



Date: 18.12.2019.

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- TWS Disrupted! pTron Bassbuds Lite launched at 899/-.

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 TWS Disrupted and pTron Bassbuds Lite are launched at 899/-. pTron Bassbuds Lite features are 10mm dynamic drivers, Bluetooth 5.0 with Binaural Call, Stereo Sound Quality and 20 hour playtime at an unbelievable price of INR 899/- with one year warranty.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited


Shruti Rege
Company Secretary



PALRED TECHNOLOGIES LIMITED

CIN: L72200AP1999PLC033131

Reg. Off: H.No. 8-2-703/2/b, Plot.No.2 Road.No.12, Banjara Hills, Hyderabad-500034

Telephone No: 040-67138810 | Website: www.palred.com

The pTron logo is displayed in a white, sans-serif font on a bright yellow, trapezoidal background.

TWS Disrupted!

pTron Bassbuds Lite launched at 899/-

- ***pTron Bassbuds Lite features 10mm dynamic drivers, Bluetooth 5.0 with Binaural Call, Stereo Sound Quality and 20 hour playtime at an unbelievable price of INR 899/- with one year warranty!***



Hyderabad, December 18, 2019 - Technology and lifestyle accessories brand, pTron has announced the newest addition to its Bassbuds TWS series, pTron Bassbuds Lite - True Wireless Earbuds. pTron Bassbuds Lite features 10 mm dynamic drivers with latest Bluetooth 5.0 wireless technology for seamless and stable connection with low power consumption.

With a super quick charge time of only 1.5 hours, both the 50 mAh earbuds provide up to 6 hours of uninterrupted music time and 5 hours of talk time on a single full charge. One can enjoy an extended music playtime of more than 20 hours on Bassbuds Lite by charging upto 3 times with the compact, pocket-sized 400mAh rechargeable power case.

The innovative acoustic design and cutting-edge Hi-Fi stereo sound of Bassbuds Lite provides a clean, high-frequency response and distortion-free bass from different genres.

The advanced Binaural separation design of Bassbuds Lite allows both the right and left earbud to function free of each other providing a hassle-free sound experience. This is achieved through the built-in microphone on each earbud that allows hands-free calls with single or both earbuds. Essentially, the user can operate even with a single unit or bud as well!

pTron Bassbuds Lite Specifications:

- Working Time: 6 hours, 2-3 additional full charges with charging case (20 hours total)
- Charging Time: 1.5 Hours
- 50mAh Li-Polymer battery each earbud
- 400mAh Li-Polymer charging case
- Connectivity: Bluetooth v5.0
- Transmission Range: 10 Meters
- 10 mm dynamic speaker unit
- Fast Pairing
- Hi-Fi Stereo Sound
- Built-in Mic for the call (can operate with single earbud)
- Binaural Call Function
- Voice Assistance, Music & Call Control
- Ergo-Fit Design
- 1-year Warranty

The multi-function button on the earbuds allow hands-free wireless calling, music/call control and activation of the Voice Assistant - Google Assistant on Android phones and Siri on iPhones, giving the user complete freedom of movement. Ergonomically shaped with comfortable in-ear design Bassbuds Lite can prove to be your perfect companion throughout the day.

pTron Bassbuds Lite is available in two classy colours White and Black on Amazon.in at a special launch price of Rs. 899/-.

Mr. Ameen Khwaja, Founder & CEO of pTron, while announcing the launch, said, *“We thank our consumers for the overwhelming response to our Bassbuds TWS Earbuds. Launched in Diwali 2019 for Rs. 999/ only-, we have sold more than 55,000 pcs of Bassbuds in just 45 days. We now present a stem design version of pTron Bassbuds series in the TWS category, **pTron Bassbuds Lite** offering advanced technological features with a futuristic look. We at pTron strive to create affordable products packed with high-quality and performance for our ever-dynamic consumer’s taste. The Indian market size is expected to be 2,500 crores in 2020 for TWS and pTron is targeting to capture over 250 crores to become the no. 1 player in this segment by volume & value. ”*

Amazon.in:

<https://www.amazon.in/Bassbuds-Lite-Bluetooth-Hands-Free-Earphones/dp/B081QXQVFM>

<https://www.amazon.in/Bassbuds-Lite-Bluetooth-Hands-Free-Earphones/dp/B081QWMLP4>

About pTron:

Started in 2014, pTron was conceptualized as an electronic 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, smartwatches, 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.

For any further media queries, please contact Perfect Relations
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