Dt: 14.03.2016

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: Average Order Value of LatestOne.com increases by 50%.

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 that the average order value has increased by 50%, from INR 500 to INR 750 per order in the current quarter, as compared to the preceding quarter (Oct-Dec).

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**

N Archana Sastry
Company Secretary

Palred Technologies Limited * Hyderabad *

Encl. as above

LatestOne.com
Tech deals online!

Average Order Value of LatestOne.com increases by 50% !

Key Highlights

- ✓ Average order value increased by 50%
- ✓ Average order value for the quarter Oct - Dec 2015 was INR 500.00
- ✓ For the current quarter average order value is INR 750.00
- ✓ High value products (above INR 1,000) have rapidly increased from 10% of sales to 50% of sales, by value.

LatestOne.com announced that the average order value has increased by 50%, from INR 500 to INR 750 per order in the current quarter, as compared to the preceding quarter (Oct-Dec). This was achieved by changing the product mix of online sales, with the introduction of high value products like smart watches, fitness activity trackers, Bluetooth headsets, mobile camera lens etc. LatestOne.Com has successfully shipped / delivered more than one million orders since commencement of operations 18 months ago. Strong and established customer base, good will and trust, with growing repeat customers has played a vital role in increasing average order value. The trust that the valued customers have developed, from their earlier purchases on LatestOne.com, has made the process of introducing and selling, high value products online, easy. During the corresponding period, the Alex ranking of LatestOne.com has also steadily improved to 1,700 in India.

Mr. Ameen Khwaja, the Founder and CEO of LatestOne.com said, "While our traditional customer base for mobile accessories and cables continues to grow steadily, we are seeing an increased appetite for high value products and gadgets. Living up to its expectation, LatestOne.com introduced innovative designs and products such as 2A charging cables, high end charging dock stations and OTG pendrives in the Jan-Mar quarter."

About LatestOne.com

Founded in October 2014, the Hyderabad based LatestOne.com is India's only e-tailer specialized in tech and mobile accessories. Be it Bluetooth devices, mobile covers, tablet accessories, cables, power banks, Android TVs, headsets, smart watches or CCTV's, LatestOne.com stocks over 10,000 different products in its inventory and operates through its own warehouses.

For further information, please contact:

Arvind Verma
Marketing Communications Manager
LatestOne.com
Road Number 12, Banjara Hills,
Hyderabad, Telangana 500034
Phone Number: 040-46659925
E-mail - arvind.verma@palred.com