



06.01.2016

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: LatestOne.com launches 30 new models of PTron Bluetooth Headsets

With reference to the above mentioned subject, we herewith submit the Exchange, the press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited (acquired on November, 2014), stating **LatestOne.com launches 30 new models of PTron Bluetooth Headsets**.

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**


Archana Nudurupati
Company Secretary



Encl. as above

PALRED TECHNOLOGIES LIMITED

CIN NO. : L72200AP1999PLC033131

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LatestOne.com launches 30 new models of PTron Bluetooth Headsets!

Mumbai, 5th January, 2016: LatestOne.com, India's No. 1 online tech & mobile accessories player is beginning the New Year with the introduction of a wide range of PTron [Bluetooth headsets](#). It is launching almost 200 different headsets in various colors and designs in an attractive price range of Rs.599 to Rs.1499 with free shipping. Bluetooth headsets are electronic audio devices that connect wirelessly to the smart phones, tablets and laptops. It enables hands free operation within 25 feet distance of the base unit to answer calls, play & listen to high quality music from various sources.

PTron products are emerging as market leaders in the mobile & tech accessories business, by attractive pricing for high quality products. PTron products are exclusively available, only on [LatestOne.com](#). These headsets are available variety of colors such as Gold, Blue, Black, Red, White, Green, Sky Blue, and Silver. In each of these colors, headsets are available in neckband, headset, and earpiece types of designs to suit the individual needs. *The special features of the PTron Bluetooth headsets which makes them stand apart in this competitive tech industry are its size which is smaller than a 1 rupee coin, sporty look yet light weighted better Bluetooth connectivity and competitive pricing with free shipping. These features mentioned below makes the product more desirable and user friendly.*

Specifications:

- *Size - smaller than 1 rupee coin*
- *Sporty - Mini lightweight wireless sports headset*
- *Technology - Bluetooth 4.1 CSR chipset for noise reduction and better bluetooth connectivity*
- *Competitive pricing - Rs 599 - Rs 1499 with free shipping*

The tech & mobile accessories market in India is currently estimated at INR 25,000 crores per year, of which only headsets market for phones is about 1,500 crores per year. The Bluetooth headsets market is estimated at INR 500 crores and it is amongst the fastest growing components of the accessories business in India.

Commenting on the availability of PTron bluetooth headsets on LatestOne.com, MD & CEO Mr.Ameen Khwaja said, "global Bluetooth headsets market to grow at a CAGR of 18.65% over the period 2014-2019. We are happy to launch new range of headsets while we believe we are responsible for guiding our customers to adopt safer ways of using mobile products and enjoy high quality of reception of audio/sound. We are introducing designer headsets that offer crisp and clear communication along with latest styling. We are sure that the sleek looks, amazing colors and high quality of reception will encourage the smartphone users to adapt to these headsets comfortably. We all know that smartphones are inevitable in today's fast lives but more importantly, using them with right accessories would help the users avoid accidents and other side-effects of excessive usage of smart phones."

About LatestOne.com

LatestOne.com is India's only e-tailer specialized in tech and mobile accessories. Be it 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:

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