



Dt: 28.12.2016

To,
The Manager,
Department of Corporate Relations,
BSE Limited
PJ Towers, Dalal Street,
Mumbai- 400001

The Manager
Listing Department
National Stock Exchange of India Limited,
Bandra Kurla Complex, Bandra (E),
Mumbai- 400051.

Dear Sir/Madam

Sub: Press Release: - "LatestOne.com emerges as No.1 retailer for mobile accessories in India!"

With reference to the above mentioned subject, we herewith submit the Exchanges, the press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited, captioned "**LatestOne.com emerges as No.1 retailer for mobile accessories in India!**"

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**

N Archana Sastry
Company Secretary

Encl. as above

PALRED TECHNOLOGIES LIMITED

CIN No: L72200AP1999PLC033131

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LatestOne.com emerges as No.1 retailer for mobile accessories in India

Indian Mobile accessories market is estimated to grow 20-30 % year-on-year

Hyderabad 28th Dec 2016: While Mobile phone has become a basic necessity, some of the accessories such as chargers, earphones & covers have become essential for a large population. Technology based accessories such as Bluetooth headsets, fitness bands, smart watches, blue tooth selfie sticks, lens, power banks, cables, OTG sticks and VR headsets have increased at 50% YOY, making mobile accessories a Rs. 20,000 crore market in India. As India is expected to surpass US and China in mobile phone market size of the world by 2017, the accessories market is estimated to grow 20-30% year-on-year.

There are three different types of retailers for mobile accessories in India – online, offline and selling on online market places. LatestOne.com has focused exclusively on the online strategy and emerged as the No.1 retailer of mobile accessories in India in a short span of 2 years with a gross revenue of 80 crores and net revenue of 50 crores in 2016.

- ✓ From 100 orders per day to 5,000 orders a day
- ✓ 20 Lac customers, 12 lac customers who have placed order and received delivery and 2 lac repeat customers
- ✓ Over 10,000 SKUs
- ✓ Two fulfillment centers (Delhi & Mumbai)
- ✓ Delivering to 10,000 pin codes
- ✓ Single largest product by revenue is smart watch with 1 lac units sold and INR 15 crore revenue
- ✓ Single largest product by quantity is mobile covers with over 3 lac units sold
- ✓ Mumbai & Pune together is single largest market contributing 23% of sales
- ✓ 6 lac units of PTron products sold in last 18 months with INR 40 crore revenue and 2% returns

LatestOne.com also launched a wholesale site for b2b in September 2016. Within 3 months, over 1,500 dealers & retailers have registered and over a 100 have been activated by placing online orders.

Mr. Ameen Khwaja, the Founder and CEO of LatestOne.com said, “Rapid surge in mobile phone adoption in both urban and rural areas associated with rising inclination of customers towards latest mobile accessories, is the key driving factor for the growth of this segment. LatestOne.com has launched 13 new products in the last 12 months in order to continuously meet these demands of online customers.”

In the calendar year 2017, mobile covers will continue to be the single largest product. We see covers like printed and shock proof back covers will be in demand. Smart watches will come embedded with new features and less prices.

LatestOne.com
Tech deals online!

Search for a product, category or brand

Accessories for MOBILE TABLET COMPUTER FASHION CABLES PTRON WHATS LATEST OTHER ACCESSORIES

Stylish Bluetooth Speakers
From INR 499/-
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Get extra 20% off on pre-paid orders

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Bluetooth Headsets
Shop Now

Upto 70% Off
Smart Watches
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Mobile Camera Lens
from Rs. 299/-
Shop Now

Bluetooth Speakers
from Rs. 499/-
Shop Now

About LatestOne.com

Hyderabad-based LatestOne.com is India's only e-tailer specialized in tech and mobile accessories such as Bluetooth devices, mobile covers, tablet accessories, cables, power banks, Android TVs, headsets, smart watches, CCTV's etc. It stocks over 10,000 different products in its inventory and operates through its own fulfillment centers in Delhi and Mumbai. It is owned by Palred Online Technologies Pvt. Ltd (POT) which is a subsidiary of Palred Technologies Ltd (PTL), a listed company on BSE and NSE since 2004.

For further information, please contact:

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