



Date: 19-01-2022.

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 makes Fitness accessible to all; Debuts FORCE X11 Smartwatch with BT Calling just at 2799/-.

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 makes Fitness accessible to all and debuts FORCE X11 Smartwatch with BT Calling just at 2799/-. It further states that the expertly combining style with the latest tech, the newest range of Smartwatch by pTron boasts a best-in-class 1.7" large full touch display with robust features.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited

Shruti Rege  
Company Secretary



**PALRED TECHNOLOGIES LIMITED**

**CIN: L72200TG1999PLC033131**

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## **pTron makes Fitness accessible to all; Debuts FORCE X11 Smartwatch with BT Calling just at 2799/-**

*Expertly combining style with the latest tech, the newest range of Smartwatch by pTron boasts a best-in-class 1.7" large full touch display with robust features*

**National, 17<sup>th</sup> January 2022:** pTron, the rapidly growing and leading maker of affordable and high-quality digital lifestyle and audio accessories brand in India, has expanded its product portfolio for wearables with the launch of a new smartwatch **pTron Force X11**. With the promise of Style, Performance & Connectivity, Force X11 is here to keep you ahead of the game.

**Commenting on the launch, Mr. Ameen Khwaja, Founder & CEO, pTron said,** *“We are always on the lookout to bring to our consumer’s products that not only look good but bring value to their lives as well. Our newest entrant in the Smart Wearable category - ‘Force X11’ is a perfect marriage of innovative technology and iconic design aesthetic at a price never seen before in the category, making it the perfect accessory to keep you ahead of the game. We have packed the Force X11 Smartwatch with features that are sure to impress the GenZ so that they enjoy more & pay less.”*

Lightweight and ergonomically made, Force X11 features 1.7" large HD full-touch color display offering crisp graphics and amplified brightness. The elegant 2.5D curved spherical dial rests in a premium alloy metal casing. Built to last, Force X11 has been rigorously tested to ensure it makes for a perfect and comfortable all day and night wearable accessory.

Equipped with advanced health & wellness sensors, Force X11 efficiently & continuously tracks Heart Rate & other vital body functions like Blood Oxygen. From monitoring their heart rate throughout the day to being reminded to take a moment to reset with a guided breathing session, and even scheduling a daily walk, users can stay mindful of their intentions by tracking their wellness goals on Force X11. The smart devices also feature 7-Active sports modes to ensure overall physical and mental well-being in the COVID era. Force X11 offers a range of smart features to help you manage your day and quickly get the information you need most such as hands-free smart notifications for incoming calls, SMS and Social media alerts with wireless calling via the Bluetooth v5.0 chipset and the built-in microphone to keep you connected without having to hit pause on anything that you do.

With just 3 Hrs of charging time for an extended battery life of 7 days, Force X11 will outlast any activity you do during the day and still track your sleep at night. The Force X11 is compatible with DaFit App for both Android and iOS for an improved user experience. It allows access to a wide range of health data, set reminders, and customised watch faces.

IP68 rated for water resistance, the elegant & truly smart Force X11 is available in two stylish colors that fit seamlessly into your life: Onyx Black & Suede Pink. Force X11 is available on Amazon India at a special launch price of INR 2799/- and comes with one year warranty.

### **pTron Force X11 – Technical Specifications**

**Design:**

Stunning 1.7" touchscreen digital display

|                                 |  |
|---------------------------------|--|
|                                 | Sturdy & corrosion-resistant Zinc Alloy case, top ring & pushers   |
| <b>Connectivity:</b>            | Bluetooth V5.0 up to 10M   |
| <b>Sensors:</b>                 | Heart Rate, SpO2, Blood Pressure   |
| <b>Battery &amp; Charging</b>   | 3 Hrs charging for 7 days battery<br>USB magnetic charging   |
| <b>Audio &amp; Video:</b>       | Yes, with Bluetooth Calling  |
| <b>Sports Modes:</b>            | 24H Health Monitoring (Blood Oxygen, Heart Rate)<br>7 Active fitness modes                                     |
| <b>Daily Activity Trackers:</b> | Pedometer, Calorie Burnt Count, Step Count, Sedentary & Hydrate<br>Reminder, Sleep Monitor, Distance Travelled |
| <b>Water Resistant:</b>         | IP68   |
| <b>Other Functions</b>          | BT Camera Remote & BT Music Player<br>Raise & Wake Display<br>Shake the Watch to Take a Picture                |

**Product Link:**

<https://www.amazon.in/Force-X11-Bluetooth-Smartwatch-Waterproof/dp/B09N3NZHV7>

<https://www.amazon.in/Force-X11-Bluetooth-Smartwatch-Waterproof/dp/B09N3NFP71>

#WearYourForce with #PoojaHegde Video: [https://youtu.be/O9\\_nnC0u3Ns](https://youtu.be/O9_nnC0u3Ns)

**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 being taken to explore new horizons. pTron has sold more than 7 million units until FY21. Growing at the rate of 50% QoQ, pTron aims to sell an additional 5 million units in FY 22.

Website: [pTron.in](http://pTron.in)

**For any media queries, please contact: MSL**

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