

## LatestOne.com launches India's 1<sup>st</sup> B2B portal for mobile & tech accessories

### Key Highlights:

- ✓ LatestOne.com has already processed over 1.5 mn orders serving 10,000 pin codes in the country
- ✓ Currently LatestOne.com attracts 1.25 lac visitors and processes over 4,000 orders per day
- ✓ LatestOne.com's registered customer base is targeted to reach the 2 Million mark by the end of this quarter.
- ✓ LatestOne.com targets to register 1000 retailers by the end of FY 16-17 and service 10,000 outlets on a regular basis in 3 years.

**Hyderabad, 21st September 2016:** [LatestOne.com](http://LatestOne.com), India's No.1 Mobile and tech accessories e-tailer announces the successful launch of the B2B wholesale portal. The site has registered 50 dealers / retailers in the very first month of trial operations. LatestOne.com has built complete end-to-end e-commerce capabilities in the first 2 years of operation combining inventory led model and managed market place, with over 10,000 active SKUs in the catalogue at any given point. The e-commerce site has already processed over 1.5 mn orders serving 10,000 pin codes in the country. Currently the site attracts 1.25 lac visitors and processes over 4,000 orders per day.

LatestOne.com B2B wholesale portal is a dealer direct model, which implies that LatestOne.com supplies directly to dealers/retailers anywhere in the country, directly from the manufacturers, wholesalers and importers with no other distribution layers in between. The prominent mid-market brands such as PTron are procured in large quantities directly from the factories in China & India and stocked in LatestOne.com's fulfillment centers in Delhi & Mumbai and are sold on an inventory led model.

Mr. Ameen Khwaja, the Founder and CEO of [LatestOne.com](http://LatestOne.com) said, "We at LatestOne.com are continuously innovating to bring in member satisfaction and our B2B wholesale platform is just one of several such initiatives. With this initiative the site has become the preferred one-stop online store for all mobile and tech accessories in India. We will add 20,000 new products to our existing catalogue and will also introduce new sub-categories. Our registered customer base is targeted to reach the 2 Million mark by the end of this quarter. Our catalogue will increase 3 fold and yet we will maintain the committed delivery time of 72 hours in metros".

For the wholesalers, Indian manufacturers and importers, LatestOne.com offers a managed marketplace. Dealers will get wholesale prices for a minimum order value of INR 3,000 with an access to a catalogue of 10,000 mobile and tech accessories. This will ensure competitive wholesale prices along with quality of products sold on the platform. Advantage is that it will help cut costs of goods purchased, reduce inventory levels and improve speed to market for the dealers/retailers. The site also provides the ability to source all accessories from one location versus the current structure where the dealers/retailers have to deal with multiple vendors, each specializing in one sub-category of products. The site is easy to navigate and user friendly. The mobile app for B2B segment will be launched next quarter.

The market of mobile accessories of INR 18,000 Crores is catered through 70,000 outlets in the country. Of this, 10,000 outlets are in the organized / corporate sector and 60,000 stores are in the entrepreneur driven MSME segment. LatestOne.com targets to register 1000 retailers by the end of FY 16-17 and service 10,000 outlets on a regular basis in 3 years.

“In future, we will use the B2B outlets to procure online orders for LatestOne.com directly from the store front of our dealers / retailers through DTPs (data touch points). We are building process & technological capabilities to launch that before the end of this financial year. Incidentally, we are the first e-Commerce company to enter into B2B marketplace from Hyderabad”. Mr. Khwaja added.

LatestOne.Com has also announced that Mr. Ameen Khwaja, Founder & CEO, won ‘Entrepreneur of the year in trading business e-retailer’ organized by Franchise India in partnership with ET Now in August 2016, making LatestOne.Com the first company to win this prestigious award from Hyderabad.

#### **About LatestOne.com**

Hyderabad-based [LatestOne.com](http://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.

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