



Date: 05.02.2020.

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 Launches Bassbuds Pro Sleekest & Lightest Power-packed TWS.

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 Launches Bassbuds Pro Sleekest & Lightest Power-packed TWS. Higher end Bassbuds series Pro is at just Rs. 1299/-. Sleek, Smart, Light & Sophisticated Bassbuds Pro comes with true HD sound quality, 12 hours of music playtime, Bluetooth 5.0 and Digital display charging case with buds, all weighing just 35g making it the sleekest & lightest TWS in the market.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited


Shruti Rege
Company Secretary



PALRED TECHNOLOGIES LIMITED

(FORMERLY KNOW AS FOUR SOFT LIMITED)

CIN No. : L72200AP1999PLC033131

Regd. Office: Plot No.2, 8-2-703/2/B, Road No.12, Banjara Hills, Hyderabad- 500 034.

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Press Release

pTron Launches Bassbuds Pro Sleekest & Lightest Power-packed TWS

- **Higher end Bassbuds series Pro, at just Rs. 1299/-**
- **Sleek, Smart, Light & Sophisticated Bassbuds Pro comes with true HD sound quality, 12 hours of music playtime, Bluetooth 5.0 and Digital display charging case with buds, all weighing just 35g making it the sleekest & lightest TWS in the market.**



Hyderabad, February 5th 2020 - India's fastest-growing technology and lifestyle accessories brand, **pTron** has launched its latest True Wireless Stereo earphones **Bassbuds Pro**.

pTron Bassbuds Pro is ultra-compact, power-packed and specially designed for Indian ears so that you can wear them all day for music and phone calls.

Each earbud just weighs 4g & fits perfectly in the ear and is compatible with all Android and iOS devices. The complete unit is designed ergonomically with curved edges and a small body, to fit in any pocket. The sleek, stylish, elegant matt finish charging case that looks like a mini jewel box makes a style statement.

pTron Bassbuds Pro Specifications:

- Light & Portable -
 - Earbuds 4g each
 - Power Case - 27g only
- 4 hours working time, 2-3 additional full charges with charging case (12 hours total)
- 1.5 hours charging time (earbuds)
- 40mAh Li-Polymer battery in each earbud
- 300mAh Li-Polymer digital charging case
- Bluetooth v5.0 wireless connectivity
- Touch control earbuds
- 10 meters transmission range
- Hi-Fi stereo sound
- Binaural call function (can operate with single earbud)
- Voice assistant, music & call control
- Ergo-fit design
- 1-year warranty

The advanced and intuitive Smart Touch control sensors on the earbuds allow music and call control, easy access to voice assistant - Google and Siri, just with a soft touch. Secure and comfortable snug fit design of the earbuds delivers a powerful sound experience for extended hours during travel, work or at leisure. Advanced v5.0 Bluetooth technology of Bassbuds Pro ensures ultra-fast and stable pairing with strong connectivity, faster transmission and stronger anti-interference capability even in busy places. Experience the true wireless stability that lets you take calls and enjoy music without drops. The binaural design, which allows sharing or using one earbud individually makes you fall in love with these tiny buds.

This tiny, yet powerful gadget offers a total of 12 hours playtime with the charging case. The earbuds alone stay powered up for 4 hours on a single charge. The intuitive & stylish digital display on the charging case indicates the battery strength. The sleek charging case weighing only 27 gms is charged with type C cable. Packed with advanced features, in the sleekest & lightest TWS design, Bassbuds Pro is available at a special launch price of INR 1299/- only on Amazon India.

Mr. Ameen Khwaja, Founder & CEO of pTron, while announcing the launch, said, *“Owing to the success of our previous products, today, we are thrilled to launch our 3rd product in the Bassbuds series, **pTron Bassbuds Pro**, an advanced version of the Bassbuds. Our objective is to make the latest technology of True Wireless affordable & accessible to every Indian without compromising on the quality and be the no.1 player in this segment by volume & value.”*

The mobile accessories & audio space has changed tremendously and is growing at a lightning pace, with Truly Wireless Earphones leading the way ahead. Keeping this important trend in mind, pTron first introduced Bassbuds series with **pTron Bassbuds** in October 2019 and **pTron Bassbuds Lite** in December 2019. pTron sold 60,000 pieces of True Wireless Earbuds in the month of January 2020 alone. Most of pTron's TWS products enjoy the Bestselling spot on Amazon India.

Amazon link: <https://www.amazon.in/Bassbuds-Pro-Wireless-Bluetooth-Headphones/dp/B081QWM3WN>

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 7.5 Million units till FY 18-19.

**For any further media queries, please contact Perfect Relations
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