



Date: 15-07-2021.

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 ropes in the iconic Pooja Hegde as Brand Ambassador.

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 ropes in the iconic Pooja Hegde as Brand Ambassador. It further states that the style diva will star in the upcoming brand campaigns and commercials of pTron.

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

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pTron ropes in the iconic Pooja Hegde as Brand Ambassador

The style diva will star in the upcoming brand campaigns and commercials of pTron

India, 15 July 2021 - [pTron](#), the rapidly growing Indian Digital Lifestyle and Audio Accessories brand, has signed a one-year endorsement deal with the celebrated pan India star Pooja Hegde. The popular youth icon will be working closely with the brand to raise awareness for pTron's attractive portfolio and further expand their customer reach. The talent extraordinaire was chosen for her unique sense of style and her passion for excellence, which reflect the same values espoused by pTron.

Commenting on the new partnership. **Mr. Ameen Khwaja, Founder & CEO, pTron** said, *"An embodiment of inimitable style and energy, Pooja perfectly aligns with the identity of the brand. We are pleased to welcome Pooja into pTron's family. We are looking forward to this wonderful partnership which adds a modern and youthful chapter to the house."*

The actress will star in pTron's upcoming creative projects in delivering the message of *Power, Passion, and Poise* to inspire Gen Z. Known for her on-screen presence both in the North & South, this strategic association with Pooja will assist the brand's promotions on a national level. With a humongous virtual fanbase of over 14 million people on Instagram, the new leading lady of pTron will actively help the brand in all new launches, promotions, and positive brand communication.

A tech-geek with keen interest in latest technologies, Pooja Hegde expressed her excitement on the collaboration. *"Being a tech-geek with keen interest in exploring latest technologies, I am elated to be associated with pTron as its Brand Ambassador, a brand that resonates with my music, fashion and fitness story. This is the beginning of a very exciting journey, and I can't wait to work with pTron's creative team in bringing out the new collection. s, I was delighted to try out some of the products from the upcoming collection with the edgiest features and classy designs",* said Pooja Hegde.

The actress has star-studded projects lined up in her 2021 pipeline, including **Radhe Shyam**, co-starring **Prabhas**, **Bhaijaan Co** Starring **Salman Khan**, **Cirkus** with **Ranveer Singh** as the leading man and Tamil Film **Beast** with **Thalapathy Vijay**.

Following the announcement, the actress is all geared up for the new brand campaign to promote its catalog of products across audio, smart wearables & power banks segments.

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.

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IN-credible



Pooja Hegde

POOJA HEGDE
Brand Ambassador

