



Date: 18-05-2023.

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 sets the summer vibe with the all-new Bassbuds Neo just at Rs. 899/-.

With reference to above mentioned subject, we hereby submit the press release submitted by Palred Electronics Private Limited, subsidiary company of Palred Technologies Limited, stating that pTron sets the summer vibe with the all-new Bassbuds Neo just at Rs. 899/-. It further states that the new Bassbuds Neo packed in chic minimal aesthetics for an unparalleled entertainment experience, the Bassbuds NEO delivers high-quality audio with deep bass and clear treble, making it a popular choice for seamless everyday entertainment for consumers on a budget.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited

Shruti Rege  
Company Secretary



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

Regd. Office: H.No. 8-2-703/2/B, Plot.No.2 Road.No.12, Banjara Hills, Hyderabad, Telangana- 500034.  
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## pTron sets the summer vibe with the all-new Bassbuds Neo just at 899/-

*Packed in chic minimal aesthetics for an unparalleled entertainment experience, the Bassbuds NEO delivers high-quality audio with deep bass and clear treble, making it a popular choice for seamless everyday entertainment for consumers on a budget.*

**India, 18 May 2023** - pTron, a leading player in the Indian consumer electronics market, is proud to announce the launch of its latest product - the Bassbuds NEO wireless earbuds. Designed to cater to the needs of the modern-day consumer, the Bassbuds NEO is priced at just 899/- making it one of the most affordable Made in India wireless earbuds in the market.

With cutting-edge TruTalk™ ENC (Environmental Noise Cancellation) technology, the Bassbuds Neo provides crystal-clear calling and an immersive audio experience. No matter what you're doing, the TruTalk™ ENC of Bassbuds Neo minimizes background noise, providing exceptional audio clarity. With a powerful 13mm dynamic driver, these earbuds deliver clear and powerful sound quality for a truly immersive audio experience.

Featuring the latest Bluetooth 5.3 technology, for seamless connectivity with any smartphone, laptop, or other Bluetooth-enabled devices, the Bassbuds NEO is your go-to gadget for a falter-free calling and audio experience on the go. With just 10mins of charging, the earbuds offer up to 150 mins of playtime. Additionally, one can enjoy an extended playtime of 35 Hours with the portable and compact charging case that's equipped with Type C Fast charging allowing interrupted access to music & calls.

**Speaking at the launch, Mr. Ameen Khwaja, Founder & CEO pTron** said, "We are excited to launch the brightest addition to our Bassbuds line-up, the 'Bassbuds NEO'. NEO is a testament to our commitment to providing affordable and innovative audio accessories to our fashion & tech-conscious young consumers. We are confident that customers will have an exceptional audio experience with the Bassbuds NEO, without breaking the bank."

The Bassbuds NEO earbuds also come with touch controls, allowing you to easily control your music and call with a simple tap. The earbuds also support voice assistant integration, allowing users to easily access their favorite virtual assistants like Siri and Google Assistant. The earbuds are also IPX5 rated, making them water-resistant, ensuring they can withstand sweat and rain.

The earbuds come in a compact charging case that fits easily into your pocket, making it perfect for everyday use.

The Bassbuds NEO earbuds are available in Black, Blue, and Grey colors and comes with a charging case, USB charging cable, and user manual. They are available on Amazon from 18th May, 12 am at a special launch price of INR 899/-.

With its advanced features, superior sound quality, and pocket-friendly design, the Bassbuds NEO will surely become a hit with consumers who demand the best.

<b>Basspods NEO Technical Specifications:</b>	
<b>Bluetooth Version</b>	BT v5.3 with 10m range, 1-step pairing & auto-reconnect
<b>Driver size</b>	13mm Dynamic Bass Boost drivers
<b>Audio Technology</b>	Environmental Noise Cancellation TruTalk™ Technology
<b>Playtime</b>	Up to 35 Hours with charging case
<b>Charging Case</b>	400mAh Type-C Charging Case
<b>Product Weight</b>	26.5g Charging case, 3.2g each earbud
<b>Other Features</b>	Touch Controls with Voice Assistant + IPX4 Water resistant Dual modes Music and Game

**Product Link:**

<http://amazon.in/dp/B0C1PPLV73>

<http://amazon.in/dp/B0C1PLZ2PN>

<http://amazon.in/dp/B0C1PMDNHT>

About pTron:

pTron is a brand owned by Palred Electronics Private Limited which is a subsidiary of Palred Technologies Ltd, a public-listed company on BSE and NSE since 2004. pTron, today, is aspiring to be a global brand pushing boundaries far and wide. Ramping up capacities, opening up new channels of business, and reaching out to consumers in new geographies are all steps to exploring new horizons. pTron has sold more than 12 million units until FY22. Growing at the rate of 26% YoY, pTron aims to sell an additional 5 million units in FY23.

Website: pTron.in

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For any media queries, please contact: MSL  
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