



Date: 16-09-2022.

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 launches mini Wireless Speaker & Sports TWS ahead of the Festive Sale.

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 launches mini Wireless Speaker & Sports TWS ahead of the Festive Sale. It further states that the Musicbot Lite Mini Bluetooth speaker is designed for everyday use and redefines entertainment on the go and is available at a festive launch price of INR 499/-. The Bassbuds Sports V2 is made for fitness enthusiasts and athletes and offers all-round non-stop 48Hrs entertainment & superior sound with DSP ENC for calls and is available at a special launch price of INR 799/-.

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 launches mini Wireless Speaker & Sports TWS ahead of the Festive Sale

- *Designed for everyday use, the **Musicbot Lite** Mini Bluetooth speaker redefines entertainment on the go and is available at a festive launch price of INR 499/-*
- *Made for fitness enthusiasts and athletes, the **Bassbuds Sports V2** offers all-round non-stop 48Hrs entertainment & superior sound with DSP ENC for calls and is available at a special launch price of INR 799/-*

National, 15th September 2022: pTron, the rapidly growing and leading maker of affordable digital lifestyle and audio accessories brand in India, has launched two new audio products ahead of the festive season. The **Musicbot Lite** is a **Mini Wireless Speaker** for Indian consumer's home & travel entertainment needs, while the **Bassbuds Sports V2 TWS** are a pair of earbuds that are made for fitness enthusiasts and consumers who want to experience TWS earbuds but are in constant fear that they'd somehow lose them unknowingly and waste money in the process. Both the products are available for sale on Amazon India from 15th Sep 12 pm.

Commenting on the launch, Mr. Ameen Khwaja, Founder & CEO, pTron said, "The festive sale this year is expected to be much better than the last two years and we are all geared up to meet our consumer demands. With the two new audio product launches Bassbuds Sports V2 and Musicbot Lite Wireless speaker, we eye sizeable growth in the audio category that will further boost our market share. We are expecting a healthy demand during the festive season and plan for a few more launches before the festive period sets in with great festive offerings and discounts."

Musicbot Lite

The ultra-compact & ultra-powerful Mini Bluetooth speaker '**Musicbot Lite**' is available in 3 edgy colors – Carbon Black, Electric Blue, and Flare Red.

Inside the shell of an aesthetic design that sits perfectly in any corner of the house, the Musicbot Lite packs audio technology engineered to recreate an ambient music experience. With bold details - the tough, elegant and stylish Musicbot Lite features large 40mm drivers that offer surprisingly big audio and punchy bass from an ultra-compact size. Light in weight and heavy on beats, this mini machine packs a powerful 5W speaker and large 1200mAh battery that enlivens any space with seamless music non-stop for up to 6 hours on a single charge.

Bassbuds Sports V2 TWS

Designed for total freedom of movement, the **Bassbuds Sports V2** is created with a secure dual lock mechanism that makes the music listening experience more comfortable and flexible. The highlight of the buds is a 48-hour battery life with powerful bass output and exquisite vocal clarity. With epic bass & max durability, the TWS packs the best of technology that offers clear and powerful audio, the portable and robust Bassbuds Sports features detachable ear hooks that stay in place no matter how hard you work out to provide you with extended comfort. Bassbuds Sports V2 is excellent for all exercise jams, from death metal to Bollywood favourites. In addition to that, Bassbuds Sports V2

includes quick charging, BT 5.3 technology, and Type C fast charging. The earbuds have a high enough water-resistance (IPX4) to provide protection for most activities. Available in black color variant, the Bassbuds Sports V2 earbuds are built with powerful features such as movie and music modes, low-latency entertainment, instant wireless connection, voice assistant, essential audio controls such as call, track, and volume control, twin mics, and more, the Bassbuds Sports V2 are everything you need for entertainment on the go.

Product Links:

1. pTron Musicbot Lite: <https://www.amazon.in/dp/B0B7FGND3X/>
2. pTron Bassbuds Sports V2: <https://www.amazon.in/dp/B0B9436NNK/>

pTron Bassbuds Sports V2 – Technical Specifications	
Bluetooth version	Bluetooth 5.3 with 10m transmission range
Battery	40 mAh each bud
Charge Power	DC5V-1A
Driver	8mm Powerful bass boosted dynamic drivers
Music & Play time	48 Hrs Playtime
Mic	Stereo & Mono Bud Capability
Charge time	Earbuds - 1Hr, Charging Case -1.5 Hrs
Charging Port	Type C Fast Charging
Waterproof	IPX4 waterproof
Noise Cancellation	DSP Environmental Noise Cancellation (ENC)
Weight	6.75 gms each earbud, Charging case 33.5 gms
Pricing Details	Regular Price 3199/- Special Launch Price 799/-

pTron Musicbot Lite – Technical Specifications	
Play-time	Up to 6 Hours
Bluetooth Version	Bluetooth 5.1 with 10m transmission range
Build	ABS + Fabric Mesh
Battery	1200mAh Built-in Rechargeable battery
Charging Time	Up to 3 Hrs
Speaker Drivers	5W with 40mm Drivers
Connections	AUX, USB Drive, and TF card
Pricing Details	Regular Price 1600/- Special Launch Price 499/-

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 11 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

For any media queries, please contact: MSL

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