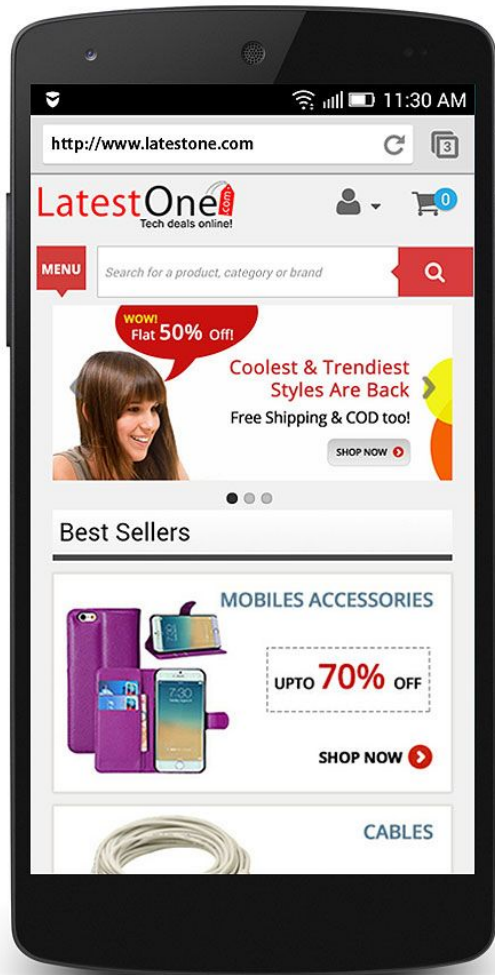


LatestOne.com - Mobile Friendly Application

LatestOne.com has reported a complete change in the trend – As compared to last year, when mobile devices. In the rapidly changing trends with the growing influence of smart phones on e-commerce, [LatestOne.com](http://www.latestone.com) has built “responsive design” user interface which is mobile friendly. As a result the traffic from mobile devices has increased rapidly in the last 6 months.



While a responsive design is mobile friendly, it is equally important to ensure there is no loss of important content, richness of UI and above all, the speed at the time of downloading on a mobile device.

LatestOne.com is delivered through a cloud front to the customers in India making it technically one of the highest rated e-commerce sites among-st the Indian e-commerce sites, when tested with various tools, for mobile friendliness.

The **MD & CEO** of LatestOne.com, **Mr. Ameen Khwaja** has quoted, “It is becoming increasingly important for customers to have a great user experience while shopping online in India. The first step is to get the screens fast and easily find what you want and complete the transaction quickly. LatestOne.com can provide exactly that experience, making it a mobile friendly user interface!”

LatestOne.com is owned and operated by Palred Online Technologies Pvt. Ltd, a subsidiary of Palred Technologies Ltd, a listed entity on [BSE](http://www.bse.co.in) and [NSE](http://www.nse.co.in).

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