



17.02.2016

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: LatestOne.com, India's largest tech & mobile accessories e-tailer, crosses 1 million orders.

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 **LatestOne.com, India's largest tech & mobile accessories e-tailer crosses, 1 million orders.**

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

Thanking you,

Yours faithfully,
For **Palred Technologies Limited**


N Archana Sastry
Company Secretary



Encl. as above

PALRED TECHNOLOGIES LIMITED

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

CIN NO. : L72200AP1990PLC033131

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

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LatestOne.com India's largest tech & mobile accessories e-tailer crosses 1 million orders

Key Highlights

- ✓ Vertical Focused e-tailer consistently processes **over 4,000** orders per day
- ✓ LatestOne.com attracts **3.5 Million visitors** in a month
- ✓ Over 20% of the orders have been received from repeat customers

Mumbai, XX February, 2016: In a short span of operations, tech and mobile accessories e-tailer LatestOne.com, has established itself as India's No.1 online store for mobile and tech accessories, by crossing the **one million mark**,

in terms of number of orders shipped from a single online store. LatestOne.com being the sole player focused on mobile and tech accessories segment in the country, has consistently processed more than 3,000 orders a day since last quarter. Currently, the site attracts 3.5 Million visitors a month and the orders processed per day has risen to 4,000.

LatestOne.com offers wide range of products include Bluetooth devices, power banks, chargers, headsets, speakers, HDMI cables, mobile covers, and cases. All these products are quality tested, stored in a ready to ship form and backed by warranty.

Mr. Ameen Khwaja, CEO and Founder, LatestOne.com said, "Our online store has crossed the one million figure landmark in the e-tailing space and we are grateful to all our customers for their overwhelming response and appreciation shown to us in the form of repeat-business. At LatestOne.com, our focus has always been on customer satisfaction and we will continue to provide our patrons with affordable quality products designed to keep pace with emerging technologies."

The specialized e-commerce portal has shipped more than 1 million orders to its valued patrons from the company's two 12,000 sq-ft warehouses, located in Hyderabad and New Delhi. LatestOne.com is successfully managing more than 10,000 SKU's from its warehouses. Since the products are original and shipped only from its own warehouses, the company has experienced just 1% refunds since commencement of operations. Almost 20% of the orders have been received from repeat customers.

About LatestOne.com

Founded in October 2014, 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, it stocks over 10,000 different products in its inventory and operates through its own warehouses.

Factsheet	
Visits every month	3.5 Million
Items shipped per day	4,000
Warehouses located in Hyderabad and New Delhi	12,000 Sq-ft each
SKUs	10,000

For further information, please contact:

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