



Date: 19-08-2021.

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- Film Star Pooja Hegde teases pTron's new brand campaign #pTronEveryday.

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 Film Star Pooja Hegde teases pTron's new brand campaign #pTronEveryday. It further states that pTron, India's fastest growing lifestyle digital accessories brand, launches its new brand campaign titled #pTronEveryday, starring India's celebrated actress, Pooja Hegde.

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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## **Film Star Pooja Hegde teases pTron's new brand campaign #pTronEveryday**

**Hyderabad, 18 August 2021** – **pTron**, India's fastest growing lifestyle digital accessories brand, launches its new brand campaign titled **#pTronEveryday**, starring India's celebrated actress, Pooja Hegde. Following one of the brand's biggest announcements of the year – announcement of the Film Actress as their brand ambassador – pTron has unveiled its very first campaign with Pooja Hegde.

The brand's newly launched campaign #pTronEveryday with the young and dynamic pan India star Pooja Hegde, showcases its wide range of new-age audio & lifestyle gadgets that are made for the millennials.

The young & the iconic pan-India star took to her social media to kick start her ambassador journey with the campaign **#pTronEveryday with Pooja Hegde**. The campaign film flaunts the actress' exceptional visuals and refined style. With products that are thoughtfully crafted for the new-age Indian youth, Pooja's modern girl boss energy resonates with the brand's key messaging of confidence.

Commenting on the campaign, **Pooja Hegde**, shared *"pTron stands for living life loud. With products that are affordable & accessible to all, yet futuristic and aesthetically modern, pTron has become a significant choice of new-age India and steadily becoming the country's most favourite lifestyle digital accessories brand. I thoroughly enjoyed working with the team for the new campaign and look forward to this exciting journey with pTron to #BeLoudBeProud"*.

*"We are immensely excited at the chemistry between our brand and Pooja Hegde. The new campaign represents the spirit of the millennial generation, in being fearless and confident. Pooja perfectly embodies what the brand stands for"*, said **Mr. Ameen Khwaja, Founder & CEO, pTron**. Ameen also thanked M5 Entertainment for being instrumental in getting Pooja Hegde as a fabfit endorser for pTron.

pTron's new range of digital accessories promise quality combined with affordability. The brand's mantra is to make "Technology accessible to all".

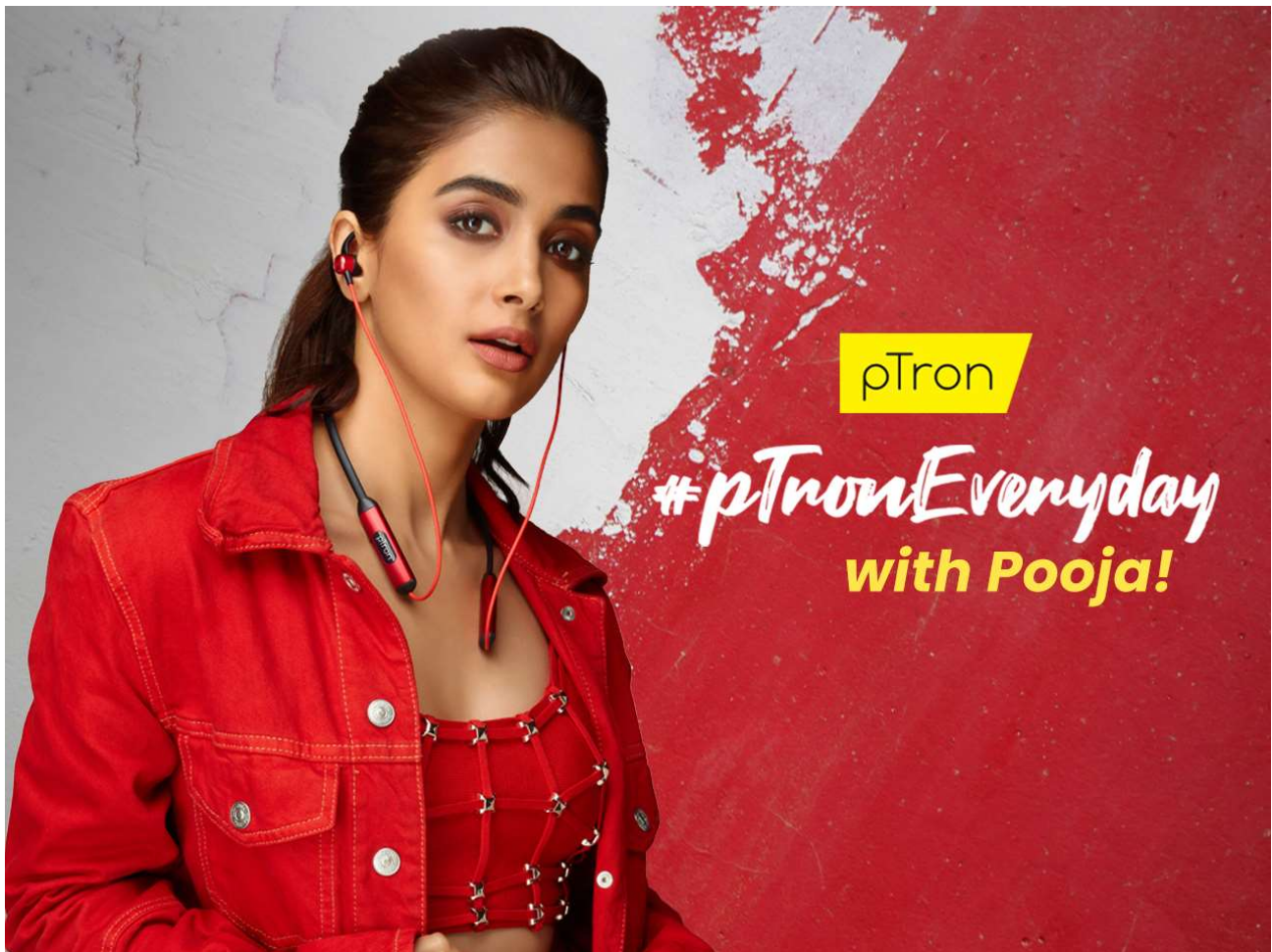
Catch the full video campaign in the video below:

<https://youtu.be/IAQEHzi9m5k>

### 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, smartwatches, 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 2.5 million units only in FY 21. Growing at the rate of 50% QoQ, pTron aims to sell an additional 5 million units in FY 22.





pTron

#pTronEveryday  
with Pooja!



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