



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



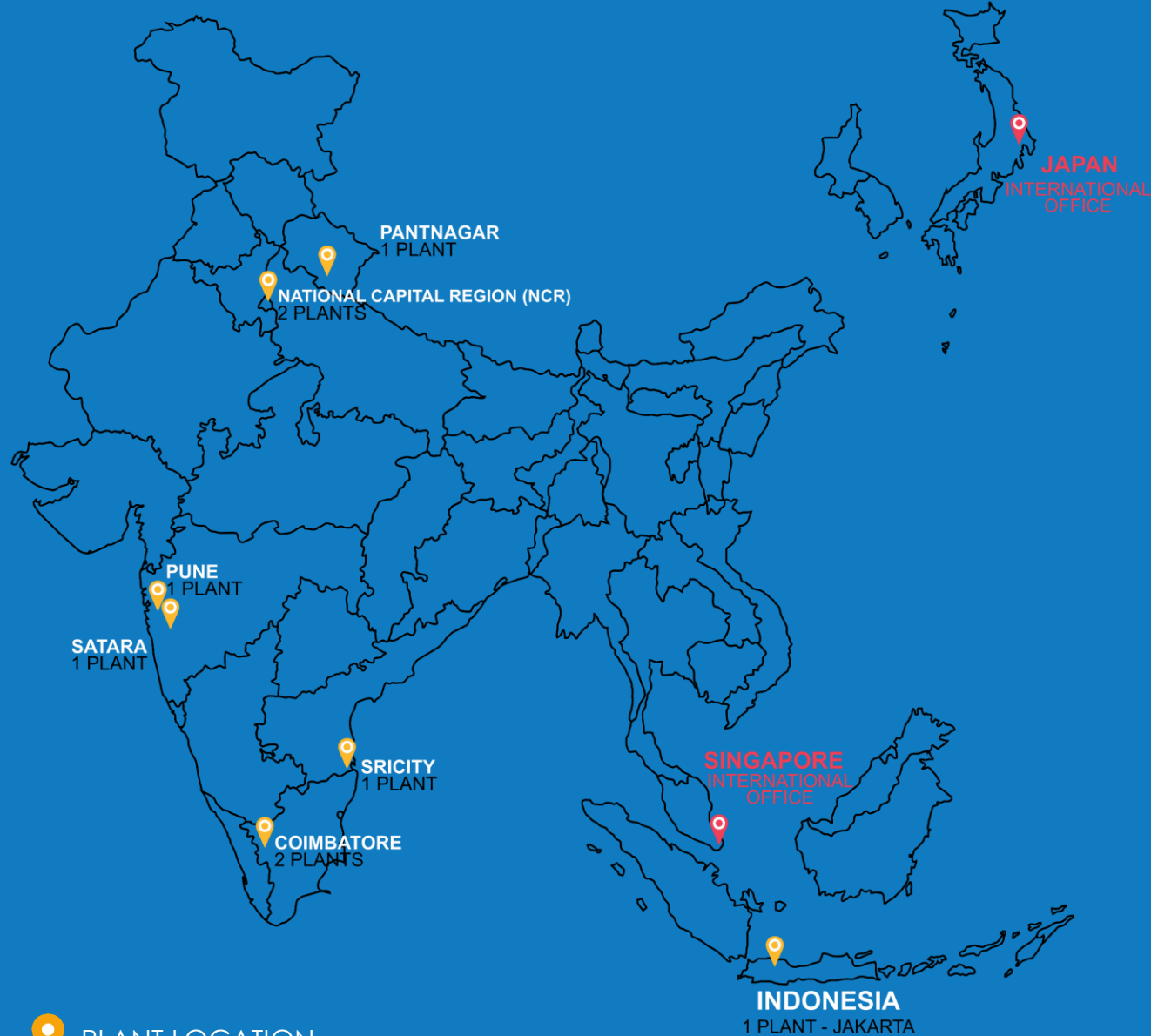
2 Technology Centers at Coimbatore  
400+ Product and Process Engineers  
~ 4.5% spend on total revenue for R&D



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

# 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

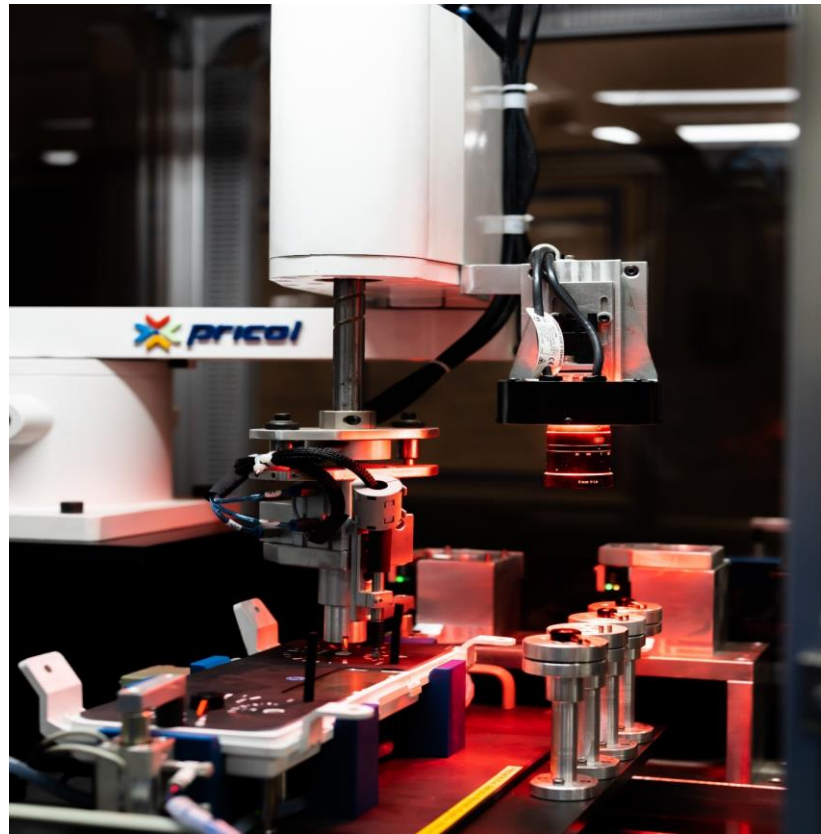


## ENGINEERING EXCELLENCE

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

Manufacture 35,000 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.



# Key Customer and Industry Awards



Reformation  
thru Partnership



**Award From Suzuki Motorcycle India Limited 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

PROULUNTER

**Award From Tata Motors on 07-Sept-2022**

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



# 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 on 16-Mar-2023**

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





## Award From Suzuki Motorcycle India Limited on 28-Jun-2023

Award received under the category "Best Supply Chain Management" at Annual Supplier Conference 2023.



# Supplier Samrat National Runner up in Proprietary 2022 - 23



## Award From Ashok Leyland on 23-Jul-2023

Award received from Ashok Leyland for “Supplier Samrat - National Runner Up in Proprietary” at Supplier Summit 2023.





## Top 50 innovative companies 20-Dec-2023

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 11-Mar-2023

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.



## 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 12<sup>th</sup> 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 – 17<sup>th</sup> Regional Level QCC and Qualified for National Level Competition.



### QUALITY CIRCLE FORUM OF INDIA

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



Gold Award In 11<sup>th</sup> 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



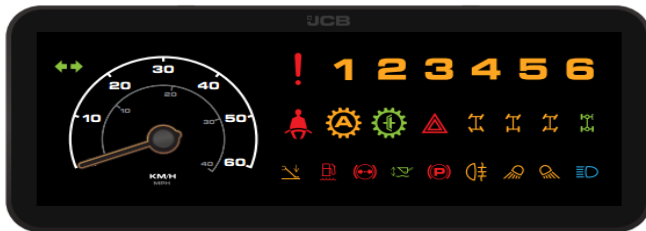
PSA GROUPE

(Ami) EV



NEW HOLLAND

(Instrument Cluster)



JCB

(Warning Cluster)



JCB

(7" TFT Instrument Cluster)



# Pumps and Mechanical Products – Recent Launches

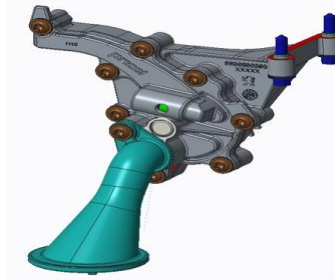
**Variable Displacement – Vane Type Oil Pump**



**PSA PEUGEOT CITROEN**

308 - PV

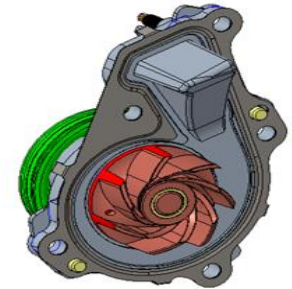
**Oil Pump**



**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

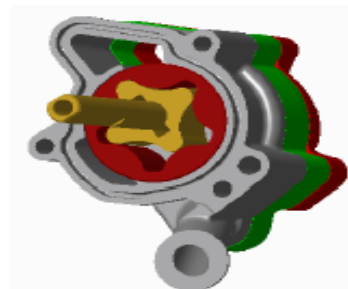
LaMotta



BMW

K67 Water/ Oil pump

## Oil Pumps



Harley Davidson

LaMotta



Ducati

LaMotta

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