



Dt:- 08.03.2017

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: - "LatestOne.com launches PTron HBE8 earphone at just INR 299!"

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 "**LatestOne.com launches PTron HBE8 earphone at just INR 299!**"

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**

ARCHANA SASTRY Digitally signed by ARCHANA
SASTRY NUDURUPATI
NUDURUPATI Date: 2017.03.08 17:31:47 +05'30'

N Archana Sastry
Company Secretary

Encl. as above

PALRED TECHNOLOGIES LIMITED

CIN No: L72200AP1999PLC033131

Plot No: 2, H. No: 8-2-703/2/B, Road No: 12, Banjara Hills, Hyderabad – 500 034

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LatestOne.com launches PTron HBE8 earphone at just INR 299!

Mumbai, 8th March 2017: LatestOne.com, India's No.1 Mobile and Tech Accessories e-tailer has announced the launch of PTron HBE8 universal stereo earphone on their website. This is in line with PTron's strategy of continuously innovating and introducing new products to meet rapidly changing customer needs and demands. [HBE8](#) is a new addition to the company's HBE series of earphones. As per a report, wired earphones and headphone market size was over USD 10 billion in 2015. The segment is forecast to grow at 4.6% CAGR from 2016 to 2023 globally.

PTron HBE8 is an in-ear [earphone](#) with high quality sound. The new and specially designed HBE8 earphone will be exclusively available on LatestOne.com.

Features and specifications:

- ✓ Powerful, enhanced bass and passive noise isolation
- ✓ Integrated mic and call answer button
- ✓ 120 cm tangle free cable
- ✓ High-quality PVC twisted wire
- ✓ Response range 20-20000Hz
- ✓ 32 ohms impedance
- ✓ Sensitivity 11+/-16db (at 1 KHz 0.5 MS)
- ✓ Volume control slider
- ✓ 3.5mm interface

PTron HBE8 is available in 2 metallic color variants of gold and silver. To ensure it remains affordable to the customers largely comprising of Gen Z, the product is priced attractively at just INR 299 ! Prior to this, LatestOne.com has launched PTron HBE7 & HBE9 earphones for its consumers.

Ameen Khwaja, Founder and CEO of LatestOne.com said, "LatestOne.com is known for introducing 2-3 new products every month. PTron HBE8 earphone is an affordable earphone for younger generation. We have noticed an increased demand for wired earphones under INR 300 price range. LatestOne.com worked with dedicated and innovative manufacturing companies to provide this high quality earphone at an affordable price bracket to Gen-Z. We will launch variations of these earphones in coming months to meet the growing demand of the consumers."



About LatestOne.com

Hyderabad-based 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, 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 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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