



Date: February 14, 2019

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 – “PTron expands distribution channel in North India- Appointed Mojo International as PTron’s Exclusive Distributor”.**

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 Electronics Private Limited, a subsidiary of Palred Technologies Limited, Captioned **“PTron expands distribution channel in North India- Appointed Mojo International as PTron’s Exclusive Distributor”.**

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,  
For **Palred Technologies Limited**

Naveen Kumar  
Company Secretary



Encl. as above

**PALRED TECHNOLOGIES LIMITED**

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

CIN No. : L72200AP1990PLC033131

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## PTron expands distribution channel in North India

Appointed Mojo International as [PTron](#)'s Exclusive Distributor

**Hyderabad, February 14, 2019-** **PTron**, one of India's fastest growing mobile accessories brand, today announced strengthening of its distribution channel in the Northern India. The company appointed **Mojo International** as its first exclusive distributor in north India. It is one of the largest distributors of mobile accessories in the region. With this appointment, PTron has expanded its offline sales channels into the new geographies of Delhi-NCR and Punjab.



Designed by an in-house team of experts and R&D center, PTron products are made by the company in its own manufacturing facility. [PTron](#) is strategically working to become a mobile accessories' brand that offers affordable products without compromising on its quality and reliability, serving the needs of consumers with continuous innovation while reaching every corner of the country.

The company's products are available in around 1,000 retail outlets with a strong distribution network in 15 states of India which include Delhi-NCR, Punjab, Haryana, Uttar Pradesh, Uttarakhand, Bihar, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, West Bengal, Odisha, Maharashtra, Gujarat and Rajasthan.

Speaking on the new distributor appointment, **Mr. Ameen Khwaja- Founder & CEO of PTron**, said *"Indian mobile accessories market size is between INR 12,000 - 14,000 crores and expected to grow at 10% year on year. This is a great opportunity for [PTron](#) that offers quality products at prices that are hard to beat. There is a large segment in the market that needs branded and affordable products with good quality and warranty both online and offline, which is not addressed properly. PTron is focusing on this segment which is potentially largest by volume and value. Mojo International is an established player in the mobile accessories market and have a strong reach to the retail market. We look forward to working with them to make PTron successful in the northern markets also."*

*"PTron has a strong proposition of reasonably priced mobile accessories and smart gadgets, backed by warranty. Their products have been enjoying good traction in the market and we see great potential in North"* added **Mr. G D Joshi- Proprietor of Mojo International**.

Since its inception in 2014, PTron has established itself as a trusted mobile accessories brand in India and over the years it has also expanded into the global markets. The company's distribution channels are currently present in countries like USA, Hong Kong, Israel, Indonesia, Italy and Canada with a warranty of 6 to 12 months and quality products certified by FCC for USA, CE for Europe and BIS for India.

**About PTron:**

Started in 2014, [PTron](#) was conceptualized as an electronic and mobile accessories brand owned by Palred Electronics Pvt. Ltd., which is a subsidiary of Palred Technologies Ltd, a public-listed company on BSE and NSE since 2004.

PTron offers a bouquet of mobile accessories products to meet the needs of its consumers. PTron offers products like Bluetooth headsets, portable Bluetooth speakers, wired headsets, chargers and cables, smart watches, networking products and many more. PTron's strength lies in its wide range of products whose quality is backed by warranty but offers them at competitive prices in the branded accessories category for the mid-market.

**For further information, please contact:**

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