



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



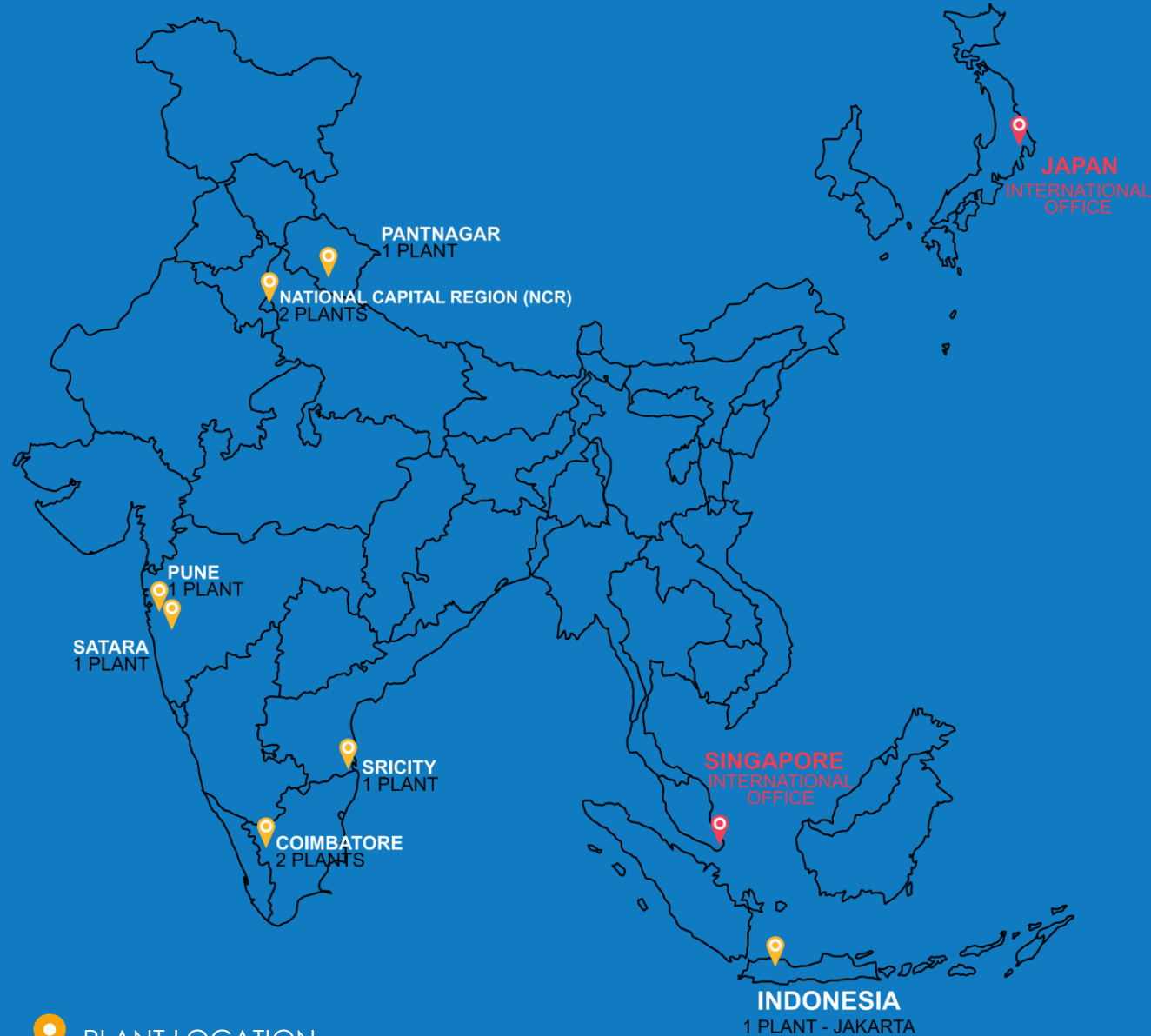
2 Technology Centers at Coimbatore
450+ Product and Process Engineers
~ 4.5% spend on total revenue for R&D



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



Telematics (End-to-End Solution with Cloud & Cyber Security)



Sensors



Reed Type Fuel Level Sensor TFR Type Fuel Level Sensor

Battery Management System (BMS)



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

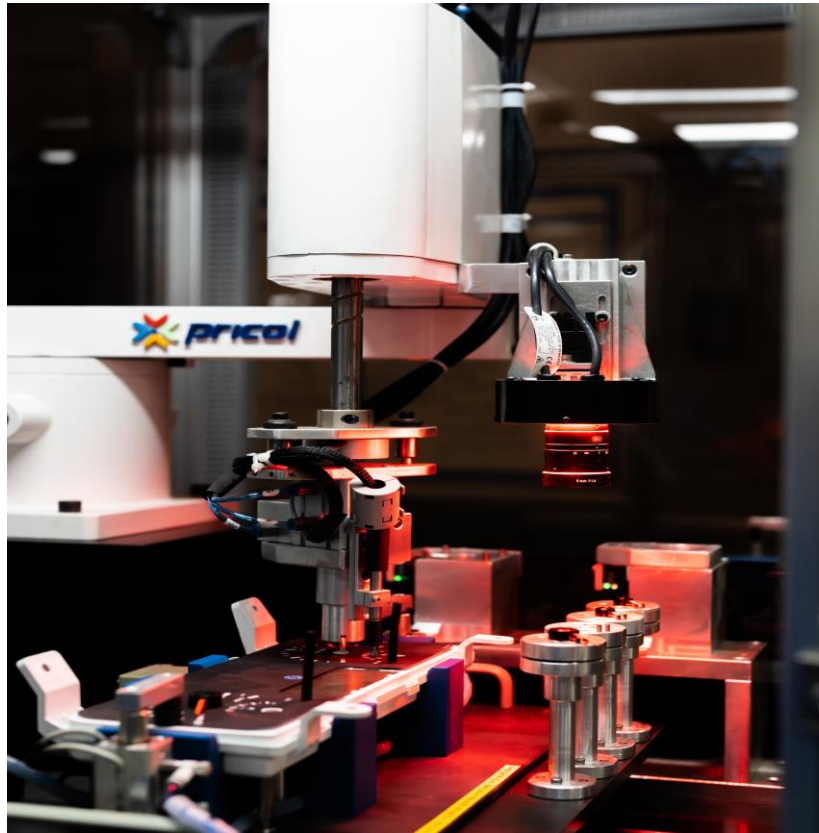


ENGINEERING EXCELLENCE

450+ 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

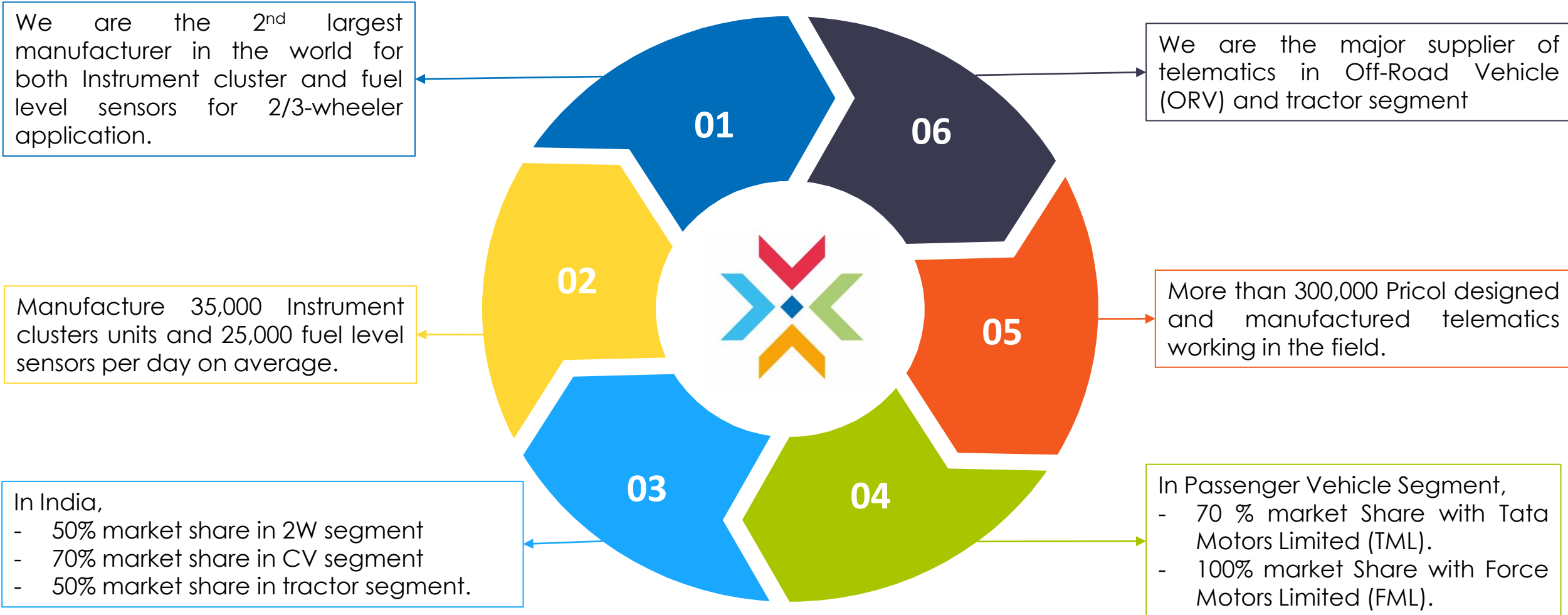


TESTING EXCELLENCE

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.

Key Customer and Industry Awards



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
FOR TML

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.

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.



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.

MOVE THE WORLD FORWARD MITSUBISHI
HEAVY
INDUSTRIES
GROUP

BREATHING LIFE INTO MACHINES



Award From Mitsubishi Heavy Industries Group For “Best Support”

Award received from Mitsubishi Heavy Industries Group for “Best Support” at Supplier Conference.

Also awarded us the status of “Self Certified Supplier” for the year FY24.



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

Select Other Awards



Confederation of Indian Industry

- Two Gold & Silver Award in the 12th edition of CII National POKA YOKE Competition organized by CII.
- Gold Award in the 13th Edition Of CII in National 3M Competition Organized by CII.
- Pricol' s Corporate Manufacturing Engineering Department have won Gold award in the 13th Edition of 3M competition conducted by CII.
- Pricol has been recognized with the “Business Innovation” Award by CII Tamil Nadu for the various innovations done on Driver Information and Connected vehicle solutions.



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



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

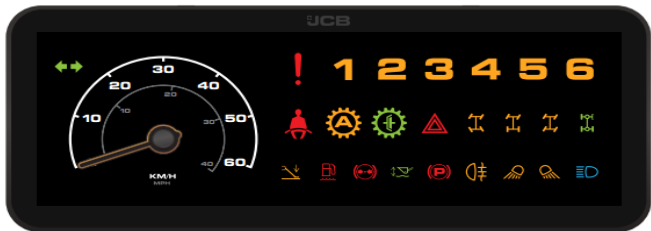
Export Recent Launch



PSA GROUPE
(Ami) EV



NEW HOLLAND
(Instrument Cluster)



JCB
(Warning Cluster)



JCB
(7" TFT Instrument Cluster)

Pumps and Mechanical Products – Recent Launches

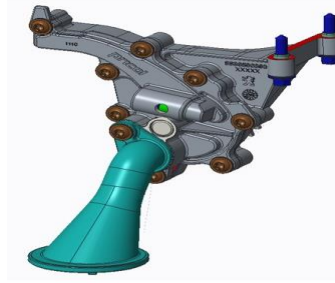
Variable Displacement – Vane Type Oil Pump



PSA PEUGEOT CITROEN

308 - PV

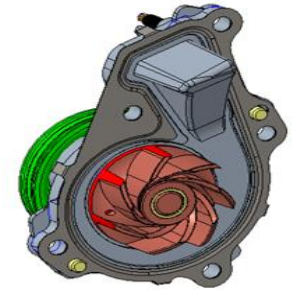
Oil Pump



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

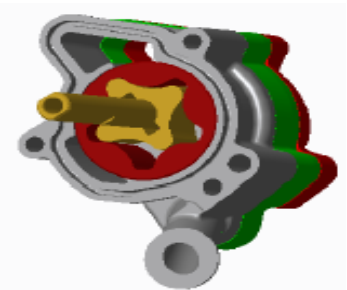
LaMotta



BMW

K67 Water/ Oil pump

Oil Pumps



Harley Davidson

LaMotta



Ducati

LaMotta



PASSIONATE
SUSTAINABLE
DYNAMIC
EVOLVING