



Dt: 17-01-2017

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 high bass earphone PTron HBE9 at just INR 399."**

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 high bass earphone PTron HBE9 at just INR 399**"

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

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**PALRED TECHNOLOGIES LIMITED**

CIN No: L72200AP1999PLC033131

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

Ph.: + 91 40 67138810 Website : [www.palred.com](http://www.palred.com)

## LatestOne.com launches high bass earphone PTron HBE9 at just INR 399!

**Hyderabad 17<sup>th</sup> Jan 2017:** LatestOne.com, India's No.1 Mobile and Tech Accessories e-tailer has announced the launch of [PTron HBE9](#) universal stereo earphone on their site. This is in line with PTron's strategy of continuously innovating and introducing new products to meet rapidly changing customer needs and demands. The sales of HBE 9 in-ear phones will commence from 23<sup>rd</sup> Jan 2017.

HBE9 is the advanced version of PTron HBE7 earphones which was launched by LatestOne.com in June 2016. LatestOne.Com has sold more than 1.0 lac pieces of HBE 7 in a span of 6 months. The new and specially designed, high quality HBE9 earphone will be exclusively available on LatestOne.com. It is the first Earphone with some of the advanced features listed below

### Features and specifications:

- ✓ Bi-directional conversion
- ✓ Universal in-ear stereo earphone for Android and iOS devices
- ✓ 120 cm TPE tangle free cable
- ✓ High quality sound and built
- ✓ 10mm moving coil speakers
- ✓ 32 ohms impedance and acuity 95+3 db
- ✓ Sensitivity 104dB+3dB
- ✓ Medical grade silicone ear cap comfortable to wear
- ✓ Noise isolation with precise bass
- ✓ Input plug diameter of 3.5 mm

[PTron HBE9](#) is available in 3 color variants of gold, silver and black. To ensure it remains affordable to the customers largely comprising the youth, the product is priced attractively at just INR 399 !



Commenting on the launch of PTron HBE9 Mr. Ameen Khwaja, the Founder and CEO of LatestOne.com said, "The earphones market size in India is rapidly growing while the customer demand for features and clarity of audio is continuously increasing. The advanced features of HBE9 will exceed customer expectations. I am confident that we will be able to sell 200,000 units of this earphone in the next 6 months. This product will enhance the customer experience of listening to music on mobile devices."

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

Arvind Verma  
Marketing Communications Manager  
LatestOne.com  
Road Number 12, Banjara Hills,  
Hyderabad, Telangana 500034  
Phone Number: 040-67138826  
E-mail - [arvind.verma@palred.com](mailto:arvind.verma@palred.com)