



Date: August 8, 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 – “India’s leading mobile accessories brand ‘PTron’ goes global”

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 **“India’s leading mobile accessories brand ‘PTron’ goes global”**.

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,
For Palred Technologies Limited
For Palred Technologies Limited

Company Secretary

Naveen Kumar
Company Secretary & Compliance Officer

Encl. as above

PALRED TECHNOLOGIES LIMITED

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

CIN No. : L72200AP1990PLC033131

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India's leading mobile accessories brand 'PTron' goes global

Appoints exclusive distribution partner in USA

Hyderabad, 08 August 2018: India and Hong Kong based [PTron](#), leading mobile accessories brand expands operations to international markets. PTron joins hands with global distributors/ channel partner network to expand its reach. As a part of this strategy, PTron has announced appointment of Cellpay as its exclusive distributor for USA. It is the second largest market in the world for mid-market, semi branded mobile accessories in the world, after China.

[PTron](#) already has distribution channels & partners in Israel, Indonesia, Italy and Canada.

Global mobile accessories market is expected to reach USD 255Bn by 2023. The single largest segment globally, is the mid market segment which is estimated at USD 102Bn. PTron has established its own design, testing, procurement and sales operations in China and a sales office in Hong Kong to avail products to its international customers.

Commenting on the launch of international operations, Mr. Ameen Khwaja, Founder & CEO of PTron said, *"We have an in- depth knowledge and understanding of our consumers and mobile accessories market. PTron stands for quality products and unbeatable prices. It is an honor to partner with all the six distributors. We are confident that their rich background in the industry and an exceptional distribution reach will help us strengthen our goal of increased market penetration in the FY 2018 - 2019. Cellpay is an established player in the mobile industry and have a strong reach to the retail market. We look forward to working with them to make PTron successful in the US market"*.

Mr. Peter Jasani of Cellpay, distributor for the USA, said *"We are pleased to partner with PTron and bring PTron brand to a larger US consumer base. There is a tremendous opportunity for these world-class mobile accessories due to their competitive prices and quality. We are aware that they are one of the largest brands in India and this partnership is a validation of our faith in PTron. We strongly believe that this is a long term partnership with commitment from both parties and will lead to a win-win scenario for both of us."*

Talking on this announcement, international sales manager of PTron, Ms. Alice Shen said *"We are pleased to have found a strong partner in US, as it is one of the most strategic markets for PTron products. Success in the US market will establish our credibility to penetrate other markets more easily"*.



Left to right: Ameen Khwaja, Founder & CEO of PTron, Peter Jasani of Cellpay & Alice Shen, International Sales Manager of PTron

PTron has already delivered over 5 Million items to valued customers over multiple online platforms in India. After a successful consumer base online, PTron recently entered the offline market in India and expanded its distribution channel of PTron products over 12 states in India, in a short span of 6 months. PTron brand is known for its wide range of quality products and very competitive pricing.

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., a subsidiary of Palred Technologies Ltd, a listed company on BSE and NSE since 2004.

For further information, please contact:

LatestOne.com

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