



**PRICOL LIMITED**

*Passion to Excel*

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☎ +91 422 4336299

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🌐 pricol.com

CIN:L33129TZ1972PLC000641

✧ CUSTOMERS ✧ EMPLOYEES ✧ SHAREHOLDERS ✧ SUPPLIERS

PL/SEC/TGT/2015-2016/269  
Monday, 22<sup>nd</sup> February 2016

Corporate Relationship Department  
**BSE Limited**  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda Building, P J Towers,  
Dalal Street, Fort, Mumbai 400 001

The Manager  
Listing Department  
**National Stock Exchange of India Limited**  
"Exchange Plaza", C-1, Block G  
Bandra-Kurla Complex,  
Bandra (E), Mumbai - 400051

Dear Sir,

**Sub: Disclosure as per regulation 30 (6) and Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, on schedule of Investor Meet and Presentation to be made to the Investors**

Pursuant to regulation 30 (6) and Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby disclose that a meet with our investors is scheduled to be held today morning, 22nd February, 2016 at Mumbai.

A presentation addressing the Investors is about to be made at the meeting and the same has been attached herewith. The presentation is also uploaded in the website of the Company.

Kindly consider and do the needful.

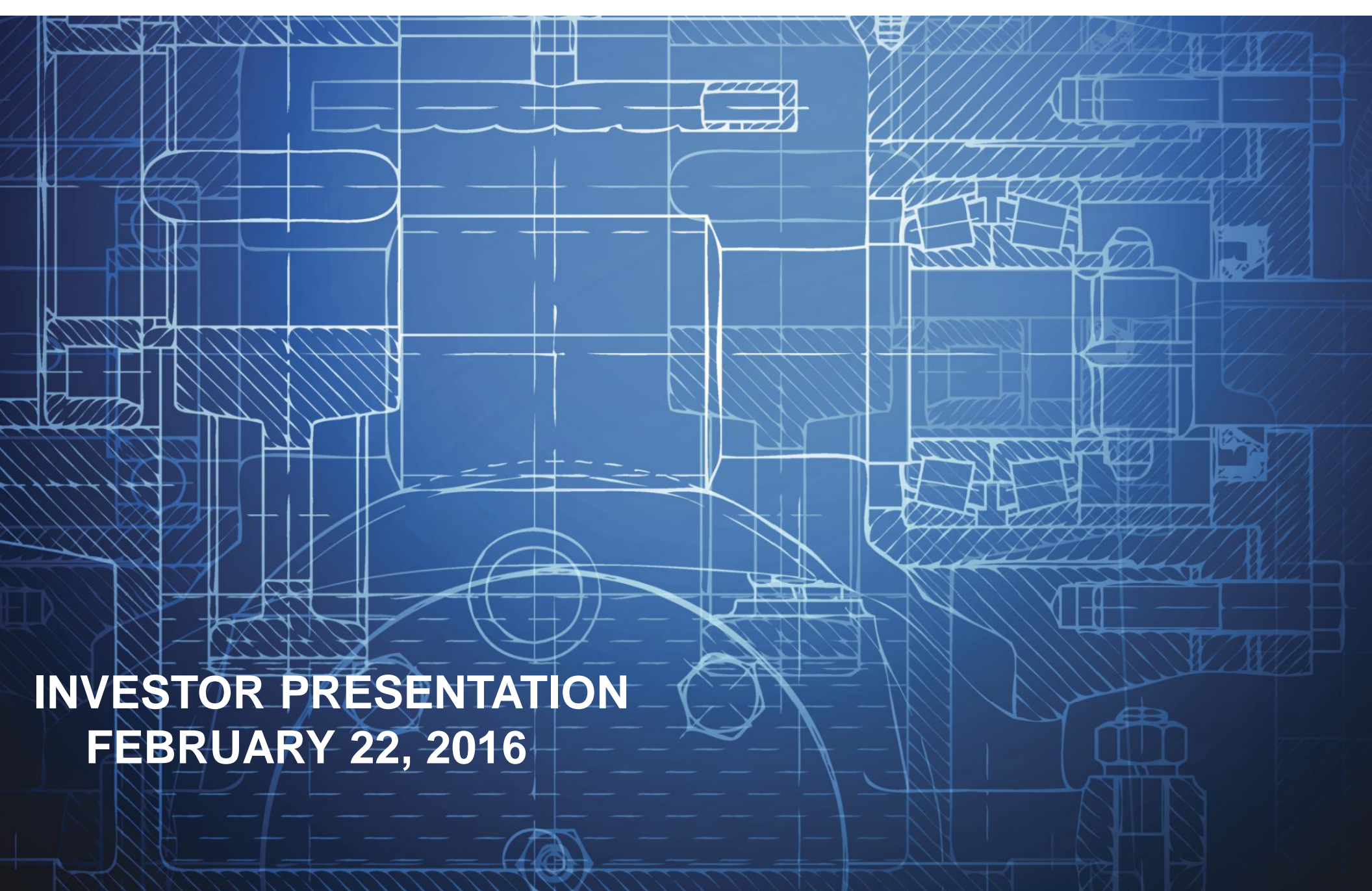
Thanking you

Yours faithfully,  
For Pricol limited

T.G.Thamizhanban  
Company Secretary

Encl: as above





# INVESTOR PRESENTATION FEBRUARY 22, 2016



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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, suppliers, shareholders and employees, 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 are responsible 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

- Pricol Pune, India
- PT Pricol Surya, Indonesia
- Pricol do Brasil
- Pricol Asia, Singapore

FY Apr 2014–15 Consolidated Revenue ₹ 1150 Crores

8 Manufacturing Locations

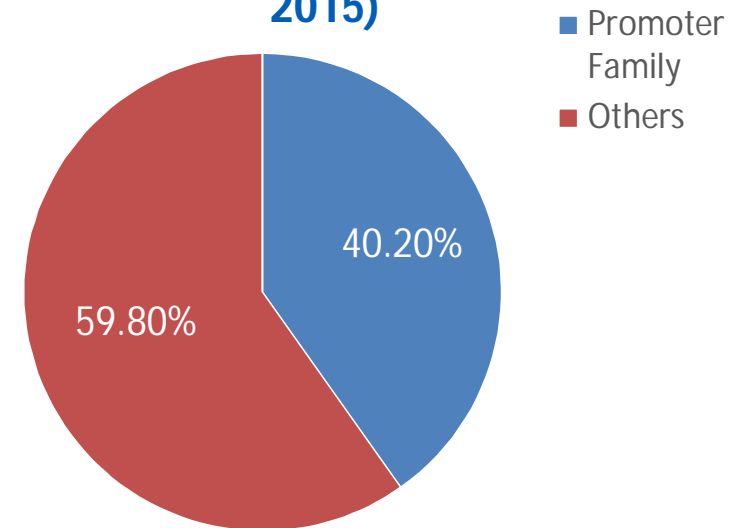
7 International Offices

Total Employee Strength - 5100 Employees

R&D Strength – 275 Employees

38 Patents

## Pattern of Shareholding (Dec 31, 2015)



Listed in NSE & BSE

### Pricol Limited

ISO/TS



16949

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



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# GLOBAL PRESENCE



## Serving the Global Automotive Market



2 Wheeler



3 Wheeler



Cars & Vans



Tractors



Commercial Vehicles



Off-Road Vehicles



Industrial

## With a wide range of products



### **TELEMATICS, BODY CONTROL & SECURITY SOLUTIONS**

Telematics Control Unit, Body Control Modules, Display & Infotainment, and Park Assist System



### **ASSET MANAGEMENT SOLUTIONS**

Asset Tracking and Monitoring System, Cab Tilting System, Centralized Lubrication System, Digital Fare Metre, and Speed Governors



### **DRIVER INFORMATION SYSTEMS & SENSORS**

Instrument Clusters, Gauges, Fuel Level Sensor, Speed Sensor, Temperature Sensor, MAP Sensor, Position Sensor, Safety Switches, Temperature Switches, Power Sockets, and Oil Level Switches



### **PUMPS & MECHANICAL PRODUCTS**

Oil Pumps, Water Pumps, Fuel Feed Pumps, Auto Decompression Unit, Auto Fuel Cock, Chain Tensioner, Fuel Pump Modules, Pressure Relief Valves, Idle Speed Control Valves, and Vacuum Switching Valves



# PRODUCTS



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# TWO WHEELERS



Body Control Module



Telematics



Instrument Cluster



Fuel Pump Module



Water Pump

TFR Type Fuel Level Sensor



Reed Type Fuel Level Sensor



Oil Pump



Chain Tensioner



Auto Fuel Cock



Auto Decompression Unit



Speed Sensor



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# FOUR WHEELERS

Manifold Absolute Pressure Sensor



Instrument Cluster



Fuel Pump Module



TFR Type Fuel Level Sensor



Temperature Sensor



Reed Type Fuel Level Sensor



Telematics



Body Control Module



Oil Pump



Water Pump



Speed Sensor (Contact Type)



Speed Sensor (Non Contact Type)



# COMMERCIAL VEHICLES

Speed Governor



Instrument Cluster



Gauges



Telematics



Centralized Lubrication System



Oil Pump



Body Control Unit



Water Pump



Fuel Level Sensor



Cabin Tilting System



CRANK Sensor



CAM Sensor

# TRACTORS & OFF-ROAD VEHICLES

Telematics



Instrument Cluster



Gauges



Centralized Lubrication System



Hydraulic Cylinder



Body Control Unit



Temperature Sensor



Engine Speed Sensor



Water Pump



Oil Pump



Fuel Level Sensor

# ALL-TERRAIN VEHICLES

Telematics



Instrument Cluster



Gauges



Body Control Unit



Speed Sensor



Fuel Level Sensor



Water Pump



Oil Pump

# CUSTOMERS



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## TWO WHEELERS



## FOUR WHEELERS





## COMMERCIAL VEHICLES



DAIMLER



NAVISTAR®



VE COMMERCIAL VEHICLES  
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE

## TRACTORS



SAME



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## OFF-ROAD VEHICLES



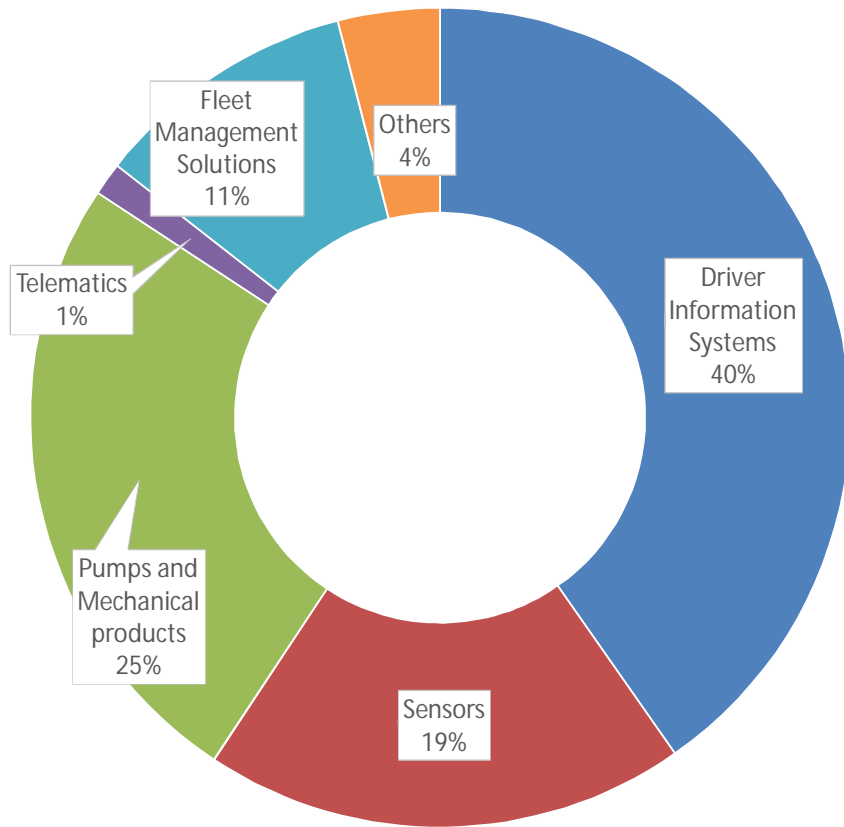
## ATV, INDUSTRIAL & OTHERS



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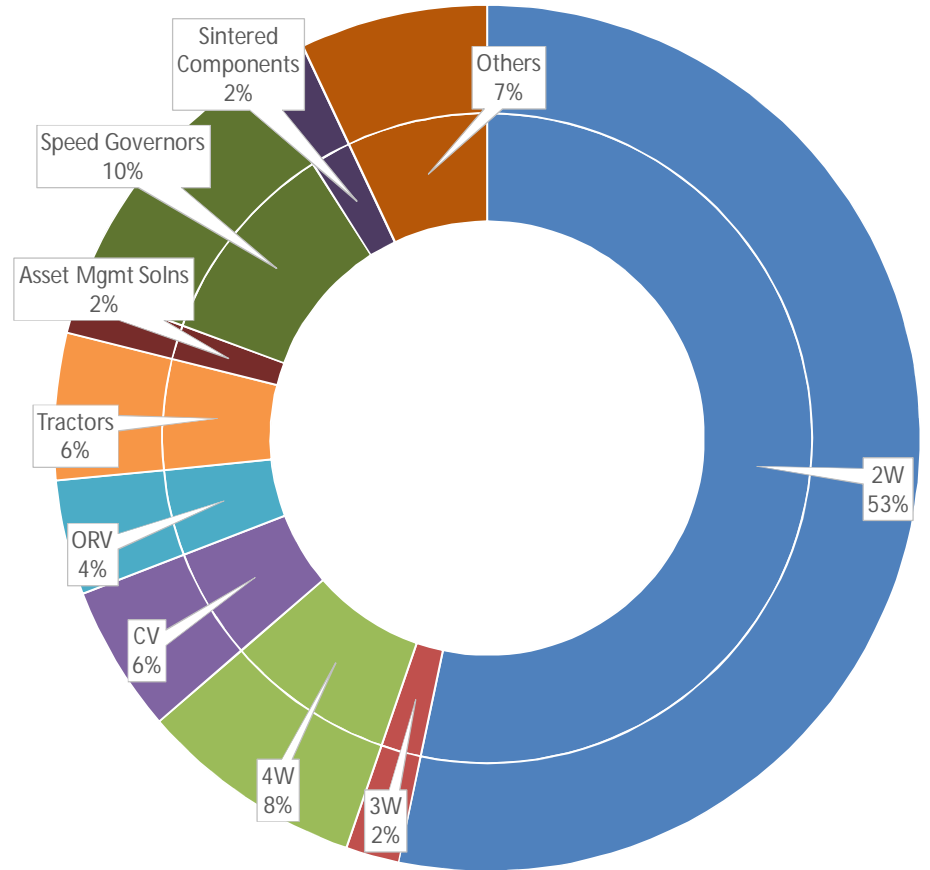
# STANDALONE REVENUE BREAKUP

## Product Group Revenue Breakup



- Driver Information Systems
- Sensors
- Pumps and Mechanical products
- Telematics
- Fleet Management Solutions
- Others

## Segment-wise Revenue Breakup



- 2W
- 3W
- 4W
- CV
- ORV
- Tractors
- Asset Mgmt Solns
- Speed Governors
- Sintered Components
- Others



## STANDALONE FINANCIALS AT A GLANCE 9 MONTHS FY 2015-16

(Amounts in INR Mns)

Particulars	Q1 FY 16	Q2 FY 16	Q3 FY 16	9 M FY 16	9 M FY 15
Net Sales	2,174.65	2,336.76	2,972.00	7,483.41	7,204.91
Total Income from Operations	2,301.01	2,455.04	3,080.52	7,836.56	7,219.66
EBITDA	124.58	137.47	358.64	620.69	326.97
EBITDA Margin (%)	5.4%	5.6%	11.6%	7.9%	4.5%
PBT Before Exceptions	28.26	61.71	255.94	345.91	(13.32)
PBT After Exceptions	22.96	35.05	187.78	245.79	(173.46)
PBT Margin (%)	1.0%	1.4%	6.1%	3.1%	-2.4%
PAT	16.40	27.77	167.14	211.31	(155.97)
PAT Margin (%)	0.7%	1.1%	5.4%	2.7%	-2.2%

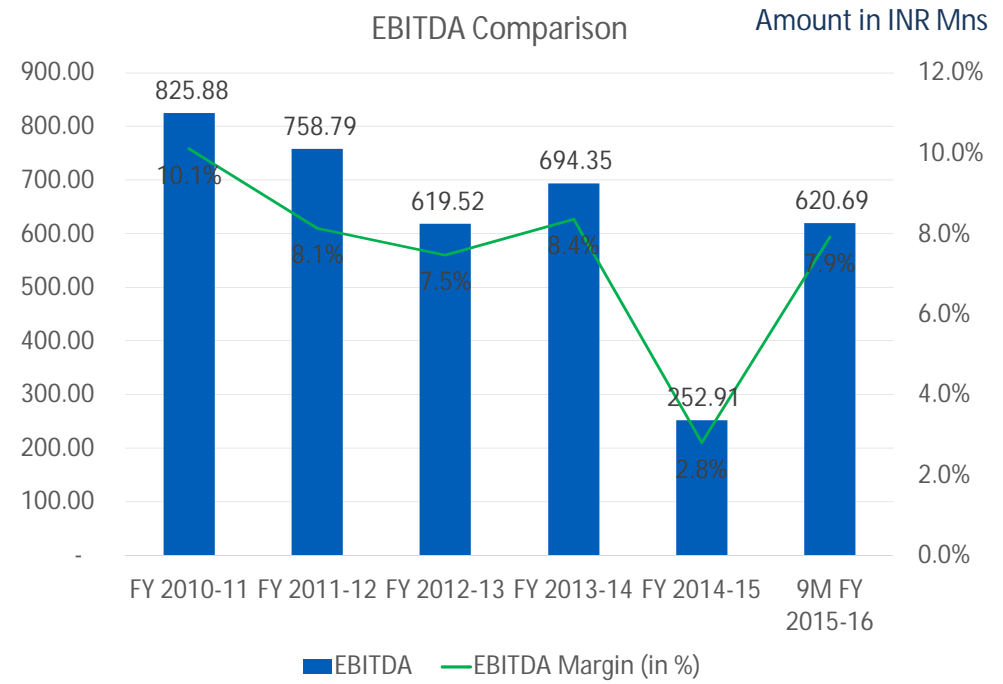
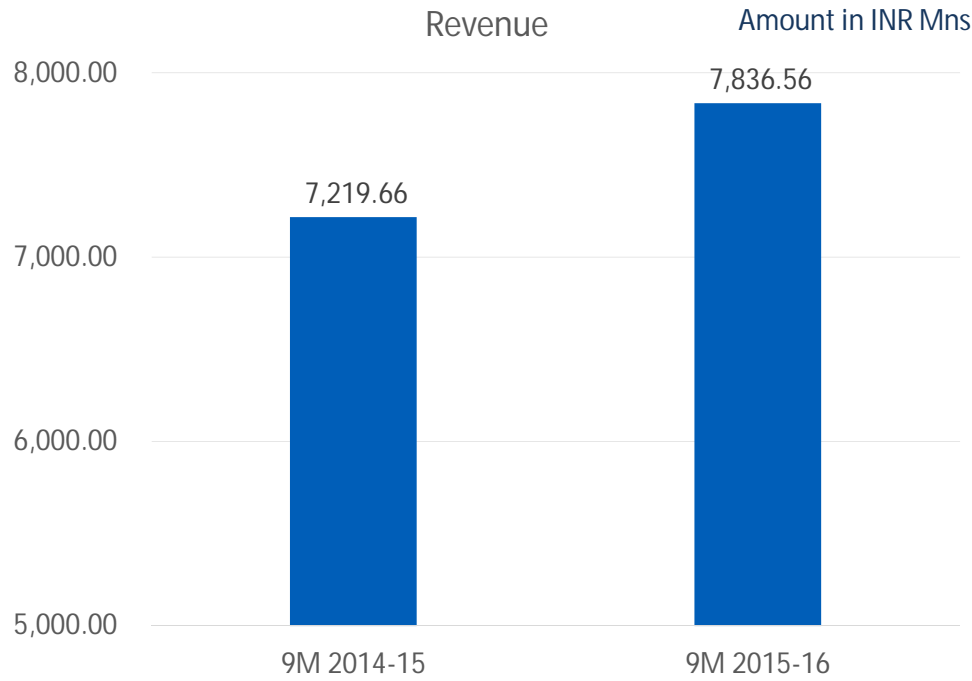
Note:

1. Quarterly Results have been regrouped to reflect the Provision for sale of stake in Coimbatore Metal Works Limited (Earlier known as Pricol Castings Limited)

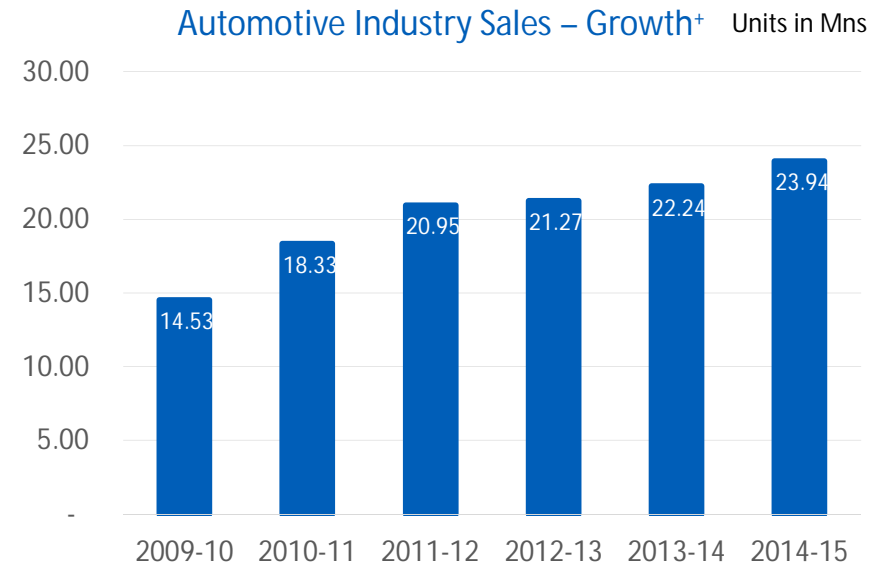
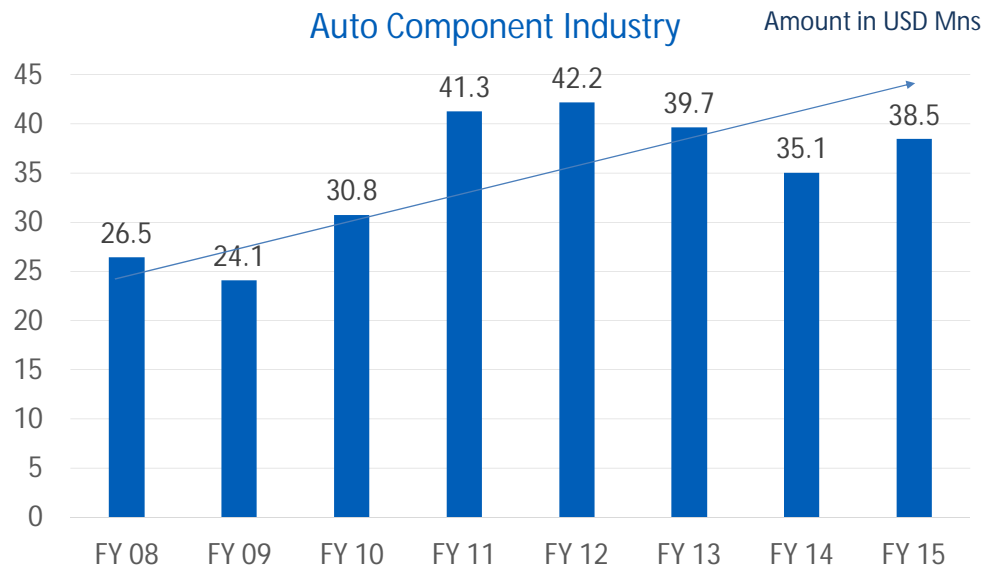


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# FINANCIAL SUMMARY (9 MONTHS FY 2015-16)



# AUTOMOTIVE INDUSTRY - MARKET INDICATORS



## MARKET EXPECTATIONS:

Automotive Mission Plan 2016-26 envisages a 4 time growth in value of Auto Industry

Automotive Component Industry CAGR of 14% from FY 2013-14 to FY 2020-21

Automotive Component Industry to show robust growth to USD 115 Billion by FY 2020-21, and contributing to at least 10% of India's GDP, up from 7% of GDP currently.

Exports to account for 26% of total Indian Auto Component Market by 2021

*Reference :*

\* IBEF Auto Components Review – January 2016

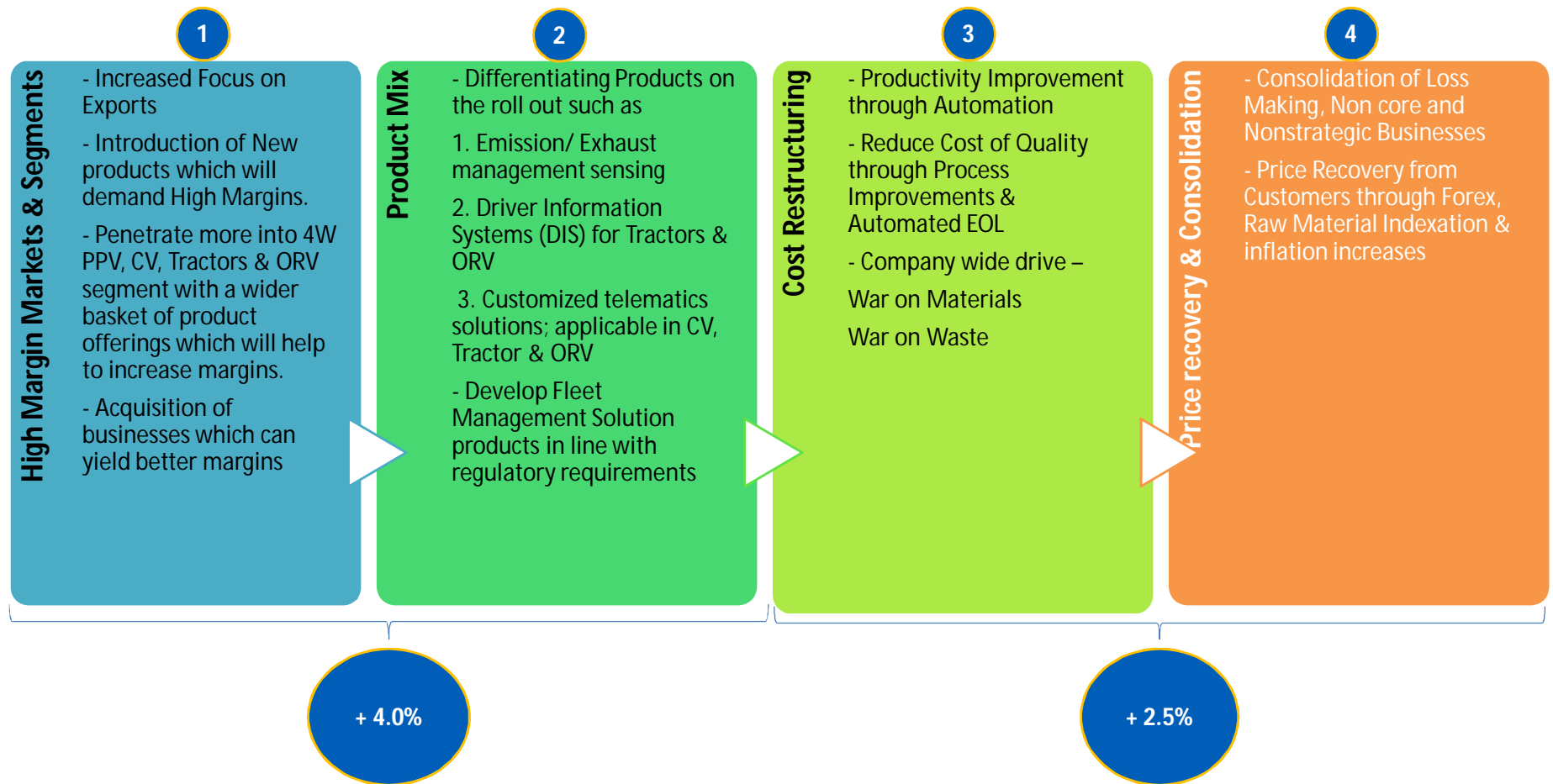
<sup>+</sup> CRISIL Research & SIAM reports

# RATIONALE FOR GROWTH

Segment	Driver Information Systems	Pumps & Mechanical Products	Sensors	Asset Management Systems
2W	<ul style="list-style-type: none"> <li>Higher Disposable Income</li> <li>Favorable Demographics</li> <li>India-Export hub</li> <li>Shorter replacement period of 2W</li> <li>Less rural penetration</li> </ul>	<ul style="list-style-type: none"> <li>Reducing fuel prices to increase demand of entry level vehicles</li> <li>Regulations on emissions</li> </ul>	<ul style="list-style-type: none"> <li>Regulations on emissions &amp; Safety aspects</li> <li>Increased Need for "SMART" vehicles</li> </ul>	<ul style="list-style-type: none"> <li>Increased theft of 2W demanding the need for Vehicle Security Systems in 2W.</li> </ul>
3W	<ul style="list-style-type: none"> <li>Exports to African &amp; Asian countries and generates higher margins for OEMs</li> <li>New Licenses in NCR &amp; Jaipur region</li> </ul>	<ul style="list-style-type: none"> <li>Emission regulation creates a drive for alternate fuels such as LPG</li> </ul>	<ul style="list-style-type: none"> <li>Regulations on emissions &amp; Safety aspects</li> </ul>	NOT APPLICABLE
4W PPV	<ul style="list-style-type: none"> <li>Rising Income Levels</li> <li>Higher income levels</li> <li>Lower Interest Rates &amp; Excise duty</li> </ul>	<ul style="list-style-type: none"> <li>Regulations on efficiency &amp; emissions → Fuel efficient cars</li> <li>Localization of Engine Mfrg. in India</li> </ul>	<ul style="list-style-type: none"> <li>Regulations on emissions &amp; Safety aspects</li> <li>Increased Need for "SMART" vehicles</li> </ul>	<ul style="list-style-type: none"> <li>Increased Taxi Fleet.</li> <li>VSS requirement as a measure of asset protection.</li> </ul>
CV	<ul style="list-style-type: none"> <li>Economy growth</li> <li>Infrastructure development &amp; increased Last Mile traffic</li> <li>Revival of mining industry</li> <li>GST Implementation</li> </ul>	<ul style="list-style-type: none"> <li>Emission regulation creates a drive for alternate fuels.</li> <li>Increase in M&amp; HCV population drives need for Cab tilt products.</li> </ul>	<ul style="list-style-type: none"> <li>Regulations on emissions &amp; Safety aspects</li> <li>Increased Need for "SMART" vehicles</li> </ul>	<ul style="list-style-type: none"> <li>Speed regulations imposed by Govt. – Need for speed limiters.</li> <li>Revival of Mining &amp; Infra industry – demand for CLS products &amp; VTS products</li> </ul>
Tractors & ORV	<ul style="list-style-type: none"> <li>Govt. subsidies for farmers</li> <li>India: Export hub for Tractors</li> <li>Infrastructure development</li> <li>GST Implementation</li> <li>Increased efficiency</li> <li>Monsoon dependent</li> <li>Revival of Mining industry</li> </ul>	<ul style="list-style-type: none"> <li>Localization of Engine Mfrg. in India</li> <li>Increased penetration of tractors in lower acreage farms</li> <li>Tractors are also looked as material handling equipment</li> </ul>	<ul style="list-style-type: none"> <li>Regulations on emissions &amp; Safety aspects</li> <li>Increased Need for "SMART" vehicles</li> </ul>	<ul style="list-style-type: none"> <li>Revival of Mining &amp; Infra industry – demand for CLS products &amp; VTS products</li> </ul>

DIS: Driver Information System | PTP: Pumps & Mechanical Products | SAS: Sensors Actuators & Switches | AMS: Asset Management Solutions | CLS: Centralized Lubrication System | VSS: Vehicle Security System

# MARGIN IMPROVEMENT ROADMAP BETWEEN FY'16 & FY'20 (PRICOL STANDALONE)



\*\* PPV: Personal Passenger Vehicles; CV: Commercial Vehicles; ORV: Off-road Vehicle; EOL: End of Line



Expected Consolidated Revenue of INR 3,000 Crores by FY 2019-20

Expected CAGR of 20% from FY 2016-17 to FY 2019-20

EBITDA of 15% or higher by FY 2019-20

Strong Export Growth indicators to contribute in incremental EBITDA margins

Pricol is set to grow organically at 14% and inorganically at 8% year on year approximately

Pricol plans to set up a greenfield plant at Vietnam, from FY 2017-18 onwards, and a greenfield plant in Mexico based on the country's performance by FY 2019-20

Acquisitions/Technological partnerships in Europe and USA Regions in Automotive pumps and Sensors businesses to contribute to the Revenue target

## PRICOL 2016 : ₹ 1450 Crores (Estimated Consolidated Revenue)

- The world's 2<sup>nd</sup> largest manufacturer of Driver Information Systems (DIS) for the 2 Wheel segment
- India's largest manufacturer of automotive pumps for the 2 Wheel segment
- World's fourth largest manufacturer of Instrument clusters for tractor & off highway vehicles
- India's largest manufacturer of Telematics solutions for the tractors & off highway vehicle segments
- India's largest manufacturer of speed governors and cabin tilt mechanisms for the commercial vehicle segment
- Among the Top 10 global manufacturers of automotive sensors

## VISION FOR 2020 : ₹ 3000 Crores



# QUESTIONS



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**THANK YOU**



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