Registered & Corporate Office:
Route Mobile Limited
SanRaj Corporate Park - 4th Dimension, 3rd floor,
Mind Space, Malad (West), Mumbai - 400 064, India
+91 22 4033 7676/77-99 | Fax: +91 22 4033 7650
info@routemobile.com | www.routemobile.com
CIN No: L72900MH2004PLC146323

Ref No: RML/2026-27/687

Date: July 13, 2026

To

BSE Limited	**National Stock Exchange of India Limited**
Scrip Code: 543228	**Symbol: ROUTE**

Sub: **Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Dear Sir/Madam,

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 ("Listing Regulations") and other regulations, if applicable, we hereby inform you that the Board of Directors of Route Mobile Limited ("the Company") at its Meeting held today *i.e.* July 13, 2026 has *inter alia,* approved:

a) The acquisition of the AI-led Omnichannel Business Undertaking of Heltar Technologies Private Limited by Route Connect Private Limited, a wholly owned subsidiary of the Company.

   The transfer would be *via* slump sale on a going concern basis together with all assets, liabilities, business contracts, intellectual property rights, employees and other related rights and obligations pertaining thereto by way of entering into a Business Transfer Agreement ("BTA"). The proposed Slump Sale, including *inter alia*, shall be subject to completion of condition precedents as mentioned in the BTA.

b) The Loan/ Inter Corporate Deposit Facility agreement to grant an unsecured loan / inter corporate deposit facility of INR 35,00,00,000 (Rupees Thirty-Five Crores) in one or more tranches to Route Connect Private Limited, a wholly owned subsidiary of the Company for said acquisition/ business purposes.

The disclosure as required pursuant to Regulation 30 of the Listing Regulations read with SEBI Circular No. SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 are enclosed as '**Annexure 1 and Annexure 2**'.

The meeting of the Board of Directors commenced at 5:00 P.M. IST and concluded at 5:20 P.M. IST.

The above intimation is also available on the website of the Company at www.routemobile.com.

You are requested to take the above information on record.

Thanking you,

Yours truly,
For **Route Mobile Limited**

Tejas Devendra Shah
Digitally signed by Tejas Devendra Shah
Date: 2026.07.13 18:34:58 +05'30'

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

Encl: a/a

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Annexure 1

Disclosures in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026.

Sr. No.	Particulars	Description
a.	Name of the target entity, details in brief such as size, turnover etc.	Heltar Technologies Private Limited (CIN: U62091HR2023PTC113176) engaged in the business of providing AI first omnichannel customer engagements solution. **Turnover**: INR 246.16 Lakhs
b.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	Not Applicable
c.	Industry to which the entity being acquired belongs	AI driven omnichannel CpaaS / conversational commerce space
d.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	Strengthening and expanding the capabilities in artificial intelligence and omnichannel communications.
e.	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
f.	Indicative time period for completion of the acquisition	~ 6 weeks
g.	Consideration - whether cash consideration or share swap or any other form and details of the same	The proposed acquisition will be undertaken for Cash consideration.
h.	Cost of acquisition and/or the price at which the shares are acquired	The proposed acquisition is intended to be undertaken at upfront consideration of INR 238,845,200 (at closing) and deferred consideration payable at the end of 18 months from closing of INR 97,709,400.
i.	Percentage of shareholding / control acquired and / or number of shares acquired	Not Applicable
j.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	The entity proposed to be acquired is engaged in the business of providing AI first omnichannel customer engagements solution. **Date of Incorporation** – July 10, 2023 **Country of Incorporation** – India. **Turnover**:

Financial Year	Turnover (₹ in lakhs)
2023-24	2.00
2024-25	10.79
2025-26	246.16

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Annexure 2

Disclosures in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026.

Sr. No.	Particulars	Description
a.	Name(s) of parties with whom the agreement is entered	Route Mobile Limited ("Lender") and Route Connect Private Limited ("Borrower"), a wholly owned subsidiary of the Company.
b.	Purpose of entering into the agreement	The Facility may be used by the Borrower for acquisition/ business purposes.
c.	Size of agreement	INR 35,00,00,000 (Rupees Thirty-Five Crores)
d.	Shareholding, if any, in the entity with whom the agreement is executed	Route Mobile Limited holds 100% equity shares of Route Connect Private Limited.
e.	Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.	**Interest:** The Borrower shall pay the Lender interest on the principal amount of the Facility outstanding from time to time at the rate of 9% (nine per cent) per annum. **Repayment date:** The Facility, along with Interest, shall be repayable on the completion of the Term of 5 years (60 months) from the Disbursement date. **Conversion Right:** The Lender shall have the right and option (but not the obligation), exercisable at any time during the Term by written notice to the Borrower, to convert the whole or any part of the outstanding Facility (together with accrued Interest) into fully paid-up equity shares of the Borrower at a price determined by the Lender, subject to requirements of applicable law.
f.	Whether the said parties are related to Promoter / Promoter Group / Group Companies in any manner. If yes, nature of relationship.	Route Connect Private Limited is a wholly owned subsidiary of Route Mobile Limited.
g.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arms length"	The transaction of advancing loans or investing funds of the Company as Inter Corporate Deposits("ICDs") falls within the definition of Related Party Transaction. However, the transaction of deployment of funds by way of ICDs with a wholly owned subsidiary company is exempted under Section 186 of the Companies Act, 2013 read with rule 11(1) of Companies (Meeting of Board and its Powers) Rule, 2014 and Regulation 23(1) read with Regulation 23(5) (b) of the Listing Regulations. Yes, the transaction is at arm's length basis.
h.	In case of issuance of shares to the parties, details of issue price, class of shares issued	Not Applicable

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i.	In case of loan agreements, details of lender/borrower, nature of the loan, total amount of loan granted/taken, total amount outstanding, date of execution of the loan agreement/sanction letter, details of the security provided to the lenders / by the borrowers for such loan or in case outstanding loans lent to a party or borrowed from a party become material on a cumulative basis.	**Lender:** Route Mobile Limited **Borrower:** Route Connect Private Limited **Nature of Loan:** Unsecured loan/intercorporate deposit facility **Amount of Loan granted**: INR 35,00,00,000 (Rupees Thirty-Five Crores) **Date of execution of the Loan Agreement**: on or before July 22, 2026. **Security:** The Facility shall be unsecured. Neither the Borrower, nor any other person shall be required to create any security / security interest in relation to the Facility. **Outstanding loan:** INR 39,18,077.10
j.	Any other disclosures related to such agreements, *viz.*, details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.	Not Applicable
k.	In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a. Name of parties to the agreement; b. Nature of the agreement; c. Date of execution of the agreement; d. Details of amendment and impact thereof or reasons of termination and impact thereof.	Not Applicable