



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



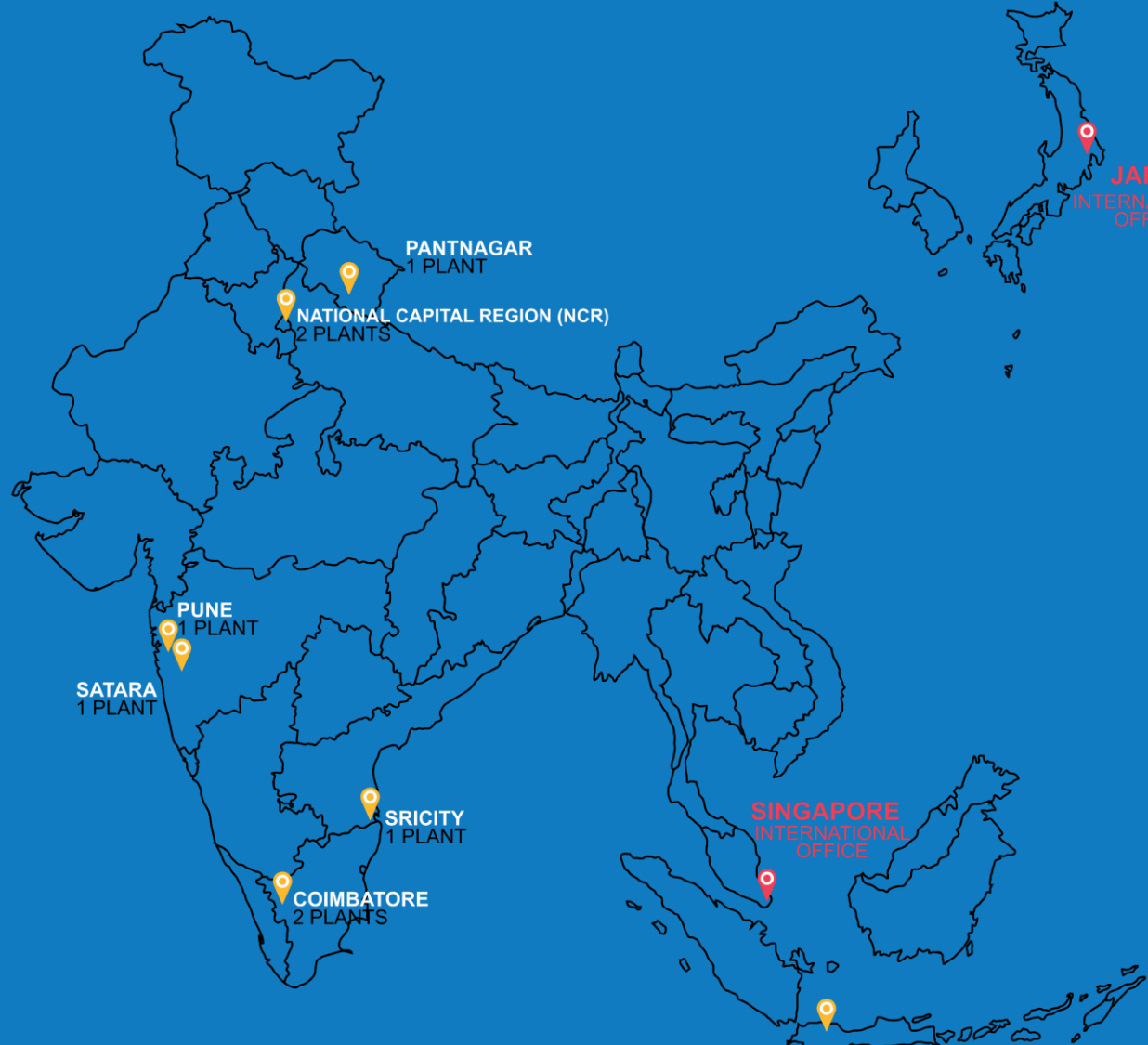
2 Technology Centers at Coimbatore
400+ Product and Process Engineers
~ 4.5% spend on total revenue for R&D



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



UNITED ARAB EMIRATES (U.A.E.)
INTERNATIONAL OFFICE



PLANT LOCATION



INTERNATIONAL OFFICE

INDONESIA
1 PLANT - JAKARTA

Product Vertical

A. Driver Information and Connected Vehicle Solutions

Connected Vehicle Solutions



E-Cockpit

TFT Clusters

Instrument Cluster



Heads Up Display (HUD)

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

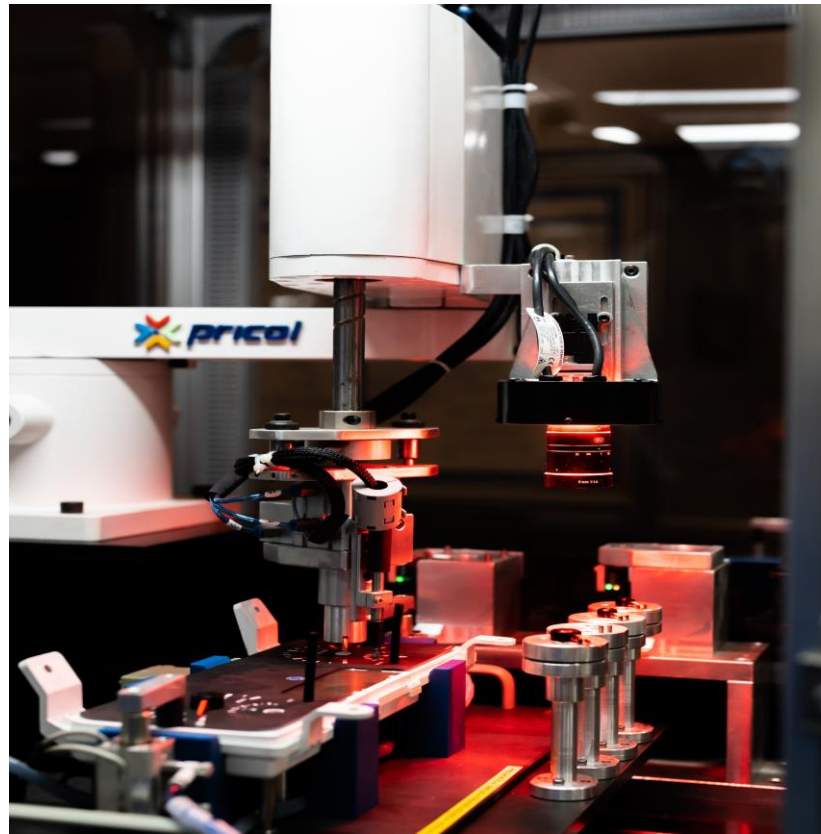


ENGINEERING EXCELLENCE

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

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

Manufacture 35,000 Instrument clusters units 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.



Key Highlights



Pricol is approved for PLI (Production Linked Incentives) Scheme

The PLI scheme (outlay of \$ 3.5 bn(or)Rs 25,938 crore) for the automobile sector proposes financial incentives of up to 18% to boost domestic manufacturing of Advanced Automotive Technology (AAT) products and attract investments in the automotive manufacturing value chain.

PRICOL LIMITED is approved by the Ministry of Heavy Industries(MHI) for the Component champion Incentive scheme. Total 95 applicants have been approved under this PLI scheme: 20 under Champion OEM and 75 under Component champion.

Incentives are applicable under the scheme for determined sales of Advanced Automotive Technology (AAT) products manufactured in India from 1st April 2022 onwards for a period of 5 consecutive years.



pricol



Reformation
thru Partnership



Award From Suzuki Motorcycle India Limited (SMIL) on 03-Jun-2022

Award received under the category "New Development 2022" for our proactive approach on new developments and meeting the requirements amidst semiconductor scarcity across the globe

TATA MOTORS
ANNUAL SUPPLIER CONFERENCE 2022

GOING EXTRA MILE
PROLUNTER

Award From TATA Motors (TML) on 07-Sept-2022

Award received under the category "GOING EXTRA MILE" for our proactive and extending support to TML amidst difficult situations.



TECHNOLOGY
EXCELLENCE
AWARDS 20



Award From Quantic India on 14-OCT-2022

Award received under the category "Technology Excellence Award 2022" for the Best Interactive Product in Automotive.

BEST IN INNOVATION & TECHNOLOGY



Award From Hero MotoCorp on 07-NOV-2022

Award received under the category "Best In Innovation & Technology" at the Hero – NEXT 22.

DELIVERY MANAGEMENT FUNCTIONAL MEDIUM & SMALL FARMS



AWARD FROM HONDA MOTORCYCLE AND SCOOTER INDIA

Award received from Honda Motorcycle and Scooters India "Best Delivery Management"
at Annual Supplier Conference.



TOP 50 INNOVATIVE COMPANIES

Confederation of Indian Industries (CII) awarded Pricol as one of the **TOP 50 INNOVATIVE COMPANIES** as a part of Industrial Innovation award 2022





AWARD FROM CII FOR BUSINESS INNOVATION

Pricol has been recognized with the “Business Innovation” Award by the Confederation of Indian Industries (CII) Tamil Nadu for the various innovations done on Driver Information and Connected vehicle solutions.

Event Highlights - Auto Expo 2023

About

- Auto Expo 2023 for Auto Components was held in Pragati Maidan, New Delhi from 12th to 15th Jan-2023

Pricol's Exhibits

- Pricol exhibited futuristic and EV ready products like Heads Up Display (HUD), E-cockpit, Disc Brake, Round TFT Instrument Cluster, TFT Smart Clusters, Electric Coolant Pump, Electric Cabin Tilt System along with its existing range of products
- Pricol also showcased end-to-end Telematics Solution and Battery Management System (BMS) along with our partnership companies
- Pricol also displayed off-the-shelf and ready-to-use EV-specific solutions catering to traditional and new age start-up EV 2-wheeler manufacturers



New Products launched on Auto Expo 2023



E-cockpit & TFT Smart Clusters



Battery Management Solution(BMS)



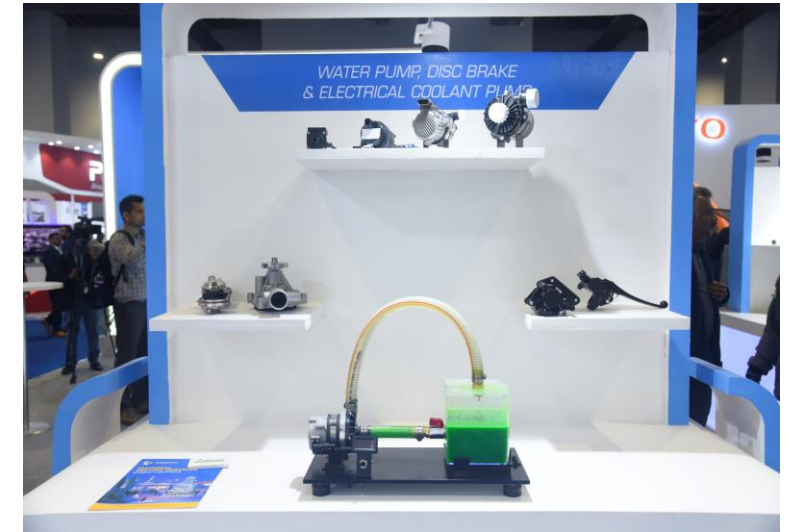
Heads Up Display (HUD)



Telematics



Cabin Tilt Systems & Fuel Pump Module



Disc Brake, Electrical Oil and Coolant Pumps 

Event Highlights - CES 2023

About

- Consumers Electronic Show(CES) is world's leading tech show organized by the Consumer Technology Association(CTA)
- Held in January at the Las Vegas Convention Center in Winchester, Nevada, United States, the event typically hosts presentations of new products and technologies in the consumer electronics industry and other industries

Pricol's Exhibits

- Pricol's 4G Telematics Control Unit displayed as a part of Sibros booth at CES-2023 to illustrate the technology partnership



CES – Highly Influential Tech Event



Sibros Stall at CES



Pricol's Telematics Control Unit



Select Other Awards



Confederation of Indian Industry

- Gold Award in the 13th Edition Of CII in National 3M Competition Organized by CII.
- Two Gold & Silver Award in the 12th edition of CII National POKA YOKE Competition organized by CII.
- Pricol' s Corporate Manufacturing Engineering Department have won Gold award in the 13th Edition of 3M competition conducted by CII.



Automotive Component Manufacturers Association of India

Pricol Won 1st Prize in the ACMA India – 17th Regional Level QCC and Qualified for National Level Competition.



QUALITY CIRCLE FORUM OF INDIA

- Three Excellence & one Distinguished Award In 35th National Convention by QCFI.
- Gold Award In the 22nd Chapter Convention On Quality Concepts Organized by QCFI – Aurangabad Chapter.
- Won Gold awards in the 7th Chapter Convention on Quality Concepts organized by QCFI.
- Three Excellence & one Distinguished Award In 35th National Convention by QCFI.



Gold Award In 11th Edition Of Productivity Conclave 2022 Organized by Coimbatore Productivity Council.

Select Recent
Product Launches

2W Recent Next – Gen DIS Launch



HMCL

(VIDA – 7” TFT) EV 



TVS

(iQube - 7” TFT) EV



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

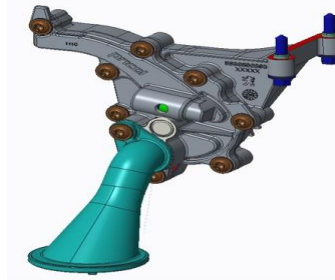
Variable Displacement – Vane Type Oil Pump



PSA PEUGEOT CITROEN

308 - PV

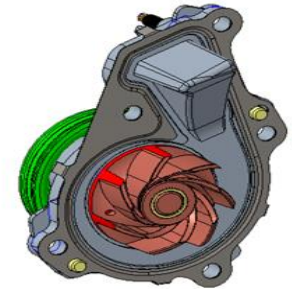
Oil Pump



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

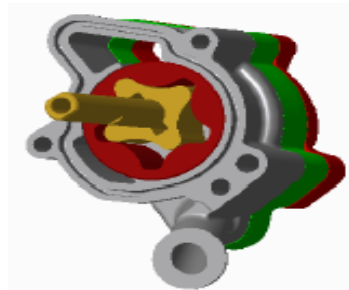
LaMotta



BMW

K67 Water/ Oil pump

Oil Pumps



Harley Davidson

LaMotta



Ducati

LaMotta

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