

# CORPORATE PRESENTATION



**PRICOL LIMITED**  
*Passion to Excel*

## STAKE HOLDERS



## VISION

We will strive to attain *leadership* and *excellence* in all the products and services that we provide, through *socially* and *environmentally* acceptable means.

## MISSION

**Be Dynamic:** Constantly innovate and find better ways to deliver value to our customers

**Constantly Evolve:** Improve in every sphere of our activity

**Work Passionately:** To enhance value to our customers, employees, suppliers and shareholders

**Be Sustainable:** Care for the society and environment around us

## CORE VALUES

Pricol is built on generating value and propelling positive change. We are transformative; hence, our communication platforms should adhere to creating value for all our stakeholders, i.e. customers, suppliers, shareholders and employees, providers and the communities we are engaged in. We must take care to remain sensitive to our core belief system and must not compromise on consistently delivering value.

### **Passion**

Whatever we do, we do it from the bottom of our heart.

### **Respect**

We respect those who add value to our lives.

### **Integrity**

We never compromise on our values.

### **Collaborate**

We believe in working towards a unified goal.

### **Ownership**

We take responsibility for all our actions.

### **Listen**

We listen to both the spoken and unspoken before we act.

## Company Overview

Pricol Limited commenced operations in 1975 with headquarters in Coimbatore, India

13 Manufacturing Facilities - 5 International Offices

Total Employee Strength of 5500

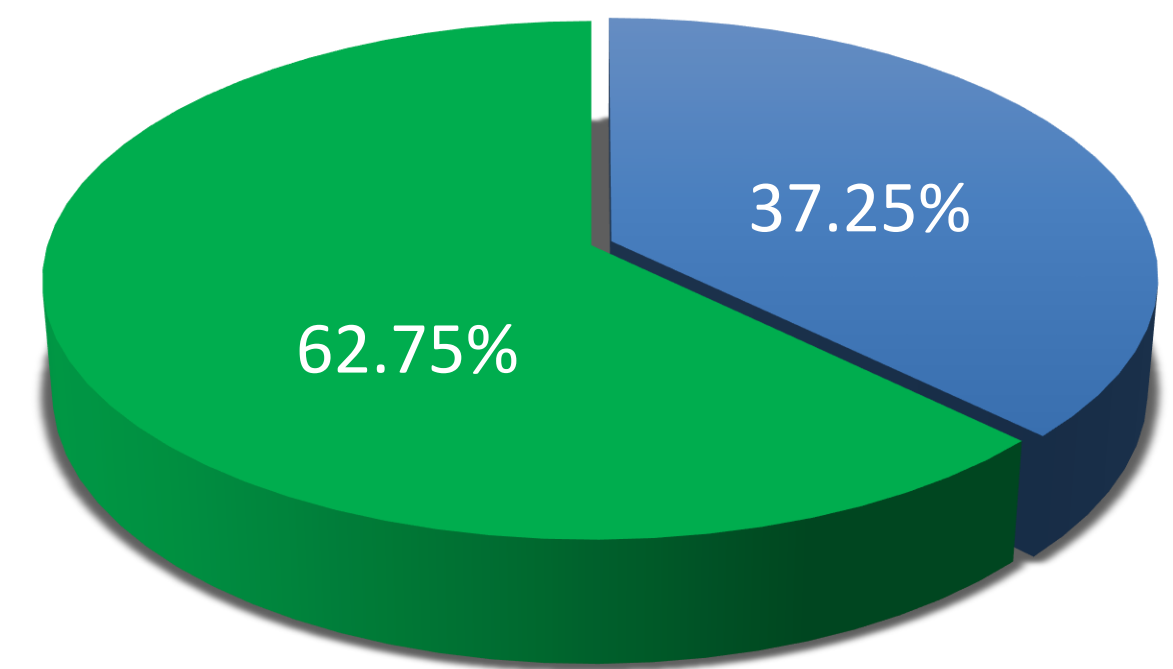
R&D Strength – 270 Employees

30 Patents

Subsidiary Companies (Direct & Indirect)

PT Pricol Surya Indonesia  
Pricol do Brasil, Brasil  
Pricol Asia, Singapore  
Pricol Wiping Systems India Limited  
Pricol Wiping Systems Czech s.r.o, Czech Republic  
Pricol Wiping Systems Mexico S.A. de C.V, Mexico

Shareholding Pattern as  
on 31-Mar-2017



■ Promoter family ■ Public

**Listed in NSE & BSE**

**Pricol Limited**



**ISO 14001:2004 & OHSAS 18001: 2007**  
(Obtained ISO 9001 in the year 1993)



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# Key Milestones



Name of company changed to Premier Instruments & Controls Limited from Premier Instruments Coimbatore Limited

**1981**



Listing in The Stock Exchange, Mumbai and Coimbatore Stock Exchange.

**1993**



Established Plant III at , Chinnamathampalayam, Coimbatore, which commenced commercial production in September 1999.

**1999**



Incorporation of PT Pricol Surya, Wholly owned Subsidiary in Indonesia.

**2007**

**1975**

Commencement of Commercial Production at Plant I.

Creation of Trade Mark – PRICOL. ( Premier Instruments Coimbatore Limited ).



**1988**

Established Plant II at Gurgaon, which commenced commercial operations from May 1988

**1996**

Listing in National Stock Exchange, Mumbai.



**2004**

Name of company changed to Pricol Limited from Premier Instruments & Controls Limited.

Plant II shifted to expanded own premises at Manesar, National Capital Region.



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# Key Milestones



*Incorporation of Pricol Pune Limited, Wholly Owned Subsidiary in Pune.*

**2011**



*2016 – Amalgamation with Pricol Pune Limited and subsequently renamed to Pricol Limited.*

**2016**



*Technical Partnership with Kerdea Technologies for Oxygen Sensors and ACHR for Fuel Pump Modules.*

**2017**

**2008**

*Production commenced at Plant VI at Pantnagar, Uttarakhand.*



**2015**

*Acquisition of "Melling do Brasil Componentes Automotivos Ltda", Brazil. Subsequently the name was changed to "Pricol do Brasil Componentes Automotivos Ltda". New logo and a new corporate mission statement for the journey forward*



**2017**

*Commissioned a state-of-the-art Greenfield manufacturing plant in Pune.*

*Acquisition of PMP Auto Components Pvt. Ltd., a leading global manufacturer of Automotive Wiping systems. Increases manufacturing presence in North America and Europe through this acquisition.*



**2018**

*Partnership with Dongguan Shengpeng Electronics Co Limited for Electrical Water Pumps.*



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# Global Presence



# Manufacturing Presence - India

4 Plants in Coimbatore, Tamil Nadu



Manesar, Haryana



Pune, Maharashtra



Satara, Maharashtra



Pantnagar, Uttarakhand





# International Manufacturing Presence

Jakarta - Indonesia



Prague – Czech Republic



Puebla - Mexico



São Paulo - Brazil



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# Serving the Global Automotive Market



*2 Wheeler*



*3 Wheeler*



*Cars and Vans*



*Commercial*



*Tractors*



*Off-Road*



*Industrial*

# A wide range of products

## DRIVER INFORMATION SYSTEMS AND SENSORS



*Instrument Cluster | Body Control & Security Solutions | Oxygen Sensors | Vehicle Speed Sensors  
Cam and Crank Position Sensors | Fuel Level Sensors | Temperature Sensors and Switches  
Pressure Sensors and Switches | Position Switches | Digital Fare Meter | Over Speed Warning System*

# A wide range of products

## **PUMPS AND ALLIED PRODUCTS**



*Oil Pumps | Water Pumps | Fuel Pump Modules | Fuel Feed Pumps | Auto Decompression Units | Auto Fuel Cocks  
Chain Tensioners | Idle Speed Control Valves | Pressure Relief Valves | EGR Valves | Cabin Tilt System | Automated Lubrication System  
Sintered Components | High Pressure Die Casting Components*

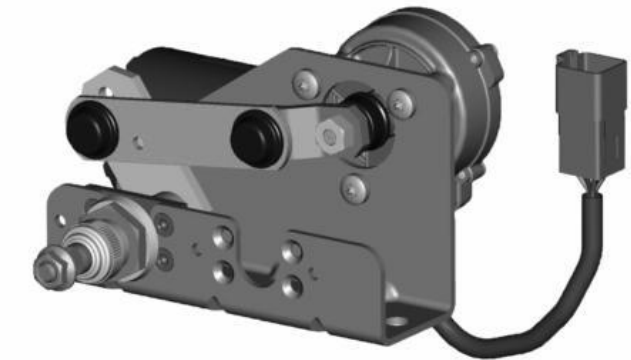
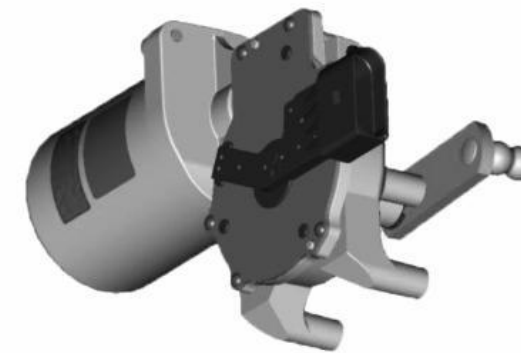
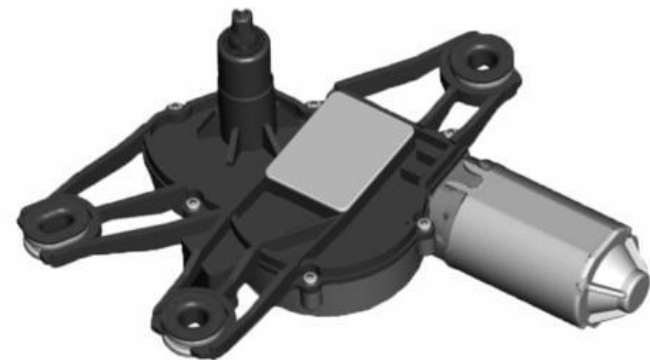
# A wide range of products

## TELEMATICS



*OBD II | Intelligent Transportation Systems  
Off-Road Equipment Solutions*

## WIPING SYSTEMS



*Front Wiper Sets | Front Wiper Motors  
Rear Wiper Motors  
Heavy Duty Wipers | New Concept Rear Wiper Motor*

# Manufacturing Excellence : State-of-the-art factories

- No-fault Forwarding Lines with End-of-the line Automation
- Robotic Assembly Lines
- Lean Manufacturing Principle
- Streamlined material flow to ensure Quality, Consistency and Material Efficiency
- Vision Based Inspection
- Automated Inspection Machines
- Automated Assembly Machines



## Manufacturing Excellence : Surface Mounting Machines

- High Capacity automated PCB assembly line
- 3D Solder paste printing with optical Inspection .
- High speed chip shooter
- Flexible IC Placer
- 3D AOI Vision Based Inspection
- Interlock between PCB assembly and Final Assembly lines



## Manufacturing Excellence : In-house Tool Room

Pricol's in-house tool room caters to both Internal requirements and External customers.

### **Solutions offered :**

- Mould, PDC & Press Tool Design
- Tool Manufacture
- Sintering Tool Element manufacture
- Tool Testing

### **Value addition :**

- Early Vendor Involvement (EVI)
- PFMEA
- Window Study
- FAI Report and Documentation





# Manufacturing Excellence : In-House Plastic Component Manufacturing Shop

- Clear Components Moulding
- Opaque Components Moulding
- Moulds with plastic to plastic inset Moulding
- Moulds with plastic to metal inset Moulding

## Parts Moulded

### Opaque Parts:

- Visor
- Front Dials, Case & Back Covers
- Pointers & Cap pointers
- Worms & Gears & Sensor Components

### Clear Parts:

- Crystals
- Reflectors / Light Guides
- Lens & Dials



## Manufacturing Excellence : Machining Centers

- 4 -Axis CNC Machining Centers with precision inspections capabilities.
- Aluminum Die casting parts machining centers
- Grey Iron casting parts machining centers
- State-of-the-art parts washing facility



## Manufacturing Excellence : Sintered Components Manufacturing

- Single level and Multi level compaction presses
- Multilevel, programmable and CNC controlled automatic presses.
- State-of-the-art and custom designed 450mm mesh belt sintering furnace, with SCADA.
- In-house tool making and heat treatment (quench and temper, case harden, carbon nitrating, nitrating) and Steam treatment.
- Well equipped laboratories, with capability for rapid elemental analysis and measuring equipment including gear testers, CMM



## Manufacturing Excellence : High Pressure Die Casting

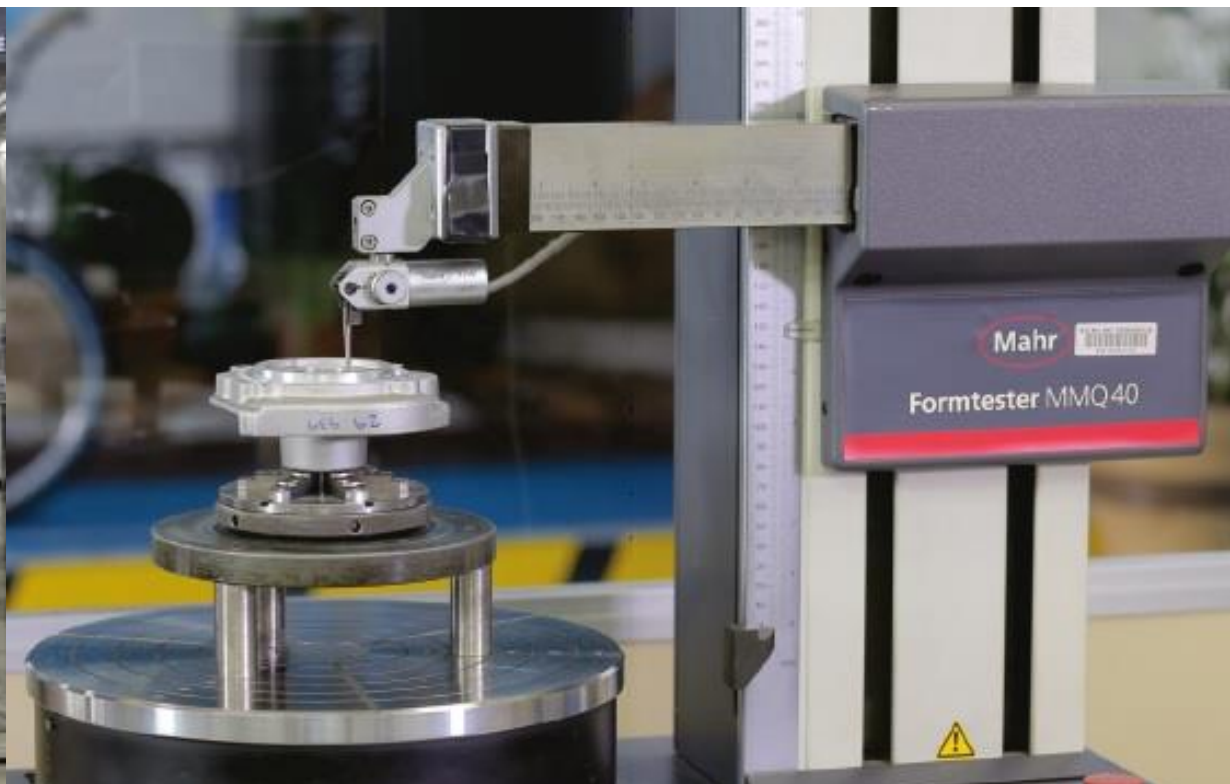
- State-of-the-art die casting machines.
- Auto-Ladle, Auto-Extractor, Auto-Spray and casting conveyor facility.
- Equipment monitored using SCADA control.
- Individual melting & holding furnace for each machines.
- In-house Spectro facility to ensure chemical composition



# Prioritizing Quality:

Every product and component conforms to international quality benchmarks and is tested extensively for reliability, performance and quality

- Modern Quality Testing Equipment
- Internal Quality Benchmarking
- Vendor Development Programme



# PRODUCTS



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# Two and Three Wheelers

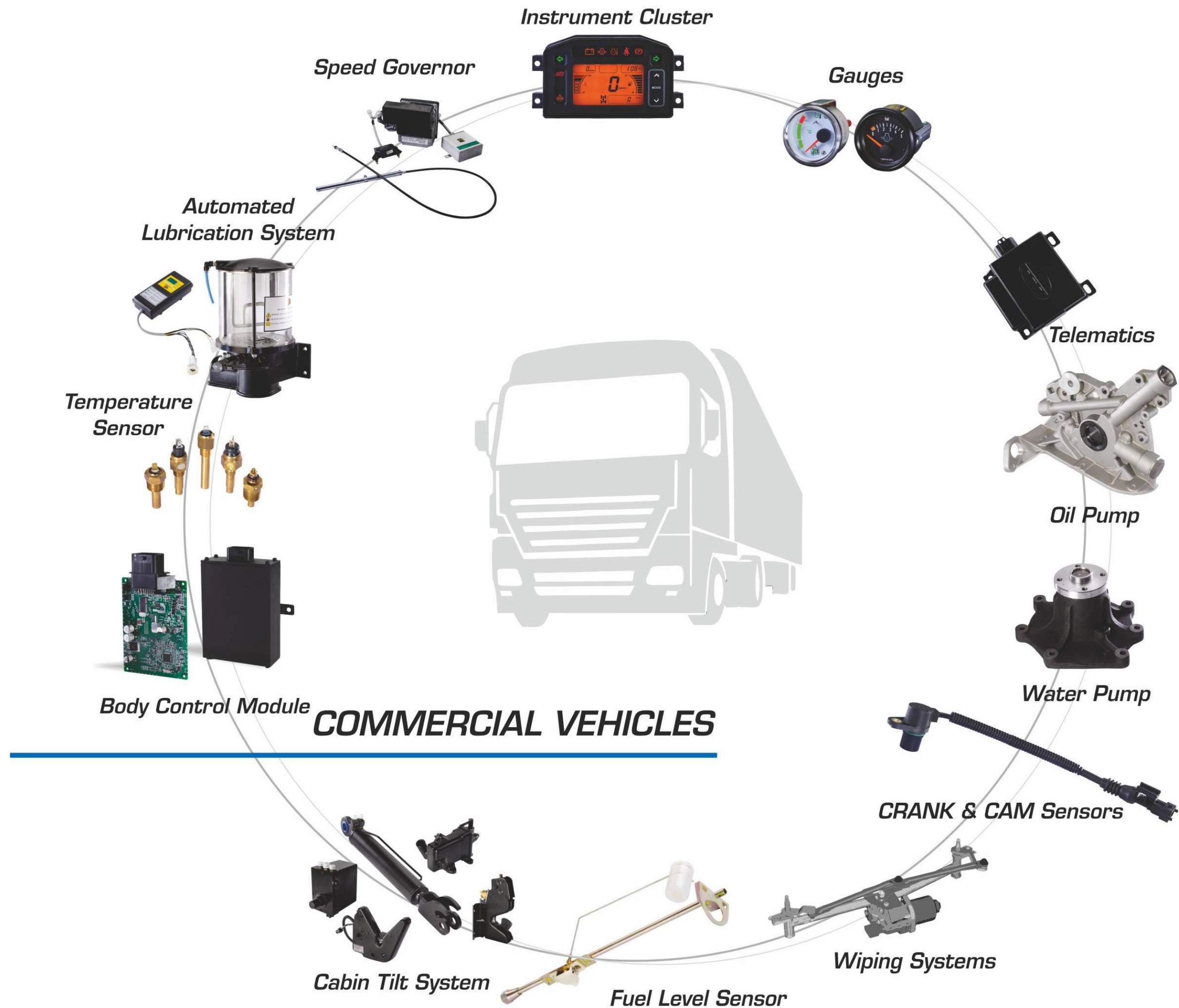


# Four Wheelers

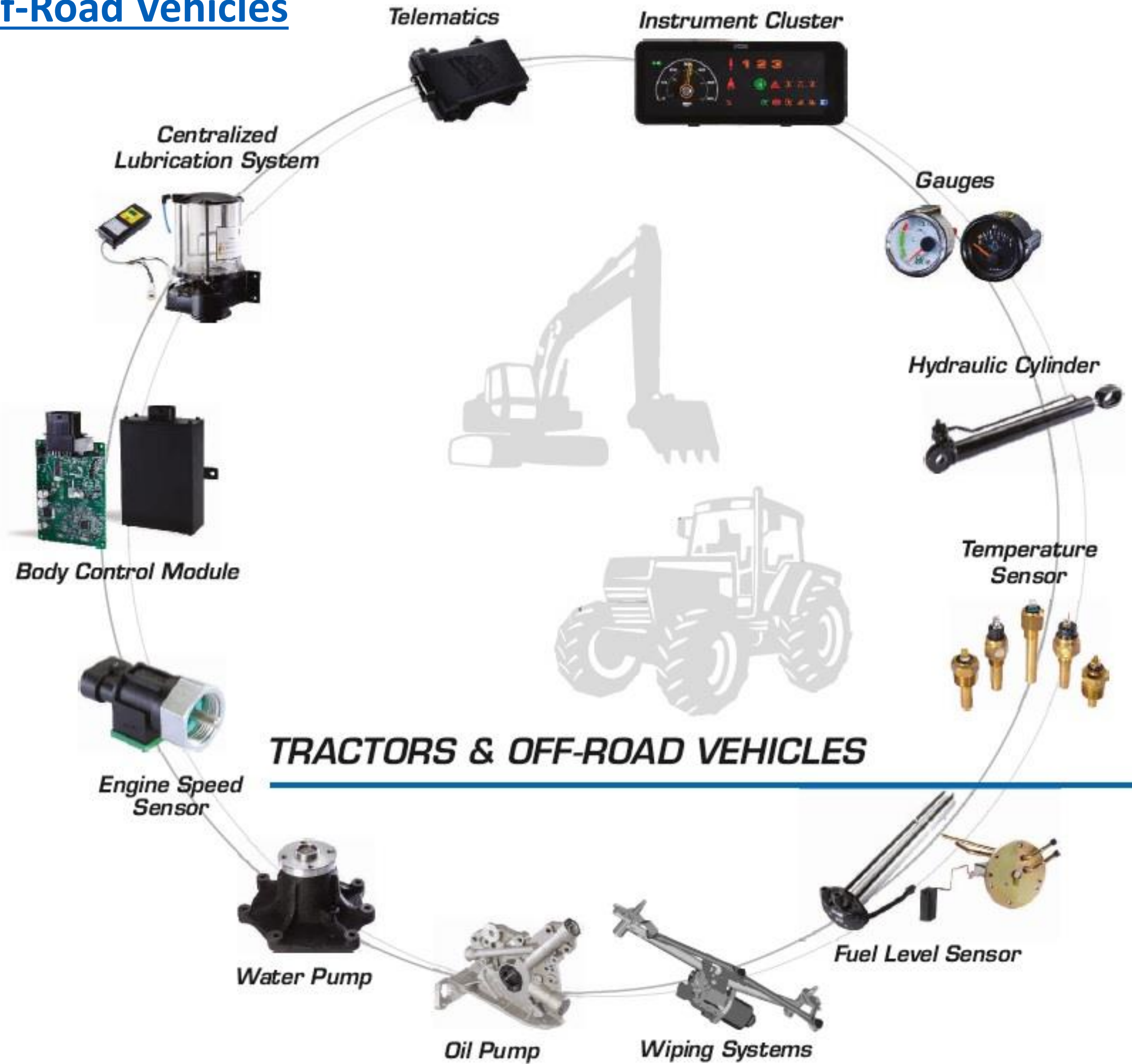




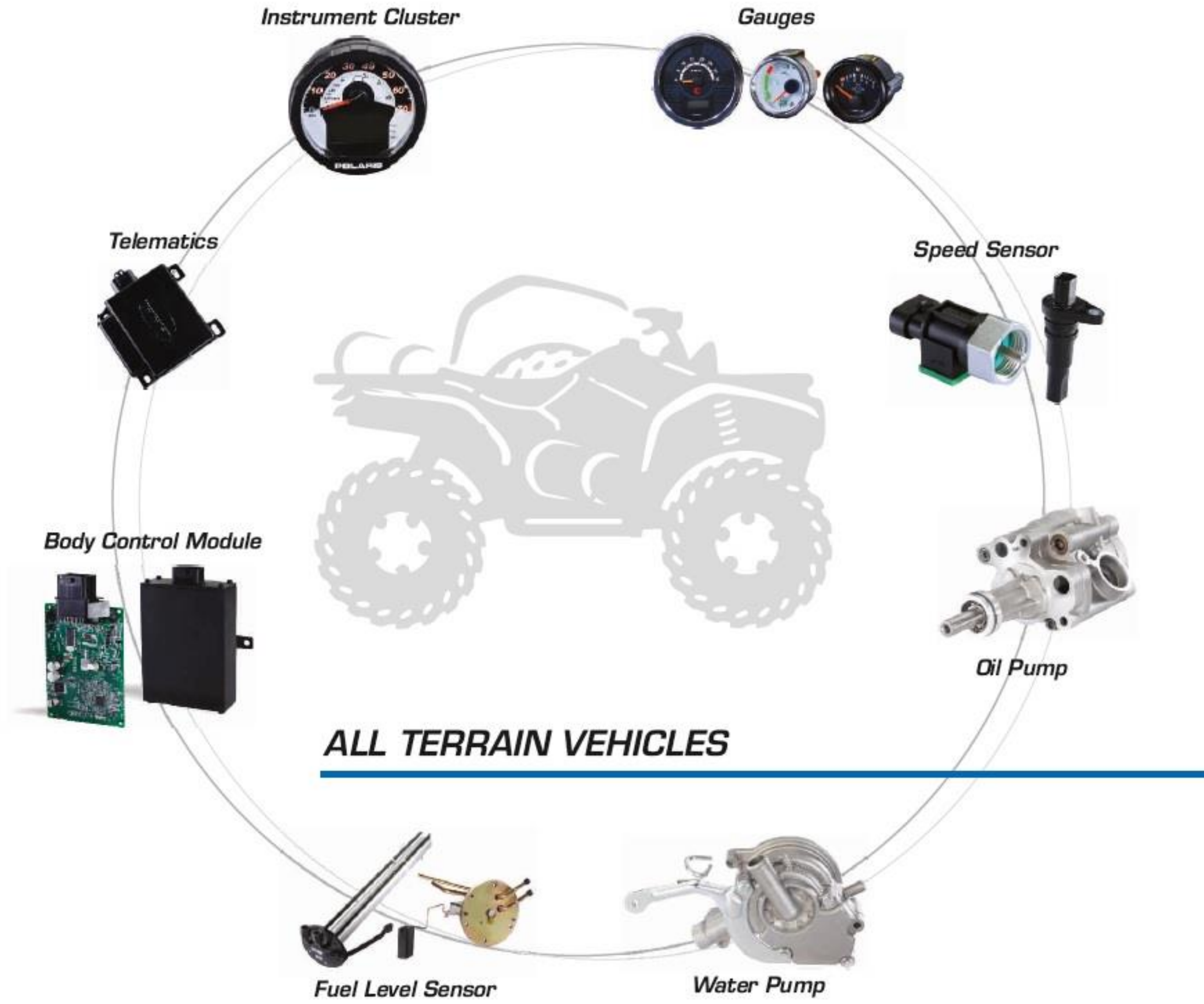
# Commercial Vehicles



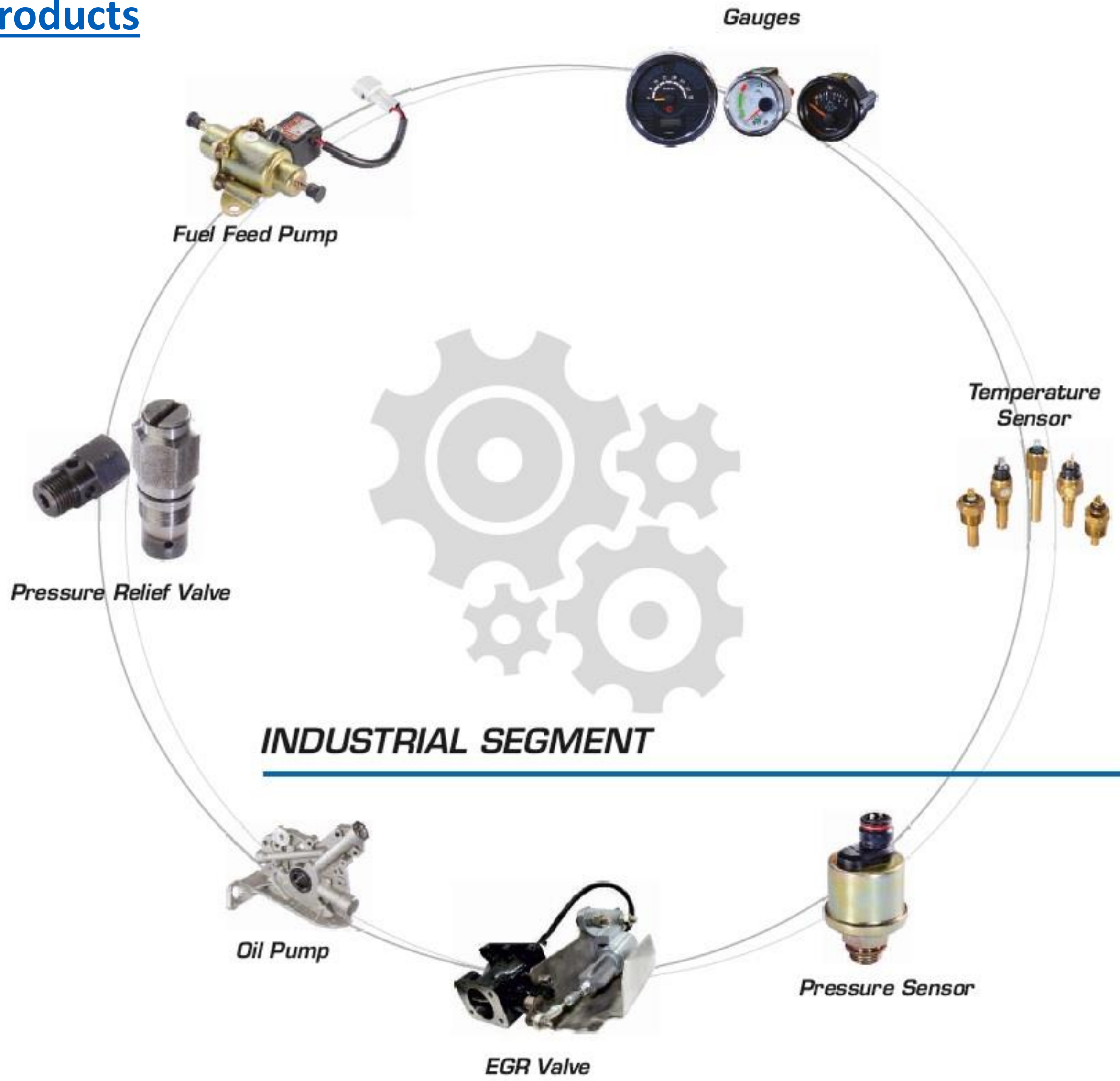
# Tractors & Off-Road Vehicles



# All-Terrain Vehicles



# Industrial Products



# KEY CUSTOMERS

## Two Wheelers



## Four Wheelers



## Commercial Vehicles



DAIMLER



## Tractors



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## Off-Road Vehicles



## ATV and Industrial



**LOMBARDINI**



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## Engine Applications



## Off-Road Vehicles



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# Corporate Social Responsibility



*Adopting and supporting needy orphanages and schools*



*Creating a greener environment*



*Providing medical aid for remote rural areas*



*Conducting awareness campaigns and tree planting programs*

- Pricol's long standing commitment towards service to society and employee welfare initiatives is manifested as the **We Care** program.
- Corporate Social Responsibility activities are diligently planned and executed to initiate change, spread awareness, support the unreached, encourage social participation and promote greener environment for creating a sustainable society.



-  *PASSIONATE*
-  *SUSTAINABLE*
-  *DYNAMIC*
-  *EVOLVING*