



Date: 16-03-2021.

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 debuts Bassbuds Jets; a powerful budget addition to its massively successful Bassbuds series.

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 debuts Bassbuds Jets; a powerful budget addition to its massively successful Bassbuds series.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited

  
Shruti Rege  
Company Secretary



## **PALRED TECHNOLOGIES LIMITED**

**(FORMERLY KNOW AS FOUR SOFT LIMITED)**

**CIN No. : L72200TG1999PLC033131**

Regd. Office: Plot No.2, 8-2-703/2/B, Road No.12, Banjara Hills, Hyderabad- 500 034.

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## ***pTron debuts Bassbuds Jets; a powerful budget addition to its massively successful Bassbuds series***

**March 16, 2021** – pTron, a rapidly growing digital lifestyle and audio accessories brand continues to dominate the budget TWS (Truly Wireless Stereo) segment with the launch of **pTron Bassbuds Jets**. With a *sleek exterior, high-quality audio and enhanced features*, the new Bassbuds Jets is a guaranteed steal at **only INR 999**. The year 2021 witnessed a massive shift from pricey audio accessories to affordable yet feature-rich, quality-backed accessories. pTron is a key Indian player that is making India’s transition to ‘*truly wireless*’, smooth and affordable.

pTron Bassbuds Jets delivers premium audio experience with an aesthetic design in 3 aesthetic colors of **Dazzling Blue, Ravishing White and Classy Black**. With a unique flat surface for convenient touch controls and a digital battery indication, Jets is the perfect TWS product for all your audio consumption needs. True to its name, Bassbuds Jets packs a powerful Bass performance with **10mm dynamic drivers**, offering a truly natural, authentic audio. The trendy buds come loaded with essential audio features such as a total of **5 hours of battery life, Bluetooth 5.0** Connectivity, **voice assistant**, built-in mics, hands-free calling, **IPX4** rating for sweat resistance and more.

### **Key Features of pTron Bassbuds Jets**

- **BT 5.0; Strong 10M Wireless Connectivity; Insta Pairing**
- **Digital Power Display on the charging case**
- **A2DP High Quality Stereo**
- **Voice Assistance + Dual Mics**
- **IPX4 rating; Sweat resistance**
- **Powerful Bass Performance with 10mm dynamic drivers**
- **3 Color Variants – Classy Black, dazzling Blue, ravishing White.**

**Mr. Ameen Khwaja, Founder & CEO, pTron** commented on the launch, “pTron as a brand is super excited to bring this special addition to the Bassbuds family. pTron aims to bridge the gap between price and accessibility. Our pricing is as wallet friendly as our product range is versatile. We tend to the price-sensitive Indian consumers and channel our resources to bring out feature-rich products like Bassbuds Jets at the most affordable ranges. We want our customers, especially the first time TWS users to build their confidence in going truly wireless; and an affordable yet strong quality product offering will make it an easy choice for them. With Bassbuds Jets, we’re bringing a new perspective to the audio market - affordability and quality hand in hand”.

The new Bassbuds Jets is available on Amazon India from \_\_\_\_\_

Amazon - <https://www.amazon.in/Bassbuds-Jets-Bluetooth-Headphones-Resistant/dp/B08S1BCT5Q>

## **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. Growing at the rate of 50% QoQ, pTron aims to sell an additional 3.5 million units in FY 21.

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

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