



06.06.2015

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: LatestOne.com – Campaign Extended into weekend-new items added- Press Release**

We refer to the above mentioned subject, we herewith submit the Exchange, the press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited (acquired on November, 2014), announcing that the campaign of mega sale is extended into weekend and new items added.

This is for the information and records of the Exchange, please.

Thanking you,

Yours faithfully,  
For Palred Technologies Limited

  
Haritha Varanasi  
Company Secretary



Encl. as above

**PALRED TECHNOLOGIES LIMITED**

CIN NO. : L72200AP1999PLC033131

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

Telfax: + 91 40 66384915, 66384916 | Website : [www.palred.com](http://www.palred.com)

## 25,000 pieces sold on [LatestOne.com](http://LatestOne.com) sales campaign!

### Campaign extended into weekend – new items added

**Hyderabad 5<sup>th</sup> June 2015:** [LatestOne.com](http://LatestOne.com) launched country's largest mobile & tablet accessories sale on 3<sup>rd</sup> Jun with a flat 80% off on a very broad range of products. [LatestOne.com](http://LatestOne.com) is pleased to report that this extremely successful campaign has already received more than 25,000 orders so far from excited customers.

During this sale [LatestOne.com](http://LatestOne.com) has successfully ensured smooth operations with no system problems, deliveries failure or delays besides any other inconveniences to the customers with intricate planning and meticulous execution.

[LatestOne.com](http://LatestOne.com) had committed to the customers 5-7 working days delivery for items purchased during the campaign. The combined infrastructure of systems, operations, processes and people have withstood the stress of high traffic, lacs of visitors, millions of page views and thousands of orders, enabling the company to meet its commitments made in relation to the campaign. Already over 10,000 orders that have been received during the campaign have been dispatched. The rest will be dispatched by the end of this week. [LatestOne.com](http://LatestOne.com) would like to take this opportunity to thank the customers, logistics partners and off course it's dedicated management team & staff for the success of this campaign.

Enthused by this response, [LatestOne.com](http://LatestOne.com) has announced that the sale is extending into the weekend, (Sat/Sun – 6<sup>th</sup> & 7<sup>th</sup> Jun) by adding several new items into the campaign. **Ameen Khwaja CEO, LatestOne.com** said "We have received several calls and emails from excited customers requesting the campaign to be extended to the weekend, to enjoy a more leisurely shopping experience on [LatestOne.com](http://LatestOne.com). Some of them have also asked for certain products & colors that were on the site, but not on sale, to be added to the sale. Since the campaign has been successful and we are able to meet these requests without much additional effort on our side, we have decided to extend the sale into the weekend. We wish our customers a happy shopping weekend on LatestOne.com"

#### **About [LatestOne.com](http://LatestOne.com)**

[LatestOne.com](http://LatestOne.com) is India's only e-tailer 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](http://LatestOne.com) commenced its operations in August, 2014 in Hyderabad. It is owned by Palred Online Technologies Pvt. Ltd (POT) which is a subsidiary of Palred Technologies Ltd (PTL), a public limited company listed on [BSE](http://BSE) and [NSE](http://NSE) since 2004.

For further information, please contact:

Mr Arvind Verma

Palred Online Technologies Private Limited

Marketing Communications Manager – [arvind.verma@palred.com](mailto:arvind.verma@palred.com)