

PTron launches “Muscle”, a multifunction power bank for INR 799!
Exclusively available on LatestOne.com

Hyderabad, 15th May 2017: PTron launches “Muscle”, a multifunction power bank with lamp. This is in line with PTron’s strategy of ceaselessly innovating and introducing new merchandise to fulfill apace and dynamic customer needs and demands. As per a report, power bank market is expected to grow at a CAGR of 21.22% between 2017 and 2022 and is likely to be valued at USD 25.16 billion by 2022.

[PTron Muscle](#) is available in white & blue, white & pink, and white & black colors combinations, exclusively for “MyLuxury” Gen Z customers. To ensure that the product is in line with MyLuxury preferences of the buyers, it is priced attractively at just INR 799!

Features of PTron Muscle:

- ✓ Power bank with adjustable 180 degree Led lamp
- ✓ Three USB 2.0 ports, one micro-USB port and gives 5V/2A output
- ✓ 13,000 mAh Li-ion battery, the power bank can power-up smart phones, tablets, mp3/mp4 players, digital cameras and several other devices
- ✓ It can charge devices for four to five times depending on battery capacity
- ✓ It is featured with protection against overheating, short circuit, and overcharging, by automatically disconnecting the device on full charge
- ✓ An ergonomic design, better grip, Led indicators, minimum weight and also helps endure through your daily wear & tear by preventing scratches on the surface of the body



Ameen Khwaja, Founder and CEO of LatestOne.com said, “The key driving factors for the growth of the power bank market include the increasing usage of smart phones and tablets & technological advancements etc. PTron Muscle is a stylish, multifunctional and reliable charging solution for mobile devices. It can charge up to three mobile devices simultaneously. Equipped with a large mAh capacity battery, the Muscle power bank is an ideal traveling companion for all mobile power needs. We plan to launch power banks in various battery capacities to suit the needs of the consumers.”

“Gen Z is likely to usher in the next era of consumerism making it important to understand their selective mindset which is unlike previous generations when it comes to choosing between brands. We understand this evident revolution, away from global brands towards individual satisfaction in buying behavior and intent to capitalize on this era of ‘My Luxury’ and grow LatestOne as the most credible platform for online shopping, he added.”

About [LatestOne.com](https://www.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.

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