



Dt: 07-04-2017

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 crosses 2.5 million shipments"

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 crosses 2.5 million shipments"

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

Thanking you,

Yours faithfully,
For Palred Technologies Limited



Authorized Signatory

Encl. as above

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

LatestOne.com crosses 2.5 million shipments

Key highlights

- ✓ Vertical focused e-tailer is processing 5,000 orders per day
- ✓ LatestOne.com crossed 50 million unique visitors
- ✓ Touched 2 million customer base mark
- ✓ 2.5 million shipment in less than 2.5 years of operations

Hyderabad, 6th April, 2017: Mobile and tech accessories e-tailer LatestOne.com, retains its position as India's largest online retailer for mobile and tech accessories, by crossing the 2.5 million mark, in terms of number of orders shipped. LatestOne.com being the first player focused on mobile and tech accessories vertical in the country is processing more than 5,000 orders per day on an average. The site has also crossed a milestone of 50 million unique visitors and 3.0 Million customer registrations in a span of (2.5 years).

LatestOne.com has shipped these orders to its valued customers from the company's fulfillment centers, in New Delhi, Mumbai . LatestOne.com shipped 37% orders to south zone, 26% to north zone, 20% to west zone, 12% to east zone and 5% orders to central zone of the country for FY 16-17. Since the products are of high quality and shipped only from its own fulfillment centers, the company has received only 1.5% returns/refunds since commencement of operations. LatestOne.com receives 25% of orders from repeat customers.

Mr. Ameen Khwaja, CEO and Founder, LatestOne.com said, "It is the trust of our customers, which has helped us achieve the milestone of 2.5 million orders. We are grateful to our one time and repeat customers who have displayed their trust in our products. At LatestOne.com, our focus has always been on value for money and we will continue to offer our customers with affordable, semi-branded and high quality products. We aim to ship another 2.5 million orders in FY 17-18."

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 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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