



Date: 16th August, 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 – “DaZon unveils ‘Orb’ a designer watch for men! 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 ‘Orb’ a designer watch for men! Exclusively on LatestOne.com!”**

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**

Naveen Kumar

Authorised Signatory.



Encl. as above

PALRED TECHNOLOGIES LIMITED

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

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DaZon unveils 'Orb' a designer watch for men!

Exclusively on LatestOne.com!

Hyderabad, 16th Aug 2017: DaZon, a fast growing fashion accessories brand unveils 'Orb' new model of [wrist watch](#) designed exclusively for men. DaZon brand was launched six month ago and received promising response from online consumers, especially from Generation Z. 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 Orb watch come in a unique design, full metal body and in enduring quality - perfectly suitable for Gen Z. Orb's modern turntable black dial is one of the main features. DaZon Orb will be exclusively available for sale on [LatestOne.com](#) from 20th August and priced at INR 599/-. The watch is attractively priced to reach out the Gen Z consumers who look at personal gratification while purchasing a new product which is why conventional forms of luxury have left them unresponsive. Thus, LatestOne coined the idea of 'MyLuxury' defining Gen Z as ones who opt for exclusivity and prestige in their purchase.

Orb's features are watch type - fashion & casual watch for men, dial type - turntable, band & strap material - stainless steel, movement - quartz (battery), analog display - hour & minutes, dial face diameter - 3.8 cm, case thickness - about 1.0 cm & total watch length - 20 cm (adjustable).



Ameen Khwaja, Founder and CEO of LatestOne.com said, *“DaZon watches are highly appreciated by the younger generation and this brand has the capability to scale up in the coming months. As we know, Gen Z is always looking for unique and unconventional experience while making a purchase, Orb fills in all the requirements of being unique. We are focused on selling 3,00,000 units of DaZon watches in next couple of months on LatestOne.com. Our major target is Gen Z youth as they focus on personal gratification and distinct individualism as defined by ‘MyLuxury’ which states that is luxury is less about global brands, and more about subjective, personal gratification”*

About LatestOne.com

Hyderabad-based [LatestOne.com](https://www.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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