



Dt: 13-07-2017

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: - "DaZon unveils designer watches for women! Exclusively on LatestOne.com!"

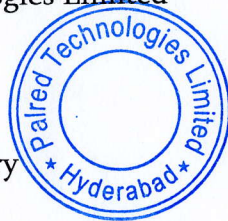
With reference to the above mentioned subject, we herewith submit the Exchanges, the press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited, captioned "DaZon unveils designer watches for women! Exclusively on LatestOne.com!"

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

Thanking you,

Yours faithfully,  
For Palred Technologies Limited

Authorized Signatory



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)

## DaZon unveils designer watches for women!

***Exclusively on LatestOne.com!***

**Hyderabad, 12<sup>th</sup> July 2017:** DaZon, a fast growing fashion accessories brand unveils thirty new models of wrist watches designed exclusively for women. [DaZon](#) brand was launched this year in the month of February and received encouraging response from online consumers. These new designer watches cater to the functional and trending needs of Indian women at accessible price points. As per a report, the online sale of watches in India has witnessed a sharp increase. However, overall category growth has remained steady for the past two years at an estimated 6% CAGR year on year.

DaZon ladies [watches](#) come in refreshing designs, in variant colors, variety of straps and in enduring quality - perfectly suitable for any occasion. It is believed that consumers like to buy accessories which will compliment their personalities. Keeping the same philosophy in mind, DaZon has focused on bringing trending designs in quality material to match Indian women's outlook and style quotient, at affordable prices.

DaZon watches are exclusively available on [LatestOne.com](#), price starts from INR 249/- only.

# DaZon



Ameen Khwaja, Founder and CEO of LatestOne.com said, *“We believe in promoting new and growing brands which have the potential to scale up. DaZon is one of such brands. Our association will help us in expanding our product catalog for women. I personally believe that what you wear reflects your personality and watches are no different. It is your attitude on your wrist. We have planned to sell 3,00,000 units of DaZon watches in Q2 FY 17-18. I am sure DaZon will launch more products on LatestOne in near future. We will also ensure that the DaZon products will be available to the consumers at an affordable price to meet their MyLuxury needs and preferences.”*

**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 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