

## LatestOne.com crosses 50,000 order mark!

**Telangana, Hyderabad, 18.03.2015: 50,000 orders in a single month for February**

The sector that has been attracting a lot of attention in the couple of years is e-commerce and specifically online retailing (e-tailing). While the country is reporting exponential growth in this sector, driven by consumer demand even from smaller towns via smart phones, a Hyderabad based company has been quietly but rapidly carving out a niche for itself.

[LatestONE.com](http://LatestONE.com) as the name suggests, specializes in latest designs, models, and gadgets in the ever increasing & changing market of accessories for tech & mobile products. LatestONE.com which commenced operations in September'14 has quickly ramped up to 50,000 orders in a single month, making it the first successful specialty online store.

Ameen Khwaja, the CEO & MD of Palred Online Technologies (POT) which owns & operates LatestONE.com has stated "we operate from our 10,000 square feet warehouse in Hyderabad and we sell only from our Inventory, to make sure we fulfill on our promise and we take orders only when we can service. In February, we have shipped 98% of our orders within 24 hours from the time of receiving the orders and we successfully shipped over 50,000 items. We plan to increase to 1.0 lac orders per month by end of Q'2 (Sep'15)".

The range of products on LatestONE.com includes various types of **cases for mobiles** & tablets, power banks, chargers, mini-PCs and several other accessories for mobiles, tablets and PCs. It also holds the largest range of cables including HDMI, VGA, Audio & Video cables amongst its 10,000 SKUs that they stock & sell from their own warehouse.

LatestONE.com also introduces a significant player from Hyderabad, in the e-commerce space that has otherwise been dominated by companies from Delhi & Bengaluru.

LatestONE.com is owned and operated by Palred Online Technologies (POT) a subsidiary of Palred Technologies Limited, a public listed company on NSE/BSE. Any queries on this release may be addressed to the following –

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18.03.2015

To,  
The Manager,  
Listing Department,  
National Stock Exchange of India Limited,  
Bandra Kurla Complex, Bandra (E),  
Mumbai- 400051.

Dear Sir,

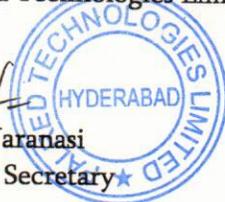
**Sub: LatestOne.com crosses 50,000 orders mark- Press Release**

We refer 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 the milestone of reaching 50,000 orders in a single month for February.

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

Thanking you,

Yours faithfully,  
For Palred Technologies Limited

  
  
Haritha Varanasi  
Company Secretary

Encl. as above