

The background of the slide is a complex technical drawing in white lines on a dark blue background. It features various mechanical components, including shafts, gears, and housing parts, rendered in a detailed, cross-sectional style. The drawing is centered and occupies most of the upper and middle portions of the slide.

INVESTOR PRESENTATION FY 2016-17



PRICOL LIMITED
Passion to Excel

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STAKE HOLDERS



VISION

We will strive to attain *leadership* and *excellence* in all the products and services that we provide, through *socially* and *environmentally* acceptable means.

MISSION

Be Dynamic: Constantly innovate and find better ways to deliver value to our customers

Constantly Evolve: Improve in every sphere of our activity

Work Passionately: To enhance value to our customers, employees, suppliers and shareholders

Be Sustainable: Care for the society and environment around us

CORE VALUES

Pricol is built on generating value and propelling positive change. We are transformative; hence, our communication platforms should adhere to creating value for all our stakeholders, i.e. customers, employees, shareholders and suppliers, providers and the communities we are engaged in. We must take care to remain sensitive to our core belief system and must not compromise on consistently delivering value.

Passion

Whatever we do, we do it from the bottom of our heart.

Respect

We respect those who add value to our lives.

Integrity

We never compromise on our values.

Collaborate

We believe in working towards a unified goal.

Ownership

We take responsibility for all our actions.

Listen

We listen to both the spoken and unspoken before we act.



COMPANY PROFILE

Pricol Limited commenced operations in 1974 with headquarters in Coimbatore, India
Subsidiary Companies:
<ul style="list-style-type: none">• PT Pricol Surya, Indonesia• Pricol do Brasil• Pricol Asia, Singapore
FY 2016-17 Consolidated Income from Operations ₹ 14,816 Million
8 Manufacturing Locations
5 International Offices
Total Employee Strength – 5,290 Employees
R&D Strength – 248 Employees
30 Patents

Listed in :
NSE – PRICOLLTD
BSE – 540293

Pricol Limited

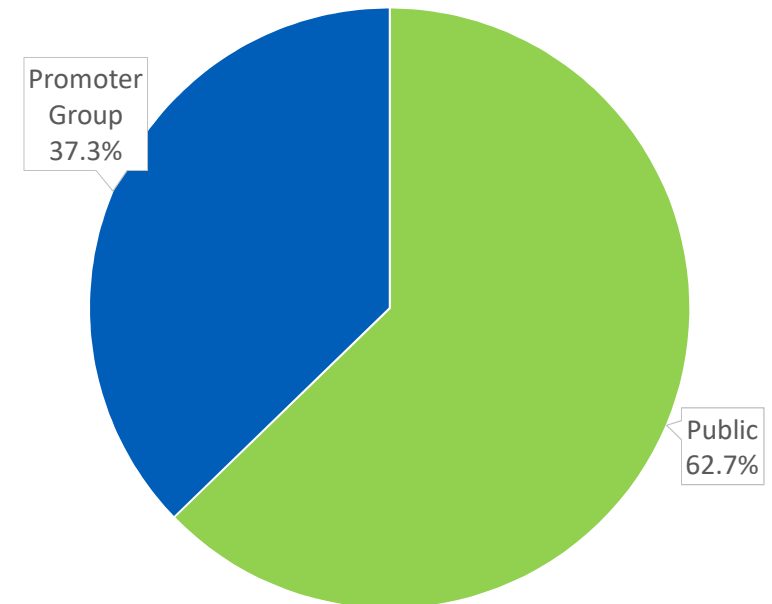
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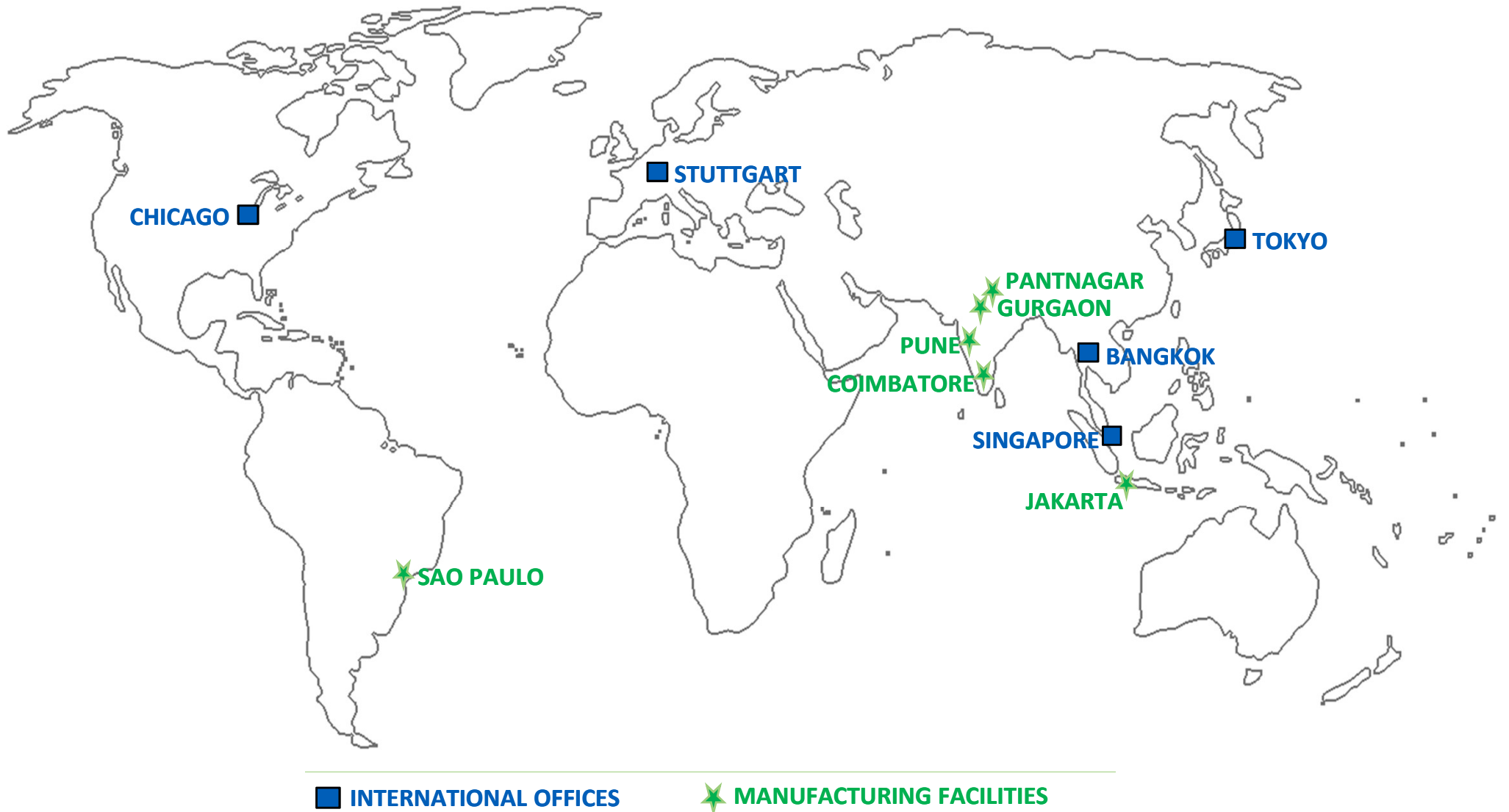
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ISO 14001:2004 & OHSAS 18001: 2007
(Obtained ISO 9001 in the year 1993)

Shareholding Pattern - March 31, 2017



GLOBAL PRESENCE



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REVENUE BREAKUP – PRODUCT GROUP-WISE (STANDALONE)

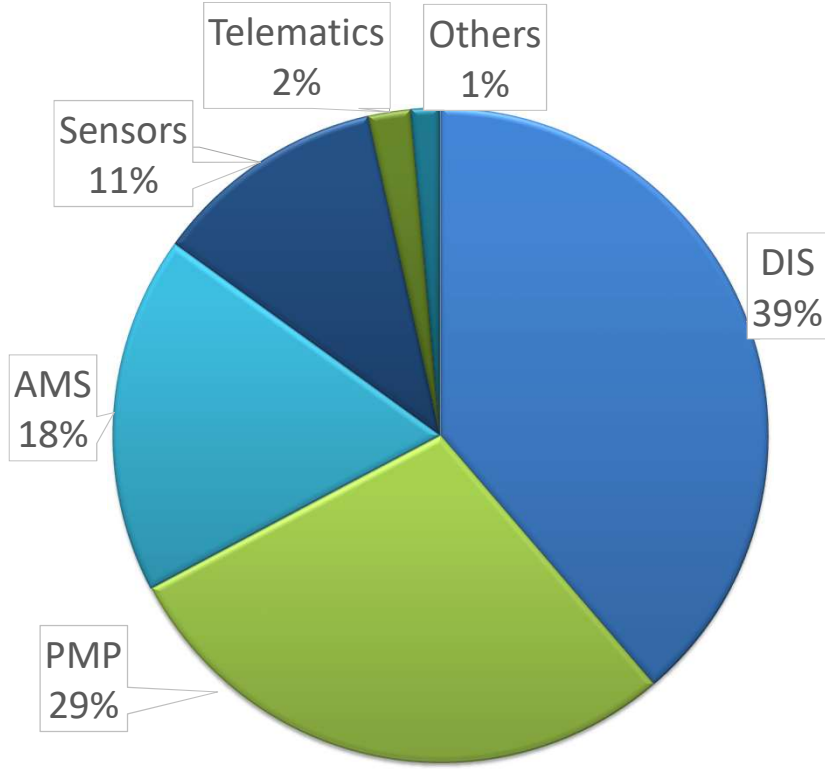
₹ in Million

Product Groups	2015-16	2016-17	% Change
Driver Information Systems	5,352	5,096	-4.8%
Switches & Sensors	1,651	1,329	-19.5%
Pumps & Mechanical Products	2,919	3,180	8.9%
Asset Management Solutions & Telematics	204	257	26.0%
Auto Accessories & Others	309	298	-3.5%
Subtotal	10,435	10,159	-2.6%
Speed Limiting Devices ⁺	1,586	1,987	25.3%
Total Sales	12,021	12,146	1.0%

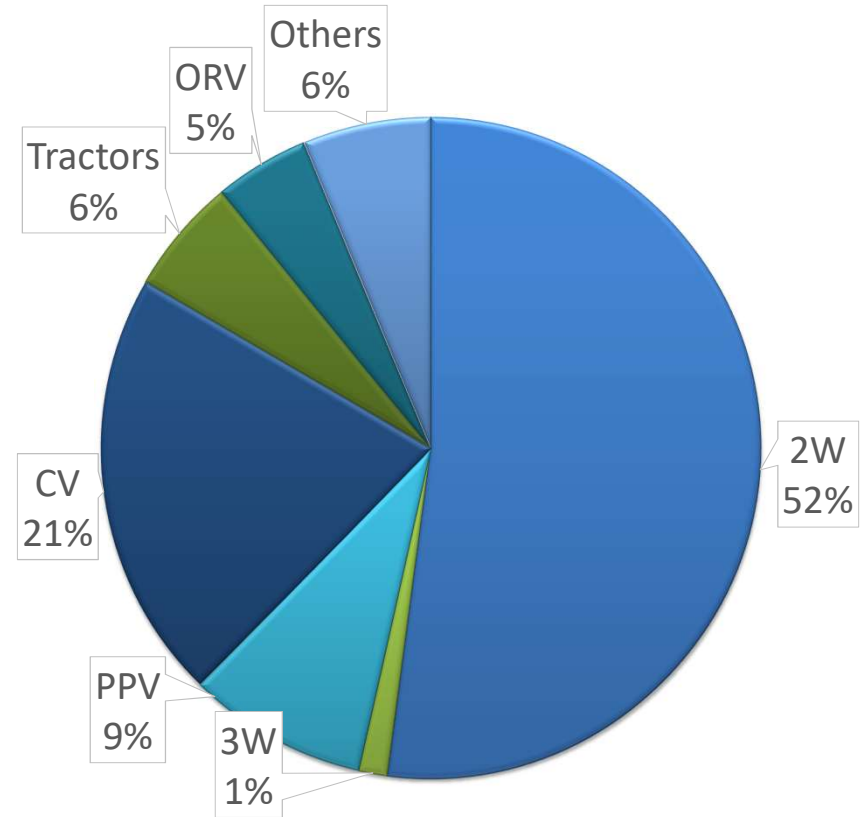
- Sales from Sintered Components is grouped under 'Pumps & Mechanical Products'
 - Sales from Aftermarket, Industrial Products and Exports are added under respective Product Groups
- ⁺ Sales from Speed Limiting Devices in FY 2015-16 commenced from October 2015 onwards

STANDALONE REVENUE BREAKUP

Product Group-wise Revenue Classification



Vehicle Type - Revenue Classification



STANDALONE FINANCIALS AT A GLANCE - FY 2016-17

₹ in Million

Particulars	Q4 FY 17	Q3 FY 17	Q4 FY 16	FY 2016-17	FY 2015-16
Net Sales	2,586.28	2,913.71	3,602.55	12,146.63	12,020.90
Total Income from Operations	2,720.33	3,050.85	3,744.44	12,684.27	12,580.82
EBITDA	246.67	299.23	488.25	1,362.58	1,231.24
<i>EBITDA Margin (%)</i>	<i>9.1%</i>	<i>9.8%</i>	<i>13.0%</i>	<i>10.7%</i>	<i>9.8%</i>
PBT Before Exceptions	50.32	112.04	271.33	624.38	442.55
PBT After Exceptions	50.32	112.04	353.83	629.72	424.89
<i>PBT Margin (%)</i>	<i>1.8%</i>	<i>3.7%</i>	<i>9.4%</i>	<i>5.0%</i>	<i>3.4%</i>

Note: For comparative purposes, the combined figures (unaudited) of erstwhile Pricol Limited and erstwhile Pricol Pune have been considered.



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STATEMENT OF PROFIT AND LOSS FOR THE PERIOD ENDED 31ST MARCH 2017

₹ in Million

Particulars	Standalone		Consolidated
	2016 - 17	2015 - 16	2016-17
INCOME			
Revenue from Operations (Gross)	13,435.094	1,369.803	15,518.868
Less : Excise Duty	1,288.467	153.388	1,288.467
Revenue from Operations (Net)	12,146.627	1,216.415	14,230.401
Other Operating Revenue	501.968	-	501.968
Other Income	35.671	29.310	83.374
Total Revenue	12,684.266	1,245.725	14,815.743
EXPENSES			
Cost of Materials Consumed	7,873.652	945.307	9,096.811
Purchases of Stock-in-Trade	542.377	-	542.377
Changes in inventories of Work-in-progress, Finished Goods and Stock in Trade	(226.519)	22.401	-245.903
Employee Benefits Expense	1,713.214	112.202	2,416.688
Finance Costs	78.270	4.552	176.548
Depreciation and Amortisation Expense	659.933	86.480	734.824
Other Expenses	1,418.959	66.558	1,847.400
Total Expenses	12,059.886	1,237.500	14,568.745
Profit from operations before Exceptional Items and Tax	624.380	8.225	246.998
Add : Exceptional Items	5.337	82.500	10.500
Profit Before Tax	629.717	90.725	257.498
Less : Tax Expense			
Current Tax	137.000	1.300	148.831
Deferred Tax	172.000	-	172.024
MAT Credit	(137.000)	-	(137.000)
			-0.210
Profit for the year	457.717	89.425	73.853
Earnings per Equity Share (Face Value of INR 1/-) in Rupees			
Basic	4.83	0.89	0.78
Diluted	4.83	0.89	0.78

BALANCE SHEET AS AT 31ST MARCH 2017

₹ in Million

Particulars	Standalone		Consolidated
	31-3-2017	31-3-2016	31-3-2017
I. EQUITY AND LIABILITIES			
(1) Shareholders' funds			
(a) Share Capital	94.797	100.000	94.797
(b) Reserves and Surplus	8,232.867	472.930	7,131.794
(2) Non Current Liabilities			
(a) Long Term Borrowings	133.333	-	243.105
(b) Deferred Tax Liabilities (Net)	368.000	-	422.398
(c) Long Term Provisions	130.671	1.064	201.365
(d) Other Non-Current Liabilities	-	-	98.651
(3) Current Liabilities			
(a) Short Term Borrowings	766.808	-	941.966
(b) Trade Payables	1,924.111	206.073	2,410.180
(c) Other Current Liabilities	667.376	54.811	1,309.767
(d) Short Term Provisions	51.598	0.097	61.185
Total	12,369.561	834.975	12,915.208
II. ASSETS			
(1) Non Current Assets			
(a) Fixed Assets			
(i) Property, Plant and Equipment	3,859.924	444.406	4,380.388
(ii) Intangible Assets	2,988.287	57.947	3,001.870
(iii) Capital Work-in-progress	180.610	-	266.528
(b) Non Current Investments	1,151.555	-	-
(c) Long Term Loans and Advances	222.191	13.986	222.191
(d) Other Non-Current Assets	455.505	9.591	481.491
(2) Current Assets			
(a) Current Investments	2.100	-	2.100
(b) Inventories	1,541.234	74.247	1,729.437
(c) Trade Receivables	1,725.924	210.416	2,111.825
(d) Cash and Cash Equivalents	72.582	12.773	279.033
(e) Short Term Loans and Advances	141.507	9.659	403.416
(f) Other Current Assets	28.142	1.950	36.929
Total	12,369.561	834.975	12,915.208



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LEVERAGE – STANDALONE AND CONSOLIDATED

₹ in Million

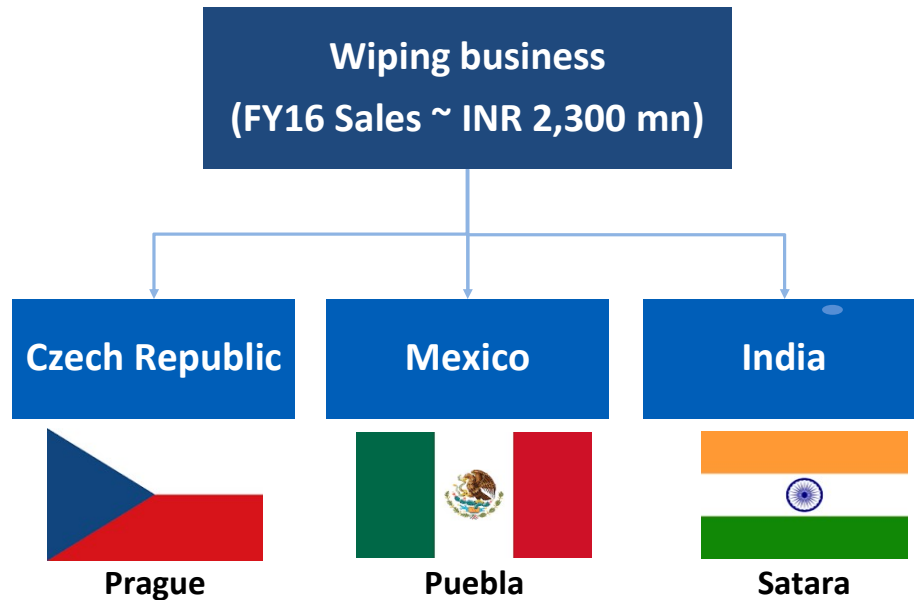
Particulars	Standalone		Consolidated
	FY 2016-17	FY 2015-16	FY 2016-17
Long Term Borrowings	316.67	320.00	698.99
Short Term Borrowings	766.81	418.62	941.97
Debt [A]	1,083.48	738.62	1,640.96
Equity [B]	8,327.66	7,869.94	7,226.59
EBITDA [C]	1,362.58	1,231.24	1,158.37
Principal Repayment + Interest [D]	294.94	317.67	632.44
Debt / Equity Ratio [A / B]	0.13	0.09	0.23
Debt Service Coverage Ratio [C/D]	4.62	3.88	1.83

- Pricol's Balance Sheet is under leveraged, which gives it an opportunity to grow faster with better headroom for debt.

PROPOSED ACQUISITION – PMP AUTO COMPONENTS PRIVATE LIMITED (WIPING BUSINESS)



PMP PAL IS A LEADING GLOBAL MANUFACTURER OF AUTOMOTIVE WIPING SYSTEMS

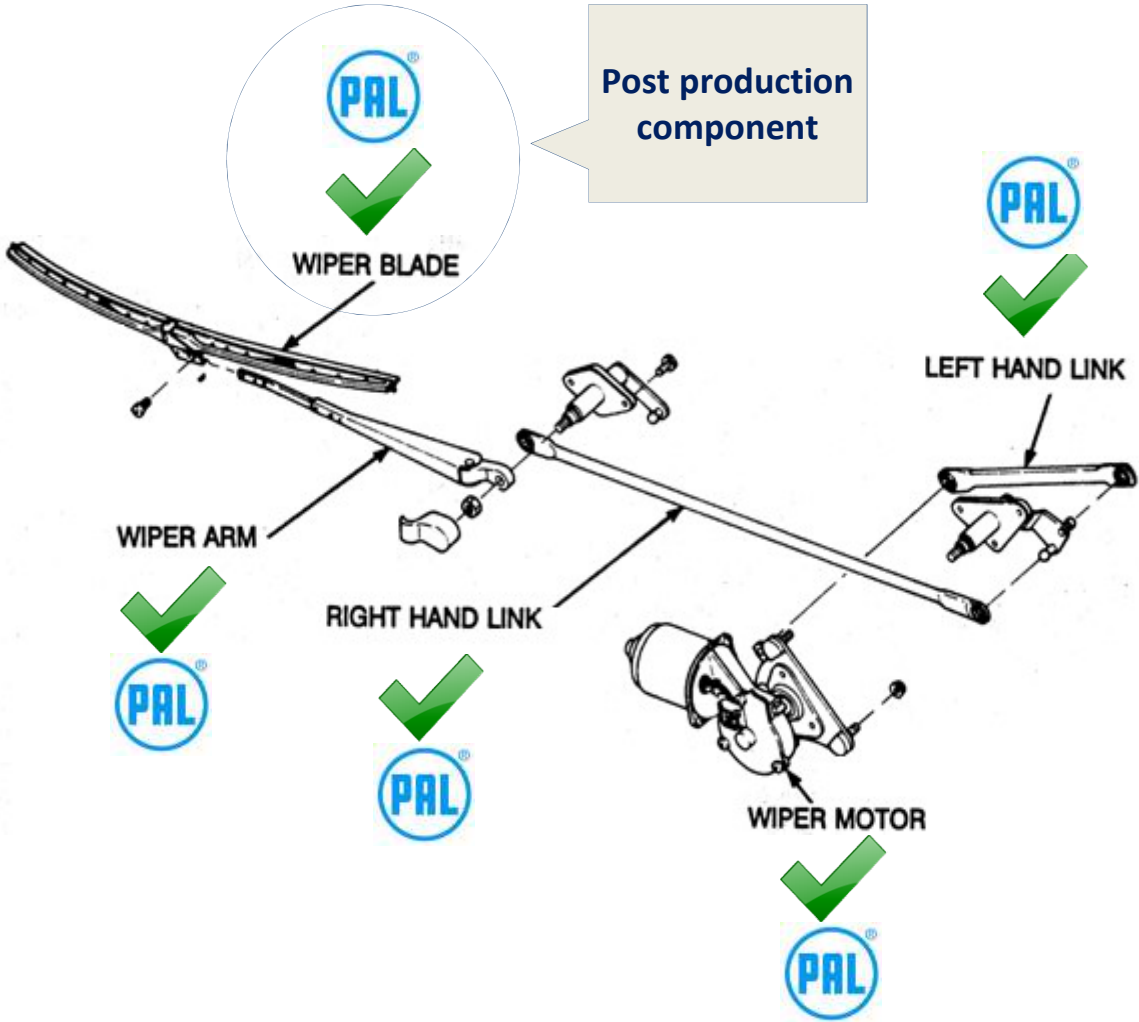


KEY CUSTOMERS:



- With a track record of over 90 years, PMP PAL International s.r.o. (“PMP PAL”) designs and manufactures wiping systems, heavy duty wipers, front wiper sets etc. at its state-of-the-art manufacturing facility in Prague.
- Set-up in 2014, India growth would be driven by cost effective solutions to high volume models in the Indian market. India Wiping division has been able to win marquee accounts such as Renault Kwid, Renault XBB, Nissan I2 and Maruti Alto.
- Set-up in 2015, Mexico has commenced production and serves global leaders such as VW and Skoda to build presence in Mexico.

PMP PAL MANUFACTURES INTEGRATED WIPING SYSTEMS

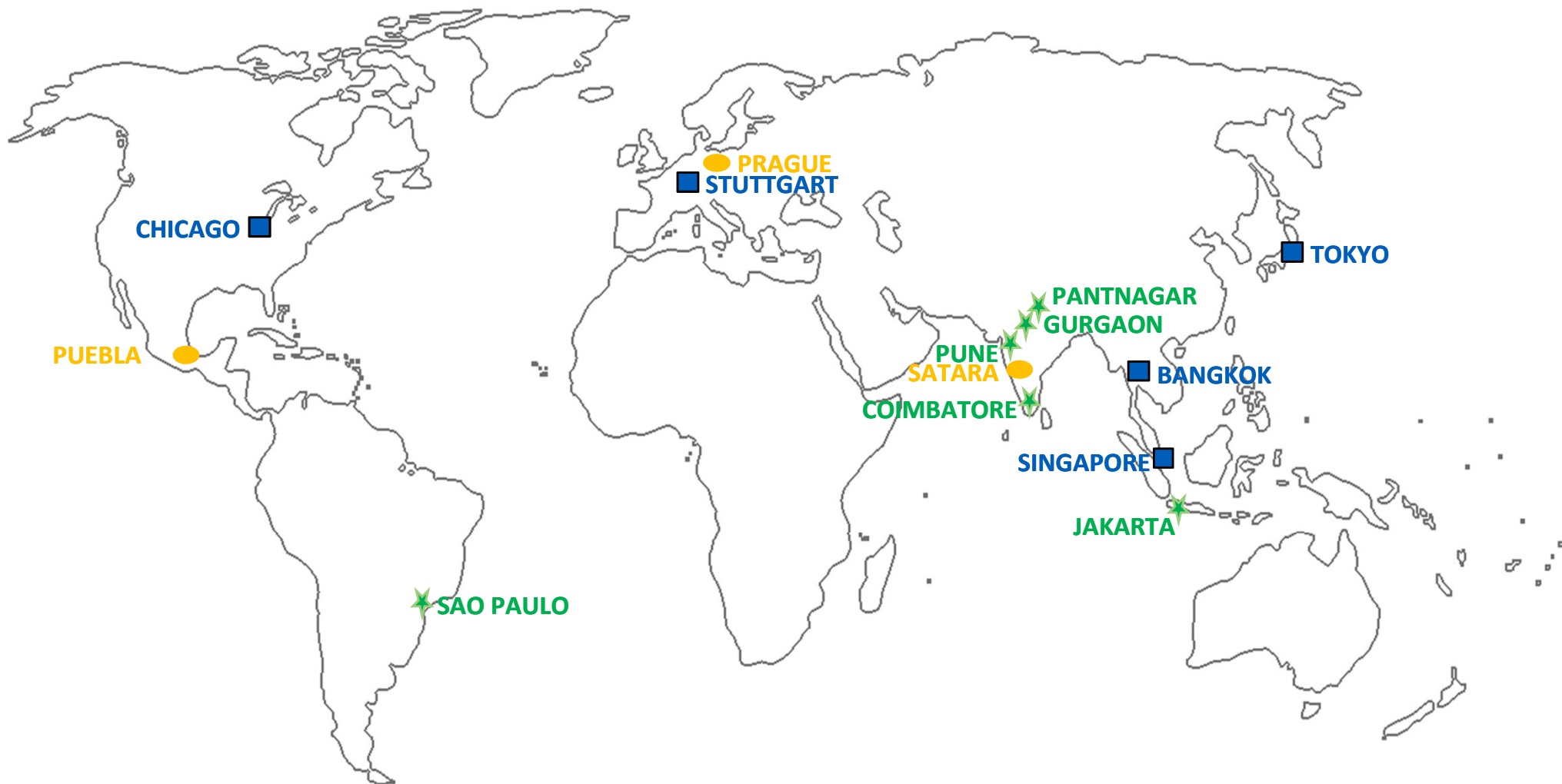


PMP PAL is one of the few global auto component manufacturers that produces all parts of a Wiping System

KEY INVESTMENT HIGHLIGHTS

- Pricol will benefit from clear revenue visibility with a confirmed order book and steady EBITDA margins of the Target over the next three to four years
- PMP will help Pricol make inroads into the 4W segment and diversify the combined revenue profile and get sizable access to a marquee customer base including VW, Fiat, Renault and Maruti
- Strategically present in three different continents with state-of-the-art facilities with proximity to automotive hubs
- Strong focus on R&D and Quality. In process of developing technologically advanced 4pole motor; which will add revenues and market share in future
- Strongly positioned to capitalize on the growth of Global Wiper Systems Market which is expected to grow at a CAGR of ~5% over 5years

GLOBAL PRESENCE – POST ACQUISITION



■ INTERNATIONAL OFFICES

★ MANUFACTURING FACILITIES

● PMP MANUFACTURING FACILITIES



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PRICOL do BRASIL – RESTRUCTURING PLAN



RESTRUCTURING PLAN

Restructure Pricol plant in Brazil aiming better operational costs and productivity

- Given harsh market conditions in the last few years and Pricol's recurrent cash burn, the company has decided to restructure Pricol plant in Brazil, aiming better operational costs and increased productivity;
- Pricol will invest in new machinery and creating additional production capacity, to better align to OEM's new programs such as GM's CSS Prime Project which will yield revenues from FY 2020 onwards;
- By executing this, Pricol will be more cost efficient, with higher productivity indexes post restructuring;
- **Major customers VW, GM and Fiat are supporting the restructuring process by extending price increases and reduced payment terms.**

Expected Outputs

- Higher Productivity
- Increase of Production Capacity
 - » Normalizing current shipment schedule
 - » Room for new programs
- Profitable Operation
 - » EBITDA margins in accordance to Auto-Parts industry



CUSTOMER-WISE REVENUE AND OPERATIONAL P&L FORECAST

₹ in Million

Particulars	2016-17 (A)	2017-18 (F)	2018-19 (F)	2019-20 (F)	2020-21 (F)
Revenue	1,289	1,549	1,554	1,912	2,453
- GM	386	389	371	729	1,258
- VW	359	487	549	631	658
- Fiat	309	377	355	260	229
- Others	235	297	279	292	307
Material Cost	714	793	845	1,046	1,311
<i>% of Revenue</i>	<i>55.4%</i>	<i>51.2%</i>	<i>54.3%</i>	<i>54.7%</i>	<i>53.5%</i>
Employee Cost	583	453	362	382	446
<i>% of Revenue</i>	<i>45.2%</i>	<i>29.2%</i>	<i>23.3%</i>	<i>20.0%</i>	<i>18.2%</i>
EBITDA	-329	46	110	166	268
<i>% of Revenue</i>	<i>-25.5%</i>	<i>3.0%</i>	<i>7.1%</i>	<i>8.7%</i>	<i>10.9%</i>

PT. PRICOL SURYA INDONESIA – FINANCIAL SNAPSHOT



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PT. PRICOL SURYA INDONESIA – FINANCIAL SNAPSHOT

₹ in Million

Particulars	FY 2016-17	FY 2015-16
Revenue	907.47	871.49
Material Cost	606.82	634.81
Employee Cost	135.36	163.28
Operational Cost	107.65	75.12
EBITDA	57.64	(1.72)
<i>EBITDA Margin (%)</i>	<i>6.4%</i>	<i>-0.2%</i>
PBT Before Exceptions	16.63	(65.84)
<i>PBT Margin (%)</i>	<i>1.8%</i>	<i>-7.6%</i>

Note:

- PTPS Indonesia has witnessed a turnaround this year, with profitable PBT of 1.8%
- This has been due to a reduction in Material Cost from ~73% to 67% of Revenue and Employee cost to 15% of Revenue.

QUESTIONS



For more information:

<http://www.pricol.com/investors/investor-link/>

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THANK YOU



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