

Ref No: RML/2025-26/577

Date: May 7, 2025

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Dear Sir/Madam,

Sub: Investor Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we are enclosing herewith the Investor Presentation, that will be presented on May 8, 2025 to the Analysts in connection with the audited financial results of the Company for the quarter and year ended March 31, 2025.

The same is also available on the Company's website at www.routemobile.com

You are requested to take the above information on record.

Thanking you,
Yours truly,
For Route Mobile Limited

Rathindra Das
Group Head Legal, Company Secretary & Compliance Officer
M. No.: F12663

Encl: as above



Earnings Update

Q4 and FY 24-25

Investor Presentation
May 7, 2025

Safe Harbor



Certain statements mentioned in this presentation concerning our future growth prospects are forward looking statements (the “Forward Statements”) and are based on reasonable expectations of the management, which involves a number of risks, and uncertainties that could cause actual results to differ materially from those in such Forward Statements. The risks and uncertainties relating to these Forward Statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, fluctuations in foreign exchange rates, revenue and profits, our ability to generate and manage growth, competition in CPaaS globally, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price and fixed time frame contracts, industry segment concentration, our ability to manage our international operations, our revenues being highly dependent on clients in the United States of America, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of fiscal governmental incentives, political instability, adverse impact of global pandemics (including COVID-19 impact), war, legal restrictions on raising capital or acquiring companies, unauthorized use of our intellectual property(ies) and general economic conditions affecting our businesses and industry. We may, from time to time, make additional written and oral Forward Statements . We do not undertake to update any Forward Statements that may be made from time to time by us or on our behalf, unless required under the law.

Route Mobile - Industry Leading Global CPaaS Platform



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



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



Global footprint across **20+ locations**; **3,200+** active billable clients



Infrastructure comprising **20 data centers** and **6 SMSCs** globally



ESG leader, rated **"A"** by a reputed ESG rating agency



Niche Player in Magic Quadrant for CPaaS 2024 – **Gartner**
Key Vendor in four Hype Cycle Reports – **Gartner**
"Top Tier 1 A2P SMS vendor" – **Rocco**



₹45,756 mn FY 24-25 Revenue
34% Revenue CAGR FY2021 - FY2025



₹5,278 mn FY 24-25 EBITDA
32% EBITDA CAGR FY2021 – FY2025



156 bn Billable transactions processed in FY24-25
107% Net revenue retention



₹ 8,918 mn Net Cash as on 31 March 2025
114% CFO / EBITDA conversion in FY24-25



₹50.69 Earning Per Share (EPS) in FY 24-25



Board proposed **₹2 per share** final dividend

Global Diaspora - Footprint & Super Network



Key Developments

Key Developments in FY 24-25

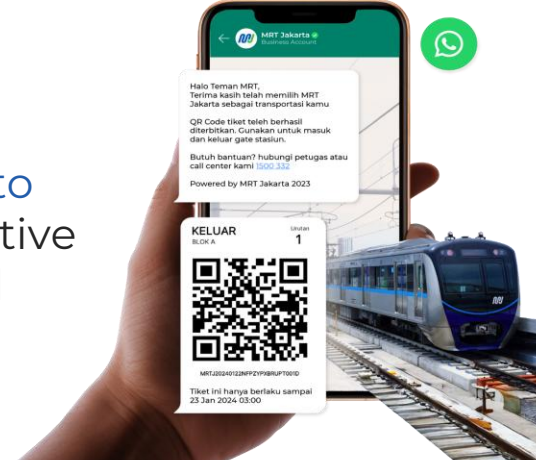


New Product Achievements

Launched new AI-powered SMS spam and fraud protection solution: 365guard



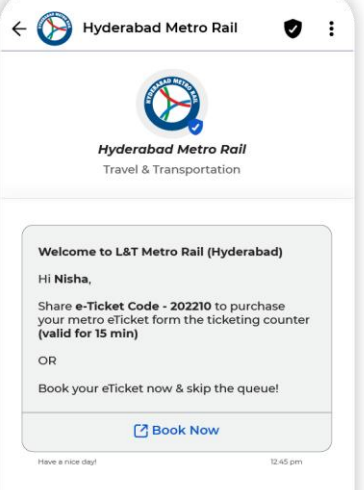
Partnered with **PT MRT Jakarta** to launch an innovative WhatsApp-based metro ticketing solution



Implemented **WhatsApp based utility communication services** for **IRCTC**

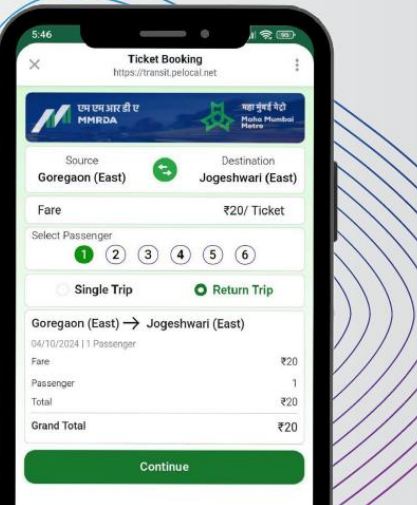


Launched RCS-based ticketing and Google Wallet services for **L&T Metro Rail Hyderabad**



Expanded our **WhatsApp based Ticketing** to include

 **Maha Mumbai Metro**



Business Milestones

Route Mobile hosts the Belgian Economic Mission led by HRH Princess Astrid, strengthening Indo-Belgium business ties through strategic collaboration



We're a **Platinum Winner!**

Conversational Commerce Solution Innovation

at Telco Innovation Awards 2025 by Juniper Research



Received the **'Partnership Award'** at the RCS World Tour - India for introducing in Transit vertical

 **RCS Business Messaging**



Honored with two prestigious Exchange4media awards: Demand Generation Vendor/User of the Year and Best Use of Martech in Travel, Hospitality and Leisure

 **24m Martech India Awards 2024**



Awarded **Solutions Partner of the Year 2024 - India** at the **Meta WhatsApp Business Summit**



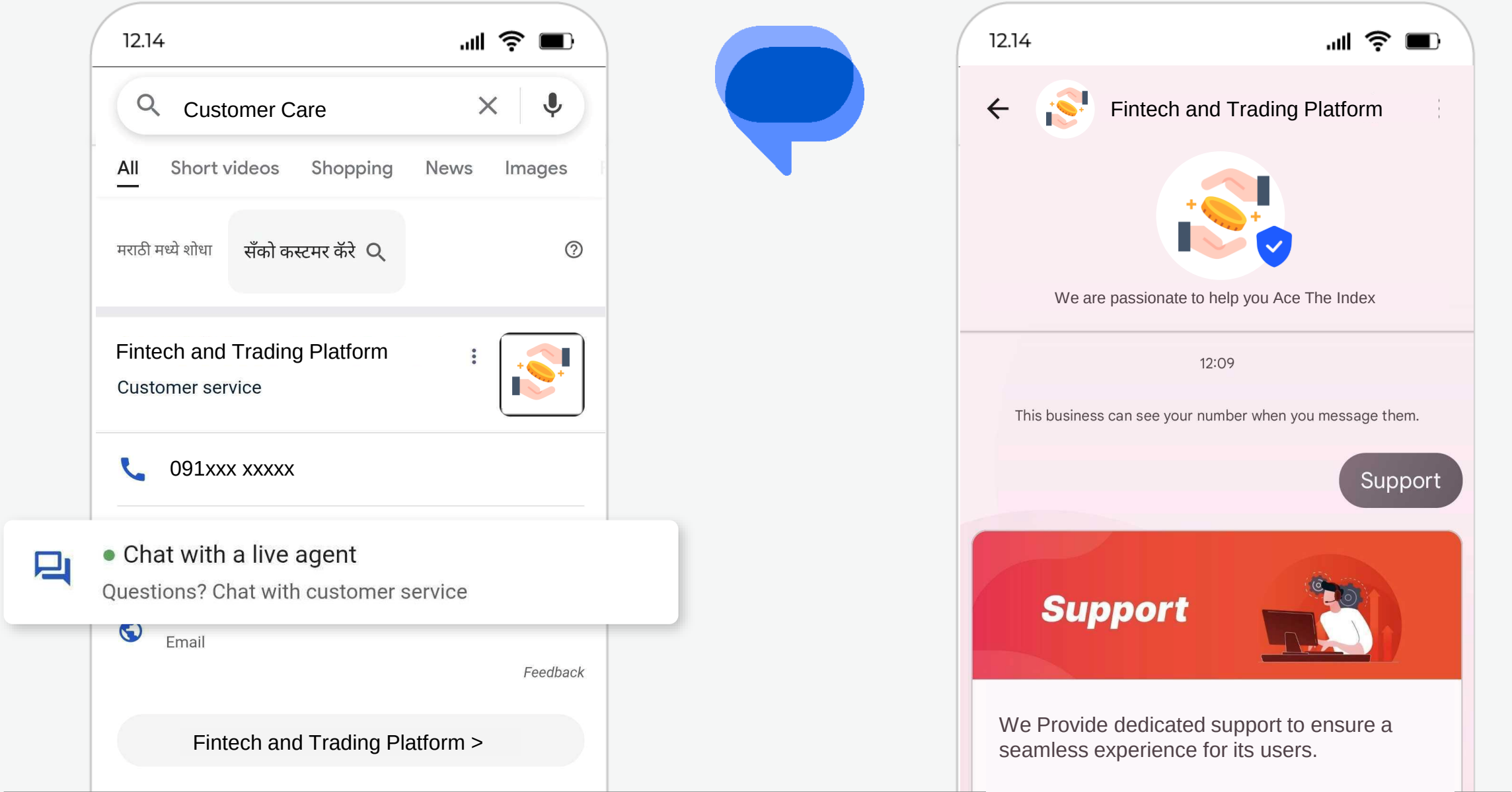
We have featured as a **Niche Player** in Gartner Magic Quadrant for CPaaS 2024



Focus on Expanding Product Portfolio



Enhanced Customer Support with Search-to-RCS Integration

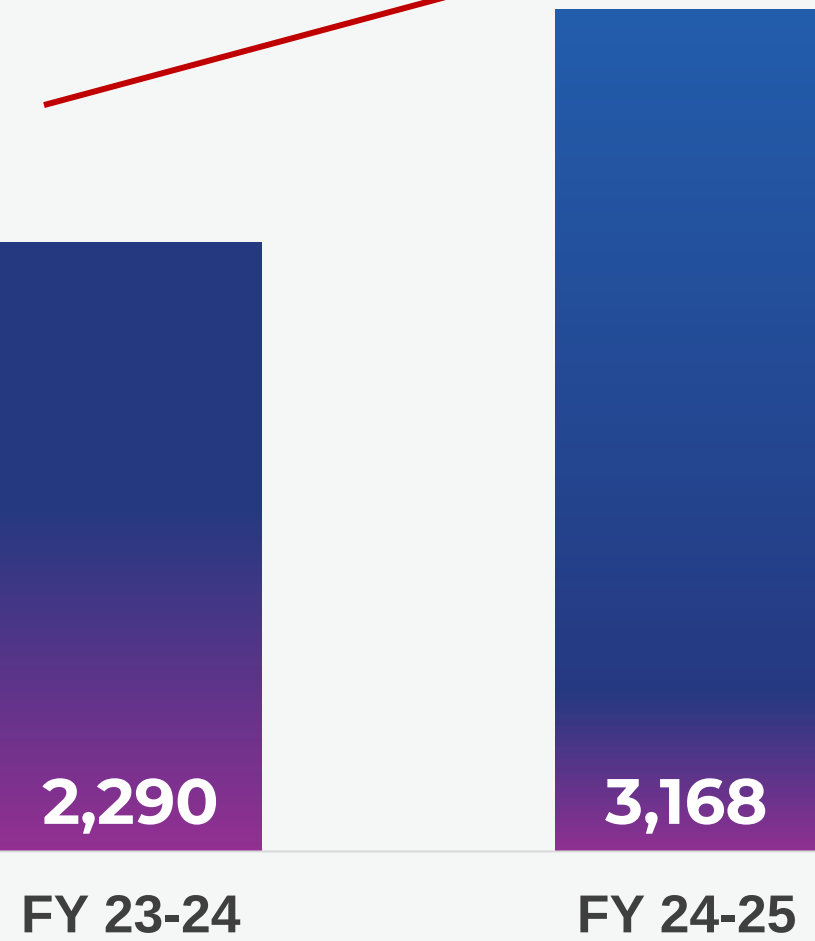


- Customers can initiate an RCS conversation directly from Google search, and no website navigation is needed.
- A chat option appears within the brand business listing, boosting visibility and engagement.
- Faster query resolution, simplified access, and a modern support journey—starting where users search.



New Products Revenue (in ₹ mn)

38% Y-o-Y growth



Key Business Metrics

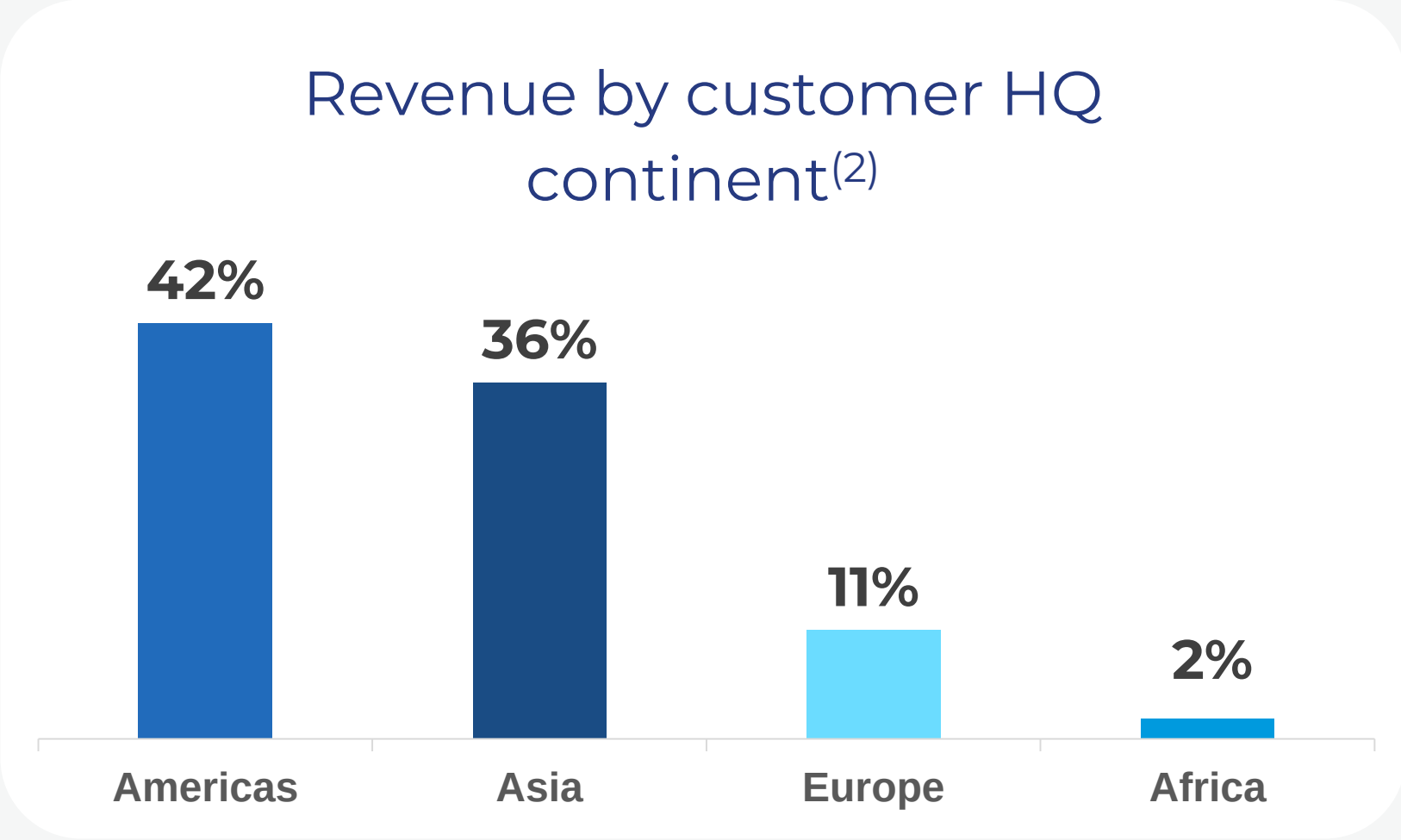
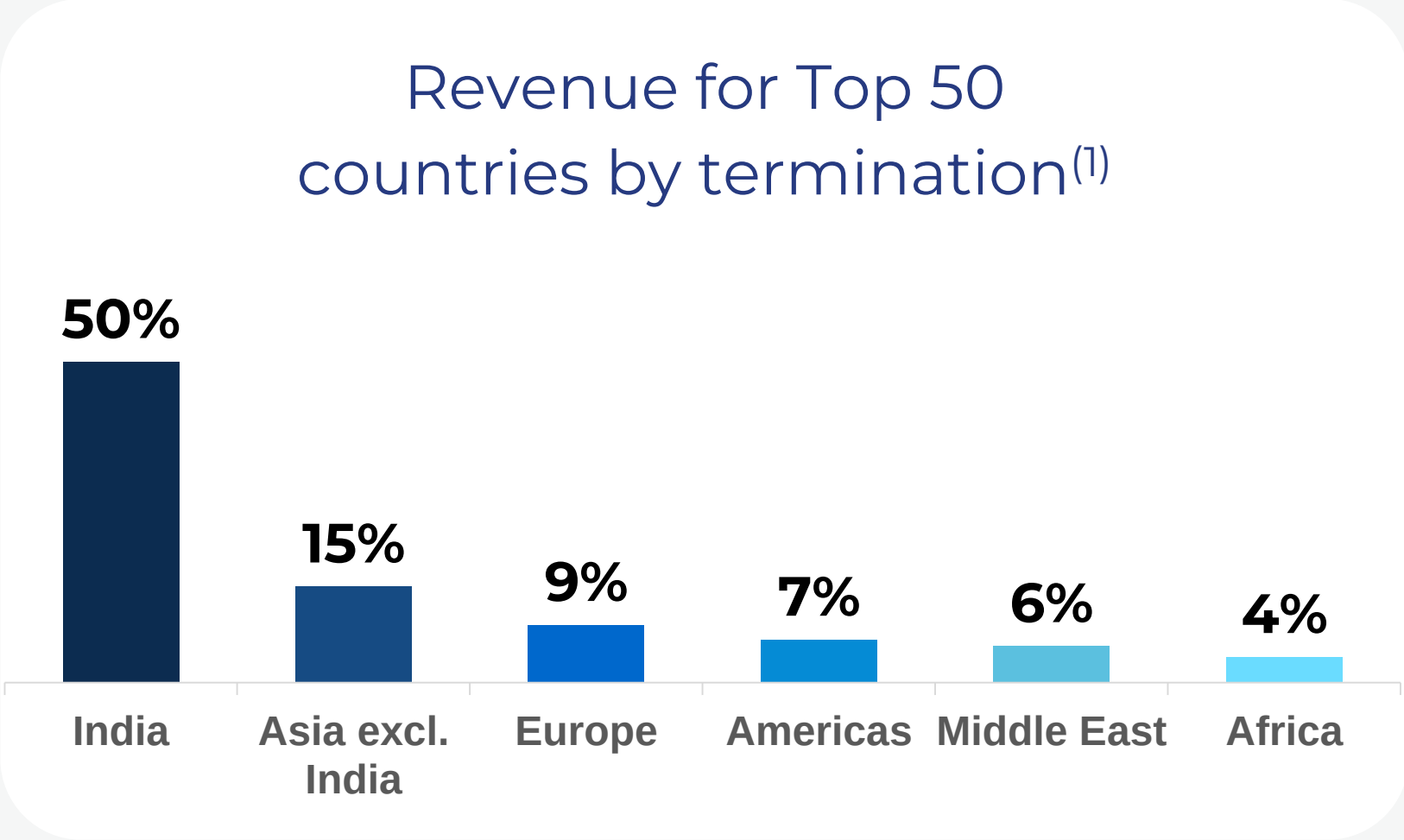
Diverse Customer Base



Revenue contribution from select industries in FY 24-25



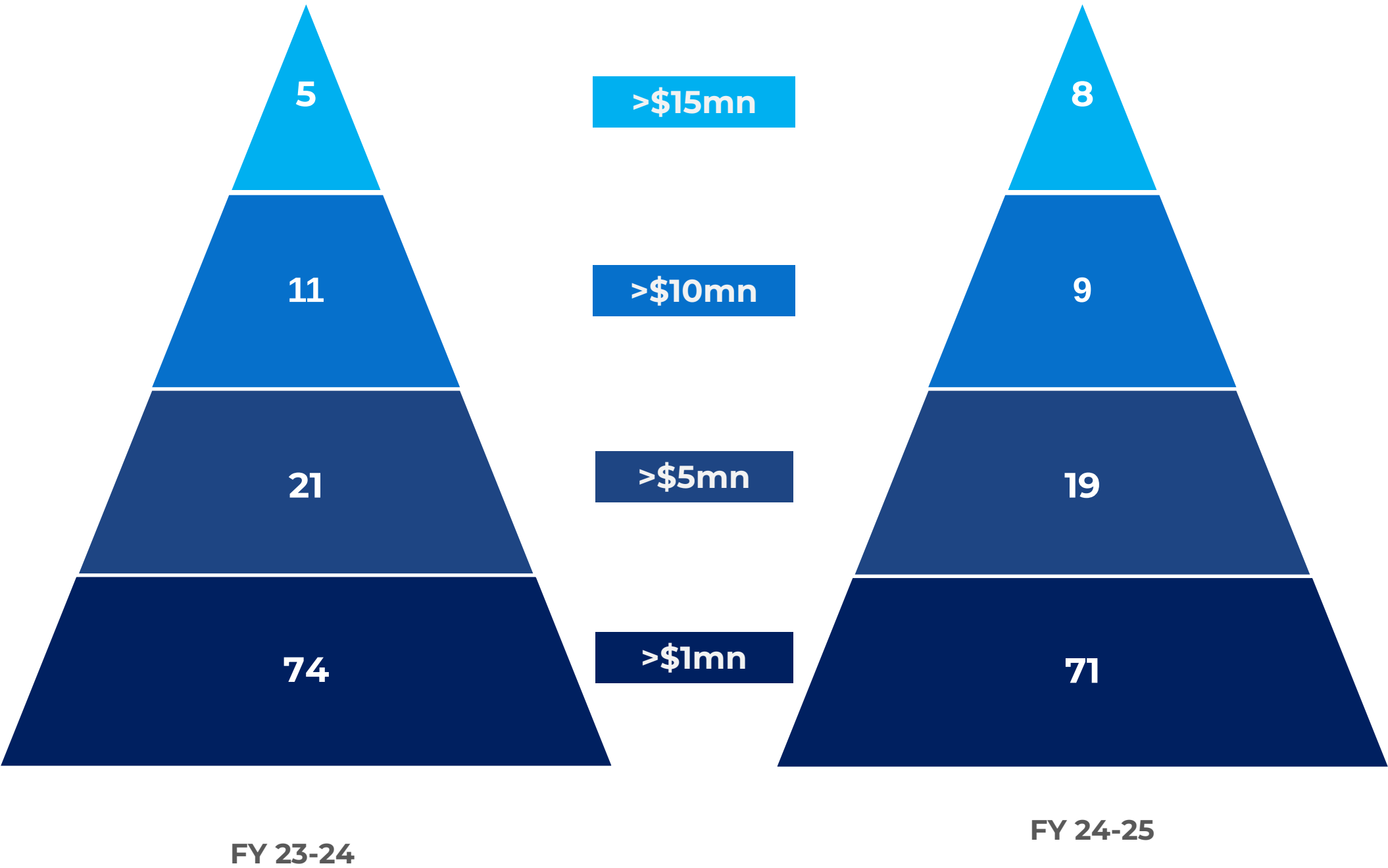
(1) Top 50 countries contribute c. 91% of FY24-25 revenue from operations
(2) Top 150 customers - contribute c. 90% of FY24-25 revenue from operations



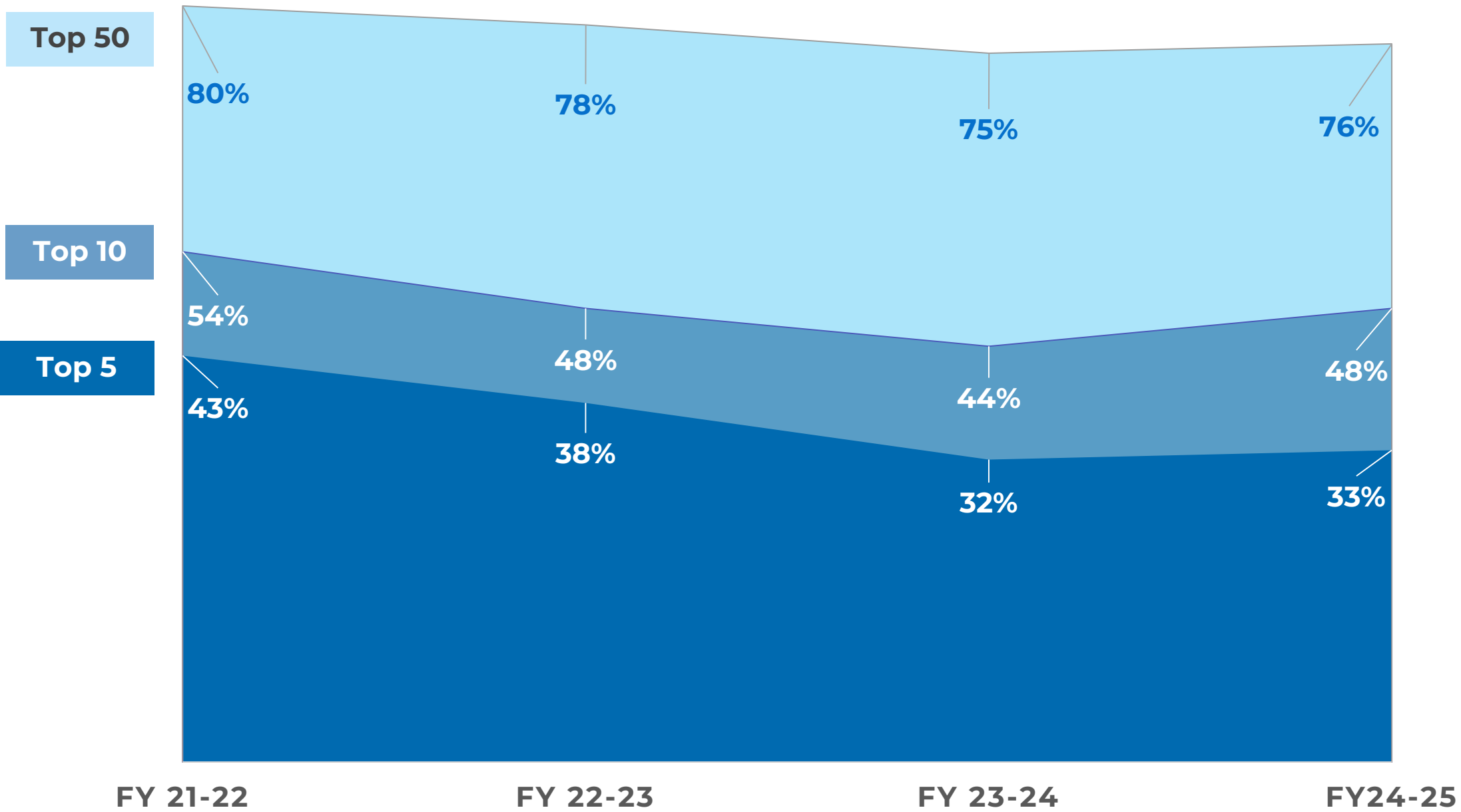
Growing number of Multi-million dollar accounts with Improving Client Diversification



Clients by Account Size



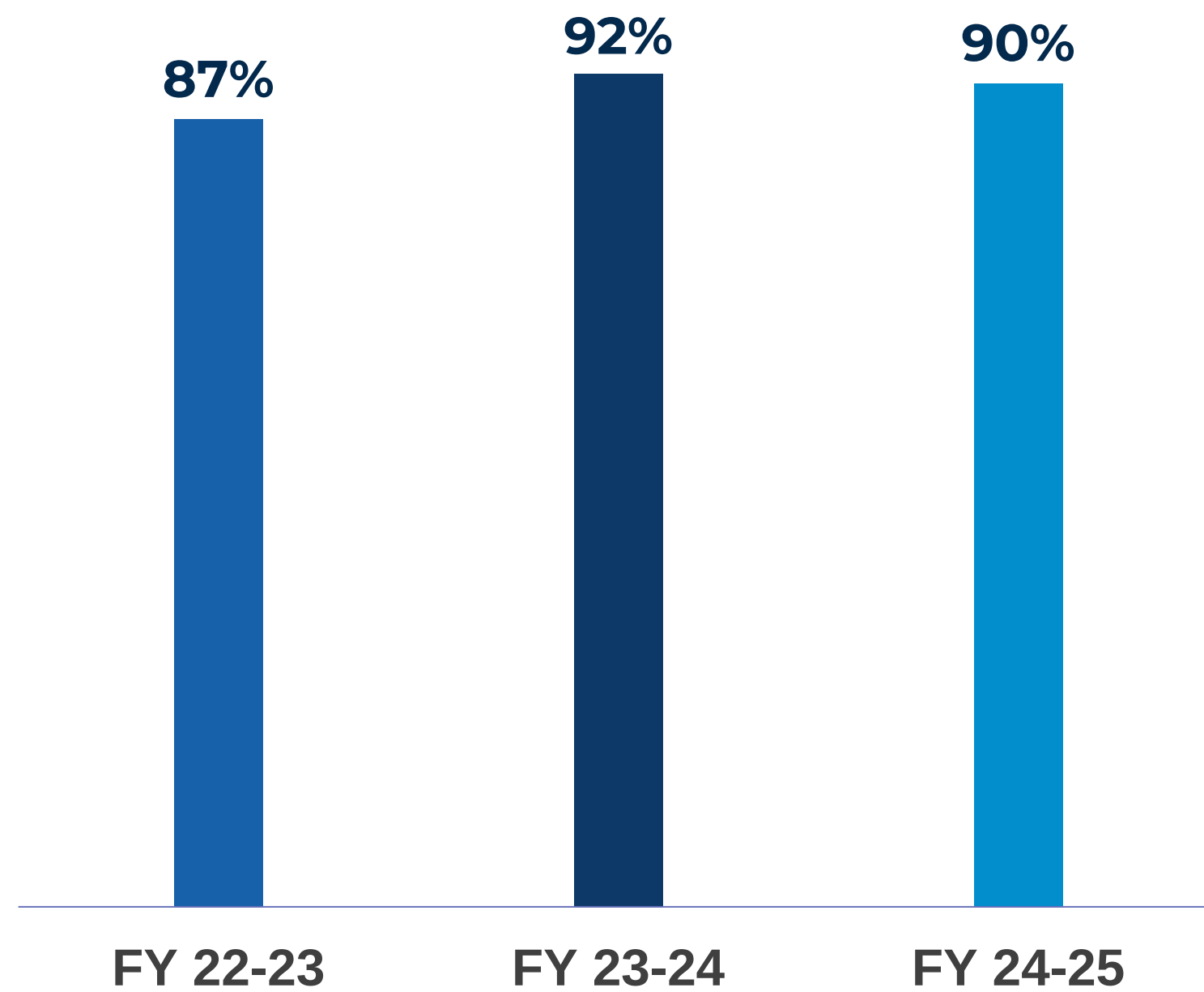
Client Concentration



Strong Recurring Revenue



Recurring Revenue⁽¹⁾ as % of
Operating Revenue



107%

Net revenue retention⁽²⁾

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 FY22-23, FY23-24 and FY24-25

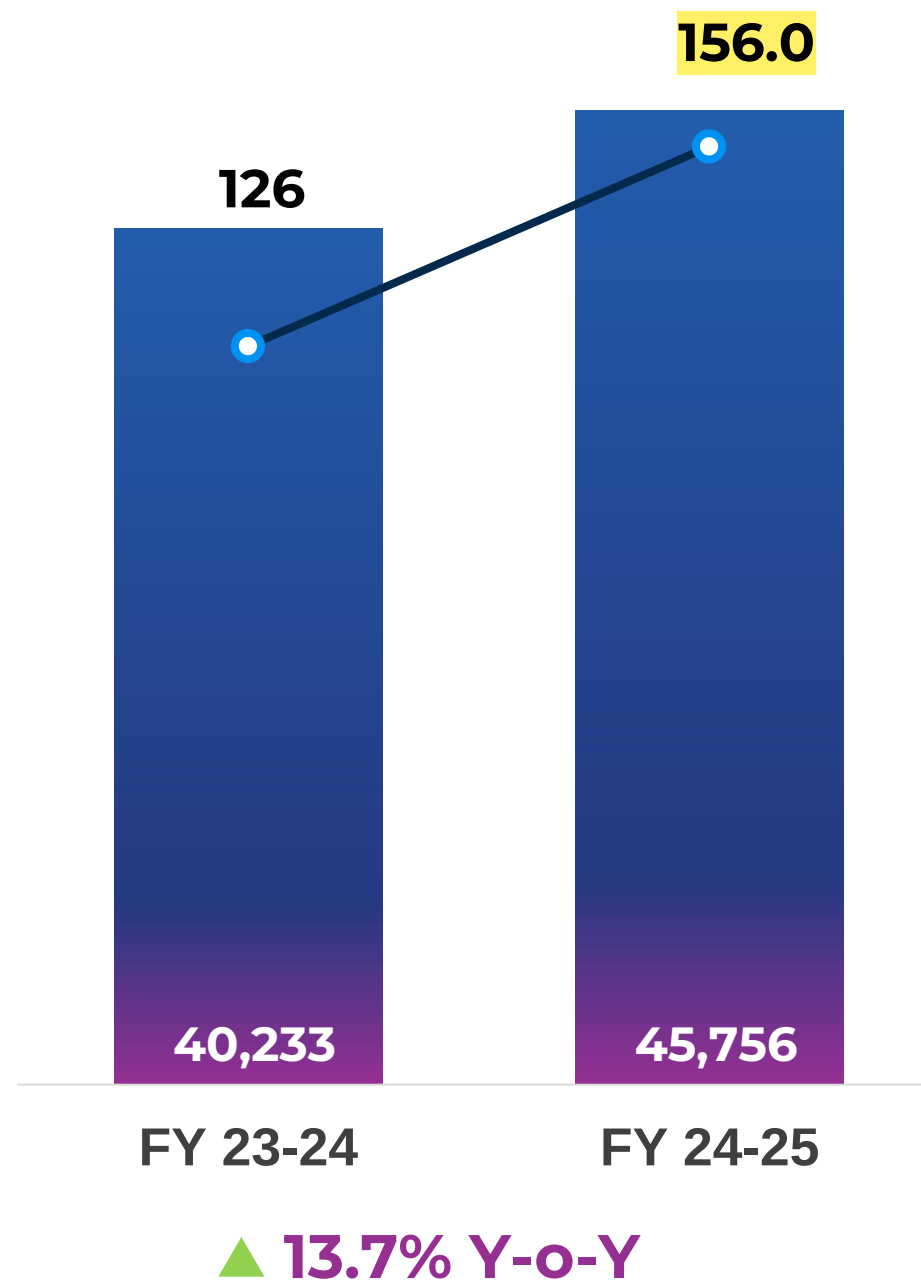
(2) Net revenue retention calculated based on comparison of FY23-24 revenue with FY24-25 revenue

Financial Highlights

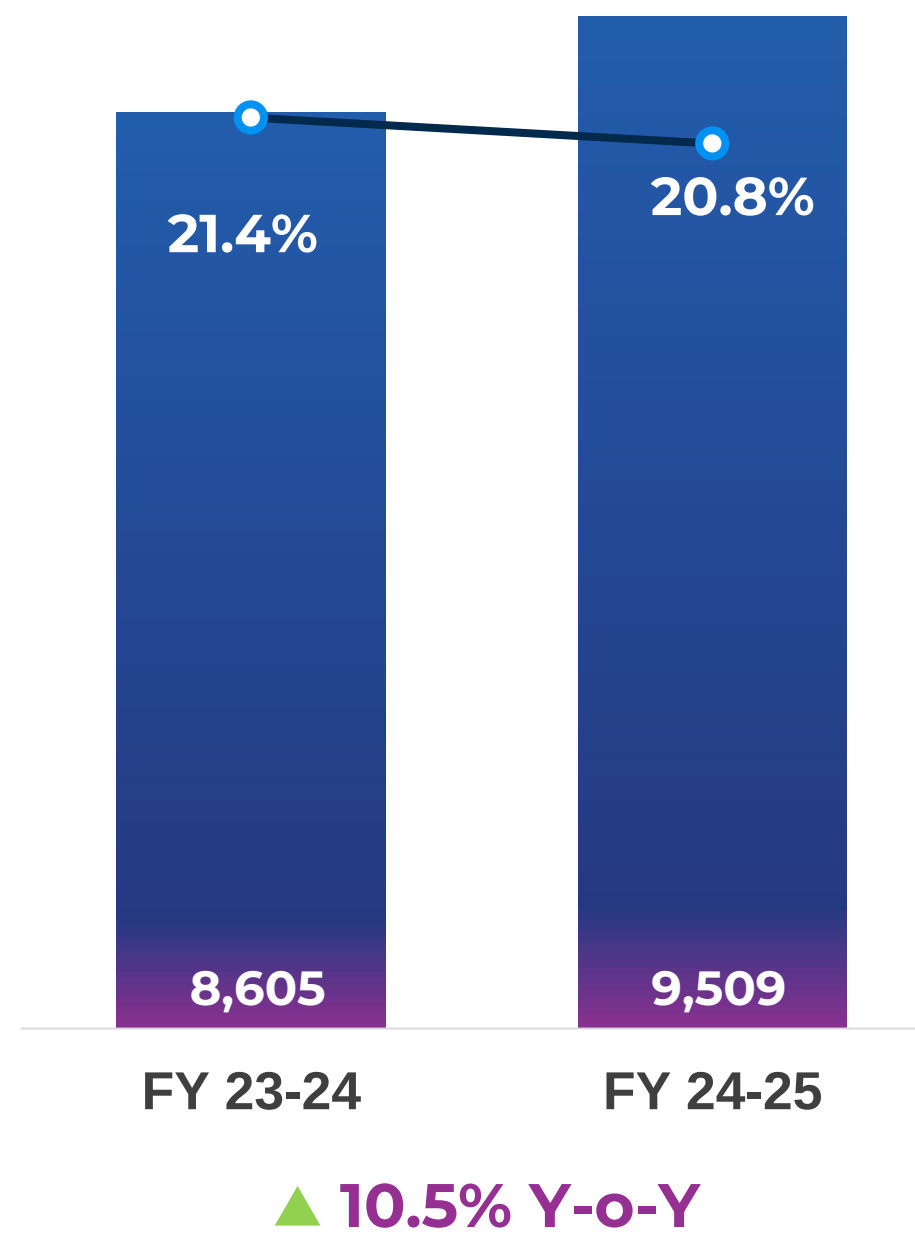
FY 24-25 Snapshot



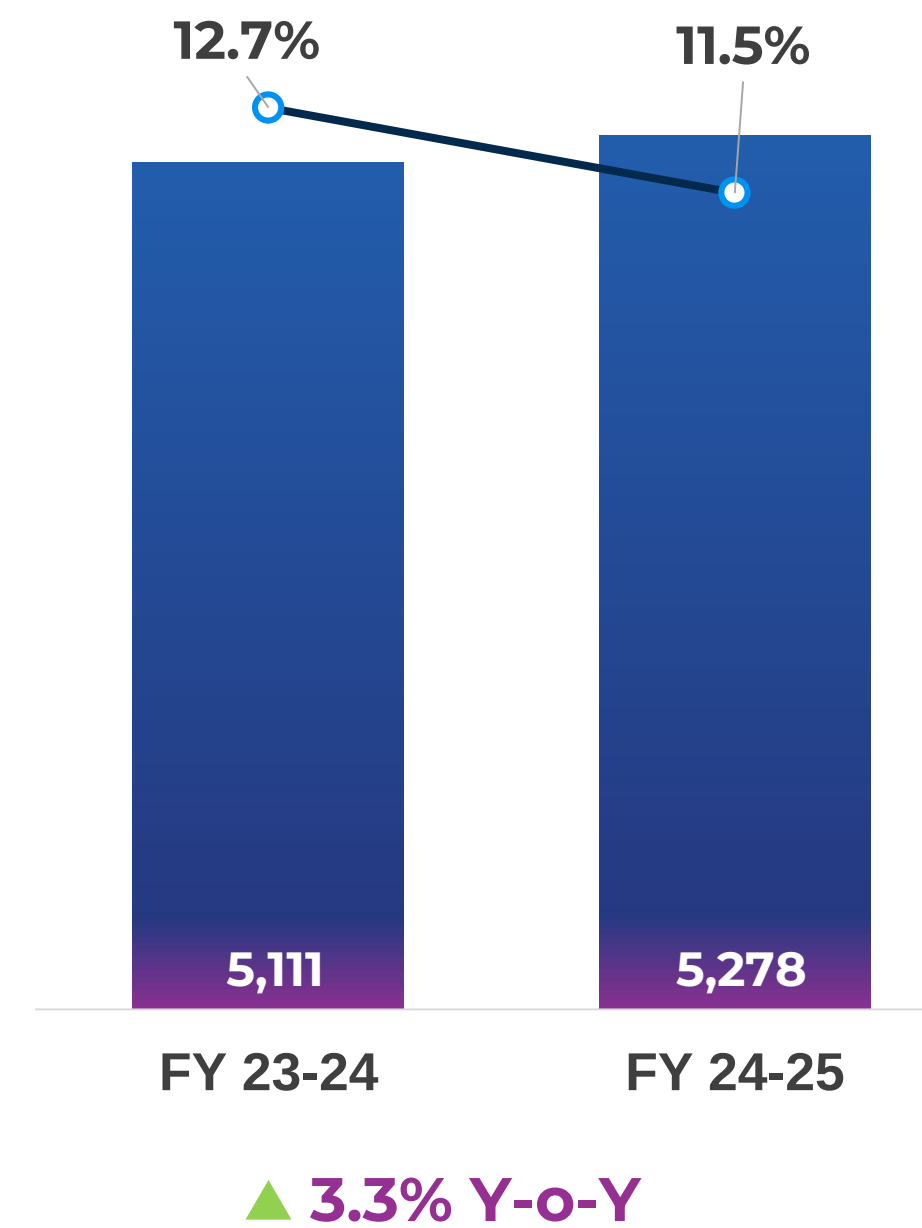
Revenue (in ₹ mn) &
Billable Transactions (# bn)



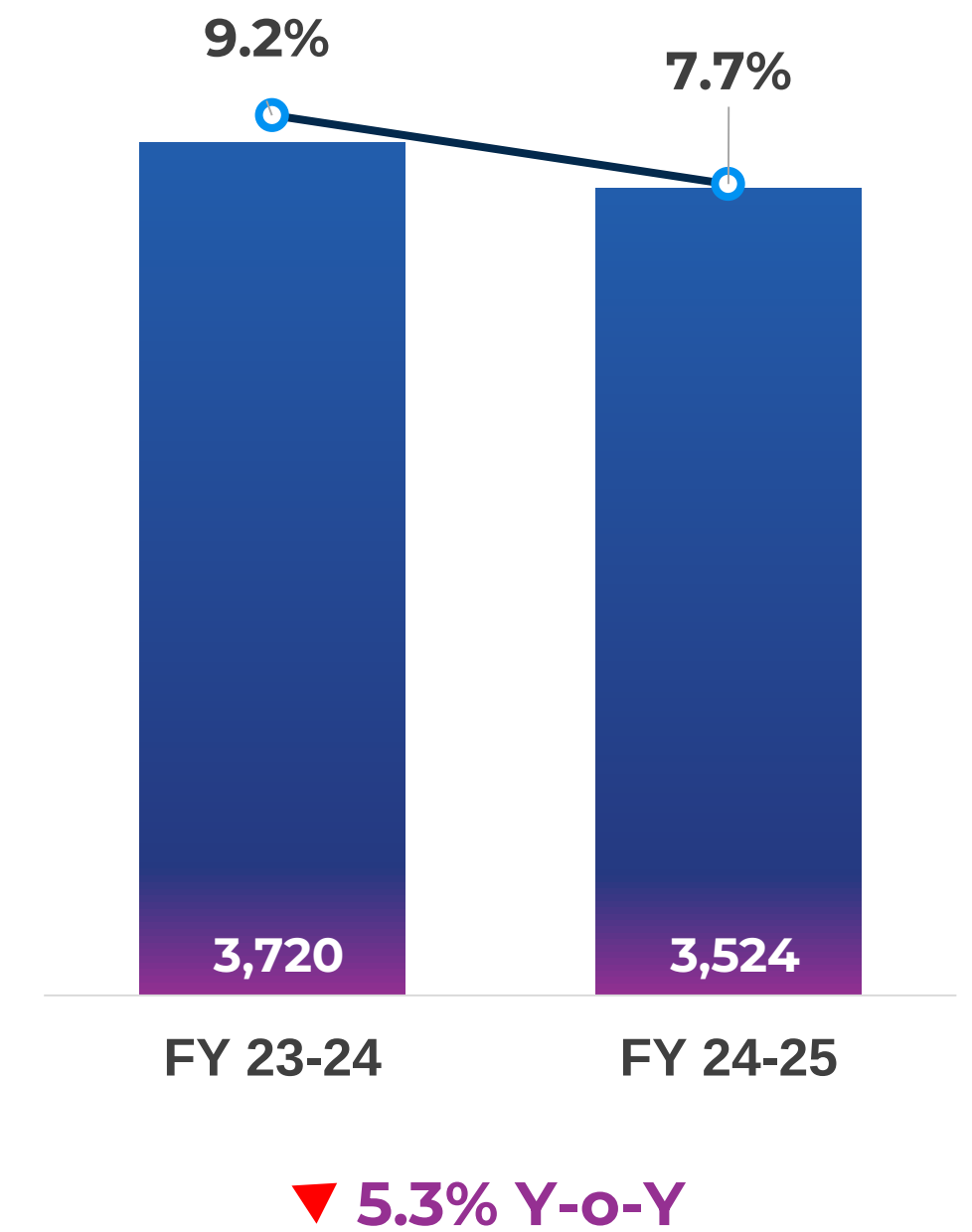
Gross Profit (In ₹ mn) &
Gross Profit Margin (%)



EBITDA (In ₹ mn) &
EBITDA Margin (%)



PAT ⁽¹⁾ (In ₹ mn) &
PAT Margin (%)

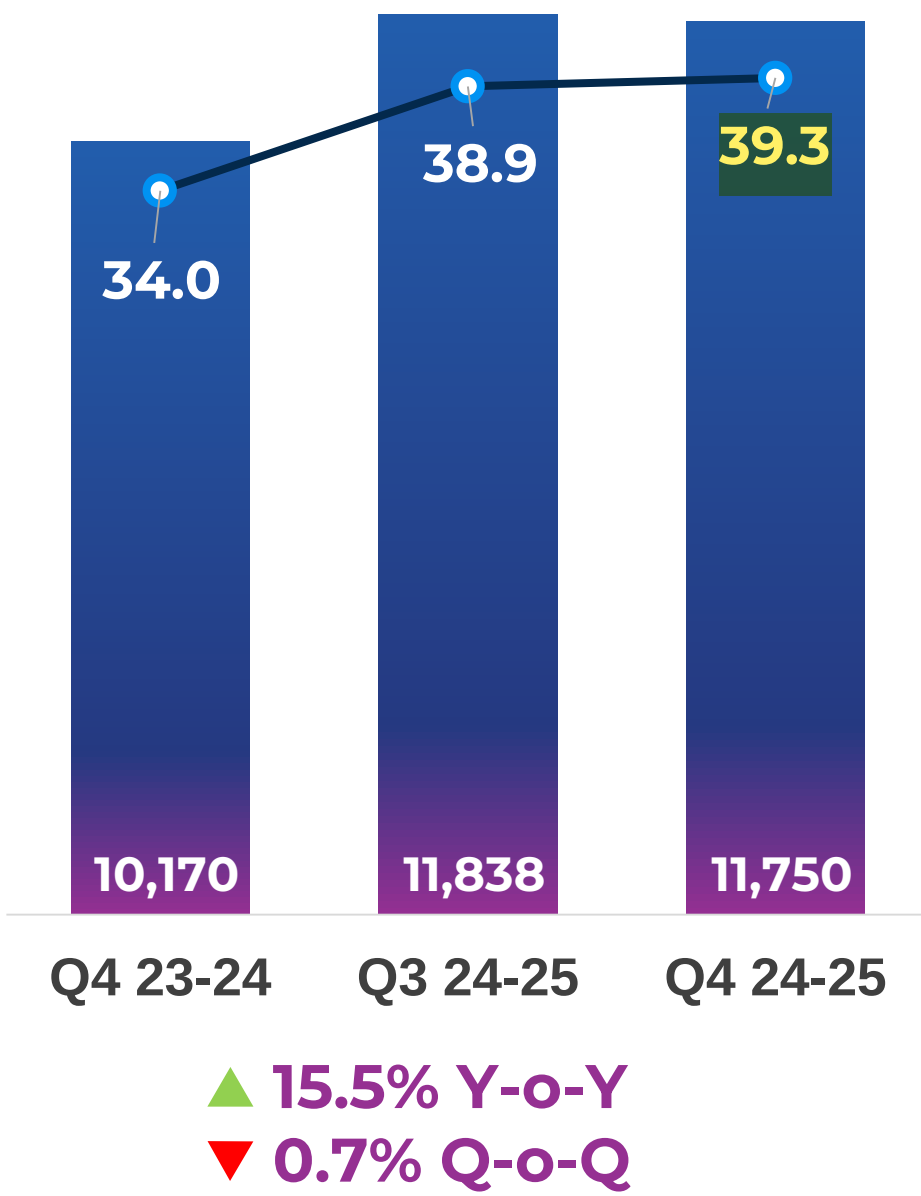


1. PAT for FY24-25 and FY 23-24 excludes exceptional item gain/loss

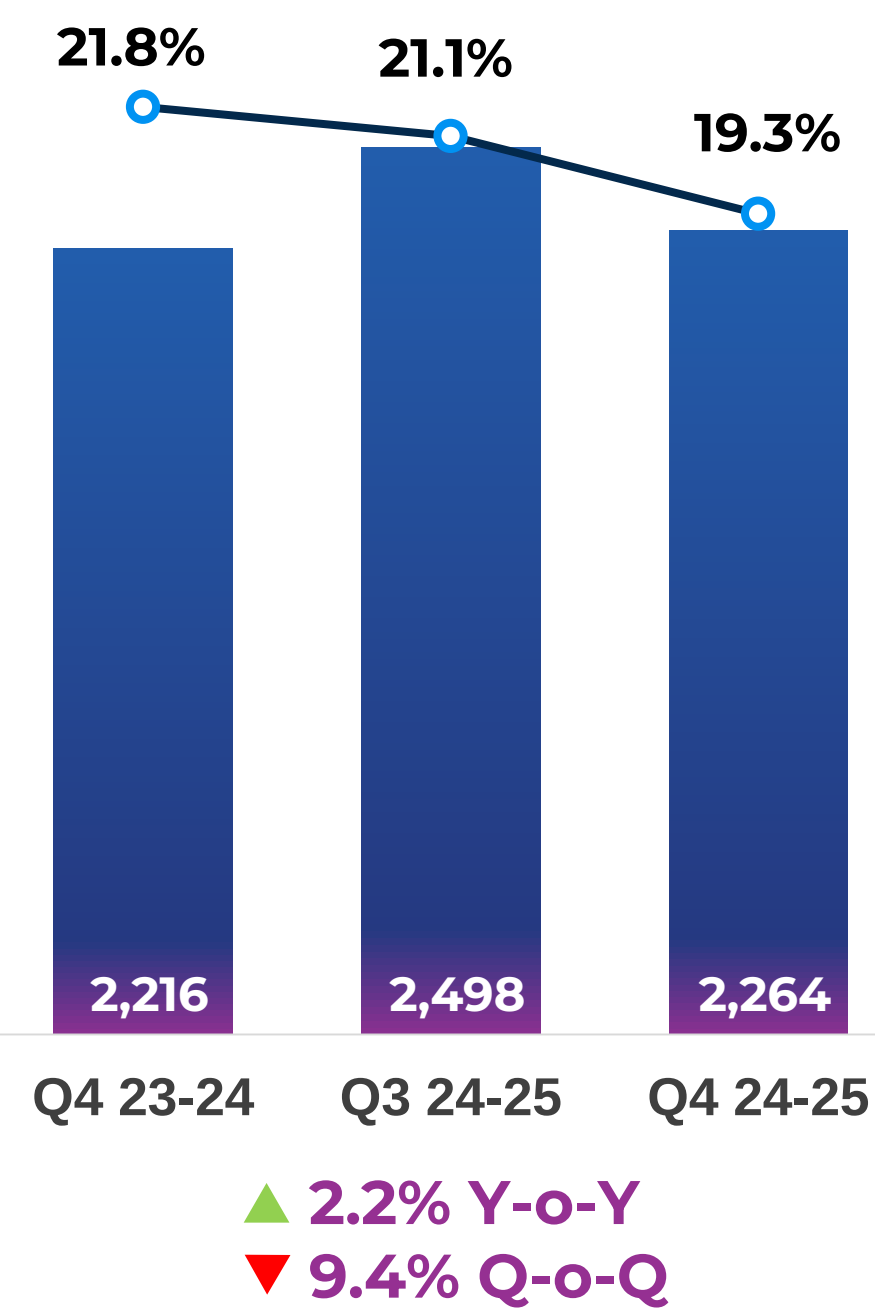
Q4 FY 24-25 Snapshot



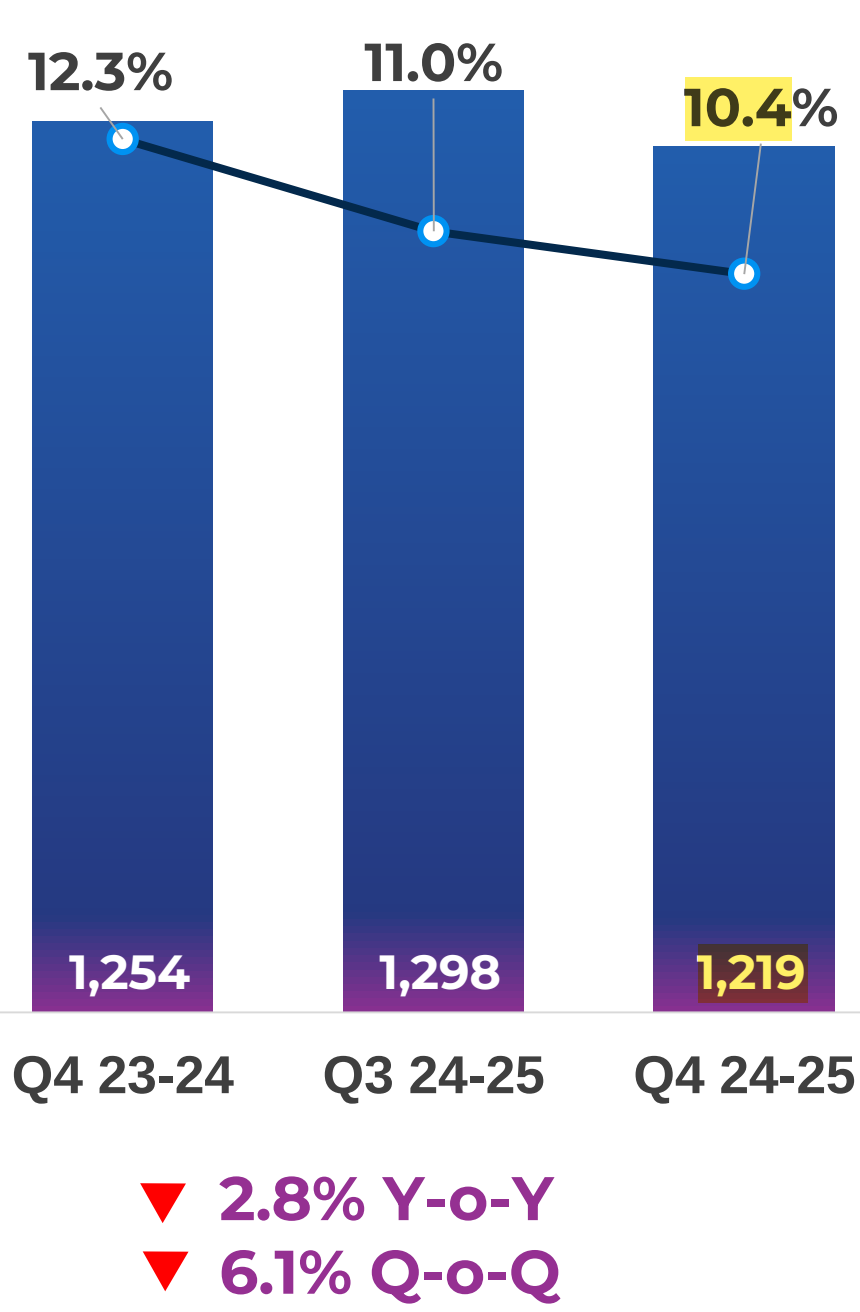
Revenue (in ₹ mn) & Billable Transactions (# bn)



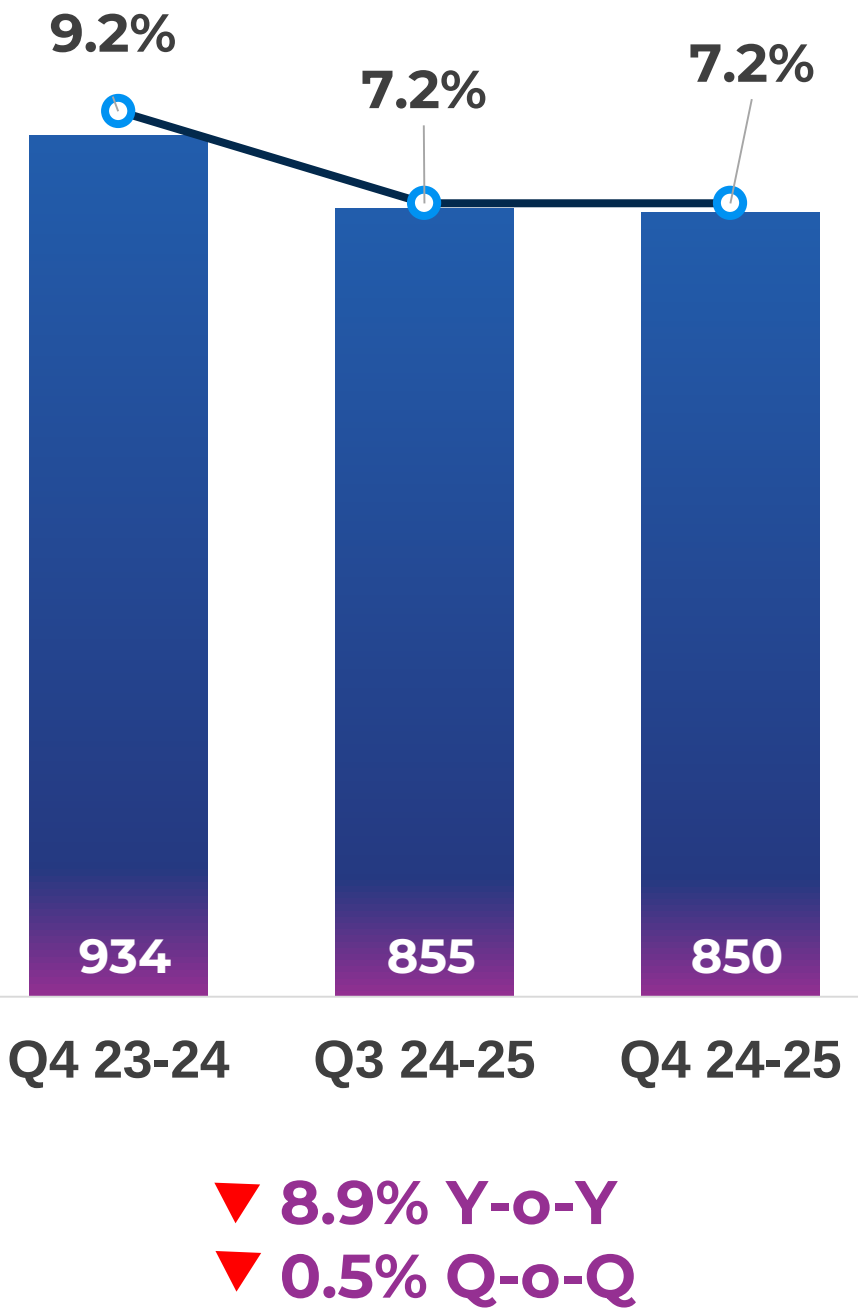
Gross Profit (In ₹ mn) & Gross Profit Margin (%)



EBITDA (In ₹ mn) & EBITDA Margin (%)



PAT ⁽¹⁾ (In ₹ mn) & PAT Margin (%)



1. PAT for Q4FY24-25 and Q4 FY23-24 excludes exceptional item

Adjusted EBITDA



(In ₹ mn)	Full year	
	31.03.2025	31.03.2024
EBITDA	5,277.6	5,110.5
(+) Employee stock option expense (non cash)	31.1	(61.9)
(-) Intangible assets under development	108.2	129.3
(+) One time consultancy fee (Africa) / Retainer fee (Masivian) paid for market expansion	-	29.9
(+) Non-cash impact related to refundable security deposit provided to MNO	38.8	-
Adjusted EBITDA (Non-GAAP)	5,239.3	4,949.3
EBITDA margin % on a Non-GAAP basis	11.5%	12.3%

(1) EBITDA = Profit before exceptional item minus (-) Other income plus (+) Finance cost and depreciation..

Management uses the non-GAAP financial information, collectively, to evaluate its ongoing operations and for internal planning and forecasting purposes. Non-GAAP financial information is presented for supplemental informational purposes only, should not be considered a substitute for financial information presented in accordance with Indian Accounting Standard (Ind AS), and may be different from similarly titled non-GAAP measures used by other companies.

Cash Flow Conversion

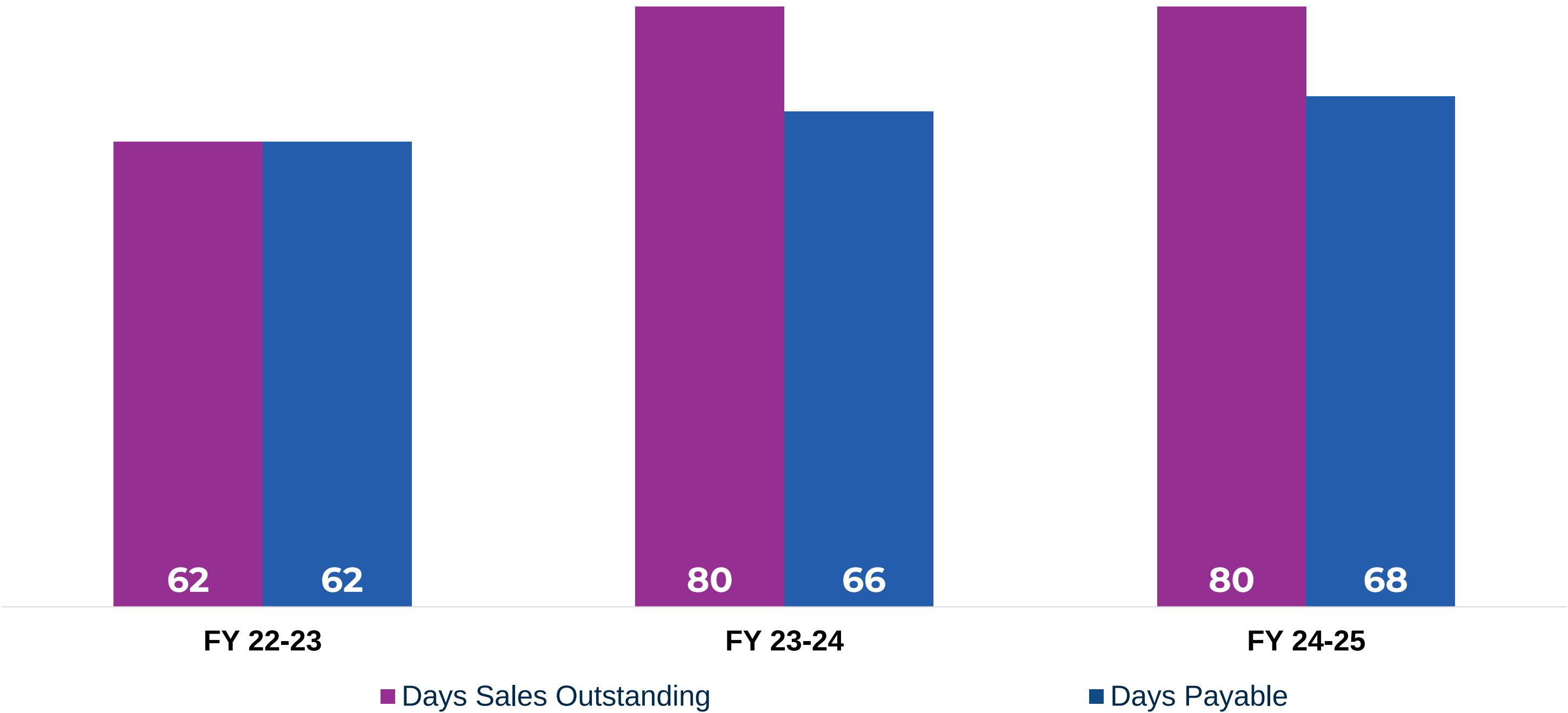


Cash flow (in ₹ million)	FY 24-25	FY 23-24
Profit before tax (Ind AS)	4,261.0	4,550.8
Adjustments for non-cash and non operating items	1,316.1	712.8
Adjustments for working capital		
Decrease/ (increase) in trade receivables	1,279.9	(3,861.2)
Decrease/ (increase) in financial assets and other assets	110.7	(3,441.4)
Increase in trade payables, provisions and other liabilities	41.3	1,809.1
Direct taxes paid (net)	(984.5)	(746.1)
Net Cash generated from Operation Activities (Ind AS)	6,024.8	(975.9)
EBITDA	5,277.6	5,110.7
CFO/EBITDA	114.2%	(19.1%)

Working Capital Trend



Working Capital Trend



Trade Receivables as on Mar 31, 2025 ₹ 9,328 mn

Trade Receivables as on Mar 31, 2024 ₹ 10,716 mn

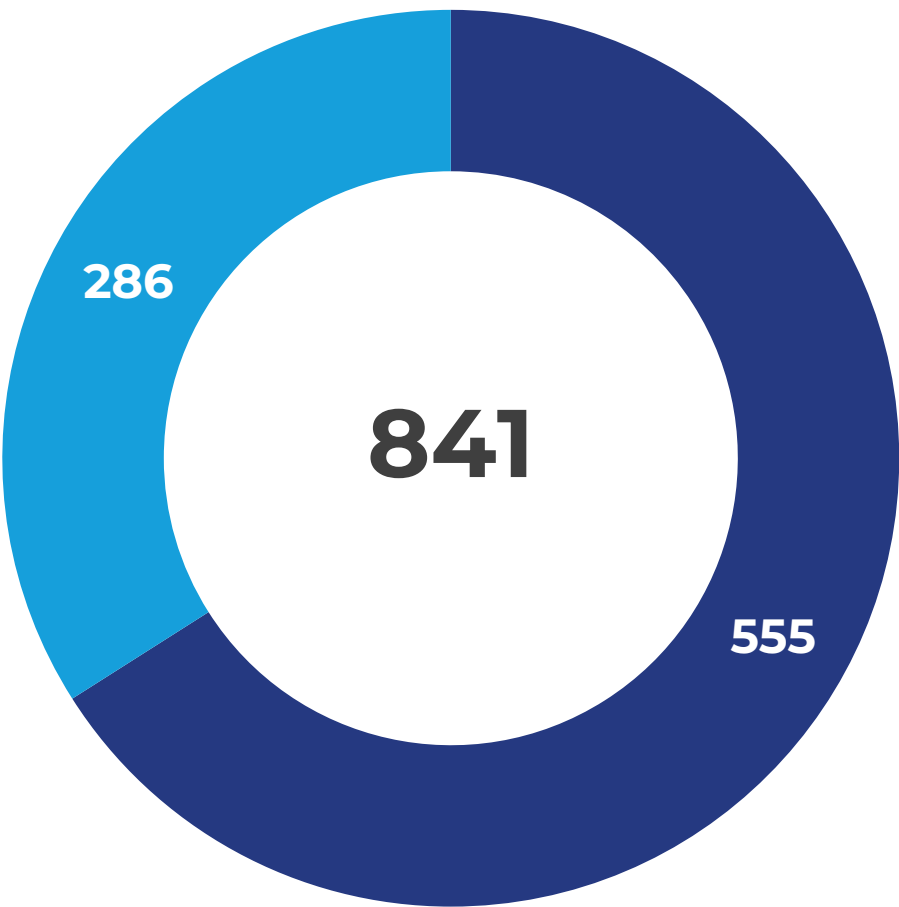
Trade Payables as on Mar 31, 2025: ₹ 6,844 mn

Trade Payables as on Mar 31, 2024 ₹ 6,733 mn

Human Resource Capital



Location wise break-up

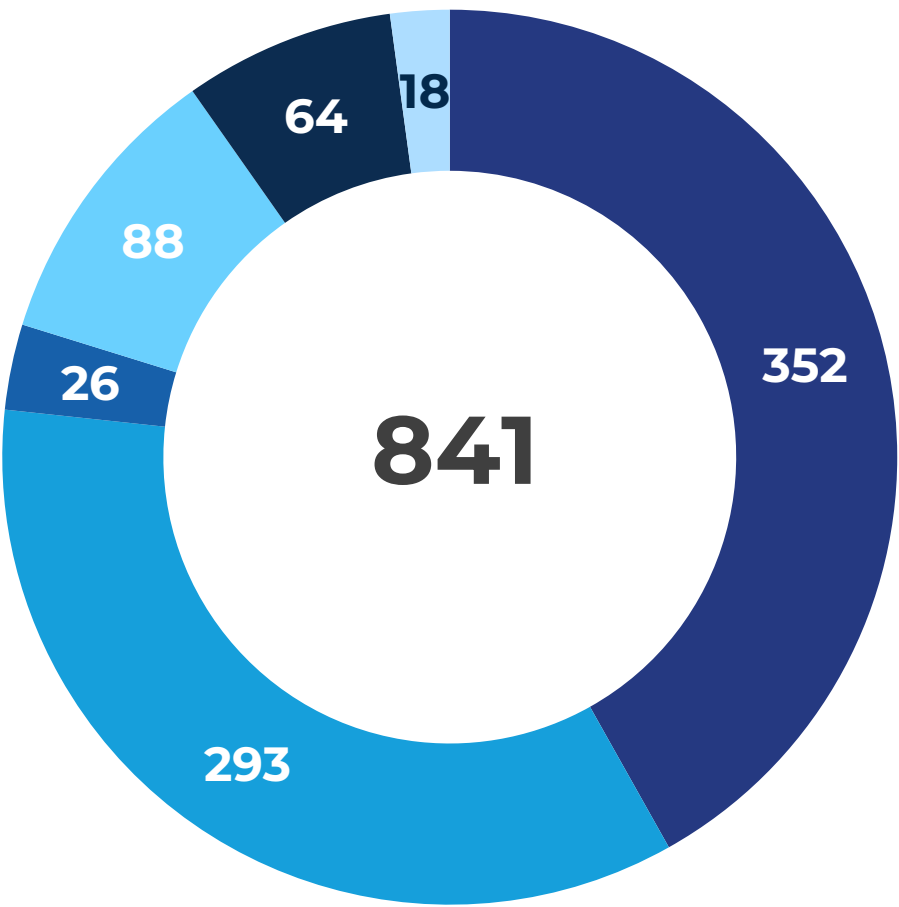


■ India ■ International

53 New Employees joined in **Q4 FY24-25**

29 Employees left in **Q4 FY24-25**

Function wise break-up



- Tech & Tech Support
- Sales & Marketing
- Firewall & other operator solutions
- General & Admin
- Strategy, Accounts & Finance
- Corporate-Business Heads

As on Mar 31, 2025, Employee information excludes Call2Connect



Thank You

www.routemobile.com

