



Date: 24-05-2021.

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 debuts Bassbuds Sports TWS Earbuds with industry-leading 32 Hrs playback & USB C Fast charge just at 999/-.

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 debuts Bassbuds Sports TWS Earbuds with industry-leading 32 Hrs playback & USB C Fast charge just at 999/-. It further states that pTron forays into the Active Audio wearable Category.

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 debuts Bassbuds Sports TWS Earbuds with industry-leading 32 Hrs playback & USB C Fast charge just at 999/-

Forays into the Active Audio wearable Category

India, 24 May 2021 – **pTron**, the Indian Digital Lifestyle and Audio Accessories brand, announced the launch of its latest True Wireless Earbud **Bassbuds Sports**. A powerful addition to pTron’s wireless earbud family for consumers who want to experience audio with a whole new level of freedom Bassbuds Sports is an affordable and feature-rich truly wireless earbud.

Designed to last a rebels marathon stride, pTron’s new Bassbuds Sports true wireless stereo earphones is available at a special launch price of **INR 999/- only** on Amazon India.

Mr. Ameen Khwaja, Founder & CEO, pTron commented at the launch, “2020 saw a major rise in demand for TWS Earbuds. We have been aggressive in the segment for the past 2 years with quite a few break-through products. We’re thrilled to be bringing this incredible new addition to our Bassbuds franchise and foray into the Sports category making it accessible to all. Essentially made for bikers and runners Bassbuds Sports can withstand rigorous activities allowing our pTron fans to experience music free from wires and hassles.”

Key Features & Specifications

- **32 Hrs Playback (8Hrs with ear buds)**
- **Dual lock; Over the ear hook**
- **In-ear secure fit earbuds**
- **USB C Fast charge with BT5.1**
- **All weatherproof IPX4 protected**
- **Smart controls with HD Call & Voice Assistant**
- **BT 5.1; Strong 10M Connectivity**
- **3 Color Variants – Yellow, Blue & Black**

With a secure dual lock function; in-ear fit with over the ear hook, the buds cater specially to athletes looking to push themselves to the best of their limit without worrying about the buds falling out. The removable stability ear-hooks ensure secure fit all day long for daily commutes to more active pursuits. The highlight of the buds is inarguably its **long 32+ hours of playback** with a thunderous bass delivery and crystal vocal clarity. From Death Metal to Bollywood hits, Bassbuds Sports is ideal for all workout jams.

With industry leading **Bluetooth 5.1** capabilities and **USB C Fast charge**, Bassbuds Sports offers accelerated connectivity & quick powering up round the clock. An all-conditions active true wireless audio wear with **IPX4 waterproof rating**, Bassbuds Sports is durability tested to provide Hi-Fi stereo sound in an ergonomic secure fit design irrespective of the daily grind. It is built on strong features including quick

connection to your device’s voice assistant, must-have audio controls such as call, track and volume control, dual mics, solo bud use and more.

pTron Bassbuds Sports is available in **3 edgy shades** - Inspiring Yellow, Blooming Blue and the Classic Black.

Amazon - <https://www.amazon.in/Bassbuds-Sports-Bluetooth-Headphones-Ergonomic/dp/B0924VW867>

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 7 Million units till FY 21. Growing at the rate of 50% QoQ, pTron aims to sell an additional 4 million units in FY 22.

For any further media queries, please contact Perfect Relations

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