



Date: 24<sup>th</sup> October, 2017

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: Press Release – “PTron unveils ‘Viki’ Bluetooth sunglasses at just INR 999/- Exclusively on LatestOne.com!”**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and with reference to the above mentioned subject, we herewith submit the exchanges, the enclosed press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited, Captioned **“PTron unveils ‘Viki’ Bluetooth sunglasses at just INR 999/- Exclusively on LatestOne.com!”**

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,  
For **Palred Technologies Limited**

*For Palred Technologies Limited*  
*Naveen Kumar*  
*Company Secretary*

Naveen Kumar  
Company Secretary

Encl. as above

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**PALRED TECHNOLOGIES LIMITED**

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

CIN No. : L72200AP1990PLC033131

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

Tele : +91 40 6713 8810 | Website : [www.palred.com](http://www.palred.com)

**PTron unveils 'Viki' Bluetooth sunglasses at just INR 999/-**

**Exclusively on LatestOne.com!**

*10,000 pieces of the [PTron Viki](#) already sold within first three days of pre-launch*

*Majority of the sales driven by Gen Z and Millennials*

**Hyderabad, 24<sup>th</sup> Oct 2017:** PTron, one of the most desired mobile accessories brand unveils "[Viki](#)", Bluetooth headphone sunglasses for men & women. PTron brings to you an exciting new product which gives you a sporty look to flaunt by adding a classy touch to it. Through this, PTron broadens its range of headphones in the audio segment and this is in line with PTron's strategy of continuously innovating and introducing unique products to meet rapidly changing customer needs and demands. As per a report, earphones and headphones market is projected to witness over 5% CAGR from 2017 to 2024 due to the convenience and comfort offered by the technology.

PTron Viki is exclusively available on LatestOne.com priced attractively at just INR 999/-. Such a Bluetooth enabled sunglasses is Ideal for outdoor sports addicts, runners, cyclists, hikers, backpackers to weekend warriors to the less intense, friends and family looking to enjoy and participate in life's moments.

10,000 pieces of the stylish [PTron Viki](#) have already been sold in first three days of pre-launch of which huge number of orders came from South India. A majority of the purchase has been dominated by the youth with 43% of the PTron Viki being purchased by Gen Z and 40% by Millennials. Gen Z youth and Millennials are aware of a tech savvy lifestyle and they prefer online shopping over other daily routines. Gen Z possess an extreme individuality of character and the seamless comfort with online shopping which has led to Gen Z crafting their own idea of 'MyLuxury'—where supposed brand value is trumped by quality, value and personal excitement based on individual choices and what brands mean to them personally. Hence they are one of the major buyers for this practical, versatile and efficient sunglass with a Bluetooth enabled phone & music support.



#### Key Features:

- ✓ Fashionable design with foldable eyeglasses
- ✓ Black Polarized lenses which can filter light and protect your eyesight
- ✓ Smart Bluetooth sunglasses, stereo sound, answer calls & listen to music
- ✓ Wire-free communication up to 10 meters from a compatible Bluetooth-enabled smart phone
- ✓ Multi-functional buttons and voice alerts
- ✓ Built-in rechargeable lithium battery, comes with Mini USB cable

Ameen Khwaja, Founder, and CEO of LatestOne.com said, *“LatestOne.com is glad to launch PTron Viki. There is no doubt that Viki is a unique product, and we are overwhelmed with the kind of response we have received from our patron consumers. I believe that Viki is an apt accessory for bike riders due to its multi-functionality. I am confident that we will be selling 200,000 pieces of PTron Viki in next 6 months.”*

#### About LatestOne.com

Hyderabad-based [LatestOne.com](http://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, headsets, smart watches, mini android TV, fashion accessories 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)