



To

Date: 10.02.2024

The Manager BSE Limited, P.J. Towers, Dalal Street, Mumbai- 400001. (Scrip Code: 532521)	The Manager, National Stock Exchange of India Limited, Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai- 400051. (Scrip Code: PALREDTEC)
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Dear Sir/ Madam,

Press Release- Creative Newtech to Distribute pTron Brand of Audio, Smart Wearable and Mobile accessories products across India

With reference to above mentioned subject, we hereby submit the press release submitted by Palred Electronics Private Limited, subsidiary company of Palred Technologies Limited, stating that Creative Newtech to Distribute pTron Brand of Audio, Smart Wearable and Mobile accessories products across India

This is for the information of and records of Exchanges.

Thanking you.

Yours faithfully,

For Palred Technologies Limited



Shruti Mangesh Rege
Company Secretary

PALRED TECHNOLOGIES LIMITED

CIN: L72200TG1999PLC033131

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Business Update Release

Palred Electronics Ties Up with Creative Newtech

Creative Newtech to Distribute pTron Brand of Audio, Smart Wearable and

Mobile accessories products across India



Hyderabad, 10th February 2024 – Palred Electronics has forged a strategic collaboration with **Creative Newtech Limited** (NSE: CREATIVE) to distribute its brand **pTron**'s products across India. pTron is a leading lifestyle electronics brand renowned for its innovative range of audio, smart wearables, and mobile accessories.

Under this exclusive agreement, Creative Newtech will serve as the exclusive distributor for pTron products **throughout India, with the exception of Mumbai and Gujarat**. Leveraging its **extensive offline channels**, Creative Newtech aims to bring a diverse range of pTron's Audio, Smart Wearables, and Mobile Accessories to consumers across these regions.

The **product portfolio** offered through this collaboration encompasses a wide variety of audio solutions, including True Wireless Stereo (TWS) earbuds, wired and wireless earphones, and speakers, along with smart wearables and power and charging products such as power banks and cables.

The partnership between Palred Electronics and Creative Newtech represents a strategic alignment aimed at capitalizing on the booming segment of audio, smart wearables, and mobile accessories in India, promising significant growth and market penetration in the years to come.



Management's Comment:

Commenting on this development, Mr. Ameen Khwaja, CEO & Managing Director of Palred Electronics Limited said:

"We are thrilled about our recent partnership with Creative Newtech for the distribution agreement of Palred's esteemed brand, pTron, across India. This collaboration marks a significant milestone in our journey, further solidifying pTron's position as a leading player in the consumer electronics and mobile accessories market.

With Creative Newtech's extensive distribution network and market expertise, we are confident that pTron products will reach a wider audience, enhancing accessibility and customer satisfaction. We look forward to a successful and mutually beneficial partnership that will propel pTron to new heights of success in the Indian market."

About Creative NewTech:

Established in 1992, Creative Newtech Limited (Formerly known as Creative Peripherals and Distribution Limited) is a well-established company in India's Information and Communication Technology market. Through a robust network of partners and distribution channels, the Company has made a strong foothold in the IT distribution market in the country. The Company has an omni-channel network across all three channels of online, offline and retail trade.

Creative specializes in market entry and penetration for global brands. The Company offers demographic intelligence, and enables the formulation and execution of marketing strategies for its clients. In addition to such services, Creative continues to focus on timely delivery, diversification of its product portfolio, sustained long-term relationships with its channel partners, and extending value-added services over and above distribution.

About Palred Electronics & pTron:

Palred Electronics Pvt Ltd is the subsidiary of Palred Technologies Ltd, a public listed Company on BSE and NSE since 2004. Palred Electronics owns Consumer Electronics brand, pTron. Bridging the gap between technology & people, pTron is committed to being a trendsetter in budget segment lifestyle gadgets to meet the growing needs of new-age consumers. With cutting-edge technologies & best in class features, pTron is known to offer mobile & digital lifestyle products that are engineering feats in the given price segment.

Website Link: pTron.in