Press Release

LatestOne.com introduces "99 Corner"

A special zone for exclusive deals on mobile & tech accessories

Hyderabad 17th June 2015: LatestOne.com introduced a special **"99 Corner"** as a part of their strategy to engage with customers across the board. The **"99 Corner"** has been introduced keeping in mind the growing demand from tier 2 / 3 towns for value for money products. LatestOne.com's **"99 Corner"** will offer excellent deals inclusive of delivery & taxes, starting at **INR 99!!** throughout the year.

LatestOne.com successfully executed a special sales campaign of flat 80% off, during which almost 40,000 orders were received within the first week of June. A lot of customers requested display and sales of a wider range of products in the price range of INR 99 – 299 through the year and not just on special occasions. The **"99 Corner"** is being launched in response to the feedback of these loyal customers.

The products in this **"value for money price segment"** include Mobile Covers, bumpers, cables and other tech & mobile accessories. Whether you are a user of low cost unbranded mobile or high end branded smart phone, the accessories are available for the entire range of mobile users in the **"99 Corner".** LatestOne.com has already established itself as a trendsetter in online tech accessories business in India with the widest range of mobile and tech accessories suiting the requirements and aspirations of the customers. The addition of **"99 Corner"** is aimed at creating a Value Zone for the customers in tier2 and tier3 cities which are registering increased sales of smart phone covers and cables.

The CEO of LatestOne.com, Mr. Ameen Khwaja said, "Sixty percent of our customers belong to a younger age-group with limited budget but a desire for designer covers at an advantage of price. In the **"99 Corner"** they need not hesitate anymore before ordering their favourite accessories. We have added a very broad range of products in this special category. With best price, they will also find best quality and style, it is true value for money!"

About LatestOne.com

LatestOne.com is India's only e-tailer specialized in tech accessories. Be it Mobile Covers, Tablet Accessories, Cables, Power Banks, Android TVs or CCTVs, it is heavily and dutifully stocked up, operating through its own warehouse at Banjara Hills, Hyderabad.

LatestOne.com 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:
Arvind Verma,
Marketing Communications Manager- Arvind.verma@palred.com