

Ref No: RML/2021-22/176

Date: January 27, 2022

To,

**BSE Limited**

**Scrip Code: 543228**

**National Stock Exchange of India Limited**

**Symbol: ROUTE**

Dear Sir/Madam,

**Sub:** Errata to the Letter dated January 27, 2022 Ref. No. RML/2021-22/174

**Ref: Investors Presentation**

This is in furtherance to our letter dated January 27, 2022 wherein the Company had submitted its Unaudited Standalone and Consolidated Financial Results ("Results") of the Company for the Third Quarter and Nine Months ended December 31, 2021.

Page Nos. 9 & 23 of the Investors Presentation, attached to the Results, were not placed/uploaded appropriately; hence a revised version (ver. 1) is being uploaded. There is no other change, content or otherwise.

We regret the inconvenience caused and request you to kindly take the above on record.

Yours truly,

For **Route Mobile Limited**



**Rathindra Das**

**Group Head Legal, Company Secretary & Compliance Officer**

Encl: a/a



# Q3 FY21-22

## Investor Presentation

January 27, 2022



# 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

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

Global footprint across **20+ locations**  
**2,500+** active billable clients; 250+ new customer onboarded in Q3 FY 21-22

Infrastructure comprising **13 data centers** and **6 SMSCs** globally

**ESG leader**, rated **“A”** by a reputed ESG rating agency

Recognized as “Established Leader” – **Juniper**, “Top Tier 1 A2P SMS vendor” – **Rocco**, “Representative Vendor” - **Gartner** for CPaaS



**Strong industry tailwinds:** Global CPaaS market will grow to **\$34.2bn** in 2026, from \$8.7bn in 2021 <sup>(1)</sup>

**₹17,384mn** LTM Dec 2021<sup>(2)</sup> Revenue  
**29%** Revenue CAGR FY2019 – FY2021

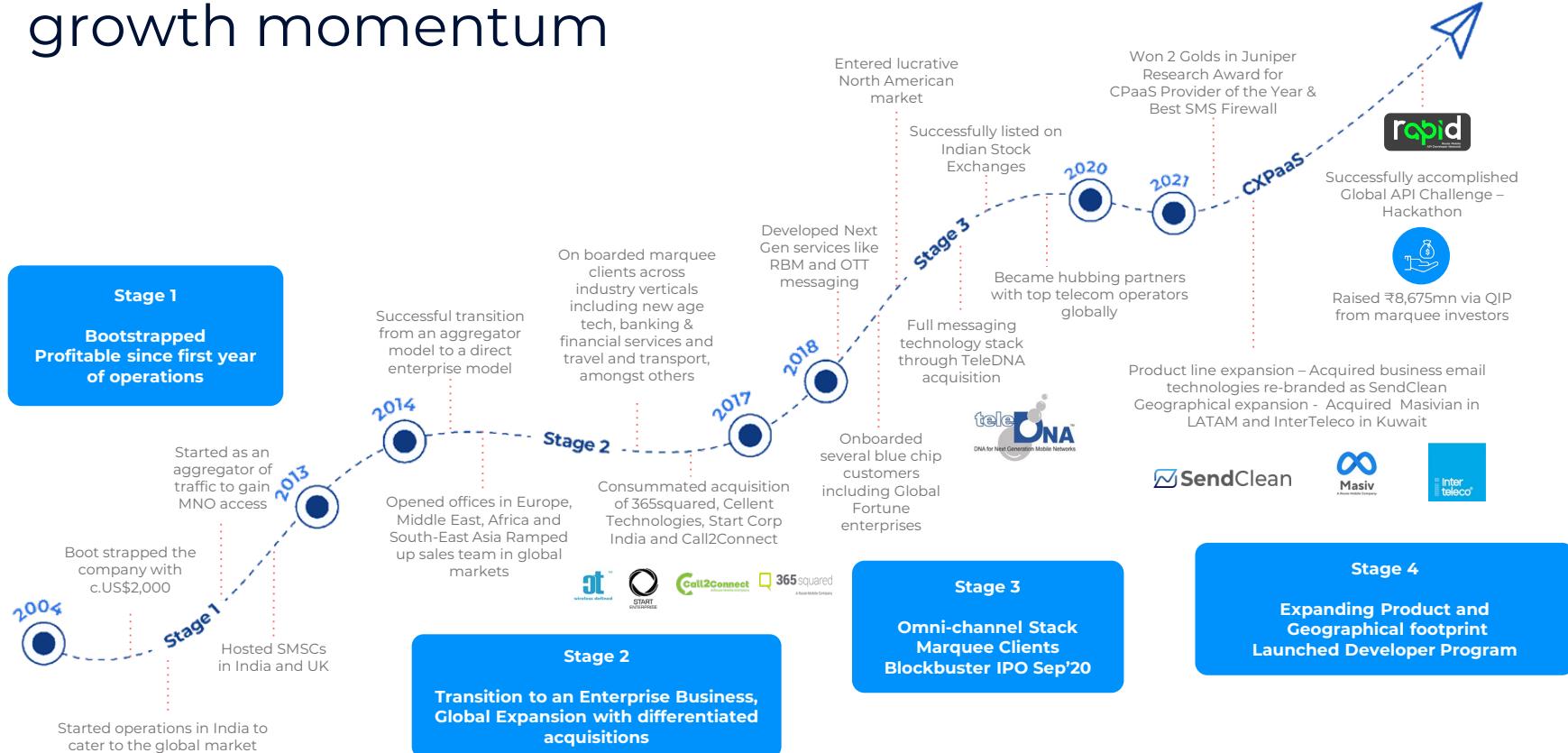
**₹2,395mn** LTM Dec 2021 EBITDA  
**42%** EBITDA CAGR FY2019 – FY2021

**125%** Net revenue retention in 9M FY21-22

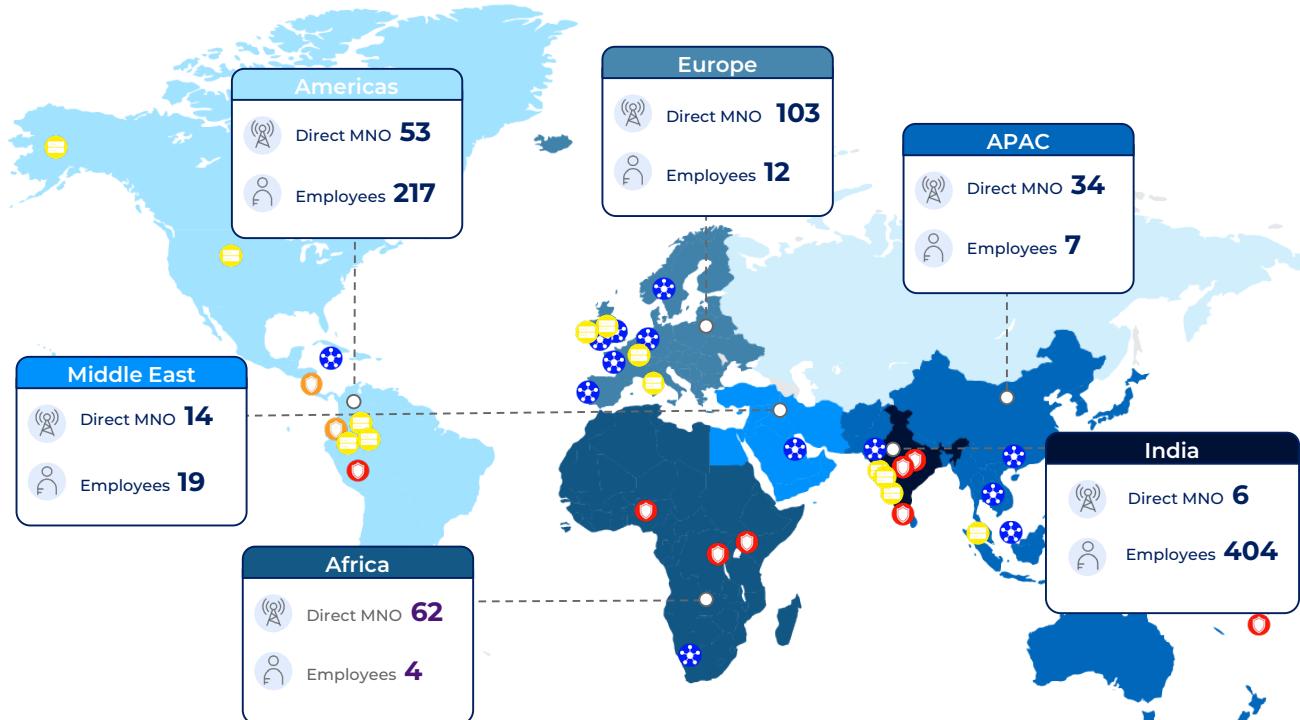
Raised **₹8,675mn** via QIP in Q3 FY21-22

**663** employees spread across 5 continents  
**c. 20%** attrition rate in 9M FY21-22

# Systematic roadmap to create sustained growth momentum



# Global Diaspora - Footprint & Super Network



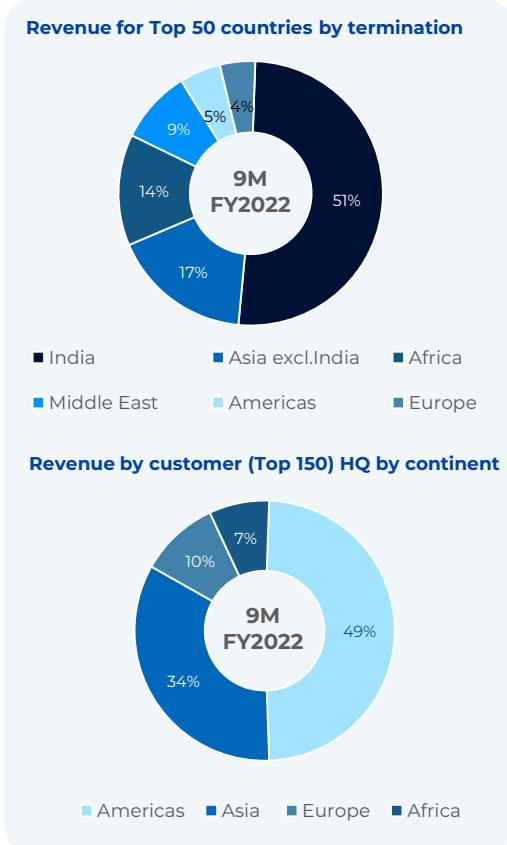
## 8 Firewall deployments

13 virtualized Data Centers

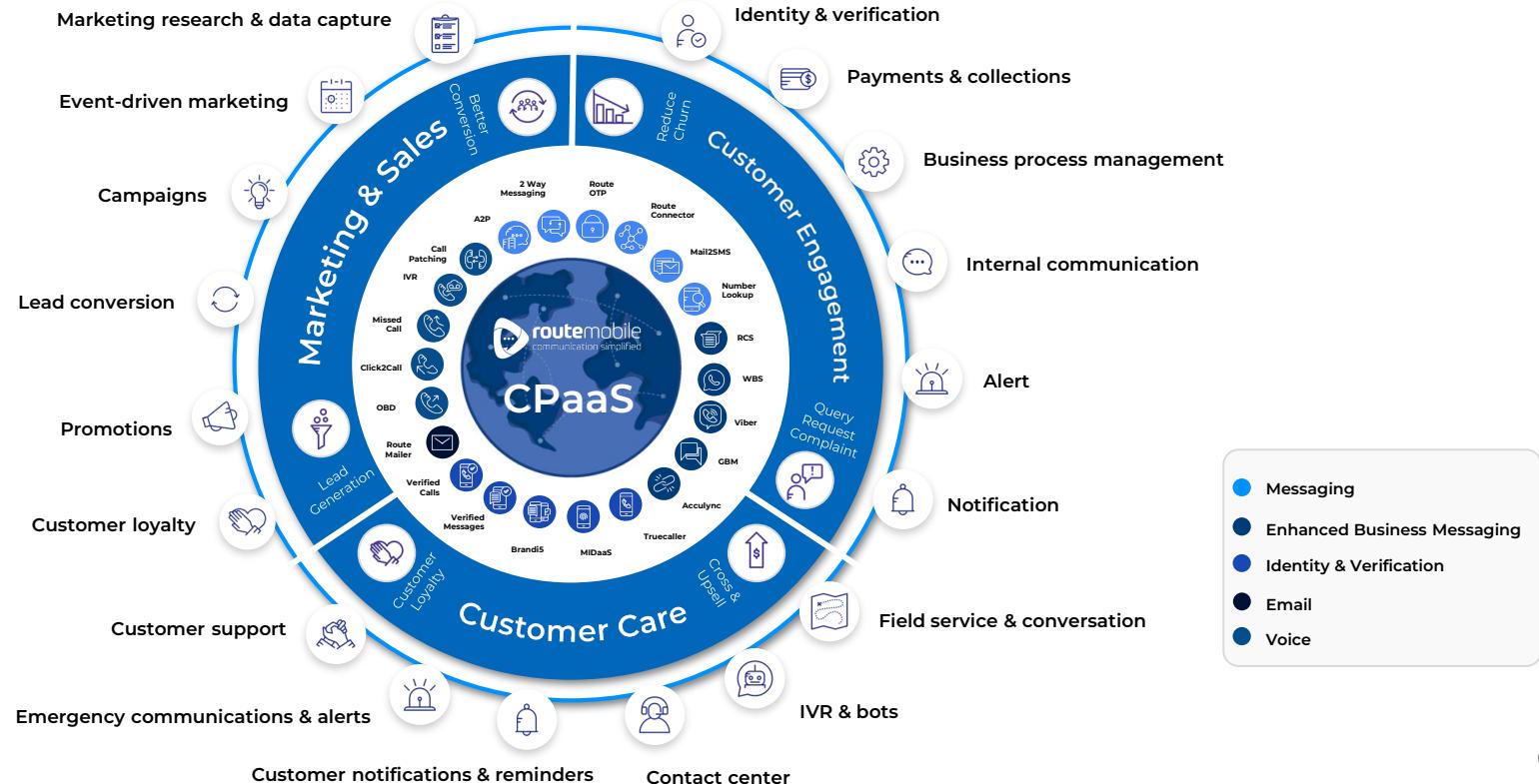
 14 Hubs

 **650+** Global Employees base

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



# Systematic Roadmap to Create Sustained Growth Momentum





# Key Developments

# Key Developments in Q3 FY21-22

## QIP

- Raised ₹ **8,675** mn through Qualified Institutional Placement ('QIP') in Nov'21
- Several global marquee investors onboarded
- Deployment towards organic & inorganic initiatives

## Rapid (Developer Programme)

Participation: **7,250+**  
Developers

Geographies:  
**100+ Countries**

**45+** Innovative Prototypes using **SMS, Email, RBM, WhatsApp, Voice APIs**

## Payment as a Service



- 360° seamless payment experience
- Multiple Payment gateways supported
- Integration with UPI

## Inorganic Initiatives



Expansion of  
Geographical  
Footprint through  
acquisitions in  
LATAM and Kuwait

## ESG Rating



Assigned an overall rating of **ESG-RISK A**, indicating that Route Mobile is an ESG leader based on its strength in data privacy & security, community support & development, board independence and ethical business practices.

Rating framework applied is in sync with the recent SEBI consultation paper

# Bank of Maharashtra Digitized Customer Engagement through WhatsApp

Route Mobile's WhatsApp Capabilities enable seamless banking experience and provides basic **banking facilities**, **information about bank products and services** with a simplified integration.

## Solution:

- Easy access and faster resolution of balance inquiries, mini statement, cheque book status, branch/ ATM locator, contact us information and more
- Compatible with Android and iOS devices



# Brand Factory Improved Customer Engagement by using Voice & Messaging APIs

## Solution:

- Optimized and automated coupon distribution to verified customers
- Improved customer engagement by using Route Mobile's Voice & Messaging APIs

## Outcome:

Significant reduction in coupons misuse

Improved efficiency in database management

Substantial increase in footfall

Higher ROI for the brand



# PaisaBazaar Generates Quality Leads with RCS Business Messaging (RBM)

## Solution:

- Customer conversations through RBM
- Multiple RBM rich cards enabled in a single message
- Call-to-action buttons like URL redirection, application documents, and promotional content generated leads for personal loans
- Instant online loan approval, interest rates, and quick disbursement within 48 hours in carousel formats

## Outcome:

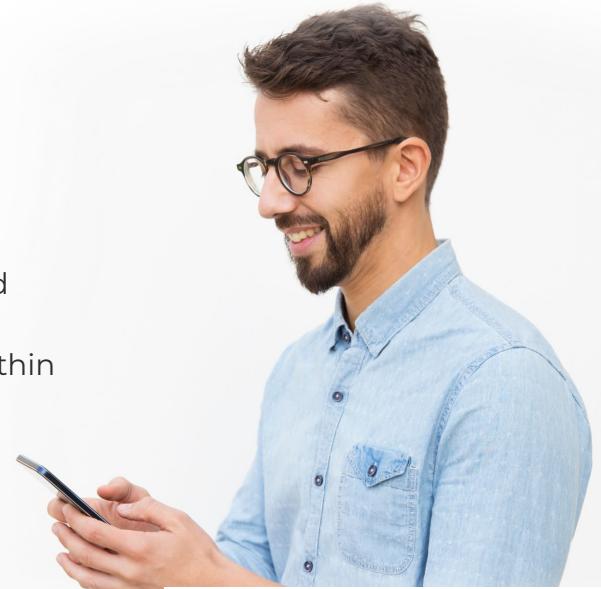
**40% less  
Cost per lead  
via RCS**

**17.6 mn  
submissions**

**95% handset  
delivery on  
compatible  
handset**

**31% read  
status**

**Improved  
Clickthrough  
rate for the  
campaign**



**paisabazaar** .com

# Masivian - Client Testimonials



*Masiv is a provider that meets our needs for direct communication with our stakeholders in a timely efficient and dynamic manner, always handling very good service and good technical, commercial and billing processes.*

  
**Financiera öh!**

*Masiv's good relationship and prompt attention reflects the commitment it has towards its clients. Every time they have an UPGRADE in their services we are part of what is new, it is good to have a company that is constantly changing every day.*

  
**multi sponsor**

*Having the Professionalism and support of Masiv from the commercial team to the customer service support has been really valuable for me and the company, they are reliable and always willing to give their best.*

*I recommend Masiv from the heart because its support has been an important piece in my campaigns.*



# Selected by a leading operator in Southeast Asia to deploy CPaaS-enabled SMS Hub Solution

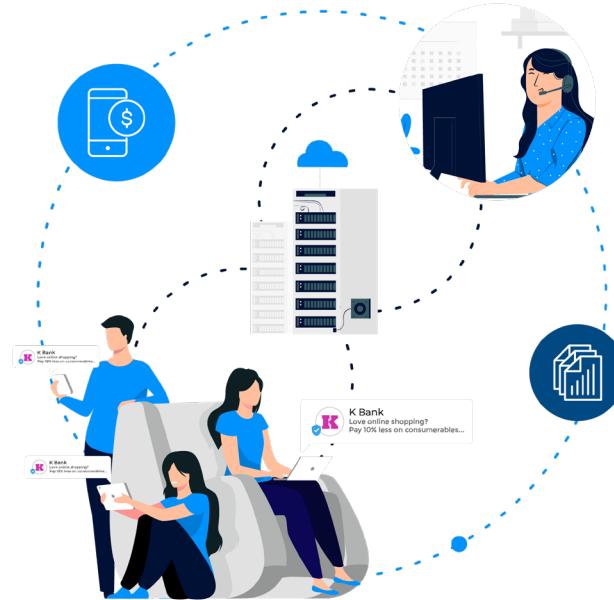
**Reduces Complexity**



**Supports Different Protocols**



**Provides Wider Reach**



**Provide MIS Reports**



**Post/Prepaid Model**



**DND Complaint**



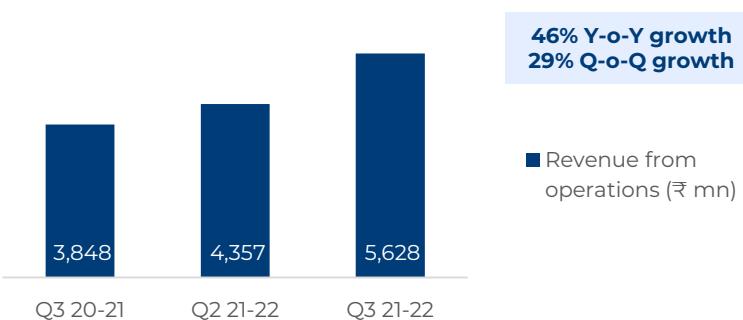
## Southeast Asian Operator



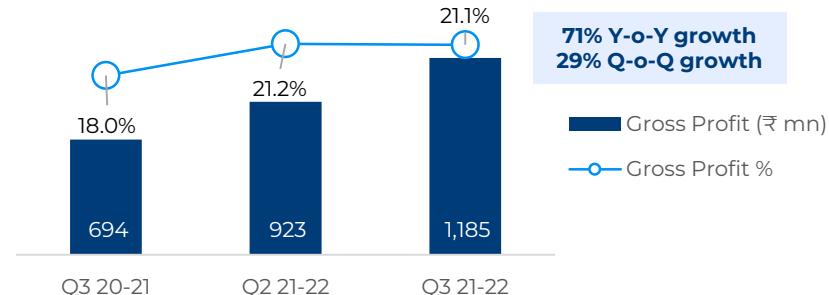
# Financial Highlights

# Q3 FY21-22 – Snapshot

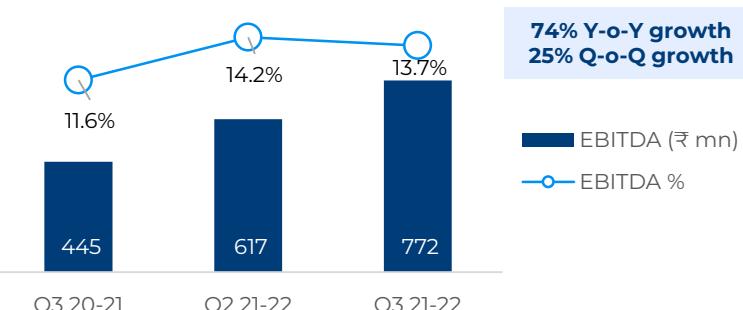
## Revenue from Operations (in ₹ mn)



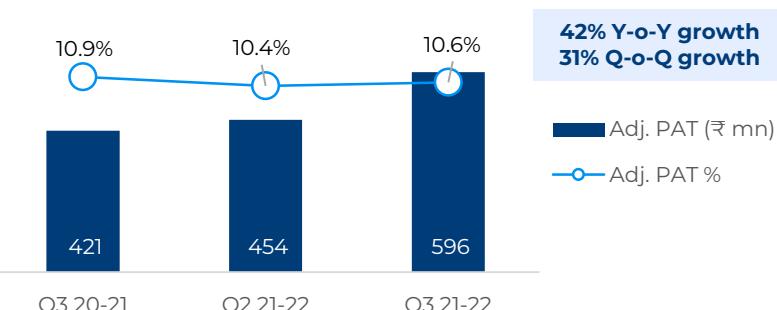
## Gross Profit (in ₹ mn) and Gross Profit Margin (%)



## EBITDA<sup>(1)</sup> (in ₹ mn) and EBITDA Margin (%)



## Adjusted PAT<sup>(2)</sup> (in ₹ mn) and Adjusted PAT Margin (%)



(1) Net loss on FX transactions and translation is excluded from EBITDA, amounting to ₹70m, ₹57mn and -₹2mn for Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively. For Q3 FY21-22, ESOP benefit expenses (non cash) were adjusted from EBITDA amounting to ₹93mn

(2) PAT has been adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions.

# Financial Highlights for Q3 FY21-22

- Closed Q3 FY21-22 with revenue from operations of **₹5,628mn** compared to **₹4,357mn** in Q2 FY21-22 and **₹3,848mn** in Q3 FY20-21
  - *Y-o-Y growth of **46.2%** and sequential growth of **29.2%** in revenue*
- Recorded Gross Profit of **₹1,185mn** in Q3 FY21-22 compared to **₹923mn** in Q2 FY21-22 and **₹694mn** in Q3 FY20-21
  - *Y-o-Y growth of **70.9%** and sequential growth of **28.5%** in Gross Profit*
  - *Gross Profit margin of **21.1%, 21.2%, and 18.0%** in Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively*
- EBITDA of **₹772mn** in Q3 FY21-22 compared to **₹617mn** in Q2 FY21-22 and **₹445mn** in Q3 FY20-21
  - *Y-o-Y growth of **73.5%** and sequential growth of **25.2%** in EBITDA*
  - *EBITDA margin of **13.7%, 14.2% and 11.6%** in Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively*
  - *EBITDA margin declined sequentially owing to increase in sales & marketing cost and hiring of developers related to Rapid initiative*
- Recorded Profit After Tax of **₹483mn** in Q3 FY21-22 compared to **₹421mn** in Q2 FY21-22 and **₹376mn** in Q3 FY20-21
  - *Y-o-Y growth of **28.3%** and sequential growth of **14.8%** in Profit After Tax*
- Adjusted Profit After Tax of **₹596mn** in Q3 FY21-22 compared to **₹454mn** in Q2 FY21-22 and **₹421mn** in Q3 FY20-21
  - *Adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions*
  - *Adjusted Profit After Tax margin of **10.6%, 10.4% and 10.9%** in Q3 FY21-22, Q2 FY21-22 and Q3 FY20-21 respectively*
- Interim dividend of **₹3 per share** approved by the Board of Directors

# Inorganic initiatives in Q3 FY21-22



- Completed the acquisition of 100% equity in Masivian S.A.S ("Masiv"), w.e.f. November 11, 2021
- Masiv's differentiated cloud communication platform offerings for enterprises create a springboard for growth in **Latin America**
- Total purchase consideration, including adjustments and earnout, of US\$51.3mn (**₹3,813mn**)
- ~63.16% paid upon closing while the second, third and fourth instalments, each equivalent to 12.28% will be paid upon completion of 12, 18 and 24 months from the date of closing

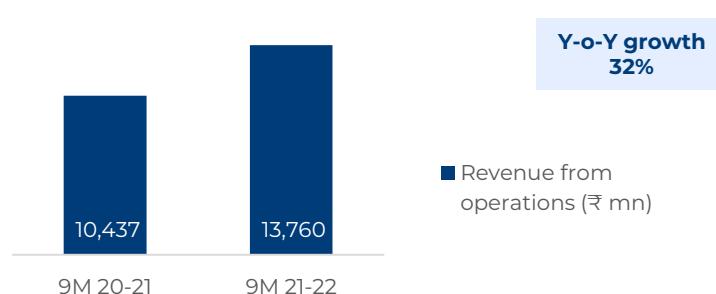


- Completed the acquisition of Interteleco w.e.f. 1 December 2021. Acquired 49% equity stake and 90% economic and beneficial interest
- The acquisition will further strengthen Route Mobile's presence in Middle East, through expansion into a new region - **Kuwait**
- Total purchase consideration of KWD 652,500 (**₹163mn**)

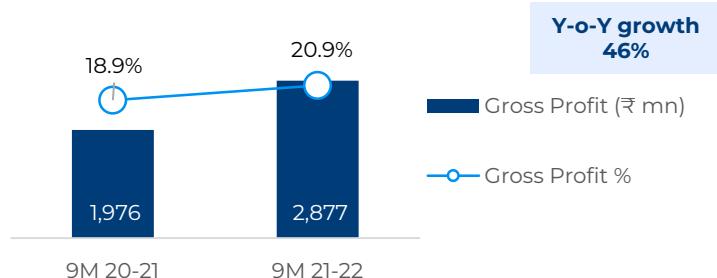


# 9 months ended FY21-22 – Snapshot

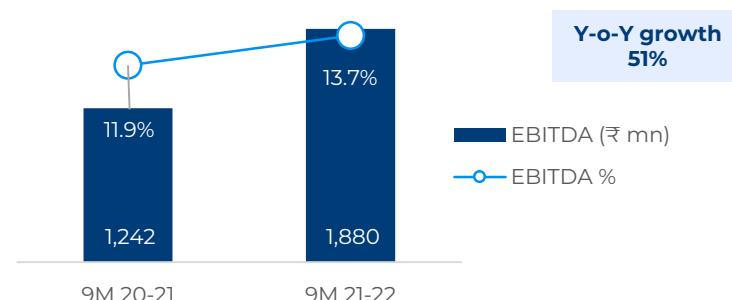
## Revenue from Operations (In ₹ mn)



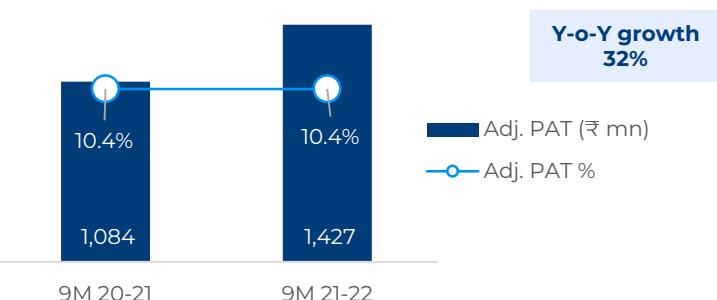
## Gross Profit (In ₹ mn) and Gross Profit Margin (%)



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



## Adjusted PAT<sup>(2)</sup> (In ₹ mn) and Adjusted PAT Margin (%)



(1) Net loss on FX transactions and translation is excluded from EBITDA, amounting to ₹163mn for 9M FY21-22. For 9M FY21-22, ESOP benefit expenses (non cash) were adjusted from EBITDA amounting to ₹93m

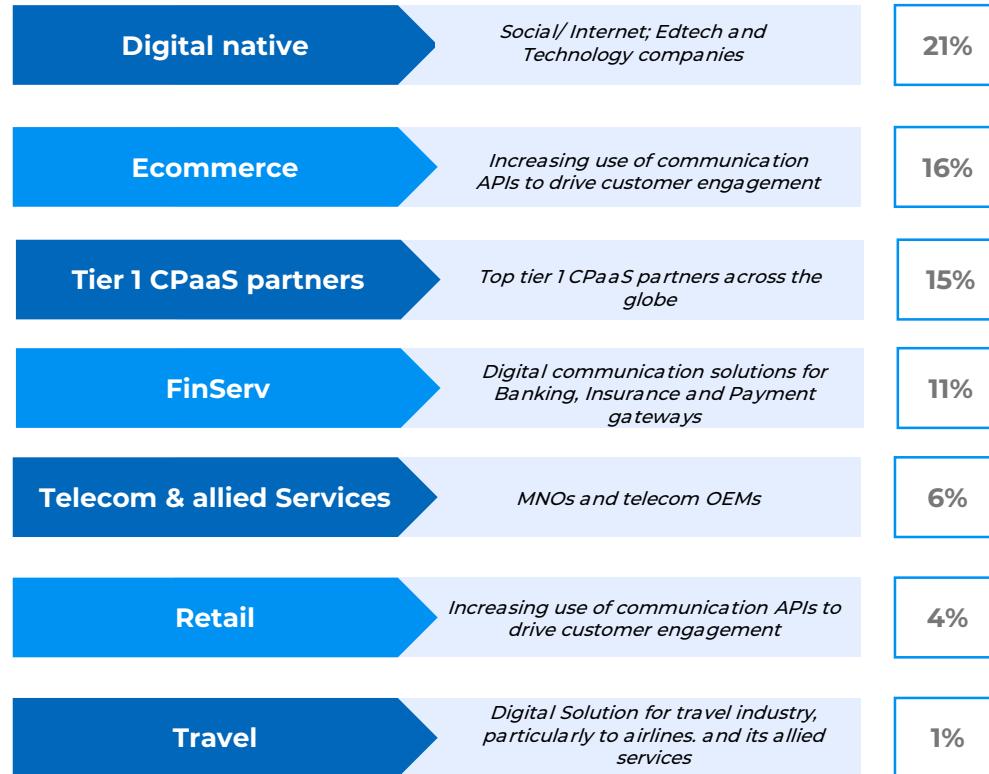
(2) PAT has been adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions.

# Financial Highlights for 9M FY21-22

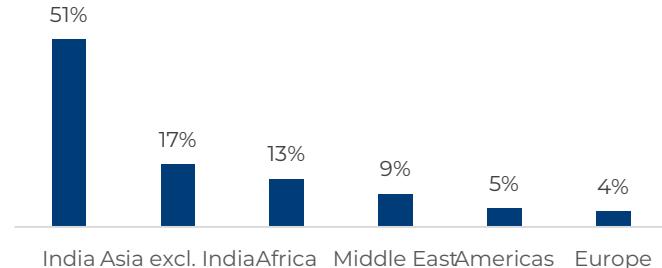
- Closed 9M FY21-22 with revenue from operations of **₹13,760mn** compared to **₹10,437mn** in 9M FY20-21
  - *Y-o-Y growth of **31.8%** in revenue*
- Recorded Gross Profit of **₹2,877mn** in 9M FY21-22 compared to **₹1,976mn** in 9M FY20-21
  - *Y-o-Y growth of **45.6%** in Gross Profit*
  - *Gross Profit margin of **20.9%, 18.9%** in 9M FY21-22 and 9M FY20-21 respectively*
- Recorded EBITDA of **₹1,880mn** in 9M FY21-22 compared to **₹1,242mn** in 9M FY20-21
  - *Y-o-Y growth of **51.4%** in EBITDA*
  - *EBITDA margin of **13.7%, 11.9%** in 9M FY21-22 and 9M FY20-21 respectively*
- Recorded Profit After Tax of **₹1,247mn** in 9M FY21-22 compared to **₹973mn** in 9M FY20-21
  - *Y-o-Y growth of **28.2%** in Profit After Tax*
- Adjusted Profit After Tax of **₹1,427mn** in 9M FY21-22 compared to **₹1,084mn** in 9M FY20-21
  - *Adjusted for ESOP benefit expenses (net of tax) and non-cash amortization associated with the intangible assets added as a result of purchase price allocation for acquisitions*
  - *Adjusted Profit After Tax margin of **10.4%** and **10.4%** in 9M FY21-22 and 9M FY20-21 respectively*

# Diverse customer base

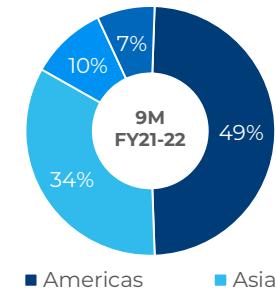
## Revenue contribution from select industries in 9M FY21-22



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



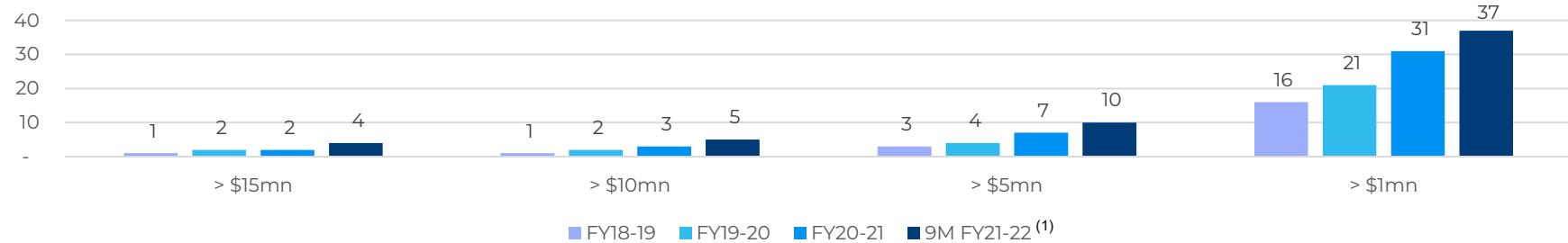
## Revenue by customer HQ (continent) <sup>(2)</sup>



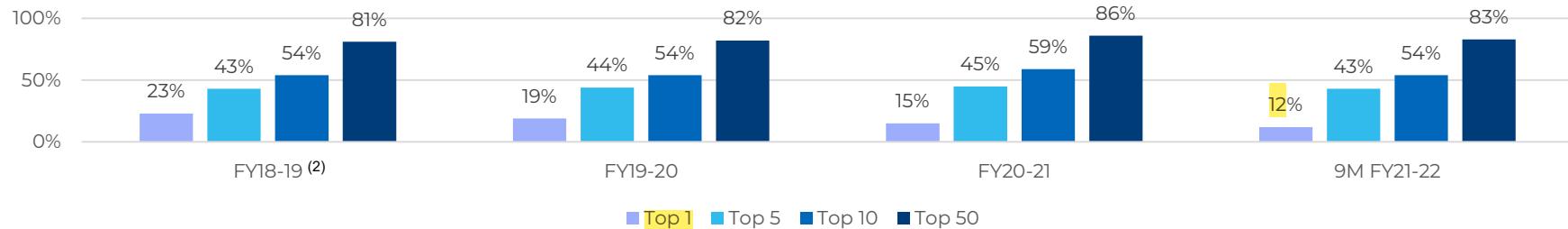
(1) Top 50 countries contribute c.92% of 9M FY21-22 revenue from operation | (2) Based on Top 150 customers - contributes c. 94% of 9M FY21-22 revenue from operation

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

## Clients by Account Size



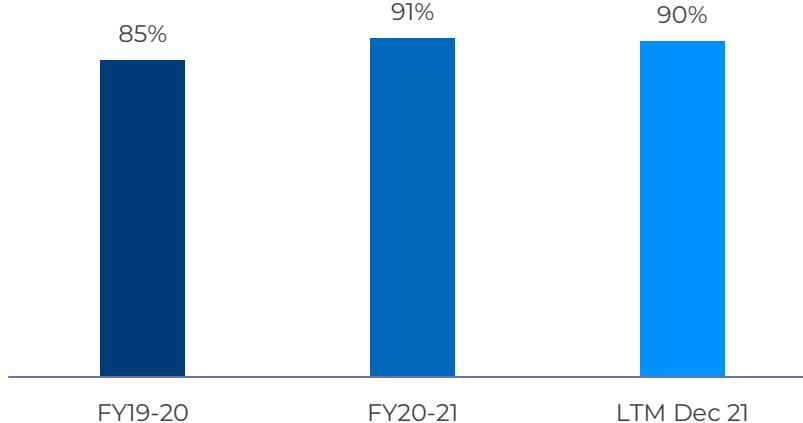
## Client Concentration



(1) 9M FY21-22 annualized (2) FY18-19 excludes the discontinued wholesale voice business

# Strong Recurring Revenue

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



**125% Net revenue retention<sup>(2)</sup>**

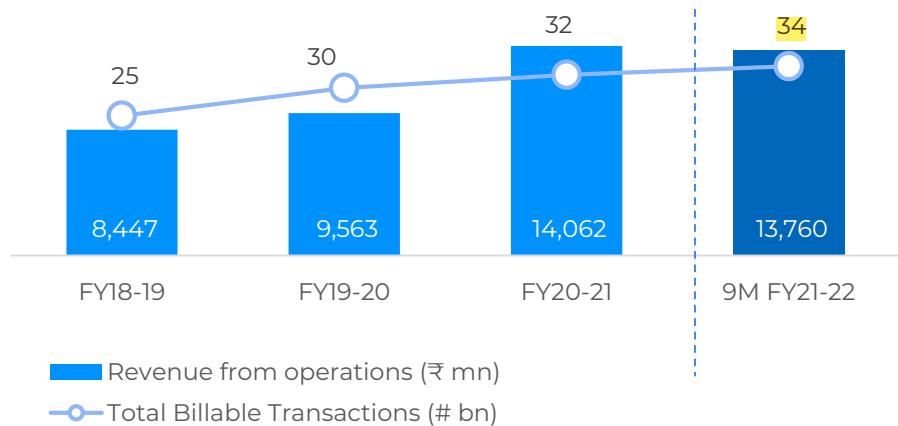
Deep Customer engagement driving high recurring revenues

<sup>(1)</sup> 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 January 1, 2021 – December 31, 2021 is a recurring customer for LTM Dec 2021

<sup>(2)</sup> Net revenue retention calculated based on comparison of 9M FY20-21 revenue with 9M FY21-22 revenue

# Unit Economics – Revenue

## Revenue from operations and Total Billable Transaction<sup>(1)</sup>



Robust growth momentum  
**32%** Y-o-Y growth in 9M FY21-22  
**31%** CAGR over past 5 years  
 (FY15-16 to FY20-21)

## Revenue per transaction (in ₹)

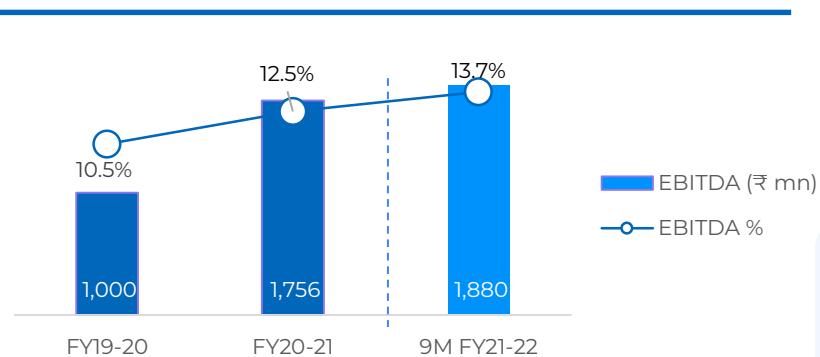


**Improving unit economics**  
 Higher revenue per transaction  
 (excluding email)

(1) FY18-19 includes the discontinued wholesale voice business revenue of INR 1,008mn

# Improving Unit Economics – EBITDA

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



Non-linear business model creates  
**high operating leverage**

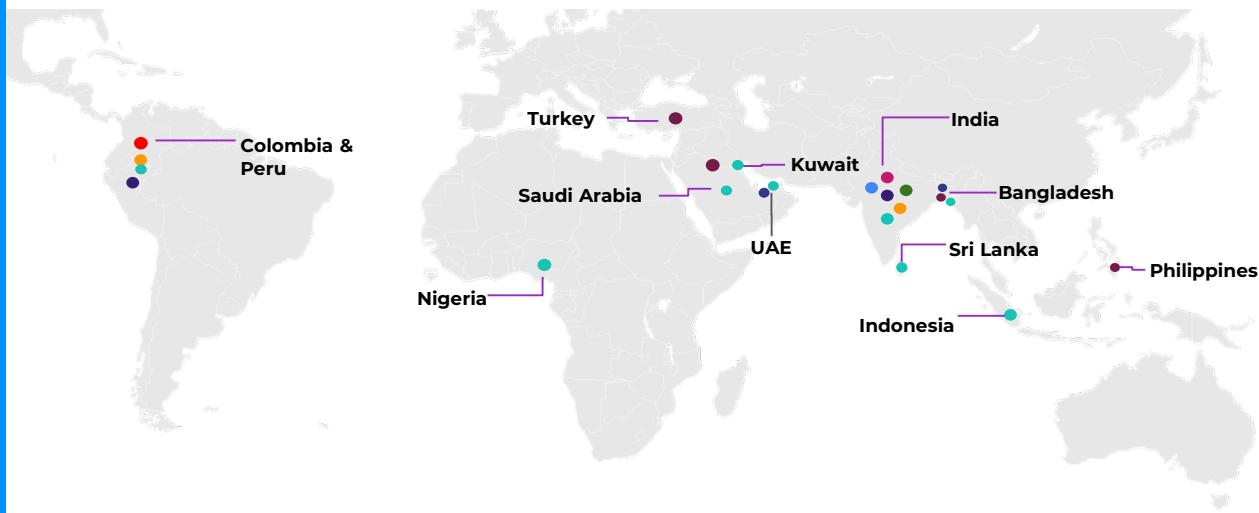
EBITDA as % of Gross Profit increased from  
**52%** in FY19-20 to **63%** in FY20-21 and **65%** in 9M FY21-22

## EBITDA (In ₹) per transaction

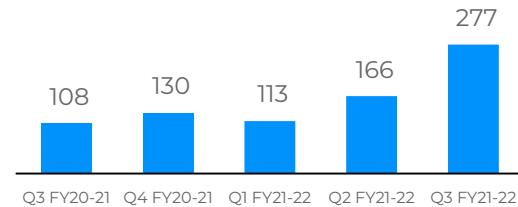


(1) Net loss on FX transactions and translation and ESOP benefit expenses (non-cash) are excluded from EBITDA for respective periods

# New Product Revenue Momentum across Geographies



## Quarterly New Product Sales (₹ mn)



**Q3 FY21-22 growth**  
 ✓ 156% Y-o-Y  
 ✓ 67% Q-o-Q

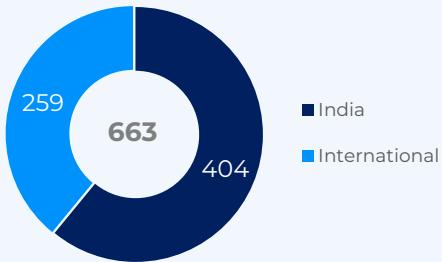
Revenue from new products  
in LTM Dec'21

₹ 686mn

- Voice
- Truecaller
- GBM
- Email
- Brandi5
- WhatsApp
- RCS
- Viber
- FB Messenger

# Human Resource Capital

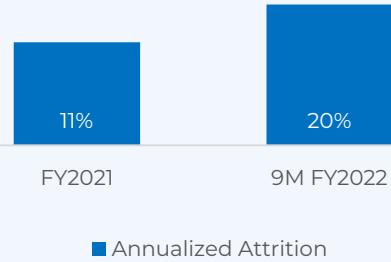
## Location wise break-up<sup>(1)</sup>



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



## Attrition analysis<sup>(2)</sup>



# Glossary

<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>SI</b> s	System Integrators
<b>GBM</b>	Google Business Messaging	<b>SMS</b>	Short Message Service
<b>IVR</b>	Interactive Voice Response	<b>SMSC</b>	Short Message Service Center
<b>ME</b>	Middle East	<b>UCaaS</b>	Unified Communications as a Service
<b>MIDaaS</b>	Market Insights Data as a Service	<b>VBM</b>	Viber Business Messaging
<b>MMSC</b>	Multimedia Messaging Service Center	<b>WBS</b>	WhatsApp Business Solution



# Thank You

[www.routemobile.com](http://www.routemobile.com)

