



Dt: 09.08.2016

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 launches Managed Marketplace-Adds 3rd Fulfillment Center in Mumbai, Maharashtra."

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 launches Managed Marketplace-Adds 3rd Fulfillment Center in Mumbai, Maharashtra.**"

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**

ARCHANA SASTRY
NUDURUPATI

Digitally signed by ARCHANA
SASTRY NUDURUPATI
Date: 2016.08.09 10:32:55
+05'30'

N Archana Sastry
Company Secretary

Encl. as above

PALRED TECHNOLOGIES LIMITED

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LatestOne.com launches Managed Marketplace

Adds 3rd fulfillment center in Mumbai, Maharashtra

Hyderabad 9th August 2016: LatestOne.com, India's No.1 mobile and tech accessories e-tailer which operates through its own fulfillment centers in Delhi and Hyderabad announces the launch of a managed marketplace. LatestOne.com has delivered more than one million orders and currently processes an average of 3,500 B2C orders per day on an inventory based model.

LatestOne.com has expanded its business model to a managed marketplace and will now list products from over 500 mobile and tech accessories vendors, gradually over the next 3 months. With this initiative, LatestOne.com plans to increase the size of the catalogue from 10,000 to 30,000 unique products. LatestOne.com has so far operated only on an inventory-led model, but there has been a growing demand from several vendors to convert it into a marketplace so that they can sell their products on this platform. To control the quality of products sold on the platform, the company has developed a hybrid model and converted it into a managed marketplace. This initiative will enhance speed to market and allow the customers to access the newly launched products quicker.

The majority of these vendors are based in Mumbai. To ensure the delivery commitments are met from the managed marketplace, LatestOne.com also announces the opening of its third fulfillment center in Mumbai. LatestOne.com is simultaneously commencing the operations of the Mumbai Fulfillment Center and launching the managed marketplace.

Mr. Ameen Khwaja, the Founder and CEO of LatestOne.com said, "With this initiative, LatestOne.com will become the preferred one-stop online store for all mobile and tech accessories. We will add 20,000 new products to our existing catalogue and will also introduce new sub-categories. Our registered customer base is targeted to reach the 2 Million mark by the end of this quarter. Our existing & loyal customers and new visitors will reap tremendous benefits from this initiative. Our catalogue will increase 3 fold and yet we will maintain the committed delivery time of 72 hours in metros".

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, Mumbai and Hyderabad. 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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