

Ref No: RML/2026-27/688

Date: July 13, 2026

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Sub: Press Release

Dear Sir/Madam,

Please find enclosed Press Release titled “**Route Mobile signs Business Transfer Agreement through its subsidiary, Route Connect Private Limited, to acquire Heltar Technologies Private Limited's AI-driven omnichannel customer engagement business.**”

This disclosure is made in accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

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.

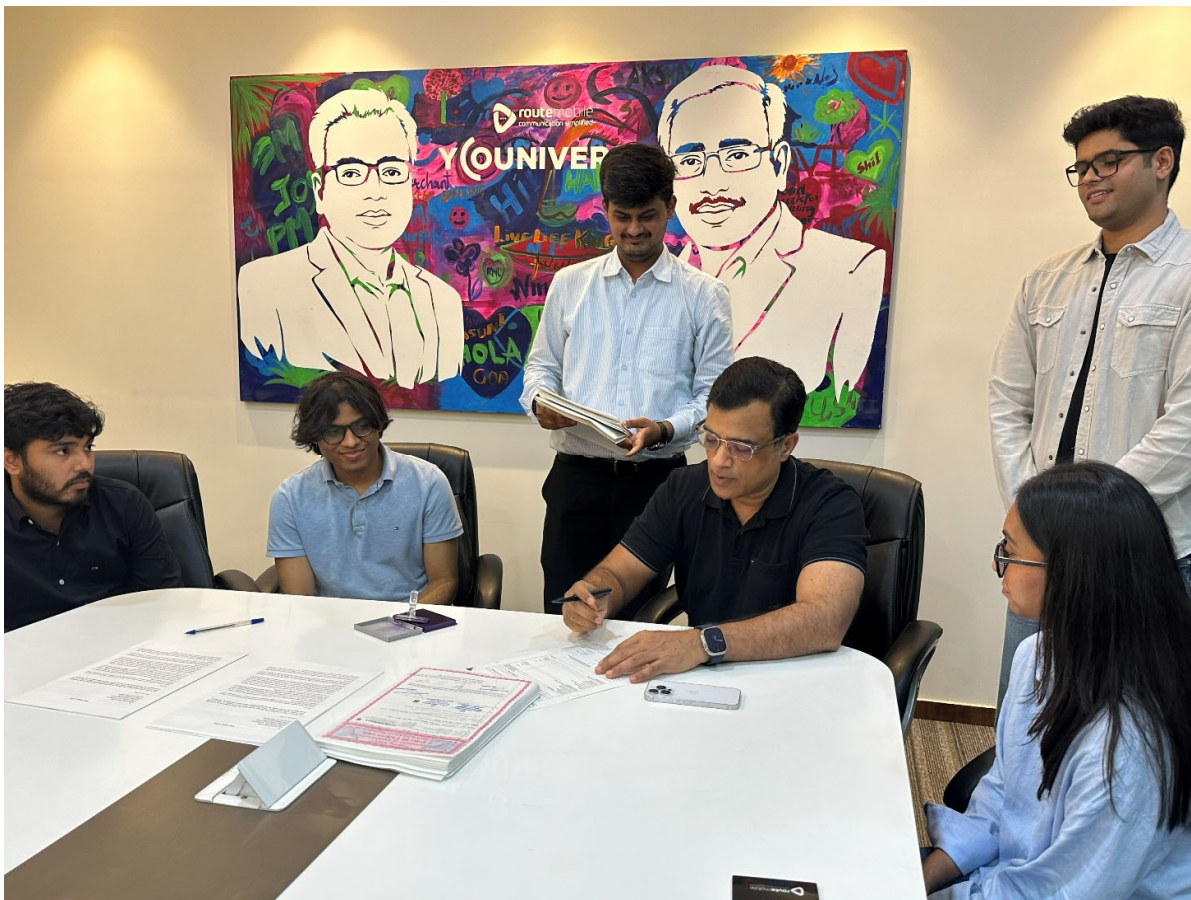
You are requested to take the above information on record.

Thanking you

Yours truly,
For **Route Mobile Limited**

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

Encl: as above



Route Mobile signs Business Transfer Agreement through its subsidiary, Route Connect Private Limited, to acquire Heltar Technologies Private Limited's AI-driven omnichannel customer engagement business

Acquisition expands Route Mobile's non-SMS capabilities across WhatsApp, RCS, voice, and communication analytics, across India and key global markets.

Mumbai, India, July 13, 2026: Route Mobile Limited ("Route Mobile"), a global leader in Communications Platform as a Service (CPaaS) offering messaging, voice, email, and identity and verification solutions, and a Proximus Global company, today announced that its wholly owned subsidiary, Route Connect Private Limited, has signed a Business Transfer Agreement (BTA) to acquire the identified business undertaking of Heltar Technologies Private Limited ("Heltar"), an AI-driven omnichannel customer engagement platform provider, on a slump sale basis.

Heltar's AI-driven omnichannel customer engagement platform turns communication workflows into automated programs, from a single prompt to a live customer journey. Its chatbot and automation capabilities span WhatsApp and RCS, while its no-code, prompt-driven platform enables enterprises to configure and launch new use cases in days rather than months. This speed has helped several large enterprise customers run high-value sales and marketing programs on Heltar, delivering measurable improvements in conversion rates, customer satisfaction, and ROI. The platform is also extending into voice, across WhatsApp Business Calling and

traditional channels, alongside AI-driven analytics that help enterprises measure and optimize communication performance.

Route Mobile already operates across messaging, voice, email, and identity and verification, serving enterprises, OTT players, and mobile network operators worldwide. The acquisition is expected to support growth in Route Mobile's non-SMS business by bringing Heltar's AI-native chatbot, voice, and analytics capabilities to enterprise customers in India and other geographies, with the potential to build further customer engagement and data capabilities over time. The acquisition is consistent with Route Mobile's previously announced strategy of pursuing targeted AI acquisitions and with the growth plans already shared with the market, with benefits expected to build over the medium term.

The transaction is structured as a slump sale, under which Heltar will transfer the identified business undertaking to Route Connect Private Limited as a going concern. This includes the Heltar brand and intellectual property, its technology platform, customers, and employees, who will transition to Route Connect as part of the transaction. The transaction will be funded through Route Mobile's available cash, consistent with the Company's previously communicated capital allocation strategy. The deal is expected to close in the coming weeks, subject to customary closing conditions.

Heltar's founding team, all IIT alumni, will continue to lead the platform within Route Mobile, driving revenue growth and expanding its AI-driven engagement capabilities into new use cases and channels.

"This acquisition opens up a significant opportunity for us. Enterprises are shifting more of their engagement spend toward AI-native platforms, and this gives Route Mobile a strong position to capture that shift, starting with the enterprise customers who already trust us for messaging, voice, and identity, and are now looking for exactly this kind of intelligent, automated engagement layer," said **Tushar Agnihotri, Chief Executive Officer, Route Mobile Limited**.

"We built Heltar to let enterprise teams launch new use cases quickly, without engineering effort – that's why some of our largest customers now run core sales and marketing programs on the platform. We'll keep building on this within Route Mobile, extending further into voice and analytics, with the scale and global reach to take it well beyond where we operate today," said **Avyukt Aggarwal, Co-Founder and Chief Executive Officer, Heltar Technologies Private Limited**.

"Route Mobile already offers a broad range of communication channels beyond SMS, and this acquisition is about accelerating that part of our business even faster. Heltar's AI-driven engagement platform goes well beyond any single channel, spanning WhatsApp, RCS, and voice, with analytics capabilities our enterprise customers are already asking for. We see it as a platform we can build on for years to come as we bring it to customers in India and other markets," said **Rajdipkumar Gupta, Managing Director, Route Mobile Limited**.

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>

About Heltar Technologies Private Limited

Heltar Technologies Private Limited is a technology company building an AI-driven customer engagement platform for the omnichannel enterprise, spanning WhatsApp, RCS, voice, and communication analytics. Heltar was founded by a team of IIT Kharagpur alumni.

Additional Resources

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