



Date: 14-04-2021.

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- India's 1st TWS Manufacturer pTron launches its Made in India Smart Essentials Collection.

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 India's 1st TWS Manufacturer pTron launches its Made in India Smart Essentials Collection. It further states that pTron ramps up Manufacturing facility at its 1st Make in India plant in Kurnool, AP to manufacture one smart device every 30 sec and becomes a one-stop-shop for everything tech & indigenous with a range comprising of Wireless Earbuds, Powerbank, Chargers & Cables

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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India's 1st TWS Manufacturer pTron launches its Made in India Smart Essentials Collection

- *Ramps up Manufacturing facility at its 1st Make in India plant in Kurnool, AP to manufacture one smart device every 30 sec.*
- *Becomes a one-stop-shop for everything tech & indigenous with a range comprising of Wireless Earbuds, Powerbank, Chargers & Cables.*

April 14, 2021 – [pTron](#), the rapidly growing digital lifestyle and audio accessories Indian brand, has announced the launch of its **Made in India Smart Essentials Collection**, a variety of trendy, practical, stylish, and essential tech accessories for the modern-day occupied youth. Keen to expand their operations in India, pTron pulled off a feat like no other player in the audio segment, launching the country's very first Made in India TWS (True Wireless Stereo) Earbuds, **pTron Bassbuds Plus**. The brand is now a one-stop-shop for mobile accessories that are trendy, aesthetic, quality rich, and most importantly, indigenous.

A feather in its cap, pTron has now launched a full-fledged collection of tech accessories manufactured on the home ground. The Smart Essentials Collection consists of minimalistic yet elegant tech accessories including high-fidelity TWS earbuds, a power-packed Power bank, a modish super-fast charger, and a smart charging cable.

Bassbuds Plus is a premium TWS offering with excellent sound output and several smart features including a digital battery display and voice assistance, all at a startling price of **INR 899**. The TWS product also boasts a generous playtime of 12 hours, Bluetooth 5.0 connectivity, Single key controls, Insta pairing, IPX4 rating for water & sweat resistance among other notable features.

pTron Bassbuds Plus

- Ultra-lightweight just 4gms
- Smart Digital Display
- 8mm High-end Copper Drivers
- One-step Insta pairing
- Single key management controls
- Latest BT 5.0 for Fast Pairing
- 12 Hours total playtime
- Voice Assistance enabled for easy call & music control
- IPX4 Sweat & Water Resistant

Commenting at the unveiling event of pTron's Smart Essentials Collection, **Mr. Ameen Khwaja, Founder & CEO**, pTron, said, *"Being a part of the Atmanirbhar Bharat initiative and generating employment in India is an important milestone for us at pTron. At the very core, the brand symbolizes innovation. We want to foster innovation on the home ground and prove to the Indian and global customer that technology does not have to laser beam out your wallet. We have witnessed fantastic reception and feedback on our TWS product – Bassbuds Plus, which is India's first home-manufactured TWS product clocking sales of over 50,000 units in this short period since its launch. We aim to enter new markets in the accessories segment through this Made in India product range"*.

Next in the collection is the **Dynamo** series of Powerbank - Dynamo Pro & Dynamo Lite. Dynamo is an affordable and handy piece of powerbank designed to power-up the everyday life of new-age youth juggling between various day to day gadgets. With 18W High speed charging Dynamo Pro offers 10000mAh of power with PD output allowing you to charge two devices simultaneously. The lighter version Dynamo Lite, offers 10W High Speed charging. Both the devices are BIS certified and provide multiple protection against

Overcharge, Over-Discharge, Over Current, Over Voltage, Short Circuit & Reverse Connection. Both Dynamo Pro & Dynamo Lite is available on Amazon India at a special launch price of INR 599 & INR 549 respectively.

The new charging solution range comprises of **Solero Type C Fast charging cable & Volta Plus Smart charger**. Designed for Indian wall sockets, these BIS certified devices is the most ideal for travel and work environments.

pTron has sold over 7 million products and had been widely noted for delivering such high quality products at the most affordable prices. This initiative will go a long way in adding value to the domestic economy.

The Made in India Collection is available for purchase on Amazon India:

- pTron Bassbuds Plus - <https://www.amazon.in/Bassbuds-Plus-Bluetooth-Headphones-Resistant/dp/B08S19YC6H/>
- pTron Dynamo Pro - <https://www.amazon.in/Dynamo-Pro-10000mAh-Li-Polymer-Smartphones/dp/B08HL1FG4H/>
- Dynamo Lite - <https://www.amazon.in/Dynamo-Lite-10000mAh-Li-Polymer-Smartphones/dp/B08HKZVRJQ/>
- pTron Solero - <https://www.amazon.in/Solero-TB301-Charging-480Mbps-1-5-Meter/dp/B08Y1TFSP6>
- pTron Volta Plus - <https://www.amazon.in/Volta-Plus-Charger-Certified-Charging/dp/B08Y5KC9PM>

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 3 Million units in FY 20-21. Growing at the rate of 50% QoQ pTron aims to sell an additional 6 million units in FY 22.

For any further media queries, please contact Perfect Relations

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