



Date: 05.08.2020.

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 set to disrupt the Wireless Neckband category.

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 pTron set to disrupt the Wireless Neckband category. The Company launches Tangent Lite & Tangent Beats at INR 499 onward, breaks the Price barrier, Sleek Wireless Neckband Headsets, latest BT 5.0 for quick and seamless pairing, A2DP Audio Technology with Low Latency Streaming; in bold & exciting colours for the young music lovers.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited

Sd/-  
Shruti Rege  
Company Secretary & Compliance Officer

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**PALRED TECHNOLOGIES LIMITED**  
**(FORMERLY KNOWN AS FOUR SOFT LIMITED)**  
**CIN: L72200TG1999PLC033131**

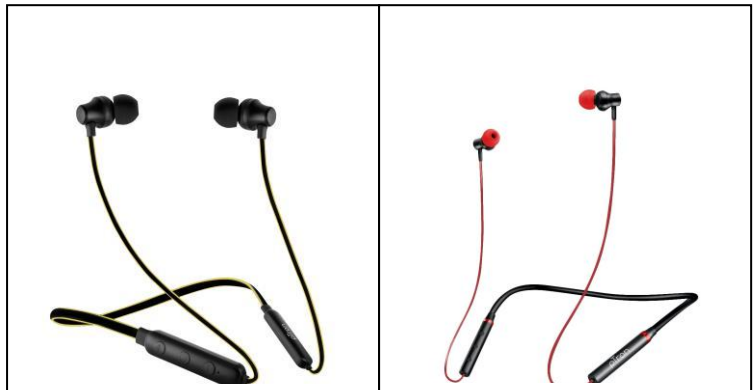
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## ***pTron set to disrupt the Wireless Neckband category***

- **Launches Tangent Lite & Tangent Beats at INR 499 onward! Breaks the Price barrier!**
- **Sleek Wireless Neckband Headsets, latest BT 5.0 for quick and seamless pairing**
- **A2DP Audio Technology with Low Latency Streaming; in bold & exciting colours for the young music lovers**

**India, August 5<sup>th</sup>, 2020** – Cut the Cost, not the fun; with this motto, [pTron](#), one of the fastest-growing digital lifestyle and audio accessories brands from **India**, has come out with two exciting Neckbands. **Tangent Lite** is *India's first branded Sleek Wireless Neckband Headset* under the price range of INR 500. Bearing in mind the indispensable nature of earphones to those studying and especially *working from home*, Tangent Lite is launched at an unbelievable price of only **INR 499** without compromising on the latest technology and the quality of the product. **Tangent Beats**, yet another vogueish addition to the series, is launched at only **INR 699**. The product is designed laying prime importance on comfort and style.



Post **disrupting the TWS segment with the Bassbuds series**, pTron is now set to revolutionize the Bluetooth Neckbands in the Indian market with Tangent Lite and Tangent Beats. The Neckbands come with a plethora

### **pTron Tangent Lite with**

#### **WOW Features**

- Sleek, Lightweight, Flexible & Ergonomic design with curved edges at only INR 499!
- Hi-Fi Stereo Sound with High Bass
- 4 jazzy colors - Fresh Green, Wine Red, Vibrant Yellow & Midnight Black
- 6 hours music playtime with BT 5.0
- Passive Noise Cancellation and A2DP Audio Technology
- Fast charging with 125mAh Li-Polymer Battery
- Smart Button controls, Voice assistant feature

of features fitting the needs of the music lovers as well as the functionality of superb connectivity with an amazing playtime of 6 hours and shorter charging time, providing an uninterrupted work that is well suited for the corporate professionals currently working from home.

Commenting on the launch, **Mr. Ameen Khwaja, CEO – pTron** said, *“At pTron it is our constant endeavor to break the constant and come out with the products which are well suited for the target audience not only offering the trendy features but also an upgraded functionality without burning a hole in the pockets of our loyal customers. We are quite confident that Tangent Lite and Beats will help us repeat the success we achieved in the TWS segment. With Tangent Lite,*

*we have noticed that at this price of INR 499, analysts are finding that this is going to converge the wired & wireless categories since there is no price difference anymore in the branded categories. we may soon see the majority of the wired headset users moving to the Bluetooth neckbands.”*

Tangent Lite is available in bold & exciting shades of **Fresh Green, Wine Red, Vibrant Yellow, and Midnight Black**. Tangent Beats is available in the vibrant colors of **Cyber Yellow, Lava Red and Matt Black**.

The latest Bluetooth neckbands are an update to pTron’s successful Tangent series of Bluetooth neckbands. With the integration of the latest A2DP and Bluetooth 5.0 technologies, the neckbands ensure quick, seamless connectivity with low latency while streaming. Designed for audiophiles, the neckbands offer Hi-Fi stereo sound and quality high bass. With an in-ear design for passive noise cancellation, the earbuds come with a snug neckband with an ergonomic, flexible, and curved earphone design. The Tangent neckbands pack a built-in microphone and bring in support for the voice assistant - Google Assistant, Siri and Amazon Alexa.

#### **pTron Tangent Beats with**

#### **WOW Features**

- Hi-Fi Stereo Sound with High Bass
- Stylish, flexible and compact design at only INR 699
- 3 lively colors - Cyber Yellow, Lava Red and Matt Black
- BT 5.0, 6 hours playtime
- Passive Noise Cancellation & A2DP Audio Technology
- Smart Button controls, Voice assistant feature.
- Sweat and Dust proof design for an active daily use.

With over 10 features in brilliant jazzy colors, Tangent Lite and Beats help you make a bold style statement on the most tedious of your work from home days, making the products unique and disruptive in the segment. They are compatible with all iOS and Android devices that enable Bluetooth and are available on Amazon India for 499/- & 699/ from 6<sup>th</sup> August during the Prime Day Sale.

Amazon Link :

<https://www.amazon.in/Tangent-Lite-Magnetic-Bluetooth-Headphones/dp/B085W8CFLH>

<https://www.amazon.in/Tangent-Beats-Magnetic-Bluetooth-Headphones/dp/B08D76LSFJ>

#### **About pTron:**

Started in 2014, pTron was conceptualized as an electronic 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 4 Million units till FY 19-20.