



Date: February 28, 2018

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 announces launch of ‘Soundrush’ Bluetooth Earphones”

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 announces launch of ‘Soundrush’ Bluetooth Earphones”**

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 announces launch of 'Soundrush' Bluetooth Earphones
Comes with Advanced Chipset for rich sound quality

Hyderabad, 27 Feb 2018: PTron today announced the launch of '[Soundrush](#)', a Bluetooth sports earphone with an advanced audio chipset that provides a rich stereo sound experience.

[PTron Soundrush](#) comes with Bluetooth v4.1 adapter. This ultra-compact Bluetooth adapter can also be connected to conventional wired earphones with 3.5 mm aux connector, converting them into wireless Bluetooth earphones.

With a built-in clip that can be easily slipped onto a sleeve or bag strap, PTron Soundrush is an ideal choice for outdoor activities. With play, pause, change tracks and volume control buttons, PTron Soundrush ensures you are in complete control of your music, while on your morning jog or working out at the gym. The built-in mic, also facilitates answering calls on-the-go.

Launched on leading e-commerce portal 'LatestOne.com', PTron Soundrush is priced aggressively at INR 699/-. It is available in three attractive colors - red, yellow and black.



Ameen Khwaja, CEO of Palred Online Technologies Pvt Ltd said, “We are confident that consumers will appreciate the functionality and adaptability of ‘PTron Soundrush’. PTron is committed to keeping up with the changing needs and demands of its consumers. We aim to sell one million Bluetooth headsets in the coming financial year.” He further added, “Using PTron products is about making a statement of individuality, and expressing oneself. With #BeLoudBeProud as the brand’s core philosophy, the products are designed bearing in mind the needs and aspirations of Gen Z.”

Features & specifications:

- ✓ In-ear sports ergonomic design
- ✓ Advanced audio chipset
- ✓ Stereo quality sound output
- ✓ Bluetooth v4.1
- ✓ Transmission Range: 10m (33ft)
- ✓ Frequency: 20 Hz - 20 kHz
- ✓ Impedance: 32 ohms
- ✓ Mic sensitivity: 110+-3dB
- ✓ Battery capacity: 120 mAh polymer
- ✓ Talk time: Up to 7 hours
- ✓ Charging time: Up to 2 hours
- ✓ Charging port: Micro USB
- ✓ Compatible with any smart phone or tablet

About PTron

PTron is a well-established mobile accessories brand with a wide range of products - including audio and charging devices. It is owned by Palred Online Technologies Pvt. Ltd. (POT, a subsidiary of Palred Technologies Ltd (PTL), a listed company on BSE and NSE since 2004.

About LatestOne.com

LatestOne.com is India’s only e-tailer specializing 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 Kurnool. 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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