



Date: 12.10.2020.

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 for a massive Festive Bonanza with TWS starting 699 & five New Launches including Powerbanks.

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 for a massive Festive Bonanza with TWS starting 699 & five New Launches including Powerbanks. It further states that the Company offers its most hot-selling True Wireless Earbuds at a rock-bottom price starting 699/- only, disrupts the portable charging category by launching 18W Fast Charging #MadeinIndia Powerbanks at an unbelievable price of rupees 549/-, adds two new True Wireless Earbuds - Elite & Duo to the Bassbuds Series with an advanced one-step pairing feature and introduced Tangent Plus - IPX4 Wireless Neckband with a built-in camera shutter for clicking selfies hands-free & Bassfest Plus IPX4 stereo wireless headset.

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)

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Press Release

pTron set for a massive Festive Bonanza with TWS starting 699 & five New Launches including Powerbanks

- *Offers its most hot-selling True Wireless Earbuds at a rock-bottom price starting 699/- only*
- *Disrupts the portable charging category by launching 18W Fast Charging #MadeinIndia Powerbank at an unbelievable price of rupees 549/-*
- *Adds two new True Wireless Earbuds - Elite & Duo to the Bassbuds Series with an advanced one-step pairing feature*
- *Introduced Tangent Plus - IPX4 Wireless Neckband with a built-in camera shutter for clicking selfies hands-free & Bassfest Plus IPX4 stereo wireless headset*

India, 12 October 2020 - Homegrown Digital Audio accessories and lifestyle brand, [pTron](#) is all geared up for the festive season with an exciting product portfolio at rock-bottom prices. As consumers are all geared up to shop their heart out during the Amazon Great Indian Festival sale happening on 16 & 17 Oct, they can now save big too. To help customers cut back costs yet own their favourite gadget, pTron is offering its best-selling TWS products at an attractive price range.

Product Name	Highlight Features	Regular Price	Festive Price
Bassbuds	BT 5.0 + 20 hours playtime	INR 1099	INR 799
Bassbuds Lite	BT 5.0 + 20 hours playtime	INR 999	INR 699
Bassbuds Pro	Digital Display + Type C Charging + Touch control + BT 5.0 + 12 Hrs playtime	INR 1499	INR 999

To add to this festive fervour pTron also announced its first **Made in India** high quality & environment-friendly Powerbank - **Dynamo Pro & Dynamo Lite**. With the launch of the Dynamo Powerbank series, pTron is all set to repeat the success of its Bassbuds series of TWS in the portable charging category too.

Dynamo Pro - Available at a special festive price of **INR 549/-** the 18W fast charging Dynamo Pro can fully charge itself in just 3-4 hours. The dual ports help to charge 2 smart devices simultaneously.

Dynamo Lite - The lighter version Dynamo Lite priced at **INR 499/-** is built with a portable ergonomic design with a hard ABS exterior and high-quality chipset.

Built slim and stylish, *these 10000mAh Li-Polymer battery* power banks can charge any of your smart electronic devices multiple times & slip into your back pocket when you're out and about (only 1.5cm thick).

Speaking at the launch of the new range, **Mr. Ameen Khwaja, Founder & CEO, pTron** said, *"With every addition, we have been raising bars in terms of design, features, pricing, and experience. We are committed to provide our consumers lifestyle accessories & gears that offer the best in terms of performance & aesthetics which they can enjoy without spending a fortune. Keeping that in mind the festive range will be available on Amazon India at highly competitive and at never seen before prices starting from 499/-"*.

The company also announced two new additions to its **Bassbuds** franchisee of True Wireless Earbuds **Elite & Duo** which are sure to match the Indian consumer's festive mood in terms of looks, features, and affordable pricing.

Bassbuds Elite - Meticulously designed for the young fashionistas, **Bassbuds Elite** is available in edgy color combinations of Red & Black and Black & Yellow. Available at a festive price of only **INR 899**, the trendy & affordable Bassbuds Elite is a feast to the eyes with its bold design in a comfortable fit. It packs an *8mm dynamic driver, BT 5.0, 12 Hours of Playtime with the case in addition to the digital assistant support*.

Bassbuds Duo - Equipped with all the features of Bassbuds Elite - BT5.0, 12 Hours playtime and a compact charging case **Bassbuds Duo** packs a stellar 13mm dynamic driver with voice assistant features. This elegant and classy choice for those working and aiming at a professional style statement is available at a festive price of **INR 899** only.

In Counterpoint's Research report on TWS for 2019 and Q2 2020, pTron's popular TWS series - **Bassbuds** was ranked *the best-selling TWS in India*.

pTron is also expanding its Wireless Headset series with 2 new additions - **Tangent Plus & Bassfest Plus**

Tangent Plus - Tangent Plus is a versatile addition to pTron's successful Tangent series of wireless neckband available in 2 sporty colours - Blue/Black and Grey/Black. Priced at only **INR 799** the stylish neckband features a built-in camera shutter that allows you to click a selfie with your earphones. With *10mm dynamic drivers, IPX4 rating, Hi-Fi Stereo sound & seamless BT 5.0 connection with 15 hours of playtime*, Tangent Plus offers an untethered audio experience.

Bassfest Plus - Another addition to the festive launches - the **Bassfest Plus** is made for the music & tech enthusiasts on a budget or ones who want to jump into the wireless bandwagon. Bassfest Plus packs all the latest features of good wireless earphones such as voice assistant, BT5.0, IPX4 rating for Water & Sweat

resistance, 6 hours playtime, in-line remote control with built-in mic for a hands-free experience at a special festive price **INR 499** only.

All products are available on Amazon India from October 12th, 2020 onward.

Despite these unprecedented times, pTron is fueled up and is set to go all out with their new launches this festive season. The new range of products is meticulously custom-tuned for students and those working from home during the pandemic.

Amazon Links:

Bassbuds Elite

<https://www.amazon.in/Bassbuds-Elite-Headphones-Cancellation-Assistance/dp/B08DB4Q5T1>

Bassbuds Duo

<https://www.amazon.in/Bassbuds-Duo-Headphones-Bluetooth-Cancellation/dp/B08D77CCKK>

Tangent Plus

<https://www.amazon.in/Tangent-Plus-Bluetooth-Headphones-Resistant/dp/B08D76YY7T>

Bassfest Plus

<https://www.amazon.in/Bassfest-Plus-Headphones-Assistance-Lightweight/dp/B08HHLHZR3>

Dynamo Power Banks

<https://www.amazon.in/Dynamo-Pro-10000mAh-Li-Polymer-Smartphones/dp/B08HL1FG4H>

<https://www.amazon.in/Dynamo-Lite-10000mAh-Li-Polymer-Smartphones/dp/B08HKZVRJQ>

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 wearables 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. Growing at the rate of 50% QoQ pTron aims to sell an additional 3.5 million units in FY 21.

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