



## PTron enters the offline market in India

*Expands distribution channel from online to offline*

**Hyderabad, 20<sup>th</sup> June 2018:** After being established as India's no.1 mobile accessories brand primarily through online sales, [PTron](#) has embarked on an aggressive plan to address the offline market. As a part of this plan, PTron announced appointment of Playtime Electronics as its 6<sup>th</sup> lead distributor in India, covering Hyderabad/ Telangana region. The other 5 lead distributors of PTron are located in New Delhi, Chennai, Ahmedabad, Pune and Jaipur. The total count of distributors for PTron products has crossed 40, spread over 12 states in the country, in a short span of 6 months.

The existing distribution channel is able to reach over 700 retail outlets and sell 15,000 pieces per month. [PTron](#) is targeting to establish a network of 120 distributors and sell 50,000 pieces per month by end of this financial year. The offline channel also includes modern trade mobile retailers, such as Cell Point, who have started selling PTron products over their counters.

PTron has invested around INR 3crores for inventory buildup for building a strong distribution channel and keeping it replenished. An additional amount of INR 2crores is allocated for supporting the retail partners through brand building and marketing activities.

Mr. Vinay Parwani of Playtime Electronics said *"The fast movement of PTron products over the retail counters is due to wide range of quality products and very competitive pricing."*





Mr. Sreedhar Edupuganti of Gram Circuit, lead distributor for Andhra Pradesh, said *"PTron accessories has already made a mark for itself pan India on online platform. We at Gram Circuit are very happy and proud to be associated with PTron."*



PTron has already delivered over 5 Million items to valued customers over multiple online platforms. PTron has the widest range of mobile accessories in the country and continuously introduces new models in categories such as Audio, chargers, wearables and Bluetooth products. Supported by a strong design team, the company has also filed for 3 functional patents. Buoyed by the success of the brand in India, the company is also making plans to take the PTron brand international!

According to Mr. Ameen Khwaja, Founder-CEO of PTron, *"While there are other players in the portable mobile accessories segment, PTron is a brand that offers quality products at prices that are hard to beat. They are BIS certified and backed by one year warranty. The brand appeals to youth who prefer branded mobile accessories, owing to safety and reliability, amongst other quality parameters."*

#### **About PTron**

[PTron](#) is a well-established mobile accessories brand with a wide range of products - including audio and charging devices. It is owned by Palred Online Technologies Pvt. Ltd., a subsidiary of Palred Technologies Ltd, a listed company on BSE and NSE since 2004.

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