



To,  
BSE Limited  
P.J. Towers, Dalal Street,  
Mumbai - 400001.

Date: 06.09.2017

Dear Sir/ Madam,

Sub: Notice of the 18<sup>th</sup> Annual General Meeting (AGM) 2016-17

Please find the enclosed the Notice of the 18<sup>th</sup> AGM for fiscal year 2017. Same will be made available on the company's website, at [www.palred.com](http://www.palred.com)

Do also note that, in order to comply with Regulation 34 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations 2015, the annual report for the fiscal year 2017 will be filed with stock exchange after it is adopted by the shareholders at the 18<sup>th</sup> AGM, to be held on September 28, 2017.

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

Thanking you.

Yours faithfully,  
For Palred Technologies Limited

*Naveen Kumar*  
Naveen Kumar

Company Secretary  
Company Secretary

**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](http://www.palred.com)



# Palred Technologies Limited

## Annual Report 2016 - 2017



## CORPORATE INFORMATION

**BOARD OF DIRECTORS:**

Mr. Palem Srikanth Reddy	Chairman & Managing Director (DIN: 00025889)
Mr. S. Vijaya Saradhi	Independent Director (DIN: 00141961)
Mr. Atul Sharma	Independent Director (DIN: 07185499)
Mrs. Richa Patnaik	Independent Director (DIN: 07274527)

**REGISTERED OFFICE:**

Palred Technologies Limited  
 Plot No. 2, 8-2-703/2/B, Road No.12, Banjara Hills,  
 Hyderabad- 500034, Telangana, India.  
**CIN: L72200AP1999PLC033131**

**STATUTORY AUDITORS:**

M/s. Walker Chandiook & Co., LLP  
 Chartered Accountants  
 Begumpet, Hyderabad

**INTERNAL AUDITOR:**

Laxminiwas & Co. 402 & 602,  
 Moguls Court, Basheer Bagh, Hyderabad - 500 001

**SECRETARIAL AUDITOR:**

M/s. S.S. Reddy & Associates  
 Practicing Company Secretaries, Plot No.6-3-354/13, A1,  
 Suryateja Apartments, Hindi Nagar, Panjagutta, Hyderabad-500034

**BANKERS:**

Kotak Mahindra Bank Limited  
 ICICI Bank Limited  
 State Bank of India  
 Citi Bank N.A

**AUDIT COMMITTEE:**

Mr. S. Vijaya Saradhi	Chairman
Mr. Atul Sharma	Member
Mrs. Richa Patnaik	Member

**NOMINATION & REMUNERATION COMMITTEE:**

Mr. S. Vijaya Saradhi	Chairman
Mr. Atul Sharma	Member
Mrs. Richa Patnaik	Member

**STAKEHOLDERS RELATIONSHIP COMMITTEE:**

Mrs. Richa Patnaik	Chairman
Mr. S. Vijaya Saradhi	Member
Mr. Palem Srikanth Reddy	Member

**RISK MANAGEMENT COMMITTEE:**

Mr. Palem Srikanth Reddy	Chairman
Mr. Atul Sharma	Member
Mr. S. Vijaya Saradhi	Member

**REGISTRAR & SHARE TRANSFER AGENTS:**

Karvy Computershare Private Limited  
 Karvy Selenium Tower B, Plot 31-32, Gachibowli, Financial District,  
 Nanakramguda, Hyderabad – 500032  
 Phone Number: 040-67162222, 67161526,  
 Website: www.karvycomputershare.com, Email- einward.ris@karvy.com

**LISTED AT:**

National Stock Exchange of India Limited  
 Bombay Stock Exchange Limited

**DEMAT ISIN NUMBER IN NSDL & CDSL:**

INE218G01033

**WEBSITE:**

www.palred.com

**INVESTOR E-MAIL ID:**

company@palred.com



## Chairman speech

Dear Shareholders,

I take pleasure in presenting the Eighteenth Annual Report of your Company. I use this opportunity to present the financial performance of the Company in the year and what we see for the future. After the sale of business in October 2013, the Company has invested into Palred Online Technologies Private Limited which owns and operates [www.LatestOne.com](http://www.LatestOne.com) and Palred Technology Services Private Limited, a Software Solutions Company focused on e-commerce solutions.

LatestOne.com launched in October 2014 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 attracts more than 1,25,000 visitors per day and has already served more than 1.5 million unique customers.

LatestOne.com has emerged as No.1 etailer for Tech & Mobile Accessories in 2 years since its launch. By combination of superior technology, fulfillment centers and digital marketing skills LatestOne.com has scaled up from 100 orders per day to almost 5,000 orders in a day. LatestOne.com has reduced its losses by 60% while revenue has grown by 8%. It was also direct cost profitable for full financial year.

Ecommerce industry faced several challenges last year. Even in these difficult situations we have been able to raise funding from prominent existing and new investors. We will use funding for international expansion and to introduce more product categories.

As always we will update the stake holders, investors, employees, customers, vendors and also keep them posted about the developments from time to time. Your Company has always been actively contributing to social causes as a part of its Corporate Social Responsibility.

On behalf of Management and staff, I would like to thank every shareholder of Palred Technologies Limited, for your continued commitment, support and confidence. We look forward to your continued support and encouragement in future as well.

Thank you

**Palem Srikanth Reddy**  
Chairman and Managing Director

## Notice to the 18<sup>th</sup> Annual General Meeting

### NOTICE

Notice is hereby given that the 18<sup>th</sup> Annual General Meeting of members of Palred Technologies Limited will be held on Thursday, the 28<sup>th</sup> day of September, 2017 at 9.00 A.M. at the Registered Office of the Company at Plot No: 2, H. No: 8-2-703/2/B, Road No: 12, Banjara Hills, Hyderabad Telangana – 500 034 to transact the following business:

#### ORDINARY BUSINESS:

1. To consider and adopt the audited financial statements (including the consolidated financial statements) of the Company for the financial year ended March 31, 2017 and the reports of the Board of Directors ('the Board') and Auditors thereon.
2. To ratify the appointment of M/s. Walker Chandiok & Co LLP, as Statutory Auditors and to fix their remuneration and for the purpose to consider and if, thought fit, to pass with or without modification(s), the following Ordinary Resolution thereof

“**RESOLVED THAT** pursuant to the provisions of Section 139 and 142 of the Companies Act, 2013 and rules made there under as amended from time to time, pursuant to recommendation of Audit Committee, and pursuant to the resolution passed by the Members at the Annual General Meeting (AGM) held on September 30, 2016, the appointment of M/s. Walker Chandiok & Co LLP, Hyderabad (Firm Registration No: 001076N/N500013) as Statutory Auditors of the Company to hold office till the conclusion of the AGM to be held in the year 2019 be and is hereby ratified and that the Board of Directors be and is hereby authorized to fix the remuneration payable to them for the financial year ending March 31, 2018 as may be determined by the Audit Committee in consultation with the Auditor from time to time.”

For and on behalf of the Board of  
**Palred Technologies Limited**

Sd/-

**Palem Srikanth Reddy**

Chairman & Managing Director  
(DIN: 00025889)

Place: Hyderabad

Date : 04.09.2017

**NOTES:**
**1. A MEMBER ENTITLED TO ATTEND AND VOTE IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE INSTEAD OF HIMSELF/HERSELF AND A PROXY NEED NOT BE A MEMBER OF THE COMPANY.**

The instrument of Proxy in order to be effective shall be deposited at the Corporate Office of the Company by not less than 48 hours before the commencement of the Meeting.

Pursuant to the provisions of Section 105 of the Companies Act, 2013, a person can act as a proxy on behalf of not more than fifty (50) members and holding in aggregate not more than 10% of the total share capital of the Company carrying voting rights. A member holding more than 10% of the total share capital of the Company carrying voting rights may appoint a single person as proxy, who shall not act as a proxy for any other person or shareholder. The appointment of proxy shall be in the Form No. MGT.11 annexed herewith.

2. The Register of Members and Share Transfer Books of the Company will remain closed from 22.09.2017 to 28.09.2017 (Both days inclusive).
3. Members holding shares in the electronic form are requested to inform any changes in address/bank mandate directly to their respective Depository Participants.
4. Members are requested to hand over the enclosed Attendance Slip, duly signed in accordance with their specimen signature(s) registered with the Company for admission to the meeting hall. Members who hold shares in dematerialised form are requested to bring their Client ID and DP ID Numbers for identification.
5. Corporate Members are requested to send to the Company's Registrar & Transfer Agent, a duly certified copy of the Board Resolution authorizing their representative to attend and vote at the Annual General Meeting.
6. In case of joint holders attending the Meeting, only such joint holders who are higher in the order of names will be entitled to vote.
7. Members holding shares in electronic form may note that bank particulars registered against their respective registered accounts will be used by the Company for the payment of dividend. The Company or its Registrar and Share Transfer Agent cannot act on any request received directly from the members holding shares in electronic form for any change of bank particulars or bank mandates. Such changes are to be advised only to the Depository Participant of the members.
8. The Securities and Exchange Board of India issued a circular for submission of Aadhar number by every participant in securities market. Members holding shares in demat form are, therefore, requested to submit Aadhar card details to the Depository Participants with whom they have demat accounts. Members holding shares in physical form can submit their Aadhar card details to the Company/ Registrar and Share Transfer Agents (M/s. Karvy Computershare Private Limited.)
9. As a measure of austerity, copies of the annual report will not be distributed at the Annual General Meeting. Members are therefore, requested to bring their copies of the Annual Report to the Meeting.

10. Members holding shares in the same name under different ledger folios are requested to apply for Consolidation of such folios and send the relevant share certificates to M/s. Karvy Computershare Private Limited., Share Transfer Agents of the Company for their doing the needful.
11. Members are requested to send their queries at least 10 days before the date of meeting so that information can be made available at the meeting.
12. In respect of shares held in physical mode, all shareholders are requested to intimate changes, if any, in their registered address immediately to the registrar and share transfer agent of the company and correspond with them directly regarding share transfer/transmission /transposition, Demat / Remat, change of address, issue of duplicate shares certificates, ECS and nomination facility.
13. In terms of Section 72 of the Companies Act, 2013, a member of the company may nominate a person on whom the shares held by him/her shall vest in the event of his/her death. Members desirous of availing this facility may submit nomination in prescribed Form-SH-13 to the company/ RTA in case shares are held in physical form, and to their respective depository participant, if held in electronic form.
14. Electronic copy of the Annual Report for 2016-2017 is being sent to all the members whose email IDs are registered with the Company/Depository Participants(s) for communication purposes unless any member has requested for a hard copy of the same. For members who have not registered their email address, physical copies of the Annual Report for 2016-2017 is being sent in the permitted mode.
15. Members may also note that the Notice of the 18th Annual General Meeting and the Annual Report for 2016-2017 will also be available on the Company's website [www.palred.com](http://www.palred.com) for their download. The physical copies of the aforesaid documents will also be available at the Company's Registered Office for inspection during normal business hours on working days. Even after registering for e-communication, members are entitled to receive such communication in physical form, upon making a request for the same, by post free of cost. For any communication, the shareholders may also send requests to the Company's investor email id: [company@palred.com](mailto:company@palred.com).
16. **Voting through Electronic Means (E-Voting Facility)**  
 In compliance with provisions of Section 108 of the Companies Act, 2013, Rule 20 of the Companies (Management and Administration) Rules, 2014 as amended by the Companies (Management and Administration) Amendment Rules, 2015 and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, and Secretarial Standard on General Meetings (SS2) issued by the Institute of Company Secretaries of India, the Company is pleased to provide members facility to exercise their right to vote on resolutions proposed to be considered at the Annual General Meeting (AGM) by electronic means and the business may be transacted through e-Voting Services. The facility of casting the votes by the members using an electronic voting system from a place other than venue of the AGM ("remote e-voting") will be provided by M/s. Karvy Computershare Private Limited ("Karvy").

The facility for voting through ballot paper shall be made available at the AGM and the members attending the meeting who have not cast their vote by remote e-voting shall be able to exercise their right at the meeting through ballot paper. The members who have cast their vote by remote e-voting prior to the AGM may also attend the AGM but shall not be entitled to cast their vote again.

The remote e-voting period commences on September 25, 2017 (09.00 am) to September 27, 2017 (5.00 pm). During this period shareholders' of the Company, holding shares either in physical form or in dematerialized form, as on the cut-off date of September 21, 2017, may cast their vote electronically. The e-voting module shall be disabled by Karvy for voting thereafter. Once the vote on a resolution is casted by the shareholder, the shareholder shall not be allowed to change it subsequently.

A person who has acquired shares & become a member of the company after the dispatch of notice of AGM & holding shares as of cut-off date, may obtain the login ID & password by sending a request at company@palred.com. However, if the person is already registered with the Karvy for remote e-voting then the existing user ID & password can be used for casting vote.

The Company has engaged the services of M/s. Karvy Computershare Private Limited ("Karvy") as the Authorized Agency to provide e-voting facilities. The e-voting particulars are set out below:

EVENT (e-voting event number)	USER ID	PASSWORD/ PIN

Please read the procedure and instructions for e-voting given below before exercising the vote.

**17. Procedure and instructions for e-voting**

**A. Members who received the Notice through e-mail from Karvy:**

- i. Open your web browser during the voting period and navigate to 'https://evoting.karvy.com
- ii. Enter the login credentials (i.e., user-id & password). However, if you are already registered with Karvy for e-voting, you can use your existing User ID and password for casting your vote:

User – ID	For Members holding shares in Demat Form:- a) For NSDL :- 8 Character DP ID followed by 8 digit Client ID b) For CDSL :- 16 digits Beneficiary ID / Client ID For Members holding shares in Physical Form:- Event No. (EVENT) followed by Folio No. registered with the Company
Password	Your unique password is printed above / provided in the e-mail forwarding the electronic notice

- iii. After entering these details appropriately, click on "LOGIN".
- iv. You will now reach Password Change Menu wherein they are required to mandatorily change their password. The new password shall comprise

of minimum 8 characters with at least one upper case (A-Z), one lower case (a-z), one numeric value (0-9) and a special character (@, #, \$, etc.). The system will prompt you to change your password and update your contact details like mobile number, email ID etc. on first login. You may also enter a secret question of your choice to retrieve your password in case you forget it. It is strongly recommended that you do not share your password with any other person and that you take utmost care to keep your password confidential.

- v. After changing password, you need to login again with the new credentials.
  - vi. On successful login, the system will prompt to select the "Event" i.e. Palred Technologies Limited.
  - vii. On the voting page, enter the number of shares (which represents number of votes) as on the cut-off date under "FOR/AGAINST/ABSTAIN" against the resolution or alternatively you may partially enter any number in "FOR", partially in "AGAINST" and partially in "ABSTAIN" but the total number in "FOR/AGAINST/ABSTAIN" taken together should not exceed your total shareholding.
  - viii. You may then cast your vote by selecting an appropriate option and click on "Submit". A confirmation box will be displayed. Click "OK" to confirm else "CANCEL" to modify your vote. During the voting period, Members can login any number of times till they have voted on the resolution.
  - ix. Corporate/Institutional Members (corporate / Fls/Flls/Trust/Mutual Funds/Company's, etc) are additionally required to send scanned certified true copy (PDF Format) of the Board Resolution / Authority Letter, etc. together with the attested specimen signature(s) of the duly authorized representative(s), to the Scrutinizer at e-mail ID: ssrcfs@gmail.com with a copy marked to evoting@karvy.com. The scanned image of the above mentioned documents should be in the naming format "Corporate Name Event No."
- B. In case of Members receiving the Notice by post:**
- 1. Please use the User ID and initial password as provided above.
  - 2. Please follow all steps from Sr. No. (i) to (ix) as mentioned in (A) above, to cast your vote.
- C.** The e- voting period commences on 25th of September, 2017 at 09.00 A.M and ends on 27th of September, 2017 at 05.00 P.M. In case of any query pertaining to e-voting, please visit Help & FAQs section of Karvy e-voting website.
- D.** Once the vote on the resolution is cast by a shareholder, the shareholder shall not be allowed to change it subsequently. Further, the shareholders who have cast their vote electronically shall not be allowed to vote again at the AGM.

- E. Mr. Sarveswar Reddy, Practising Company Secretary (C.P No.7478) has been appointed as Scrutinizer for conducting the e-voting process in accordance with law. The Scrutinizer's decision on the validity of e-voting shall be final. The e-mail ID of the Scrutinizer is [ssrfcs@gmail.com](mailto:ssrfcs@gmail.com).
- F. The Scrutinizer shall, on the date of the AGM, unblock the votes in the presence of at least two witnesses not in the employment of the Company and make a Scrutinizer's report of the votes cast in favour or against, if any, and submit it to the Chairman.
- G. The result of voting will be announced by the Chairman of the AGM at or after the AGM to be held on 28.09.2017 and the resolution will be deemed to have been passed on the date of the AGM subject to receipt of the requisite number of votes in favour of the resolution.
- H. The result of the voting along with the Scrutinizer's Report will be communicated to the stock exchanges and will also be hosted on the website of the Company ([www.palred.com](http://www.palred.com)) and on Karvy's website (<https://evoting.karvy.com>) within 48 hours of completion of voting.
- I. The voting rights for the shares are one vote per equity share, registered in the name of the shareholders / beneficial owners as on 21.09.2017. Shareholders holding shares either in physical form or dematerialized form may cast their vote electronically.
- J. Shareholders / proxies may also vote at the venue of the meeting physically by using the ballot papers that will be provided at the venue. Shareholders / proxies who have cast their votes through e-voting will not be allowed to cast their votes physically at the venue of the AGM.
- K. In case of any grievances connected with the voting by electronic means, shareholders are requested to contact Mr. P. Nageswara Rao, Karvy Selenium, Tower B, Plot No. 31 & 32, Financial District, Gachibowli, Hyderabad - 500 032, E-mail : [einward.ris@karvy.com](mailto:einward.ris@karvy.com), Phone : 040-67162222.
- L. Members who have acquired shares after the dispatch of the Notice and before the Cut-off date may obtain the user ID by approaching Mr. B.V. Kishore, Karvy Selenium, Tower B, Plot No. 31 & 32, Financial District, Gachibowli, Hyderabad - 500 032, E-mail: [einward.ris@karvy.com](mailto:einward.ris@karvy.com), Phone: 040-67162222, for issuance of the user ID and password for exercising their right to vote by electronic means.
- M. In terms of Companies Act, the amount of dividend remaining unclaimed or unpaid for a period of seven years from the date of transfer to the unpaid dividend account is required to be transferred to the Investor Education and Protection Fund (IEPF). Accordingly, in the year 2016-17, the Company would be transferring the unclaimed or unpaid Final Dividend for the year 2009-2010 to the IEPF within a period of thirty days of such amounts becoming due. Shareholders are requested to ensure that they claim the dividend(s) from the Company before transfer of the said amounts to the IEPF.
18. The voting rights of shareholders shall be in proportion to their shares of the paid up equity share capital of the Company as on the cut-off date 21<sup>st</sup> September, 2017.
19. The Register of Directors' and Key Managerial Personnel and their shareholding maintained under Section 170 of the Companies Act, 2013, the Register of Contracts or arrangements in which the directors are interested under Section 189 of the Companies Act, 2013, will be available for inspection at the AGM.
20. Relevant documents referred to in the accompanying Notice, as well as Annual Reports and Annual Accounts of the Subsidiaries Companies whose Annual Accounts have been consolidated with the Company are open for inspection at the Registered Office of the Company, during the office hours, on all working days between 10.00 A.M. to 5.00 P.M. up to the date of Annual General Meeting.
21. The Ministry of Corporate Affairs (vide circular nos. 17/2011 and 18/2011 dated April 21 and April 29, 2011 respectively), has undertaken a 'Green Initiative in Corporate Governance' and allowed companies to share documents with its shareholders through an electronic mode. Members are requested to support this green initiative by registering/ uploading their email addresses, in respect of shares held in dematerialized form with their respective Depository Participant and in respect of shares held in physical form with the Company's Registrar and Share Transfer Agents.

For and on behalf of the Board of  
**Palred Technologies Limited**

Sd/-

**Palem Srikanth Reddy**

Chairman & Managing Director  
(DIN: 00025889)

Place: Hyderabad  
Date : 04.09.2017