



Date: 01-10-2021.

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 next-gen tech gadgets and offers massive festive discount on TWS range starting INR 699.

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 next-gen tech gadgets and offers massive festive discount on TWS range starting INR 699. It further states that Targets 25% growth this festive season despite pandemic and launches 3 new products- 1. Bassbuds Pixel - Ultra-low latency gaming TWS Earbuds; 2. Tangent Pro ENC Neckband – BT 5.2 ENC Wireless Neckband with magnetic controls and 3. Tangent Pixel Neckband - BT 5.1 ENC Wireless Neckband.

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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***pTron launches next-gen tech gadgets,
offers massive festive discount on TWS range starting INR 699***

- ~ Targets 25% growth this festive season despite pandemic
- ~ Launches 3 new products 1. Bassbuds Pixel - Ultra-low latency gaming TWS Earbuds; 2. Tangent Pro ENC Neckband – BT 5.2 ENC Wireless Neckband with magnetic controls and 3. Tangent Pixel Neckband - BT 5.1 ENC Wireless Neckband
- ~ Offers TWS starting at INR 599/-, Wireless Neckbands starting 499/- and other tech gadgets to choose from starting INR 49/- only

Hyderabad, 1 October 2021 – [pTron](#), the rapidly growing & leading maker of affordable digital lifestyle and audio accessories is all geared up for the festive fervor with jaw-dropping festive prices and a diverse product portfolio with 3 latest additions to its wireless audio wear range. pTron’s newest range of gaming TWS earbuds & Wireless ENC Neckband is tech boosted to provide seamless and accelerated gaming, streaming, music & call experience.

Commenting on the launch of the brand’s new range, **Mr. Ameen Khwaja, Founder & CEO, pTron** said, “*With the massive success of our first low-latency gaming TWS, we are adding more products to our low-latency connection catalog. The newest TWS & neckbands is the beginning of the next wave in what e-gamers and content consumers will expect from their audio wear in coming days. Using our expertise in acoustics & form, we have designed our newest range for the high-performance needs of gaming while also giving users new levels of versatility by combining other elements of their lifestyle into one seamless, user-controlled experience.*”

In addition to the new product launches, pTron has also announced its massive festive pricing on its best-selling wireless and true-wireless products on Amazon India.

<i>Product</i>	<i>Product Highlights</i>	<i>Regular Price</i>	<i>Festive Price</i>
Bassbuds Duo TWS Earbuds	Touch control Advanced BT 5.1 + 15H play with 13mm drivers & USB C Fast charge	INR 999	INR 699
Tangent Evo Neckband	BT 5.0 + 14H play with deep bass & IPX4 protection	INR 699	INR 599
Bassfest Plus Neckband	BT 5.0 + 14H play with deep bass & IPX4 protection	INR 599	INR 499

The best-selling and most popular Bassbuds Duo TWS will be up for grab just at INR 599 during Amazon’s Great Indian Festival Flash Sale on 2 & 3rd Oct, 6pm to 12am.

Keeping flexibility, call quality & ease of use in mind, pTron launched the Tangent series of wireless neckbands. Doubling down on its success, pTron has now launched **Tangent Pixel** - ENC (environmental noise cancellation) wireless neckband with BT. 5.1 and **Tangent Pro**, ENC wireless neckband with BT 5.2 and magnetic controls.

Priced at INR 1,099, **Tangent Pro** boasts a *refined design, ultra-fast & latest Bluetooth 5.2 connectivity, USB C quick charging, voice assistance, IPX4 water resistance and a long 20-hour playtime*. **Tangent Pixel** will be available in a vibrant color spectrum and at a price of INR 1,299. The highlight of the neckband is its **Ultra-Low latency of 40ms** that boosts the earphone's wireless performance during competitive games and allows one to quickly aim or react with audio and video that's even more in sync. With the **Fast Charging** Tangent Pixel now enjoy *3.5 hours of playtime* with a mere *10-minute charge*. Our Tangent Pixel boasts an unstoppable *30-hour playtime, voice assistance, 10mm bass boosted drivers, ENC technology, and IPX4 water* resistance among others.

pTron's signature, best-selling audio line, **Bassbuds**, enjoys a stylish addition, **pTron Bassbuds Pixel**. Engineered to be the best-in-class, the *ultra-lightweight* buds *offer 60ms super low-latency for gaming and movie modes*. With a minimalistic yet radiant design, pTron Bassbuds Pixel comes with *BT 5.1 Connectivity, Mono & Stereo modes, USB C charging for convenience, and IPX4 water resistance*.

pTron is all geared up to reign over the upcoming festive launches on the back of the exciting new range.

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.