



20th October, 2015

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 –New Warehouse in New Delhi, 2nd operation in India.

With reference to the above mentioned subject, we herewith submit to the Exchange, press release submitted by Palred Online Technologies Private Limited, a subsidiary of Palred Technologies Limited, announcing – **LatestOne's Brand New Warehouse in New Delhi, 2nd operation in India.**

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**



Archana Sastry Nudurupati,
Company Secretary.

Encl. as above

PALRED TECHNOLOGIES LIMITED

CIN NO. : L72200AP1999PLC033131

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LatestOne's Brand New Warehouse in New Delhi, 2nd operation in India

Hyderabad 19th October, 2015: With a base of more than one million customers and 10,000 SKUs from its own store/warehouse, **LatestOne.com** has emerged as India's largest online store for **tech accessories**. The company has been operating from their first warehouse in Hyderabad and has now announced commencement of operations from a new facility in New Delhi, making it the second operation in India.

LatestOne.com has been receiving over 1 lac orders per month and almost 20% of the orders are received from the Delhi/NCR region on a daily basis. To serve the fast growing market in North India, the company has established a brand new warehouse in New Delhi. The 15,000 sft warehouse located in the logistics hub of Dwarka, is highly automated with systems to process upto 10 orders per minute. LatestOne.com has announced that the operations from the warehouse have commenced from 16th October, Friday 2015.

The primary aim of this set-up is to provide same day or next day delivery to its valued customers in New Delhi / NCR. This initiative will enhance the **shopping experience** of over 25,000 customers per month through quicker deliveries. LatestOne.com projects that North India market to grow at 50% per year for their business.

Mr. Ameen Khwaja, the **MD & CEO** of Palred Online Technologies (POT) Limited states, "We get more than 35% of our daily orders from places like New Delhi, NCR, Jaipur, Lucknow, Bhopal, etc. and hope to move towards guaranteed delivery program shortly in this region. We hope that this measure will get us more number of valued and happy customers."

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 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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