



Date: April 17, 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 – “PTron announces launch of ‘Pride’ 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 **“PTron announces launch of ‘Pride’ Earphones”**

This is for the information and records of the Exchanges.

Thanking you,

Yours faithfully,

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

Regd. Office : Plot No. 2, 8-2-703/2/B, Road No. 12, Banjara Hills, Hyderabad - 500 034.

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**PTron announces launch of 'Pride' Earphones***Metal earphones with Subwoofer Effect*

**Hyderabad, 17<sup>th</sup> April 2018:** PTron today announced the launch of '[Pride](#)', a wired earphones with metal earphone shell and high quality 9 mm speakers that provide a rich stereo sound experience. PTron Pride is crafted to blend awesome sound quality & great ergonomics that provide all-day comfort fit.

[PTron Pride](#) comes with a metal shell that enhances bass giving it a subwoofer effect, without compromising on the overall listening experience. It comes with universal 3.5 mm audio connector, which makes it compatible with smart phones, tablets, MP3/MP4 players, laptops etc. It is equipped with a built-in microphone that makes answering calls on-the-go easy. It also comes with noise cancellation, enhancing its usability in crowded environments. Keeping in line with other PTron earphones, the tangle-free cables are a boon to music lovers who are always on the move. It is available in rich nickel-black color.

PTron Pride is launched at an introductory price of INR 699 on leading e-commerce portal, LatestOne.com.





**Features & specifications:**

- ✓ In-ear ergonomic elegant design
- ✓ Stereo quality sound with subwoofer effect
- ✓ Noise canceling earphone
- ✓ Speaker size: 9 mm
- ✓ Frequency response: 20 Hz - 20 kHz
- ✓ Impedance: 16 ohms
- ✓ Sound level: 96+-3 dB
- ✓ Mic sensitivity: -42+-6 dB
- ✓ Aux connector: 3.5 mm gold plated
- ✓ Cable length: 1.2 m tangle-free cable

**Ameen Khwaja, CEO of Palred Online Technologies Pvt. Ltd.** said, *"We take pride in the craftsmanship of our PTron brand of earphones. To many, a earphones is a constant companion, whether they are at work, college or on the move. PTron Pride is a great example of how PTron is evolving and committed to provide high performance audio products for music lovers. We aim to sell one million earphones in the current financial year."*

**About PTron**

PTron is a well-established mobile accessories brand with a wide range of products - including audio and charging devices. It is owned by Palred Online Technologies Pvt. Ltd. (POT, 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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