



Date: 05.08.2020.

To,  
The Manager,  
Department of Corporate Relations,  
BSE Limited, PJ Towers,  
Dalal Street, Mumbai-400001.

To,  
The Manager,  
Listing Department,  
National Stock Exchange of India Limited,  
Bandra Kurla Complex, Bandra (E),  
Mumbai-400051.

Dear Sir/ Madam,

Sub: Press Release- pTron unveils a new addition to Bassbuds series of TWS; Launches Urban with premium features.

With reference to above mentioned subject, we hereby submit the press release submitted by Palred Electronics Private Limited, a subsidiary of Palred Technologies Limited, stating that pTron unveils a new addition to Bassbuds series of TWS; Launches Urban with premium features. The Company has launched pTron Bassbuds Urban with premium features at INR 1,299/- in Garnet Black colour, Sleek, leather finish case and with latest BT 5.0 Technology for a quick and seamless auto connectivity; Ultra-lightweight earbuds of just 4gms for a snug fit

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited

Sd/-

Shruti Rege  
Company Secretary & Compliance Officer

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**PALRED TECHNOLOGIES LIMITED**  
**(FORMERLY KNOWN AS FOUR SOFT LIMITED)**  
**CIN: L72200TG1999PLC033131**

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## **pTron unveils a new addition to Bassbuds series of TWS; Launches Urban with premium features**

- ***Launched pTron Bassbuds Urban with premium features at INR 1,299/- in Garnet Black colour***
- ***Sleek, leather finish case and with latest BT 5.0 Technology for a quick and seamless auto connectivity; Ultra-lightweight earbuds of just 4gms for a snug fit***

**India, August 5th, 2020** - pTron, a fast-growing digital lifestyle and audio accessories brand from India, has announced the launch of **Bassbuds Urban**, an elegant successor to its famous Bassbuds series.



**Bassbuds Urban** delivers the rare combination of cutting-edge features with an excellent sound experience. Launched at an unbelievable price of **INR 1299/-**, the luxurious looking Bassbuds Urban focuses on pure aesthetics and is one of the most cost-friendly options to date. As all earbuds these days should, Bassbuds Urban feature Bluetooth 5.0 with A2DP technology for stereo sound. Bassbuds Urban is a hub of comfort and performance, with the ultra-lightweight, snug-fit buds weighing only 4 grams. These buds don't just feature a turned-in tip to hold itself in the ear. Rather

in a new trend they come with a dual flange ear-tip that provides for a customised secure sealed in-ear fit and better noise isolation from ambient sound. The smart touch controls on the earbuds allow for seamless calls, music and volume control.

Designed for listening on-the-go these fully wireless earbuds carry forward the legacy of the Bassbuds series in terms of sound quality & bass for more immersive listening experience. The earbuds last up to 5 hours on a single charge and with the 400mAh charging case you can keep listening to your favourite music for an additional 15 hours.

Designed for the style conscious urban youth, Bassbuds Urban is the perfect choice for those working from home. The universal touch control on the earbuds allows to perform multiple tasks on-the-go such as controlling music, taking phone calls etc. They also support Google Assistant, Siri & Alexa for a truly hands-free experience. The Bassbuds

### **pTron Bassbuds Urban**

- Ultra-lightweight earbuds just 4gms
- Smart Touch-enabled earbuds for volume, music & call control
- Latest BT 5.0 for Fast Pairing, seamless & Quick auto Connectivity up to 10m
- Hi-Fi Stereo sound with deep bass in pTron signature sound (6mm driver)
- Binaural Call function for stereo & mono use
- Voice Assistance enabled for easy call & music control
- 4 Hours Talk-time; 5 Hours Playback Time (Earbuds) & Extra Playtime of 10 Hours using Charging Case
- Easy to carry Magnetic charging case

Urban also support low-latency streaming so that you can enjoy jitter-free video & movies. They're a great pick for the students too, especially at the price point they're offered.

The buds come in 3 elegant colors of **Garnet Black, Rose Gold and Moonstone White**. Garnet Black Bassbuds Urban is on Amazon India from 6<sup>th</sup> August 2020 during the Prime Day Sale.

Commenting on the launch of pTron Bassbuds Urban, **Mr. Ameen Khwaja, CEO, pTron** said, *"It is our vision at pTron to host the crossover between style and performance. We believe that the shift to the wireless is imminent. Urban is the product of our long-held passion for the future of audio consumption. Through Bassbuds Urban, we wish to deliver superior audio performance with a rich and sturdy design. With the overwhelming success of the Bassbuds series, we had to up our research game and study what the market wants and needs in terms of price and performance. Every feature of Bassbuds Urban is the result of a detailed study. We have since been channeling our resources to deliver the best"*.

With a plethora of avant-garde features, pTron Bassbuds Urban is the ideal choice for today's youth unwilling to compromise on the style and sound quality of audio devices.

Amazon Link : <https://www.amazon.in/Bassbuds-Urban-Wireless-Bluetooth-Headphones/dp/B08D755ML6>

#### **About pTron:**

Started in 2014, pTron was conceptualized as an electronics and mobile accessories brand owned by Palred Electronics Pvt. Ltd., which is a subsidiary of Palred Technologies Ltd, a public-listed company on BSE and NSE since 2004.

pTron offers a bouquet of mobile accessories products to meet the needs of its consumers. pTron offers products like Bluetooth headsets, portable Bluetooth speakers, wired headsets, chargers and cables, smart watches, networking products and many more. pTron's strength lies in its wide range of products whose quality is backed by warranty but offers them at competitive prices in the branded accessories category for the mid-market. pTron has sold more than 4 Million units till FY 19-20.

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**For any further media queries, please contact Perfect Relations**