

Press Release

LatestOne.com launches “PTron POWER-PLAY”

Introduces a new series of PTron power banks of 12,000 mAh and 16,800 mAh in 50 latest models

Hyderabad, 25th May 2015: LatestOne.com India's largest e-tailer specializing in tech product accessories owned and operated by Palred Online Technologies Private Limited has just revealed its latest series of PTron power banks “PTron PowerPlay”. The PTron PowerPlay series comprises of more than 50 new models of power-banks with the capacity of 12,000 mAh and 16,800 mAh . The PTron Power Play range has been designed keeping in mind the diverse needs of consumers who are looking for light weight, easy to carry and trendy power banks to stay connected.

The new range of power banks is designed, manufactured and quality tested with highest standards and attention. The power banks are priced between Rs. 999/- to Rs 1499/-. A fully charged 16,800 mAh Power Bank can charge up to 6 devices.

The Indian power bank market of Rs. 400 Crores is still very small portion of the Global market of Rs.20, 000 Crores. The Indian Market for Power Banks (alternately called portable chargers) is expected to grow at 50% this year. LatestOne.com from its online store (from its own inventory) has sold over 15,000 power banks so far and the new range of 20,000 have just been released online.

The wide ranges of PTron Power Banks are categorized to its performance, shape, colour, capacity and strength. The new range of power banks are environment friendly and save energy.

Unveiling the PTron Powerplay series, **Mr. Ameen Khwaja, CEO & MD LatestOne.com** said “Power Banks are becoming a necessary accessory to carry beyond a lifestyle statement. Power Banks are now used right from teenagers to high level executives. We have to offer a wide range of designs to satisfy such a diverse customer base for this product. PTron Power Play our latest range of Ptron Power Banks provide you the sense of comfort & security with

its extensive capacity, that enables customers to power the devices and keep them connected. We are confident that our latest range will be well received in the market.”

About LatestOne.com

LatestOne.com is India’s only etailer specialized in tech accessories. Be it Mobile Covers, Tablet Accessories, Cables, Power Banks, Android TVs or CCTVs, it is heavily and dutifully stocked up, operating through its own warehouse at Banjara Hills, Hyderabad.

LatestOne.com commenced its operations in August, 2014 in Hyderabad. It is owned by Palred Online Technologies Pvt. Ltd which is a subsidiary of Palred Technologies Ltd, a public limited company listed on BSE and NSE since 2004.

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