



Corporate Presentation

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# Company Snapshot



1975

Commenced operations in Coimbatore, INDIA.



450 +

Product & Process Engineers



IATF 16949:2016, ISO14001:2015, ISO 45001:2018.

(Obtained ISO 9001 in the year 1993)



5,500 +

Employees



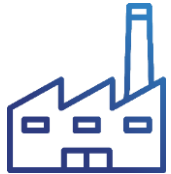
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Technology Centers (~ 4.5% of Total revenue spent on R&D)



1963.15

FY23 Consolidated Total Income (in INR Crores)



9

Manufacturing Plants



5

Presence in India, Indonesia, Singapore, Japan and Dubai.



Top 50

Industrial Innovation Awards 2022 Awarded by CII



5

Key Strategic Partnerships



16

Countries Direct OEM Supplies



71%

Energy Consumption via Renewable Sources.

# Our Presence



# Product Verticals

## 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



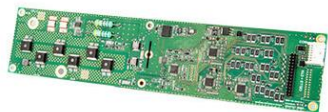
Reed Type Fuel Level Sensor

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

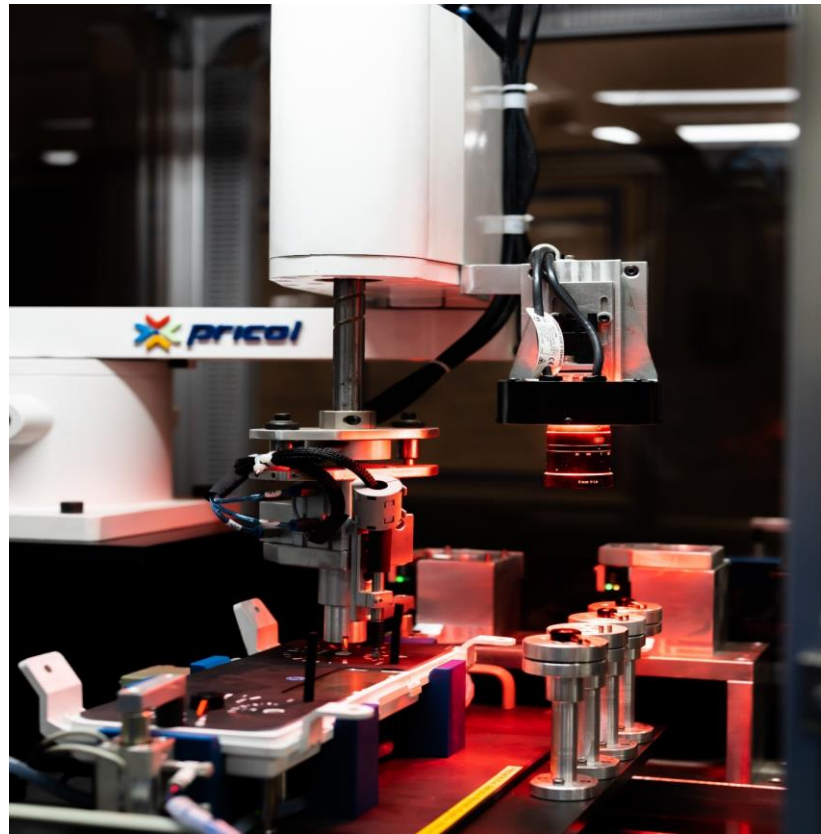


## ENGINEERING EXCELLENCE

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



# Our Major Customers

## TWO / THREE WHEELERS



## FOUR WHEELERS



## COMMERCIAL WHEELERS



## TRACTORS



## INDUSTRIAL & OTHERS



## OFF ROAD VEHICLE



# Recent Partnership



## Key Partnerships



Sibros' connected all-in-one platform will complement Pricol's suite of products on Driver Information Systems (DIS) and **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.

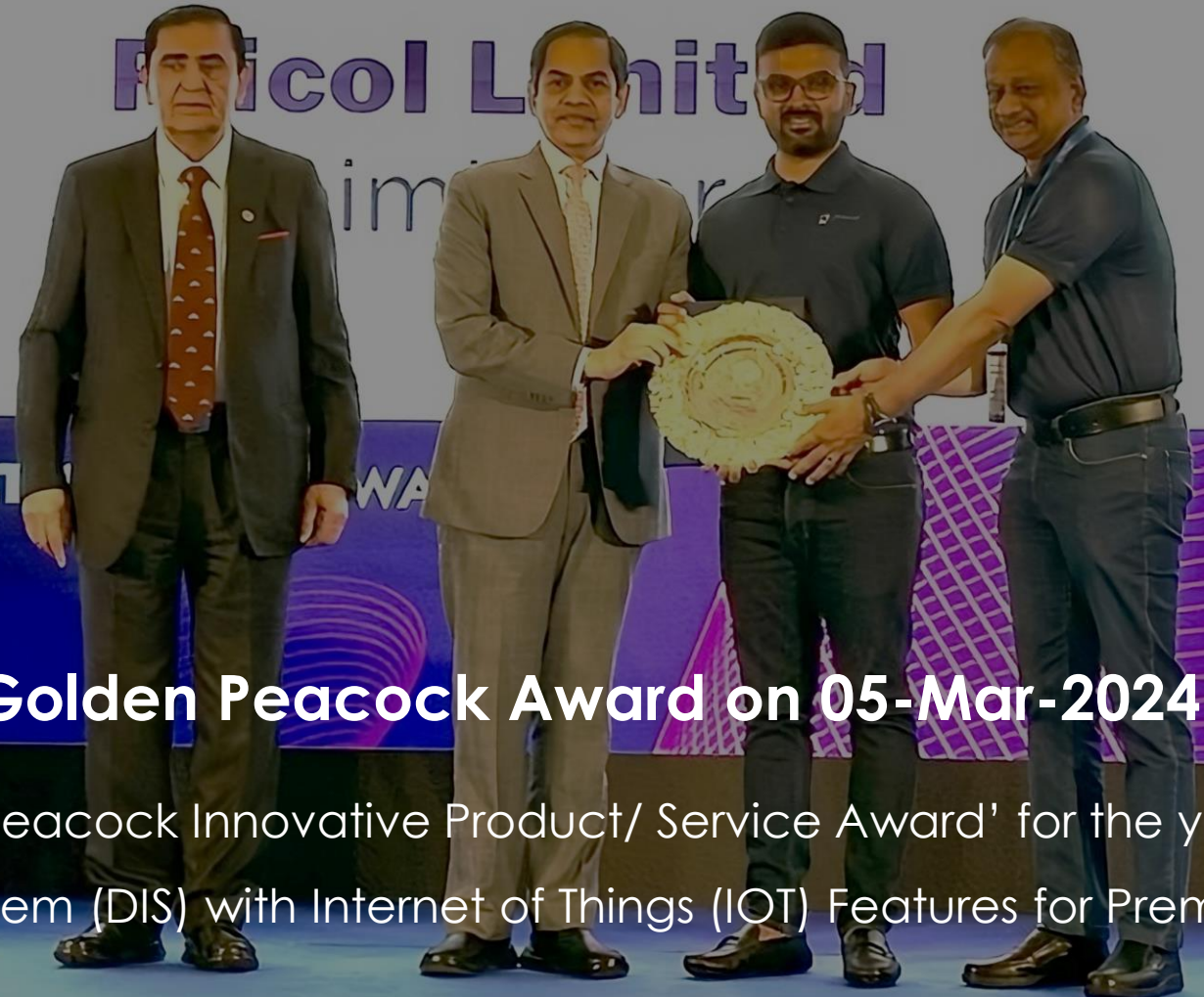


Pricol has partnered with Heilongjiang Tianyouwei Electronics (TYW) for **advanced technologies** in **Driver Information System Solutions across various vehicle segments**. This partnership is set to redefine the driving experience by introducing cutting-edge Driver Information System Solutions such as e-cockpit and Heads-up Displays. The collaboration will add value to the Indian automotive landscape by combining Pricol's domain expertise in Driver Information System with TYW's technological prowess.





# Key Customer and Industry Awards



## Golden Peacock Award on 05-Mar-2024

Winner of 'Golden Peacock Innovative Product/ Service Award' for the year 2024 (for Driver Information System (DIS) with Internet of Things (IOT) Features for Premium Scooters)







**Award From ACMA on 05-Mar-2024**

Won "Bronze Award" for "Excellence in Export" from ACMA Excellence Awards & 9th Technology Summit 2024





## Top 50 innovative companies 20-Dec-2022

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





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  
PRICOL LIMITED

**Award From TATA Motors (TML) on 07-Sep-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 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.



MOVE THE WORLD FORWARD MITSUBISHI  
HEAVY  
INDUSTRIES  
GROUP

# BREATHING LIFE INTO MACHINES



## Award From Mitsubishi Heavy Industries Group on 28-July-2023

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.



## **Award From TVS Motor on 25-Aug-2023**

Award received under the category “Supplier Reliability Cluster Program” for JUPITER Fuel Pump warranty reduction through Reliability Improvement Methodology – BEST COST SAVING



# TECHNOLOGY & INNOVATION



## Award From Daimler Truck on 25-Oct-2023

Award received from Daimler Truck for "Technology and Innovation" at the Annual Supplier Meet 2023





**ANNUAL SUPPLIER CONFERENCE**  
2023 | INDIA

**BEST QUALITY PERFORMANCE**



**Award From JCB on 01-Dec-2023**

Award received from JCB for "Best Quality Performance" at the Supplier Meet 2023







## Award From Tata Motors on 15-Dec-2023

Gold Award received from Tata Motors for "ED's DWM Cup Assessment"

## Select Other Awards



**Confederation of Indian Industry**

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

(Apache 310 RTR – 5" TFT)



HMCL

(Xtreme 125 R)



TVS

(Ntorq - Hybrid 2.8" TFT+LCD)



HMCL

(Mavrick 440)



TVS

(Radeon)

# PV Recent Launch



**TATA Motors**  
(Nexon)



**Force Motors**  
(Gurkha)



**TATA Motors**  
(Nexon and Tigor) **EV**



**TATA Motors**  
(Punch)



**TATA Motors**  
(Nexon)



**TATA Motors**  
(Punch - Nova) **EV**



# CV Recent Launch



**Force Motors**

(Traveller)



**Switch Mobility**

(leV3/4 Series) **EV**



**TATA Motors**

(12 & 24V - ERGO)



**Ashok Leyland Limited**

(New Generation CVs)



**TATA Motors**

(TATA Ace) **EV**



**DIAMLER**

(PRIME Model)

# 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

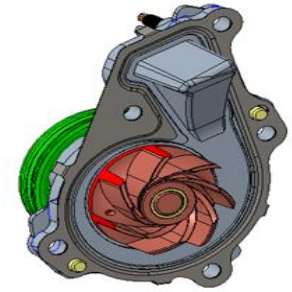
**Oil Pump**



**CITROEN**

C3 AirCross - PV

**Water Pump**



**CITROEN**

C3 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

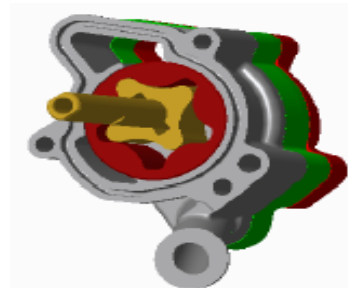


**BMW**

K67 Water/ Oil pump

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## Oil Pumps



**Harley Davidson**

LaMotta



**Ducati**

Panigale

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