



Corporate Presentation

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Corporate Profile



Pricol Limited commenced operations in 1974 with headquarters in Coimbatore, India.



3 International Office in Tokyo, Singapore & Dubai



9 Manufacturing Locations
8 Manufacturing Plants in India
1 Subsidiary Plant in Indonesia



2 Technology Centre at Coimbatore
400+ Product and Process Engineers
~ 4.5% spend on total revenue for R&D



Leading Industry Certifications
IATF 16949:2016, ISO 14001:2015, ISO 45001:2018.
(Obtained ISO 9001 in the year 1993)



Product Vertical

A. Driver Information and Connected Vehicle Solutions

Connected Vehicle Solutions



Instrument Cluster



Telematics (End-to-End Solution with Cloud & Cyber Security)



Sensors



Reed Type Fuel Level Sensor



TFR Type Fuel Level Sensor



Speed Sensor



Pressure Transducer



Camshaft/ Crankshaft Position sensor

B. Actuation, Control and Fluid Management Systems

Fuel Pump Module



Water Pumps



Oil Pumps



Variable displacement Oil pumps



Electrical coolant pumps



Wiping Systems



Cabin Tilting System



Electrical oil pump



E-Purge Valve



Charge pump



Fuel feed pump



Chain Tensioner



Our In – House Capabilities

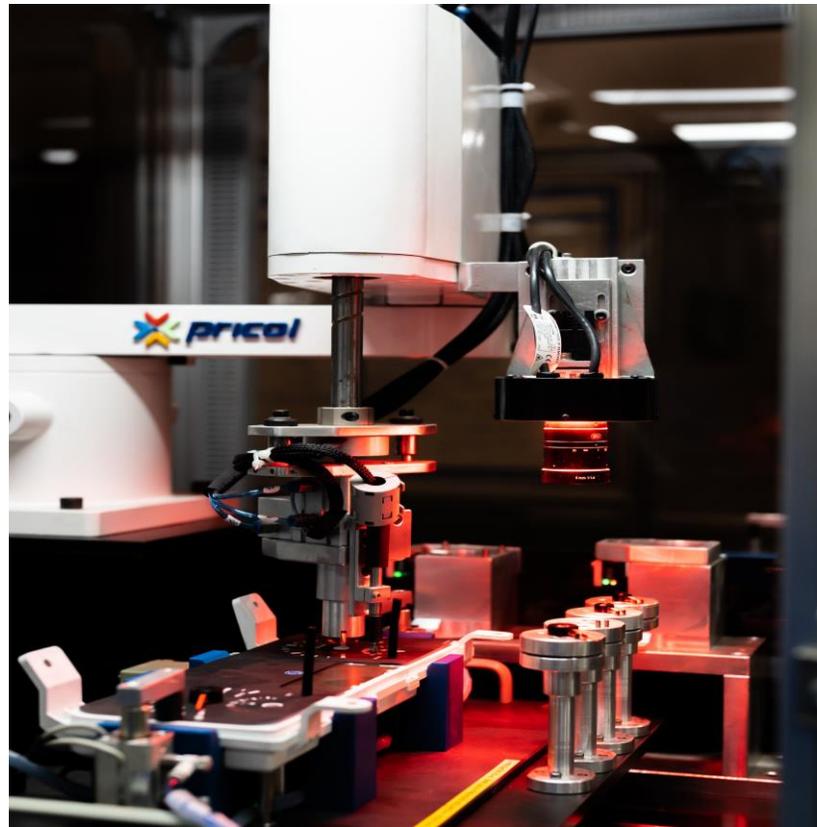


ENGINEERING EXCELLENCE

400+ Product and Process Engineers
Subject Matter Experts in Electronics
(Hardware & Software), Mechanical and
Electro-Mechanical domains
ASPICE level 2 practices

MANUFACTURING EXCELLENCE

PCB Assembly with SMT Lines
Robotic Lines with EOL Testing
State of the art Tool Room
Plastic Injection Molding
Pressure Die Casting
Machine Building
Sintering



TESTING EXCELLENCE

EMI – EMC
Hil Lab
Environment
Endurance
Product Reliability

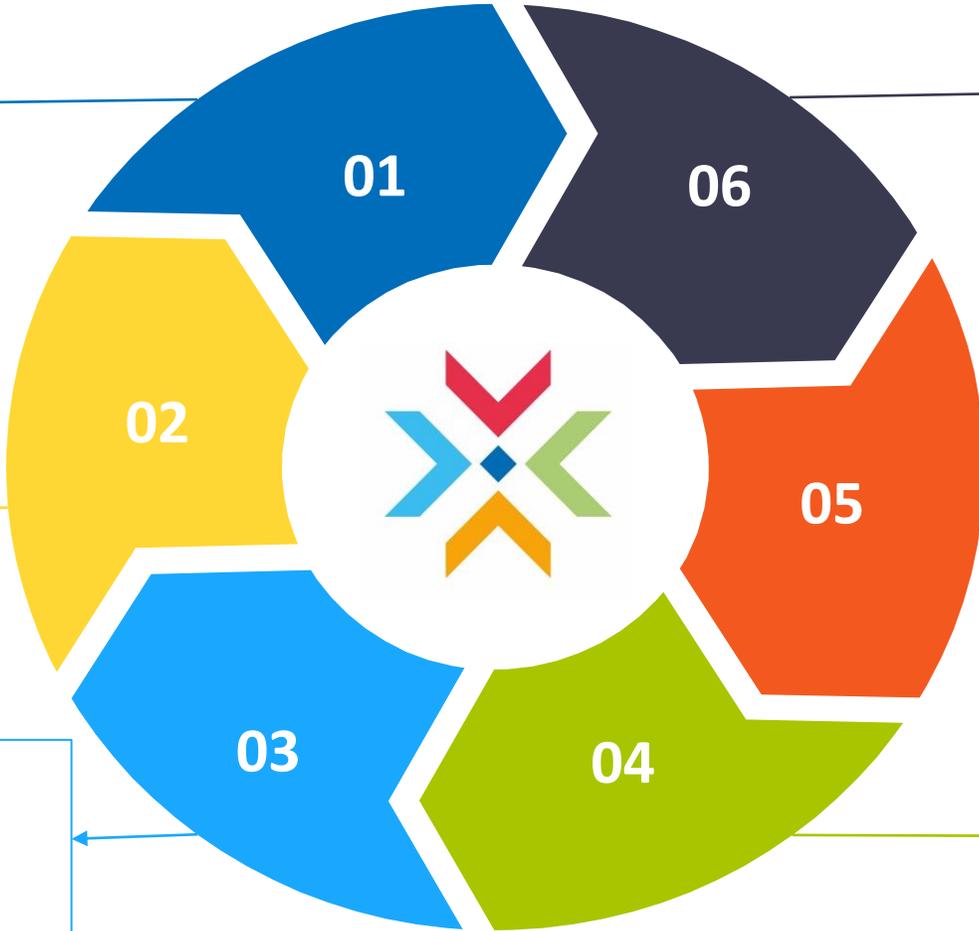


Pricol's Dominant Position in Indian Market for Driver Information System and Sensors

We are the 2nd largest manufacturer in the world for both Instrument cluster and fuel level sensors for 2/3-wheeler application.

Manufacture 30,000 units Instrument clusters and 25,000 fuel level sensors per day on average.

In India,
- 50% market share in 2W segment
- 70% market share in CV segment
- 50% market share in tractor segment.



We are the major supplier of telematics in Off-Road Vehicle (ORV) and tractor segment

More than 300,000 Pricol designed and manufactured telematics working in the field.

10% of total revenue from export segment and aim to be at 20% by FY25

Our Major Customers

TWO / THREE WHEELERS



FOUR WHEELERS



COMMERCIAL WHEELERS



TRACTORS



INDUSTRIAL & OTHERS



OFF ROAD VEHICLE



Recent Partnerships

Key Partnerships



Sibros' connected all-in-one platform will complement Pricol's suite of products on **Telematics** to offer **end-to-end solutions** to the OEMs. The cloud-based platform of Sibros, combined with the next generation products of Pricol, will enable features such as OTA software and firmware updates, vehicle data insights for analytics, diagnostics and troubleshooting for the OEMs to make the best use of the connected solutions.



Entered into an International licensing agreement with BMS PowerSafe, a part of Startec Group to manufacture and sell **Battery Management System (BMS)** for Indian Market. In this partnership, Pricol will be licensing the product and process technology of BMS from Partner and will be manufacturing complete BMS in-house. This partnership has opened up a new arena for Pricol to add a pure play EV product in our portfolio. The company is recognized as the top 3 pure players of BMS suppliers in Europe.



Pricol in partnership with PSG Institutions has launched a **Center of Excellence (CoE)** to develop high efficiency **Micro Motors and Robotics and Artificial Intelligence** based processes and equipment. With Pricol's strong foot print in product domain and customer connect and PSG Institutions' expertise in first principle fundamentals, the CoE will certainly benefit the community at large to come out with world class new technology products and processes



Pricol is partnered with CGI studio for **Human Machine Interface (HMI) Solutions** Candera will, help in HMI solutions with shorter lead time, cost effective solutions – all made possible by having a single HMI tool to support Next Generation Display Systems to be built on various Product Platforms which is indigenously developed by Pricol.



Select Recent
Product Launches

2W Recent Next – Gen DIS Launch



HMCL

(VIDA – 7” TFT with touch)



TVS

(iQube - 7” TFT)



TVS

(Raider)



TVS

(Ronin)



HMCL

(Extreme)



TVS

(Ntorq - Hybrid 2.8” TFT+LCD)



TVS

(Apache)



TVS

(Radeon)

PV & CV Recent Launch



Force Motors

(Traveller)



Force Motors

(Gurkha)



TATA Motors

(12 & 24V - ERGO)



Ashok Leyland Limited

(New Generation CVs)



TATA Motors

(TATA Ace) EV



TATA Motors

(Nexon and Tigor) EV

Export Recent Launch



PSA GROUPE
(Ami) EV



NEW HOLLAND
(Instrument Cluster)



JCB
(Warning Cluster)



JCB
(7" TFT Instrument Cluster)

Pumps and Mechanical Products – Recent Launches

Variable Displacement – Vane Type Oil Pump



PSA PEUGEOT CITROEN

308 - PV

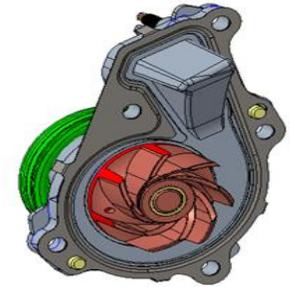
Oil Pump



CITROEN

C5 AirCross - PV

Water Pump



CITROEN

C5 AirCross - PV

Pumps and Mechanical Products - Recent Launches

Fuel Pumps



TVS

(Jupiter, Pep+)



HMCL

(Passion Pro, Glamour, Extreme)

Electronic Purge Valve



HMCL

(All BSVI Motorcycles & Scooters)

Export Recent Launch

Water Pumps



CAT

LPSD



Harley Davidson

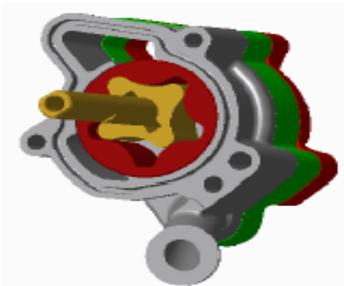
LaMotta



BMW

K67 Water/ Oil pump

Oil Pumps



Harley Davidson

LaMotta



Ducati

LaMotta

Speed Sensors



Volvo

Commercial Vehicle



CLAAS

Industrial



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