



Welcome to Pricol Limited's 7th Annual General Meeting 22 August 2018

Agenda

Financial Performance FY 2017-18

New Business Wins

Company Outlook FY 2018-19

Key Investments & New Plants

Key Partnerships

Corporate Social Responsibility

Financial Performance FY 2017-18



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Standalone Financial Performance FY 17-18: Operations

- Pricol's standalone revenue from operations grew by 14% (excluding Speed Limiting Devices) and stood at INR 1176.71 crores in FY 17-18
- Reduction in Sales and EBITDA is mainly due to drop in Speed Limiting Devices; a high profit product due to the implementation of Bharat Stage IV norms
- Cash generation through operations is INR 74.46 crores in FY 17-18 as against INR 111.54 crores in FY 16-17

(In INR crores)

Particulars	FY 17-18	FY 16-17
Revenue from operations (excluding excise duty)	1176.71	1215.65
Profit before Tax	74.22	62.32
EBITDA	107.46	134.43
% of Revenue	9.13%	11.06%

Standalone Financial Performance FY 17-18: Total Revenue

- Total reported revenue stood at INR 1351.23 crores in FY 17-18 and it includes the following:
 - Sale of land held as stock in trade to the tune of INR 83.76 crores
 - Sale of traded goods to the tune of INR 56.79 crores
 - Other income is to the tune of INR 4.8 crores
 - Cash generation through non operational revenue is INR 71.30 crores in FY 17-18

(In INR crores)

Particulars	FY 17-18	FY 16-17
Total Revenue (excluding excise duty)	1322.05	1270.14
EBITDA	157.18	136.16
% of Revenue	11.88 %	10.72 %

Standalone Vehicle Segment Wise Growth FY 17-18

Segment	Pricol's Growth ¹	Market Growth ²
Two Wheeler	15%	16%
Commercial Vehicle	39%	10%
Off Road Vehicle	13%	13%
Tractor	14%	22%
Four Wheeler	-5%	5%

1. Growth rate is based on sales to OEMs but not including Exports, SLD, Components, Tools, Aftermarket, SCMS, Telematics
2. Source for Market Growth: ET Auto and SIAM

Standalone Revenue Split by Product Vertical

(In INR crores)

Segment	FY 17-18	FY 16-17	Growth %
Driver Information System	570.0	509.6	12%
Switches and Sensors	149.9	132.9	13%
Pumps and Mechanical Products	345.8	318.0	9%
Asset Management Solutions	29.7	25.7	16%
Auto Accessories & Others	65.1	29.8	118%
Total	1160.4	1016.0	14%
SLD	12.2	198.7	-94%
Grand Total	1172.6	1214.7	-3%

Pricol Do Brasil – Restructuring Process

- Company shifted its manufacturing facility from Diadema to Jarinu to reduce employee and operational cost and started production and supplies to the customer in Nov 2017
- PdB has severed 181 employees from Aug 2017 to Mar 2018 and hired 125 employee from Jarinu.
- Employee cost is expected to be reduced from 45% to 23%
- Invested in new machinery and created additional production capacity to better align to OEM's new programs.
- Major customers like Volkswagen, General Motors and Fiat are supporting this process by extending price increases, stock build up, reduced payment terms and faster production part approvals



Pricol Do Brasil – Financial Performance FY 17-18

(In INR crores)

Particulars	FY 17-18	FY 16-17	FY 18-19	
			(Q1) ABP	(Q1) Actual
Revenue	127.81	123.38	37.48	36.21
-Domestic	107.92	111.56	29.88	21.70
-Exports	19.89	11.82	7.61	14.51
EBITDA	(26.86)	(31.30)	0.29	0.92
% of Revenue	-21.0%	-25.37%	0.78%	2.54%

- PdB incurred a loss of BRL 45.163 Mn (INR 91.41 crores) in FY 17-18 as against BRL 22.224 Mn (INR 43.56 crores) in FY 16-17
- Loss during the year includes BRL 18.556 Mn (INR 37.55 crores) towards employee settlement and BRL 1.516 Mn (INR 3.06 crores) towards relocation expenses.

Pricol Indonesia – Financial Performance FY 17-18

(In INR crores)

Particulars	FY 17-18	FY 16-17
Revenue	40.44	92.24
Profit before Tax	2.69	0.98
% of Revenue	6.65%	1.06%

- Phasing out of Honda vehicle model was a major contribution for sales decrease
- Cost control measures improved the profitability
- 100% Acquisition of PT Sripri Wiring Systems manufacturing wiring harness completed
- Slow growth of domestic Indonesian market is attributed to rising fuel prices and devaluation of Indonesian Currency.

Pricol Wiping Systems Financial Performance FY 17-18

(In INR crores)

Particulars	Sep 2017 to Mar 2018
Revenue	227.82
EBITDA	(0.83)
% of Revenue	-0.36 %

- Pricol completed acquisition of wiping systems business from PMP Auto Components in August 2017
- Financial reporting is considered for the period from Sep 2017 till Mar 2018 being the effective period of control
- Start of production for new business wins for customers like Volkswagen and SEAT strengthened the order pipeline during FY 17-18

Consolidated Financial Performance FY 2017-18

- Pricol's consolidated revenue from operations grew by 10.23% and stood at INR 1568.6 crores in FY 17-18
- Cash generation is INR 58.47 crores in FY 17-18 as against INR 78.46 crores in FY 16-17

(In INR crores)

Particulars	FY 17-18	FY 16-17
Revenue from operations	1568.60	1423.04
Profit before Tax	(28.44)	26.02
EBITDA	77.25	121.34
% of Revenue	4.92%	7.89%

New Business Wins



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New Business Wins



Product : First ever scooter with Bluetooth Connectivity In India
Customer : TVS Motors Limited
Model : NTORQ
Market : India



Product : Digital Cluster
Customer : Hero Motors Limited
Model : Passion - Xpro
Market : India

New Business Wins



Product : LCD Cluster
Customer : Bajaj Auto Limited
Model : Discover 110
Market : India



Product : Instrument Cluster
Customer : KTM
Model : Husqvarna
Market : India & Austria

New Business Wins



Product : Digital Cluster with Tyre Pressure Monitoring System
Customer : Tata Motors Limited
Model : Xenon
Market : India



Product : Cluster for Tata Motors' EV through Jayem Automotive
Customer : Jayem Automotive Private Ltd
Model : Electric Vehicle (EV) - Car
Market : India

New Business Wins



Product : Water Pump
Customer : Caterpillar
Model : Engine variants
Market : USA



Product : Oil Pump
Customer : Harley Davidson
Model : Motorcycle variants
Market : USA

New Business Wins



Product : Water Pump
Customer : Volkswagen
Model : EA 211 EVO
Market : North America



Product : Water Pump CSS Prime
Customer : General Motors
Model : CSS Prime Engine
Market : South America

New Business Wins



Product : Water Pump CSS Prime
Customer : General Motors
Model : CSS Prime Engine
Market : South America



Product : Wide range of warning clusters
Customer : JCB India Limited
Model : Mini Excavator, 3CX Compact
Market : United Kingdom

New Business Wins



Product : Re-configurable, Scalable, Effective and Efficient TFT Clusters
Customer : JCB India Limited
Model : Excavator, Compactor, Wheel
Market : India

New Technology Products for JCB India



Low Cost Telematics Solution



Warning Cluster



Speed Sensor



Fuel Level Sensor
Non Fuel Contact
Type

Company Outlook FY 2018-19



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Standalone Outlook for FY 2018-19

- Business is expected to grow by 15% to 18% due to both organic growth and new projects
- New products in pipeline will contribute an expected revenue of around INR 180 crores across all product verticals.
- Capex heavy for growth as investments are made in new plants and machineries to support business growth in FY 2017-18 and FY 2018-19
- Light sustenance capex is forecasted in FY 2019-20 and FY 2020-21 to support business growth

Segment	Expected Pricol's Growth ¹	Expected Market Growth ²
Two Wheeler	16%	11-13%
Commercial Vehicle	31%	8-10%
Tractor and Off Road Vehicle	51%	15-20%

1. Growth rate is based on sales to OEMs but not including Exports, SLD, Components, Tools, Aftermarket, SCMS, Telematics

2. Source for Market Growth: ET Auto and SIAM

Standalone Outlook for FY 2018-19

- Increase in Raw Material Costs due to the following:
 - Rupee weakening and commodity price increase
 - Global electronic shortage for key components leading to a 30% price increase of such components
- Main impact of the material cost increase is realized in Q1 & Q2 due to time lag in recovering the price increase from customers
- 400+ workmen are recruited for Hosur, Sricity and Manesar four months prior to commencing operations to ensure proper quality from day one

Standalone Revenue Split by Product Verticals

(In INR crores)

Segment	FY 18-19 Plan	FY 17-18 Actuals	Growth %
Driver Information System	674.3	570.0	18%
Switches and Sensors	170.0	149.9	13%
Pumps and Mechanical Products	403.9	345.8	17%
Asset Management Solutions	41.5	29.7	40%
Auto Accessories & Others	76.0	65.1	17%
Total	1365.7	1160.4	18%
SLD	12.1	12.2	-1%
Grand Total	1377.8	1172.6	17%

Subsidiaries Financial Outlook FY 18-19

(In INR crores)

Particulars	Pricol do Brasil	PT Pricol Surya Indonesia	Pricol Wiping Systems (Czech, Mexico & India)
Revenue	155 – 160	35 - 40	440 - 450
EBITDA	4.5 – 5 %	8 %	5-6 %

Pricol Do Brasil – Future Outlook

- CSS prime project is a major milestone for the company with expected annual revenues of INR 90 crores (BRL 45 MN) and a forecasted production ramp up from April 2019.
- Water Pump program in collaboration with Pricol Wiping Systems Mexico for VW Mexico Eco engine platform by end of 2020 with an expected business of INR 130 crore
- Brazil has seen some relief with 2017 GDP growth of 1% to BRL 6.559 trillion (USD 2 trillion) after the recession that impacted Brazil's economy in 2015 (-3.5%) and 2016 (-3.5%)
- Automotive sector has indeed helped the economic recovery. Vehicle production increased by 25% to 2.70 million vehicles in 2017 from 2.15 million in 2016 (contributed by exports which grew 46.5% and local sales growth of 9%), ending a 3 consecutive year decline in vehicle production.
- In 2018, GDP growth is forecasted at 2.75% and an increase of 13% in automotive sector

Pricol Indonesia – Future Outlook

- The Government of Indonesia is coming up with a project for a low cost vehicle model aimed at the middle class and village segments of Indonesia.
- PT. Pricol Surya Indonesia has been chosen for the supply of instrument cluster and wiring harness for this low cost vehicle
- Expects a revenue growth in FY 2019-20, due to the above new business and potential RFQs from customers like Harley Davidson for oil pump and Kawasaki for instrument cluster
- Potential business is expected from Piaggio, Daihatsu etc. in the next two years

Pricol Wiping Systems – Acquisition Highlights

- Pricol completed acquisition of wiping systems business from PMP Auto Components in August 2017
- The acquisition of the Czech Wiping Systems business viz., PMP PAL International (PAL Intl.) was completed through its investment subsidiary Pricol Wiping Systems Czech (PWS Czech).
- The merger of PWS Czech and PAL Intl. was completed on 1st April 2018. PWS Czech is the surviving entity.
- Name of the Mexican subsidiary was changed to Pricol Wiping Systems Mexico in December 2017 from former PMP Auto Mexico.
- Pricol Limited incorporated Pricol Wiping Systems India Limited as its wholly owned subsidiary.

Pricol Espana S.L

Pricol Wiping
Systems
Czech

Pricol Wiping
Systems
Mexico

Pricol Limited

Pricol Wiping Systems India
Linitied

Pricol Wiping Systems – Post Acquisition Improvements

Supply Chain Improvements

- Resourcing efforts to exponentially reduce quality/delivery issues being undertaken in Czech after receiving customer approvals
- Resourcing for bottleneck suppliers completed in India and the same has started to positively impact in delivery performance

Manufacturing and Productivity Improvements

- Streamlining the shop floor layout and implementation of asset monitoring systems are being carried out in Czech to better align with production goals
- Reduced number of shifts and improved per person productivity and implementation of shop floor disciplines are undertaken in India.

Engineering and Development

- Alignment with Pricol Technology Centre (Corporate Engineering) initiated
- Development of technology roadmap and expediting ongoing development of reversing wiper motor and 4 pole motors

Pricol Wiping Systems Future Outlook

- New technology development for Four Pole Motor and Reversible Motor in collaboration with ZSI Technology, Germany
- Czech
 - Start of Production for the Audi's new programme in Q1 2018
 - Additional volumes won from Volkswagen and Seat
- India
 - Initiated Start of Production for Maruti Suzuki India's key platform
 - 2 projects for India's largest Commercial Vehicle makers under progress
 - Targeting additional business with newly announced Skoda focus in India by Volkswagen apart from the current business.
 - Price correction exercise with existing customers being carried out

Key Investments & New Plants

Capex Investment in FY 17-18

- Consolidated capex investment in FY 17-18 is around INR 141 crores.

(In INR crores)

Particulars	FY 17-18
Building & Infrastructure	28.63
Plant & Machinery	42.20
Others*	12.76
Tooling	18.47
Standalone Total Capex	102.06

*Others include test lab and quality lab equipment, Design & Information Technology – Software & Hardware

Capex for Pricol Wiping Systems	13.00
Capex for Pricol do Brasil	26.00

Planned Capex Investment in FY 18-19

- Consolidated planned capex investment for new plants and machineries is around INR 225 crores in FY 18-19 to support new projects and capacity expansion

(In INR crores)

Particulars	FY 18-19 Plan
Building & Infrastructure	51.20
Plant & Machinery	80.20
Others*	13.25
Tooling	31.43
Standalone Total Capex	176.09

*Others include test lab and quality lab equipment, Design & Information Technology – Software & Hardware

Capex for Pricol Wiping Systems	40.00
Capex for Pricol do Brasil	10.00

New Plant – Manesar, Haryana (Plant 9)



98,000 sq ft of area and fully operational by Aug 2018

First invoicing completed in June 2018

2nd Manufacturing unit in Manesar

9th Manufacturing unit in India

Investment ~ INR 7.5 crores

New Plant – Sricity, Andhra Pradesh (Plant 10)



5.86 acres of land with building area of 48,000 sq ft in Phase I
Expected to be fully operational by Oct 2018
10th Manufacturing plant in India for Pricol
Greenfield Manufacturing plant
250kw rooftop solar
Investment ~ INR 32 crores

New Plant – Hosur, Tamilnadu (Plant 11)



5.55 acres of land with building area of 51,000 sq ft in Phase I
Expected to be fully operational by Nov/Dec 2018
11th Manufacturing plant in India for Pricol
Greenfield Manufacturing plant
250kw rooftop solar
Investment ~ INR 42 crores

Key Investments FY 17-18



Oxygen Sensor Assembly Line

2nd SMD line for PCB in Plant 2



Key Investments FY 17-18



No Fault Forward Assembly Line
for Electronic DIS

No Fault Forward Assembly Line
for Mechanical DIS



Key Investments FY 17-18



Fuel Pump Module Assembly Line
in Plant 2

Semi-Automatic Four Stroke Oil
Pump Assembly Line in Plant 3 for
Ashok Leyland



Key Investments FY 17-18



Water Pump Assembly Line in Plant 3 for Harley Davidson

Oil Pump Assembly Line in Plant 3 for Royal Enfield



Key Investments FY 17-18



Endurance test facilities
in Plant 1

840T Die Casting Machine
in Pricol do Brasil



Key Partnerships



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- Exclusive licensing agreement signed with Kerdea Technologies for Oxygen (O₂) Sensor on July 2017. To expand our sensor portfolio in line with the upcoming Bharat Standard BS-VI Emission Regulations by 2020.
- Post the rollout of BS-VI norms, Pricol is expecting to add significant revenue to its top line with products developed with Kerdea's technology
- Program Status
 - Samples: T0 & T1 samples and reliability tests completed for Horizontal Design Heated Type Sensors. T0 sample under progress for Vertical Design Heated & Unheated Type Sensors
 - Key customers: Keihin, Dell'Orto and Continental
 - Manufacturing Readiness: Manufacturing line (100,000 units/annum for Horizontal Design) ready for internal PPAP. Automated line (3 to 5 million units/annum) proposal is being worked out and build decision will be taken in Oct 2018

- Exclusive agreement signed with Wenzhou Huirun Electrical Machinery Co., Ltd (ACHR) on Oct 2017 for technical collaboration, supply and production of Fuel Pump and Fuel Pump Modules in India in line with the upcoming Bharat Standard BS-VI Emission Regulations by 2020.

- Program Status
 - Hero MotoCorp & Magnetti Marelli: Final samples submitted in June 2018 and mass production expected from Dec 2018
 - TVS: Samples submitted in June 2018 and under testing
 - Continental: Sample submitted in May and July 2018 and under testing
 - Volvo Eicher: Proto sample submitted in August 2018
 - Lombardini: Proto sample submitted in June 2018
 - Development of BLDC motors under progress and samples received in July 2018 and under testing at Pricol

Partnership for Electric Water Pumps



- Exclusive partnership agreement signed with Dongguan Shenpeng Electronics Co Ltd on Jan 2018 to introduce electric water pumps in Indian market across all vehicle segments
- Program Status
 - Products under development for customers like Ashok Leyland, Volvo Eicher, Force Motors, Tata, Bajaj and TVS
 - Performance verification equipment like Functional Generator, CAN Module, Flow and Pressure Sensor are setup
 - In-house testing facilities are setup for endurance and environment related tests

Corporate Social Responsibility



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Corporate Social Responsibility

Health

INR 5 lakhs donated to Sankara Eye Hospital
Eye Camps for 6480 Government school students and 210 public members and medical camp for 223 public members

Environment

5000 tree plantation drive
Donations to wildlife SOS and Siruthuli

Education

Smart classrooms, renovation and maintenance of government schools in Valavadi and Perumal Kovilpathy

Infrastructure

INR 2 lakhs contributed to Swachh Bharat, a national initiative
Maternity Ward at Primary Health Centre Valavadi

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