



Dt: 27.04.2016

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 :- LatestOne.com announces the launch of PTron Virtual Reality headset.**

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, stating that LatestOne.com, India's largest tech & mobile accessories announces the launch of PTron Virtual Reality headset..

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

Thanking you,

Yours faithfully,  
For Palred Technologies Limited

**N Archana Sastry**  
Company Secretary

Encl. as above

---

**PALRED TECHNOLOGIES LIMITED**

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

CIN NO. : L72200AP1990PLC033131

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

Telefax: + 91 40 66384915, 66384916 | Website : [www.palred.com](http://www.palred.com)

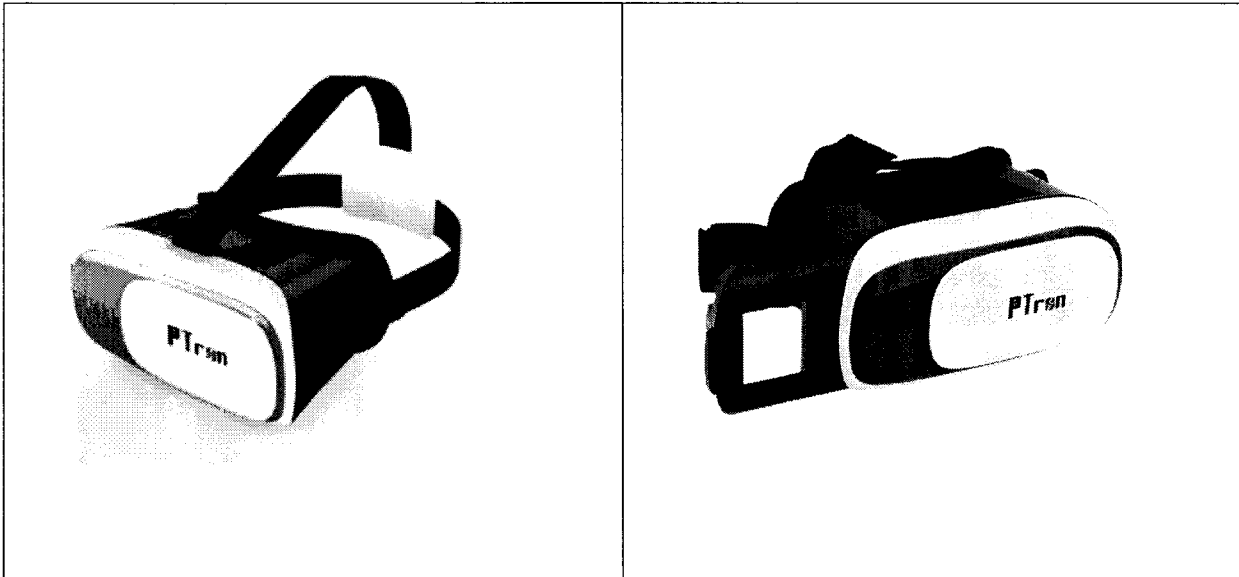
## **LatestOne.com announces the launch of PTron Virtual Reality headset**

**Hyderabad, XY April 2016:** [LatestOne.com](http://LatestOne.com), India's largest mobile and tech accessories e-tailer, announces the launch of new PTron virtual reality (VR) headset. The ergonomically designed VR Headsets from PTron are compatible with almost all smart phones to offer you uninterrupted entertainment and private cinema screen experience. PTron VR headset will uplift the gaming, video, movie viewing, and the social networking experience by creating the world of its own.

Skillfully crafted PTron VR headset comes with spectacular features and an elegant design that will give you an impressive viewing experience. You can indulge into high definition gaming by wearing the VR headset device on your eyes as it will track your eye movement and make your gaming character act as per your real movements. You can even build your own private cinema from your smart phone by connecting this lightweight device to your phone screen. The PTron virtual reality headset comes at an attractive price of INR 1,499 and will be exclusively available on [LatestOne.com](http://LatestOne.com)

Commenting on the launch of the VR headset **Mr. Ameen Khwaja, Founder & CEO of LatestOne.com** says *"We at LatestOne.com believe in making technology affordable and accessible. Our customer base is mostly youth that demand latest technology within their budget. In line with this, we are launching High Quality ABS, Version-2 VR headset, with adjustable lens, that will take your viewing experience to new heights and will surprise you with its awe-inspiring looks and features."*

Virtual Reality is the latest fad. The new age entertainment has traveled from small screen to private cinema and that is what VR headsets are all about. Industry estimates show that VR Gaming market is expected to reach the 56 million customer base with revenue of \$5 billion revenue in the year 2016 and the VR Headset market of India is projected to be 2.5 million in 2016, 12 million in 2017 and 24 million by 2018.



### **About LatestOne.com**

Hyderabad-based LatestOne.com is India's only publicly-listed e-tailer specialized in tech and mobile accessories. Be it Bluetooth devices, mobile covers, tablet accessories, cables, power banks, Android TVs, headsets, smart watches or CCTV's, it stocks over 10,000 different products in its inventory and operates through its own warehouses. It is owned by Palred Online Technologies Pvt. Ltd (POT) which is a subsidiary of Palred Technologies Ltd (PTL), a public limited company listed on BSE and NSE since 2004.

### **For further information, please contact:**

Arvind Verma,

Marketing Communications Manager,

LatestOne.com

Phone Number: 040-46659925

E-mail - arvind.verma@palred.com