



Date: 14.06.2021

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- Home grown pTron enters Smart wearables category; Debuts 'Pulsefit' series starting 899/-.

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 Home grown pTron enters Smart wearables category; Debuts 'Pulsefit' series starting 899/-. It further states that the newest range of Smartwatch & Smart band with robust features exclusively available on Flipkart.

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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Homegrown pTron enters Smart wearables category; Debuts 'Pulsefit' series starting 899/-

*The newest range of Smartwatch & Smartband with robust features
exclusively available on Flipkart*

India, 11 June 2021 – pTron, one of India's fastest growing Digital Lifestyle and Audio Accessories brand, announced the launch of its newest edition of smart wearables – the **Pulsefit P261 Smartwatch** and **Pulsefit F121 Smartband**. An exciting step up in this category, pTron continues to broaden its diverse portfolio, offering 2021's trendiest smart accessories at eye-popping prices. Known for offering warranty-backed, quality lifestyle gadgets affordable by every Indian pocket, the newest offering from pTron is designed to make on-the-go personal health management easy and accessible to all.

The fashion-forward wellness and fitness device coupled with the advantages of convenience, connectivity, and health monitoring, Pulsefit is everything that you need to track your well-being. Engineered on the inside for life outside, Pulsefit caters to people of all age groups seeking health-centric data daily to lead a healthier life.

Mr. Ameen Khwaja, Founder & CEO, pTron commented at the launch, *"The smart wearables market has witnessed strong growth in the past year as holistic health management took the center stage amidst the COVID-19 scare. For years, pTron has created success by listening to its customers. We believe that good health belongs to all & realized that there was a demand for affordable options in the category that can cater to everyone's health & wellness needs. With the mantra of #BeMoreDoMore, the Pulsefit series is made to allow everyone the access to devices and features that can help them improve their health without paying a premium. Our Pulsefit series delivers the same market-leading benefits of all of our pTron products at unbelievable price points. It is the result of pTron's commitment to fostering consistent and cutting-edge innovation."*

Pulsefit P261 - Key Features

- **Touch enabled 1.54-inch HD Color Display**
- **Smart Gesture Control - Display On/Off**
- **Wireless Calling & Smart Notifications**
- **Activity Tracker with 8 Active Sports Modes**
- **Bluetooth v4.0 Connectivity**
- **Long Battery Life – 3 Days**
- **USB Charging Clip**
- **Built-in Mic & Speaker, BT Camera Remote, BT Music Control, BT Push Notifications, Anti-lost, Vibration Alert**
- **3rd Party App Support**
- **iOS & Android Compatible**

pTron Pulsefit P261 Smartwatch is the perfect fashion magnet to express your style, featuring an elegant **1.54-inch curved display** with a metal casing and a 240 x 240 HD resolution.

With a slim and light form factor, **Pulsefit P261** is designed to provide maximum comfort for all-day wear. Packed with advanced features like **touch enabled Wireless calling** with Smart Notifications, **8 sport modes** for precise workout metrics, and customizable watch faces, the smartwatch is expected to be India's new affordable destination of fashion, connectivity, and health tracking. Available in **2 sporty colorways - Steel Blue & Inferno Black**, the customizable silicone band combined with anodized aluminum finish look dial of the Pulsefit P261 offers sophisticated & modern aesthetics to complement any style or look.

pTron Pulsefit F121 Smart Fitness Band boasts a modern and trendy design, perfectly befitting the new-age Indian youth. The smart band ensures high performance and adherence to uncompromising requirements in terms of **extended battery life of 5 days on a single charge, resolute connectivity with BT v4.0, step count, heart rate & sleep monitoring**, and ease of maintenance – at an attractive price of only **INR 899**. The smart fitness band also features an **IP65 rating for water and dust resistance allowing protection from sweat & water during intense sessions**.

The band offers **5 active fitness modes**, and a super convenient plug-to-charge **USB** charging feature. Available in **4 different colorways** of the strap - *Active Green, Tor Red, Racing Blue & Onyx Black*, the Pulsefit is designed for all types of workouts or a sportier look.

The Pulsefit P261 & F121 comes with 1-yr standard brand warranty and will be available on sale on Flipkart.com from 13th June 2021.

Flipkart:

<https://www.flipkart.com/ptron-pulsefit-f121/p/itma6b818318ee71?pid=SBNG3D7HHGPKFTUG>

<https://www.flipkart.com/ptron-pulsefit-p261-smartwatch/p/itmeb140139dc7eb?pid=SMWG3D87Z8HZJHJ8>

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 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.

For any further media queries, please contact Perfect Relations

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Pulsefit F121 - Key Features

- **Step Count, Heart Rate & Sleep Monitor**
- **5 Fitness Modes**
- **BT v4.0 Connectivity**
- **Lightweight – 23 gm**
- **Long Battery Life – 5 Days**
- **IP65 Water resistance**
- **Built-in USB charging**
- **Sedentary Reminder, Call Alert, BT Camera Remote, BT Music Control, Push Notifications, Anti-lost, Calorie Count, Distance Count, Weather Info, Vibration Alert**
- **3rd Party App Support**
- **iOS & Android Compatible**