

LatestOne.com announces Q3 results on a positive note

Key highlights:

- LatestOne.com is projected to achieve a Net Revenue of 43.23 Cr, Gross Profit of 2.11 Cr
- The burn rate has reduced from 25% to 11% during the year
- LatestOne.com is projected to become the first Indian e-tailer to achieve Gross Profit full financial year basis by March 2017
- LatestOne.com has scaled up from 100 orders per day to almost 5,000 orders in a day

Mumbai, 4th February 2017 - Since sale of Four Soft business in 2013, the proceeds from sale have been returned to shareholders by way of one-time Dividend & Capital Reduction Scheme and the Company has retained 42 Cr. The total amount invested in the subsidiary Palred Online Technologies Pvt Ltd which owns and operates LatestOne.com is 30 Cr. The entire Company's efforts are focused on making LatestOne.com successful and has a very positive outlook about the future.

LatestOne.com has emerged as No.1 e-tailer for Tech & Mobile Accessories in 2 years since its launch. By combination of superior technology, fulfillment centers and digital marketing skills LatestOne.com has scaled up from 100 orders per day to almost 5,000 orders in a day. LatestOne.com is projected to become the first Indian e-tailer to achieve Gross Profit full financial year basis by March 2017. LatestOne.com is projected to achieve a Net Revenue of 43.23 Cr, Gross Profit of 2.11 Cr with a Net Loss of 7.85 Cr for FY 16-17 as shown in the table below. The burn rate has come down from 51% in FY 15-16 to 18% in FY 16-17.

The quarterly breakdown for full financial year is shown below, Rs. (in Crores)

Description	Quarter ended				Year Ended
	30-Jun-16	30-Sept-16	31-Dec-16	31-Mar-17 (Forecasted)	31-Mar-17
Net Revenue (A)	11.35	10.12	8.76	13.00	43.23
Direct Costs (B)	11.05	10.07	8.05	11.95	41.12
Gross Profit (C=A-B)	0.30	0.05	0.71	1.05	2.11
% of Net Revenue	3%	0%	8%	8%	5%
Indirect Costs (D)	2.49	2.62	2.57	2.45	10.13
Other Income (E)	0.12	0.02	0.02	0.01	0.17
Net Loss (C - D + E)	-2.07	-2.55	-1.84	-1.39	-7.85
% of Net Revenue	-18%	-25%	-21%	-11%	-18%

The burn rate has reduced from 25% to 11% during the year. The Company believes it is strongly projected for growth on an assumption that the cost components do not vary much from the proportion experienced in the last six months. The Company has also commenced funding exercise to grow to next level.

As comparison similar sized vertical focused e-tailers in India have invested 10 to 20 times the amount invested in LatestOne.com. However the revenue of such comparable companies is 0.5x to 2.0x the revenue of LatestOne.com and the burn rate is of 5 to 20 times the annual losses incurred by LatestOne.com.

Company	Years in Business	Funding (Cr)	Revenue (Cr)	Losses (Cr)
LatestOne.com	2.5	30	43	7.8
Other Vertical focused market place etailers	3 to 7	300 to 900	20 to 100	70 to 180

***Disclaimer:** *The documents contain forward-looking statements, based on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual result to differ materially. Such factors include, but are not limited to, changes in general economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.*

The information related to comparatives with other companies in the industry is based on documents available in public domain and filings made on Regulatory portals. It is not a research report authenticated by any agency or consultant.

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About [LatestOne.com](#)

Hyderabad-based LatestOne.com is India’s only e-tailer specialized in tech and mobile accessories such as Bluetooth devices, mobile covers, tablet accessories, cables, power banks, Android TVs, headsets, smart watches, CCTV’s etc. It stocks over 10,000 different products in its inventory and operates through its own fulfillment centers in Delhi and Mumbai. It is owned by Palred Online Technologies Pvt. Ltd (POT) which is a subsidiary of Palred Technologies Ltd (PTL), a listed company on BSE and NSE since 2004.

For further information, please contact:

Arvind Verma
 Marketing Communications Manager
 LatestOne.com
 Road Number 12, Banjara Hills,
 Hyderabad, Telangana 500034
 Phone Number: 040-67138826
 E-mail - arvind.verma@palred.com