

## LatestOne.com launches new private label 'DaZon'

### *Introduces DaZon Wrist Watches for Men & Women*

**Hyderabad 15th Feb 2017:** After achieving India's no. 1 position as e-tailer of tech & mobile accessories, LatestOne.com, diversified into lifestyle accessories category in December 2016. In a short span of time, this product category crossed sales of 1,000 orders per day. LatestOne.com now announces the launch of 'DaZon Wrist Watches' for Men & Women which is in line with LatestOne.com's strategy of continuously innovating and introducing promising categories to meet rapidly changing customer needs and demands.

DaZon watches are specially crafted for youth aged between 16 to 24 years. LatestOne.com's DaZon wrist watch range includes mechanisms like analog, digital and quartz. In Gen Z, watches are associated with personalities and lifestyles. Keeping this in mind, LatestOne.com Introduced sports, luxury, skeleton and water resistant watches in the first set of products launched on Friday, 10th Feb.

DaZon watches are exclusively available on LatestOne.com and are targeted to reach sales of 50,000 pieces per month from April 2017. DaZon watches are attractively priced, starting at just INR 299!



**Mr. Ameen Khwaja, the Founder and CEO of LatestOne.com said,** "LatestOne.com has always focused on the needs of the online shoppers and we are already known for offering quality products at affordable prices. DaZon wrist watches will definitely appeal to consumers who believe in #MyLuxury. Above all, these watches are made in India supporting the Government's Make in India campaign and backed up by warranty."

## **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