



Date: 12-10-2021.

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 launches Alexa built-in Portable Smart Speaker 'Musicbot CUBE'.

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 Alexa built-in Portable Smart Speaker 'Musicbot CUBE'. It further states the Amazon Alexa built-in speaker combines voice control, iconic design and impressive pTron signature sound.

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.
Tele: +9140 67138810 | Website: www.palred.com



pTron launches Alexa built-in Portable Smart Speaker 'Musicbot CUBE'

Amazon Alexa built-in speaker combines voice control, iconic design and impressive pTron signature sound

India, 11 October 2021 – [pTron](#), the rapidly growing & leading maker of affordable digital lifestyle and audio accessories has now forayed into the **smart speaker** market with its latest portable Alexa built-in smart speaker, **pTron Musicbot Cube**. Donning a proud tag of 'Made in India', the Alexa built-in smart speaker now joins the wide ecosystem of pTron audio devices and enjoys the best of pTron's innovation.

pTron Musicbot Cube is portable, with hands-free Alexa control. Just ask Alexa to play music, read the news, control your smart home, shop from Amazon, and more. Even in noisy environments, the far-field voice technology allows the speaker to hear commands from a distance. Alexa is always getting smarter and customers can enable more than 30,000 Alexa skills, which makes using **pTron Musicbot Cube** a truly smart experience.

If you're wondering what to equip your smart home with, **pTron Musicbot Cube** is the 'IT' solution. The Alexa built-in smart speaker is easily one of the most impressive, portable and affordable options in the Indian market. Inside the shell of an aesthetic design that sits perfectly in any corner of the house, Musicbot Cube packs audio technology engineered to recreate an ambient music experience.

It spices up your home environment with effortless music streaming, *clear vocals* and *punchy bass*, *Alexa built-in voice control*, *50mm drivers* and *6 hours of non-stop playtime*, all at **INR 1799**. Bid adieu to the inconvenience of manually adjusting volume, as Alexa has got your back.

Musicbot Cube is the amalgamation of pTron's signature sound and the best of Alexa's features and skills. Backed by Musicbot Cube, pick the atmosphere you vibe with, whether it's the soft music playing in a small Parisian café or the punchy Bollywood hit song playing in your favorite club.

"We are very delighted with the launch of Musicbot Cube by pTron. We feel Musicbot Cube will be a great home addition this festive season for customers who want to access Alexa in any room of their home.

Customers will enjoy the ease and convenience of simply asking Alexa for all their music needs or to control smart home equipment, for information, news and interacting with thousands of other skills."

said Dilip R S, Country Manager Alexa Skills & Voice Services, Amazon India.

Key Specifications:

- Powered by Amazon Alexa. Just connect to Alexa through Wi-fi & you're ready to explore 30,000+ Alexa skills
- Portable Smart Speaker with app support. pTron Smart Speaker App available on Playstore/App Store
- Far field voice recognition with 3 Built-in Mics that allow for hands-free voice control across the room for up to 30m operational range
- Effortless music streaming from Amazon Music, Gaana, JioSaavn & Hungama
- Easy 5-button Console with AUX & BT modes

“Venturing into the segment with the new Musicbot Cube, we are redefining customer experience for every generation of audio enthusiasts. Backed by the strong innovation at pTron, India will now witness a highly competitive and diverse smart home accessories market where AI is accessible to all. With Musicbot Cube, we aim to disrupt the smart speaker segment”, said **Mr. Ameen Khwaja, Founder & CEO, pTron**.

pTron Musicbot Cube is available for sale in 2 color variants Black & Blue on Amazon India from the 14th of October.

<https://youtu.be/S1uXUYF2pZ8>

<https://amzn.to/3koQTcJ>

About pTron:

Living by the slogan of #BeLoudBeProud - pTron is a lifestyle electronics & audio accessories brand offering high-quality audio & technology products that enhance life. pTron aims to make technology simple, affordable, and accessible to all with gadgets that are easy-to-use yet futuristic & aesthetically modern, at pocket-friendly prices. 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 like Bluetooth headsets, portable Bluetooth speakers, wired headsets, chargers and cables, smartwatches, and many more to meet the needs of its consumers. 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.

