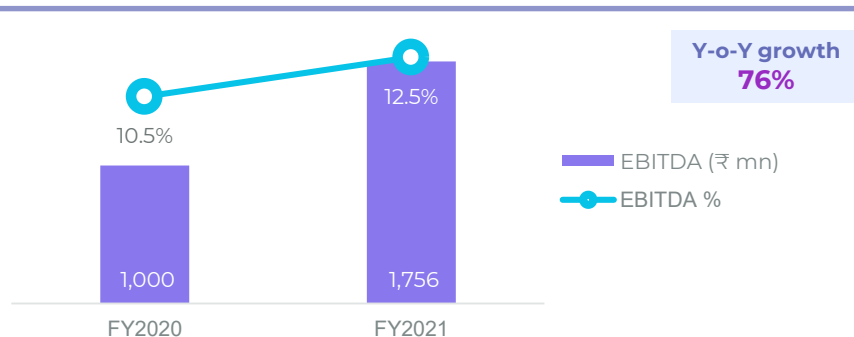


**Improving unit economics**  
**Higher revenue per transaction on back of**  
**increasing unit pricing**



# Deep focus on Profitability

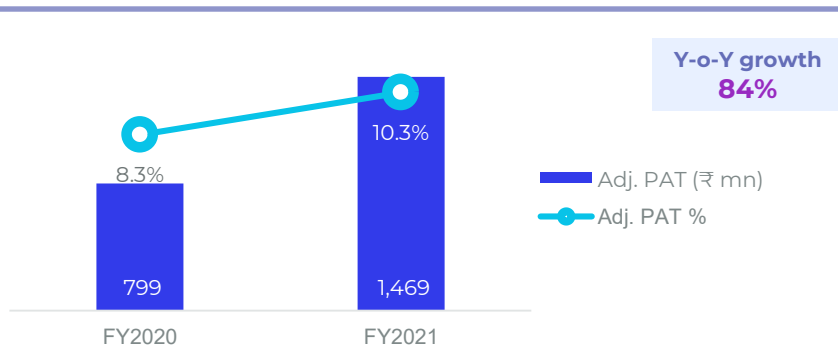
### EBITDA (In ₹ mn) and EBITDA Margin (%)



Non-linear business model creates high operating leverage

EBITDA as % of Gross Profit increased from **52%** in FY2020 to **63%** in FY2021

### Adjusted PAT<sup>(1)</sup> (In ₹ mn) and Adjusted PAT Margin (%)

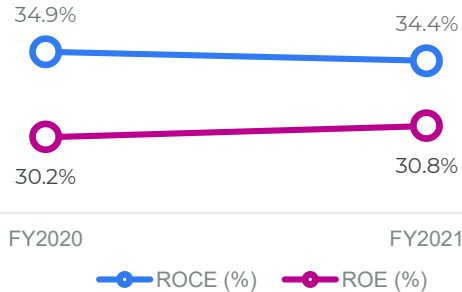


Profitable since first year of operations

*(1) PAT has been adjusted for non-cash amortization (incurred in FY2020 and FY2021) associated with the intangible assets added as a result of purchase price allocation for acquisitions, and for one-time expenses related to payments made under Sabka Vikas Scheme (incurred in FY2020) and one-time stamp duty charges incurred in FY2021)*

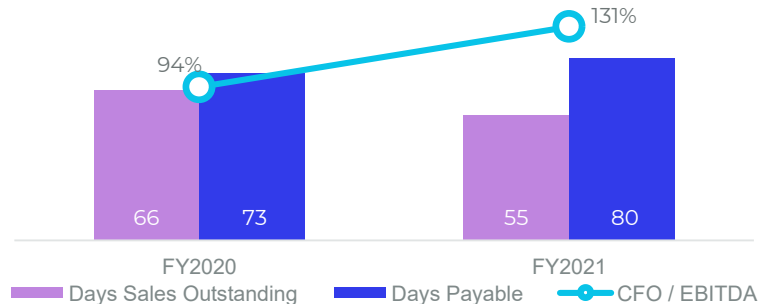
# Robust Return Ratios with High Cash Generation

## Return on Capital Employed and Return on Equity<sup>(1,3)</sup>



**High profitability and efficient capital deployment resulting in robust return ratios**

## Working Capital Trend and Cash Generation Capability<sup>(2)</sup>



**Optimized working capital and strong cash conversion ratios**

(1) PAT has been adjusted for non-cash amortization (incurred in FY2020 and FY2021) associated with the intangible assets added as a result of purchase price allocation for acquisitions, and for one-time expenses related to payments made under Sabka Vikas Scheme (incurred in FY2020) and one-time stamp duty charges incurred in FY2021

(2) Trade Payables include Outstanding expenses | (3) Average of the opening and closing capital employed & equity considered for respective period



**Appendix**



## Environmental Footprint

- Reducing carbon footprint
- Zero e-waste to landfill; Conscious use of paper
- Innovation at data center energy efficiency through initiatives like data center/server room consolidation



## Social Responsibility (CSR)

- Social investment in FY2021 c. INR 5mn or > 2% of average Net profit (last 3 financial year)
- Community support during COVID pandemic
- Promotion of Education for children & Sports for talented youths from poorer sections



## Talent Management: Human Resource at the Core

- Occupational Health and Safety Management System
- Inclusivity and Diversity
- Robust Training & development programme



## Corporate Governance

- Disclosure and Transparency
- Board Composition and Selection of Board & Committee Members
- 4 independent directors including a woman director. 6 out of 7 directors are non-executive
- Data privacy and Security



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



**Rajdipkumar Gupta**  
Managing Director & Group  
CEO



**Chandrakant Gupta**  
Non-Executive  
Director



**Arun Gupta**  
Independent Director



**Sudha Navandar**  
Independent Director



**Nimesh Salot**  
Independent Director



**Bhaskar Pramanik**  
Additional and  
Independent Director

# Corporate Structure



<b>2FA</b>	Two-Factor Authentication	<b>MNO</b>	Mobile Network Operator
<b>A2P</b>	Application to Person	<b>OBD</b>	Out-Bound Dialling
<b>API</b>	Application Programming Interface	<b>rapid</b>	Route Mobile API developer
<b>AI / ML</b>	Artificial Intelligence / Machine Learning	<b>RBM</b>	RCS Business Messaging
<b>CPaaS</b>	Communication Platform as a Service	<b>RCS</b>	Rich Communication Services
<b>CRM</b>	Customer Relationship Management	<b>RML</b>	Route Mobile Limited
<b>CxPaaS</b>	Customer Experience Platform as a Service	<b>ROCE</b>	Return on Capital Employed
<b>DLT</b>	Distributed Ledger Technology	<b>ROE</b>	Return on Equity
<b>ESG</b>	Environmental, Social, and Governance	<b>SIs</b>	System Integrators
<b>GHG</b>	Greenhouse Gases	<b>SMS</b>	Short Message Service
<b>GBM</b>	Google Business Messaging	<b>SMSC</b>	Short Message Service Center
<b>IVR</b>	Interactive Voice Response	<b>tCo2</b>	Total Carbon Dioxide
<b>ME</b>	Middle East	<b>UCaaS</b>	Unified Communication as a Service
<b>MIDaaS</b>	Mobile Identity as a Service	<b>VBM</b>	Viber Business Messaging
<b>MMSC</b>	Multimedia Messaging Service Center	<b>WBS</b>	WhatsApp Business Solution



**Thank You**