



Date: 15<sup>th</sup> September, 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: Revised Press Release – “LATESTONE.COM PROJECTS 25% GROWTH IN REVENUE IN Q2 FY 17-18”**

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 revised press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited, Captioned **“LATESTONE.COM PROJECTS 25% GROWTH IN REVENUE IN Q2 FY 17-18”**

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

---

**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.

Tele : +91 40 6713 8810 | Website : www.palred.com

**LATESTONE.COM PROJECTS 25% GROWTH IN REVENUE IN Q2 FY 17-18**

**Highlights of financial results for Q1 FY 17-18**

- ✓ Gross Profit of 95 lakhs for Q1 FY 17-18 vs 18 lakhs for Q1 FY 16-17
- ✓ Net Revenue of 10.34 Cr for Q1 FY 17-18 vs 11.35 Cr for Q1 FY 16-17
- ✓ Successful Implementation of Rules Engine in Q1 FY 17-18
- ✓ Successful Migration to GST in Q2 FY 17-18
- ✓ Projects 25% Growth in Revenue for Q2 FY 17-18
- ✓ Projects 85% improvement in bottom line for Q2 FY 17-18

LatestOne.com, owned and operated by Hyderabad based public listed Company, Palred Technologies Ltd has declared net revenue of 10.34 Cr for Q1 FY 17-18. LatestOne.com has emerged as No.1 etailer for Tech & Mobile Accessories in 2 years since its launch. By Combination of superior technology, fulfilment centres and digital marketing skills LatestOne.com has scaled up from 100 orders per day to over 5,000 orders in a day.

The Company implemented Rules Engine in Q1 FY 17-18 to bring down returns from 32% to 28%. The Company has also successfully migrated to GST. With the successful implementation of Rules Engine and migration to GST the Company projects substantial operational and financial efficiencies from Q2 FY 17-18. As a result the Company expects an increase of 25% in its top line and improvement of almost 85% in bottom line in Q2 FY 17-18 as compared to same quarter previous year and huge improvements as compared to Q1 FY 17-18.

The numbers for Q2 17-18 are projected below,

Description	Quarter ended	
	30-Sep-16	30-Sep-17 (Forecasted)
Net Revenue (A)	10.12	12.75
<b>QoQ %</b>		<b>26%</b>
Direct Costs (B)	10.07	10.73
Gross Profit (C=A-B)	0.05	2.02
% of Net Revenue	0%	16%
Indirect Costs (D)	2.62	2.40
Other Income (E)	0.02	0.01
Net Loss ( C - D + E )	-2.55	-0.37
% of Net Revenue	-25%	-3%
<b>QoQ %</b>		<b>-85%</b>



With more than 10,000 SKU's, LatestOne.com has the largest catalogue and inventory in the tech and mobile accessories vertical. With advanced technology, the Company has reduced the cost of sales by way of high conversion rate which resulted in reduction of burn rate.

About LatestOne.com

Hyderabad-based [LatestOne.com](http://LatestOne.com) is India's only etailer specialized in tech and mobile accessories such as Bluetooth devices, mobile covers, tablet accessories, cables, power banks, headsets, smart watches, mini android TV 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:**

Arvind Verma  
Marketing Communications Manager  
LatestOne.com  
Road Number 12, Banjara Hills,  
Hyderabad, Telangana 500034  
Phone Number: 040-67138826  
E-mail - arvind.verma@palred.com

***\*Disclaimer:** The documents contain forward-looking statements, based on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual result to differ materially. Such factors include, but are not limited to, changes in general economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.*

*This communication is not an offer to sell or the solicitation of an offer to buy securities.*