



Date: 8th November, 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 launches ‘Magg’ magnetic earphone at just INR 499! 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 launches ‘Magg’ magnetic earphone at just INR 499! Exclusively on LatestOne.com!”**

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,
For Palred Technologies Limited

Naveen Kumar
For Palred Technologies Limited

Naveen Kumar
Company Secretary

Naveen Kumar
Company Secretary

Encl. as above

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

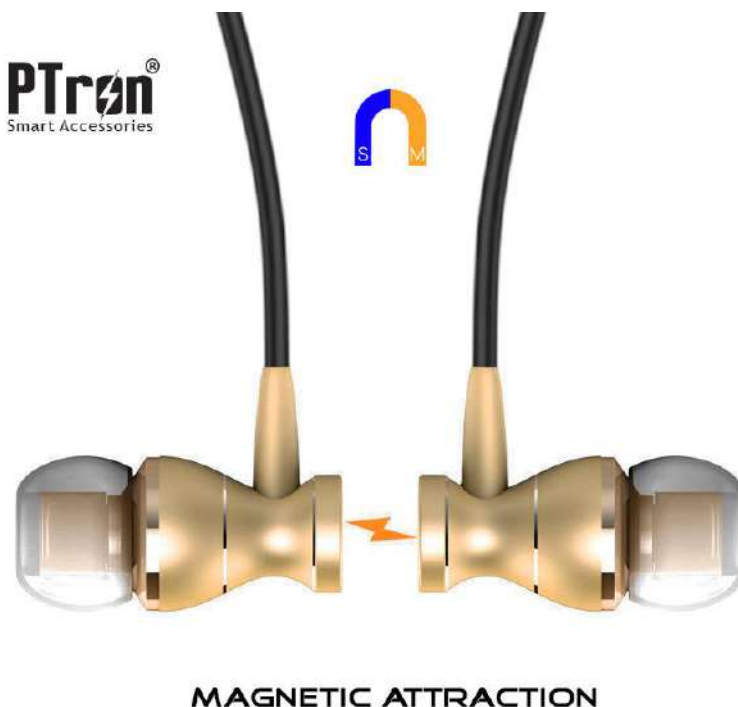
PTron launches 'Magg' magnetic earphone at just INR 499!

Exclusively on LatestOne.com!

Mobile accessories brand 'PTron' is emerging as a specialist in earphones category

Hyderabad, 8th November, 2017: PTron unveils 'Magg' a wired earphone with magnetic attraction. PTron Magg is a refined, elegant looking and ergonomically designed [earphone](#). With the launch of this product, PTron extends its range of wired in-ear earphones in the audio segment. This is in line with the brand's strategy of continuously introducing unique feature earphones to dominate the mid-market earphone segment. As per a report, the global earphones and headphone market is expected to reach USD 15.8 billion by 2025.

[PTron Magg](#) is a combination of revolutionary acoustic engineering and craftsmanship to provide ultimate audio experience. With a built-in microphone and call control features, Magg gives complete control over music and phone calls. Earphone is an essential gadget for Gen Z as it allows them to enjoy listening to their favorite music in a comfortable manner for long hours. To make it affordable to the users, PTron Magg is attractively priced at just INR 499 and it is exclusively available on LatestOne.com.



Here are some of the distinguished features of 'PTron Magg':

- ✓ Magnetic ear buds, stereo sound & metal housing with strong bass
- ✓ Noise cancellation to provide clear listening experience
- ✓ Built-in mic, convenient hands-free calling, answer, reject and end calls directly with the earphones, volume up, volume down, pause & play
- ✓ Ergonomic in-ear design with soft silicone sweat-proof ear tips reduce outside noise, so you can enjoy music on the go
- ✓ Compatible with all 3.5mm audio cable jack smart phones and devices

Ameen Khwaja, Founder and CEO of LatestOne.com said, *"PTron Magg is designed uniquely with large chambers, reproduces deep and clear bass of sound by increasing the acoustic capacity and density. PTron has clearly emerged as a specialist in headphones category and very popular amongst Gen Z. I am confident that we would be selling 300,000 pieces of PTron headphones in the current quarter"*.

PTron is one of the most eminent manufacturers of mobile accessories and any buyer can access universal supportive devices under PTron brand. The USP of PTron is that the products are available at an affordable range with world class features. For Example, 10,000 pieces of the stylish PTron Viki were sold in first three days of pre-launch of which huge number of orders came from South India. Similarly other products under PTron have been highly successful with an overall sale of one million pieces.

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, 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