



Date: 9<sup>th</sup> October, 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 – “Mobile accessories brand PTron strikes half century, sales hit the 50 crore mark!”**

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 **“Mobile accessories brand PTron strikes half century, sales hit the 50 crore mark!”**

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,  
For Palred Technologies Limited

For Palred Technologies Limited

*Naveen Kumar*  
Company Secretary

Naveen Kumar  
Company Secretary

Encl. as above

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**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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## Mobile accessories brand PTron strikes half century, sales hit the 50 crore mark!

### Highlights:

- ✓ Sales cross INR 50 crores.
- ✓ One million units sold.
- ✓ Gen Z buys 75% of PTron products



**Hyderabad, 09<sup>th</sup> Oct 2017:** PTron, a tech and mobile accessories brand has set its growth story on a trajectory by crossing the milestone of INR 50 crores revenue since launching in FY 15-16. From the wide array of products that [PTron](#) possesses, it has sold more than one million units making it a leading brand in this category in India. Gen Z, age group between 18-24 years, have formed the single largest consumer group for [PTron](#) products. Some of the best selling products are headphones, chargers & power banks, mobile covers and smart watches.



Ameen Khwaja, CEO of Palred Online Technology Pvt Ltd said, *“Though the brand was formally launched just over 2 years back, PTron sales grew rapidly, backed by good quality & product warranty. We have a design team that provides specification at a chip level to the manufacturers to ensure that the quality is superior and backed by warranty, while keeping the prices affordable. PTron is increasingly becoming a brand to reckon with in the #MyLuxury and value for money space, while the market is growing at 20% YOY. We are targeting to cross cumulative sales of 100 crores of PTron products in FY 18-19 making it the number 1 mid-market mobile accessories brand in India.”*

The advent of festive season has given a further boost to the sales of PTron products. The robust sales season sets the stage for India’s top e-commerce firms to finish the year strongly. Going with the trend even LatestOne.com is set to get festivity fever high and provide the best products to its consumers who can gift their loved ones and enjoy their MyLuxury preferences.

One of LatestOne.com’s targets is Gen Z who have distinguished preferences and choices. They look for affordability as well as quality in a brand which is exactly what LatestOne focuses on. LatestOne.com cater to the specific needs of Gen Z where emphasis is given to quality, affordability and individual gratification are likely to advance — backed by good consumer experiences, exceptional customer service and unbending veracity.

About LatestOne.com

Hyderabad-based [LatestOne.com](http://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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