



Date: January 11, 2018

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 – "Experience the Magic of Sound with 'PTron Boom' Dual Driver Earphones"

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 **"Experience the Magic of Sound with 'PTron Boom' Dual Driver Earphones"**

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

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Experience the Magic of Sound with 'PTron Boom' Dual Driver Earphones

Hyderabad, 10th January 2018: Working-out or enjoying a sport but struggling to find the right pair of earphones? PTron, a fast-emerging audio brand creating waves among millennials, has come up with ergonomically designed earphones that snugly fit into your ears. The high-quality output of dual drivers would make you want to keep the earphones on, all day long.

PTron has launched [Boom 4D](#) Sports Earphones to enhance listening experience of millennials and Gen Z with exceptional sound quality. The in-ear stereo earphones incorporate a host of other engineering refinements too. The earplugs are ergonomically designed to fit into the ear and keep the users comfortable even as they enjoy music for extended durations of time.

Latest as they are with technology, PTron Boom 4D earphones are high on fashion as well. With three vibrant color combinations – red/black, gold/black & silver/white – consumers can pick one that suits their style statement.

Launched on LatestOne.com, the [PTron Boom 4D](#) Sports Earphones are available at introductory price of INR 699. It can also be ordered on e-commerce platforms such as Flipkart & Amazon alongside LatestOne.com.



Features & Specifications:

- ✓ Ergonomic noise canceling in-ear sports design
- ✓ In-line microphone with volume control
- ✓ Gold plated 3.5 mm stereo aux jack connecting cable compatible for mobile phones and tablets
- ✓ Frequency response range 20-22000Hz
- ✓ 6 mm dual dynamic drivers
- ✓ Impedance 16 Ω
- ✓ Sensitivity 110db +- 3dB

Ameen Khwaja, CEO of Palred Online Technologies Pvt. Ltd. said, “PTron is aggressively entering the premium earphones and headphones category by launching products that are user friendly, designed for comfort and aesthetically pleasing. The features of the product have been designed keeping in mind the choice of Gen Z and millennials. As content consumption continues to go mobile, we are thrilled to meet the demands of our consumers by offering PTron Boom. We are sure these earphones will change the way millennials and Gen Z

enjoy listening to music."

PTron is one of the most eminent manufacturers of mobile accessories and any buyer can access universal supportive devices under PTron brand. The USP of PTron is that the products are available at an affordable range with world class features. For Example, 10,000 pieces of the stylish PTron Viki were sold in first three days of pre-launch of which huge number of orders came from South India. Similarly other products under PTron have been highly successful with an overall sale of one million pieces.

About LatestOne.com

Hyderabad-based 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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