

## PTron launches “Xoto 7”, a smart watch with Bluetooth earphone!

***Exclusively on LatestOne.com - Moving away from conventions, Xoto 7 is made for the My Luxury generation that is looking for personalized experiences and also value for money***

**Hyderabad, 25<sup>th</sup> May 2017:** PTron launches “Xoto 7”, a Bluetooth smart watch with Bluetooth earphone. This is in line with PTron’s strategy of continuously innovating and introducing unique products to meet rapidly changing customer needs and demands that are moving towards personalization and individualism – especially for the ‘My Luxury’ generation who are moving away from acquisitive predispositions towards personal needs like affordability and sustainability. The sales of [Xoto 7](#) will commence from 1<sup>st</sup> Jun 2017 exclusively on LatestOne.com. As per a report, the global smart watch market has a potential to reach \$32.9 billion by 2020, registering a CAGR of 67.6% during 2014 - 2020.

Xoto 7 is a perfect combination of smart watch and Bluetooth earphone, just with a little push of a finger it can turn into a Bluetooth earphone which is the USP of this Bluetooth smart watch. [PTron Xoto 7](#) will be available in gold color. To ensure the product remains affordable to the customer’s at large, also comprising Generation Z taking care of their #MyLuxury consciousness, it is priced attractively at just INR 1999! The idea of ‘MyLuxury’ defining the young aspiration is simple — conventional brands can no longer command the same value as they did with the previous generation — hence decreeing a new era of individual choices based on what brands mean personally to them on their own terms.

### Features and specifications:

- ✓ 2 in 1 smart wrist wear, Bluetooth smart watch and detachable Bluetooth earphone
- ✓ Attractive mirror like finish with PU leather strap
- ✓ 0.86” OLED touch screen display
- ✓ Bluetooth 3.0+
- ✓ Supports iOS 6.1 above and Android 4.3 above
- ✓ Standby/talk time - 8 hours
- ✓ 60 mAh polymer battery
- ✓ Charging time - 2 hours
- ✓ Hands free calls, listen to music, sleep monitor, video display and many more



Ameen Khwaja, Founder and CEO of LatestOne.com said, "Indian smart watch market is flooded with latest technological innovations. PTron is a well established name in the mobile and tech accessories segment, due to its innovative product range. Xoto 7 proves PTron's ability to offer unique products at affordable prices keeping in mind the dynamic needs of the 'My Luxury' generation. Built on bedrock of unabashed individuality and technological soundness, this generation dispels traditional brand ideals and aspirations by crafting their own needs based on quality, value and personal excitement. Moreover, a key feature of the smart watch is that you can detach the Bluetooth earphone from the smart watch to make or receive phone calls. In the coming months there will be many more exclusive PTron product launches on LatestOne.com."

### **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, headsets, smart watches, mini android TV 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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