



## **LatestOne.com's Strong Workforce - From 5 to 150!**

**Hyderabad 9<sup>th</sup> Nov, 2015-** The journey of [LatestOne.com](http://LatestOne.com) began with five employees onboard in the hazy month of November 2013. Gradually as the organization grew, in the month of July 2014, which also happens to be the official birth of this India's No.1 tech accessories online store, the employee count increased to 45. With a commendable intelligent quotient and a 100 orders per day, LatestOne's management decided to be a youth oriented organization in no time.

Today at 4000 orders per day and two warehouses, the work culture of [LatestOne.com](http://LatestOne.com) is flat which is one of the driving factors for the people working there. The attrition rate is as low as 1 percent every quarter! The workforce is motivated by different in-house training programs, employee stock ownership plan, optimized incentive structure and also socializing events every month. For a company, which is hardly two years old, such workforce and work culture orientation is praise-worthy. The number of employees to this day count up-to 150 and belong to the age bracket of 21 to 40.

**Mr. Ameen Khwaja**, the **MD & CEO** of Palred Online Technologies (POT) Limited states, " It seems a very quick journey when we had started with just five people in the company. But we have made sure to inculcate positive and open culture at the workplace since 95% of the workforce is youth. With 24 by 7 customer support, a dedicated Technology Department and a hardworking Operation workforce, the employee structure now seems viable. We, very proudly own our 150 employees that are now working to achieve 5000 orders per day."

### **About LatestOne.com**

[LatestOne.com](http://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.

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