



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



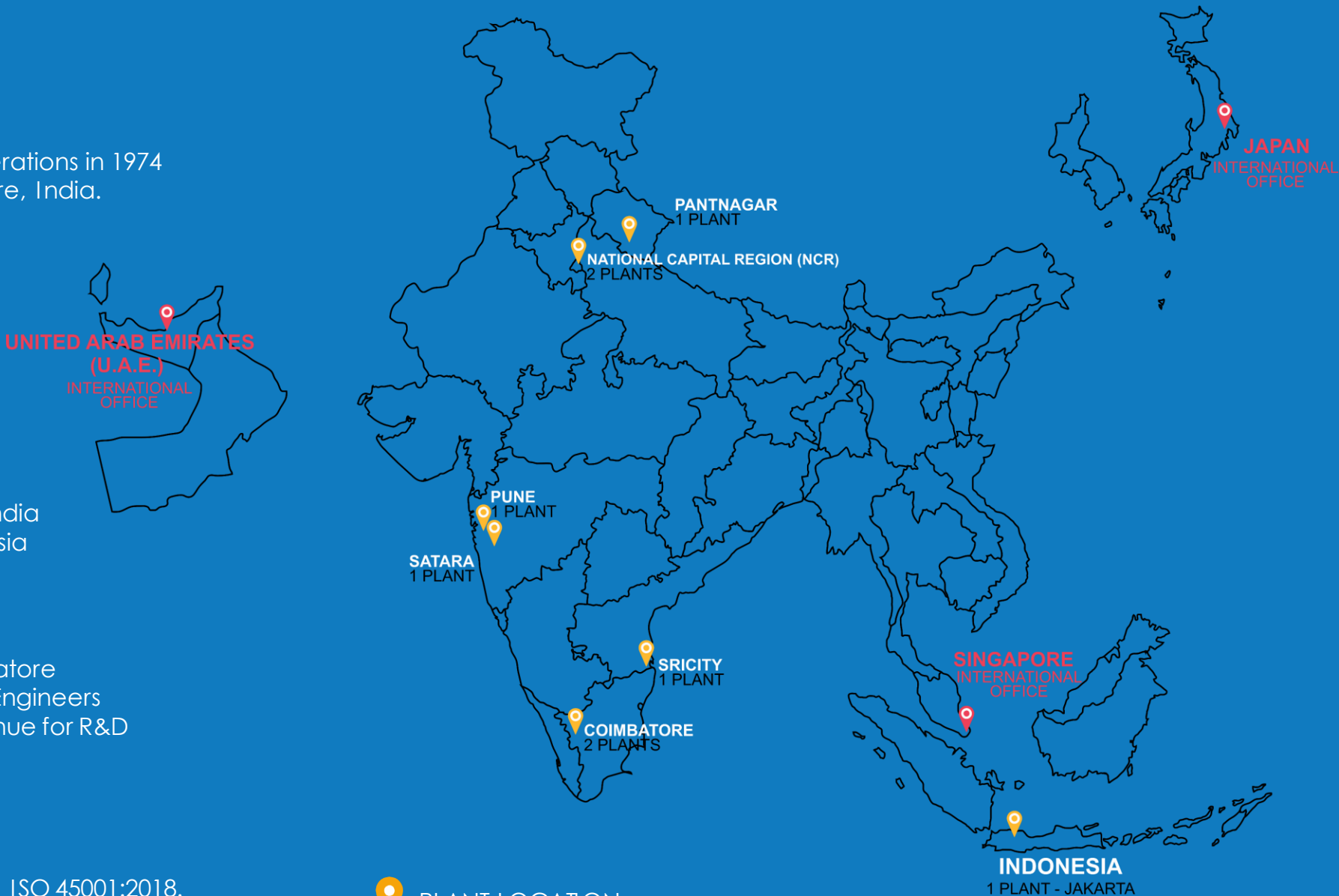
9 Manufacturing Locations
8 Manufacturing Plants in India
1 Subsidiary Plant in Indonesia



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)



PLANT LOCATION



INTERNATIONAL OFFICE

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

Battery Management System (BMS)



Low



Mid



High

B. Actuation, Control and Fluid Management Systems

Fuel Pump Module



Disc Brake



Oil Pumps



Variable Displacement Oil Pumps



Water Pumps



Electrical Coolant Pumps



Wiping Systems



Electrical Oil Pump



Cabin Tilting System



E-Purge Valve



Fuel Feed Pump



Our In – House Capabilities

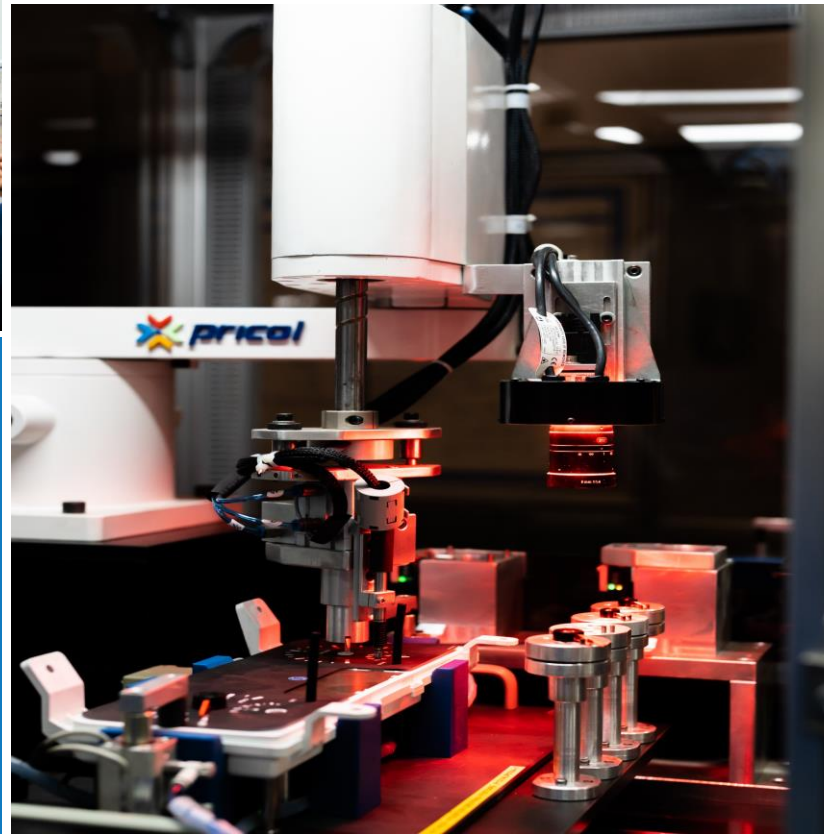


ENGINEERING EXCELLENCE

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



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**

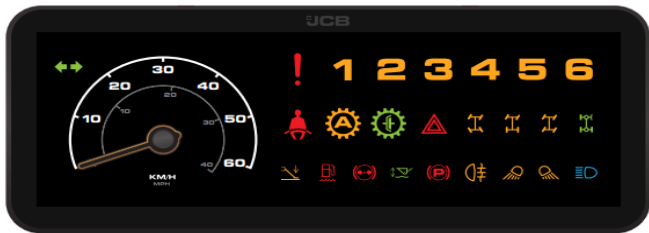
Export Recent Launch



PSA GROUPE
(Ami) EV



NEW HOLLAND
(Instrument Cluster)



JCB
(Warning Cluster)



JCB
(7" TFT Instrument Cluster)

Pumps and Mechanical Products – Recent Launches

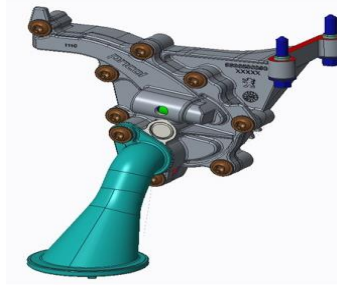
Variable Displacement – Vane Type Oil Pump



PSA PEUGEOT CITROEN

308 - PV

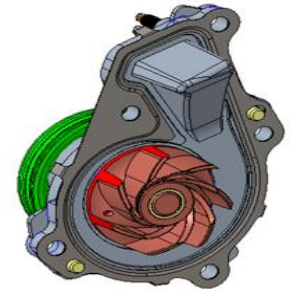
Oil Pump



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

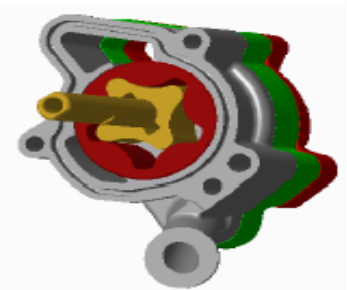
LaMotta



BMW

K67 Water/ Oil pump

Oil Pumps



Harley Davidson

LaMotta



Ducati

LaMotta

