



Date: 21st 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 brings forth ‘Rhythm’ curved screen smart watch at just INR 1299! 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 brings forth ‘Rhythm’ curved screen smart watch at just INR 1299! Exclusively on LatestOne.com!”**

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,
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.

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PTron brings forth 'Rhythm' curved screen smart watch at just INR 1299!

Exclusively on LatestOne.com!

It's a smart watch and an independent smart phone

Hyderabad, 21st November, 2017: PTron presents yet another paragon in the world of smart watches- '[Rhythm](#)' a Bluetooth smart watch with a camera and SIM card slot. PTron Rhythm has square curved touch screen coupled with high-grade silicon gel soft strap. From flaunting your fashionista look to a casual or to a sport look, rhythm goes with any and every occasion. With the launch of this smart wearable, PTron widens its range and disrupts the mid-market for smart watches. This is in line with the brand's strategy of continuously introducing innovative products at affordable prices. As per a report, global smart watch market will grow steadily during the next four years and post a CAGR of over 16% by 2021.

[PTron Rhythm](#) is an amalgamation of fashion and technology which creates a new smart wrist wear that stands out amongst the crowd. It comes in two elegant colors – black and white. To make it affordable to consumers, PTron Rhythm is attractively priced at just INR 1299/- and it is exclusively available on LatestOne.com.



Few important features of 'PTron Rhythm':

- ✓ 1.54 inch curved touch screen display with 240x240 resolution and metal case. It is designed for daily use
- ✓ Smart watch phone - with SIM card slot, it's not only a smart watch but also an independent phone. It can support TF card to expand its memory
- ✓ Smart watch Bluetooth - you can receive notifications from your smart phone right on your wrist with a glance without having to take the phone out of your pocket. Such as SMS notifications, social media notifications
- ✓ Fully loaded with useful apps like Whats app, Facebook, Twitter, browser, pedometer, sedentary reminder, sleep monitoring, music player, camera, anti-lost and many more
- ✓ With 320 mAh of battery life, the smart watch is always there when you need it during your daily routine

Ameen Khwaja, Founder, and CEO of LatestOne.com said, "PTron is focusing on building stylish smart watches with impressive hardware at affordable prices. Rhythm has micro SIM card slot which can support 2G mobile network. This brand appeals to Gen Z who want the convenience and usability that a smart watch can bring to a busy lifestyle. We plan to sell 100,000 units of smart watches in next 6 months".

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:

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