

Corporate Presentation

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Company Snapshot

1975
Commenced operations in Coimbatore, INDIA.

500 +
Product & Process Engineers

IATF 16949:2016, ISO14001:2015, ISO 45001:2018, ISO/IEC 17025:2017 and ISO/IEC 27001:2022
(Obtained ISO 9001 in the year 1993)

10,000 +
Employees
(Including Subsidiaries)

2
Technology Centers
(~ 4.5% of Total revenue spent on R&D)

40,523.70 INR Million
(426.56) USD Million
FY26 Consolidated Total Income

16
Manufacturing Plants
(Including Subsidiaries)

5
Presence in
India, Indonesia, Singapore, Japan and Dubai.

Top 100
Industrial Innovation Awards 2025
Awarded by CII

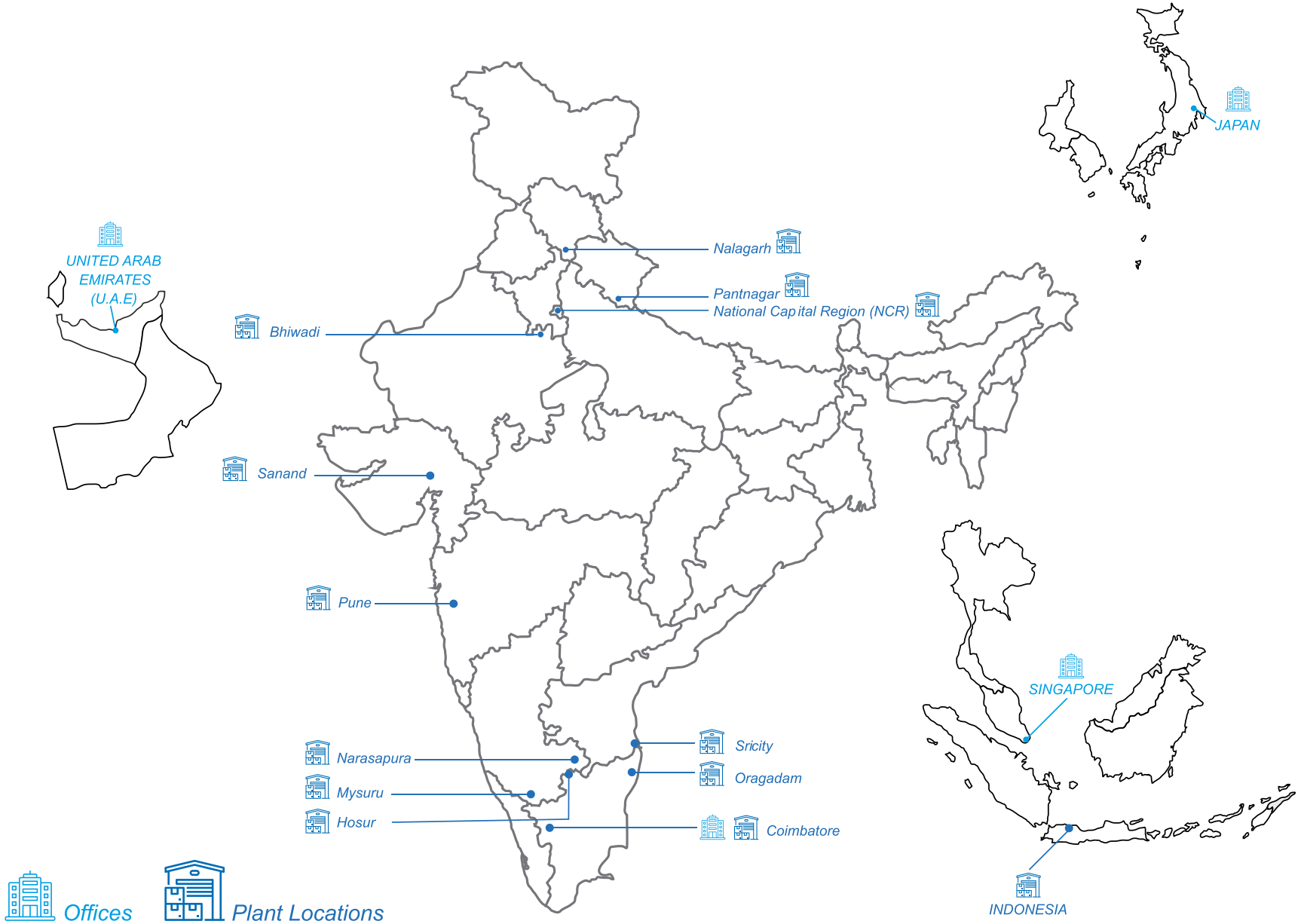
8
Key Strategic Partnerships
(Including Subsidiaries)

17
Countries Direct OEM Supplies

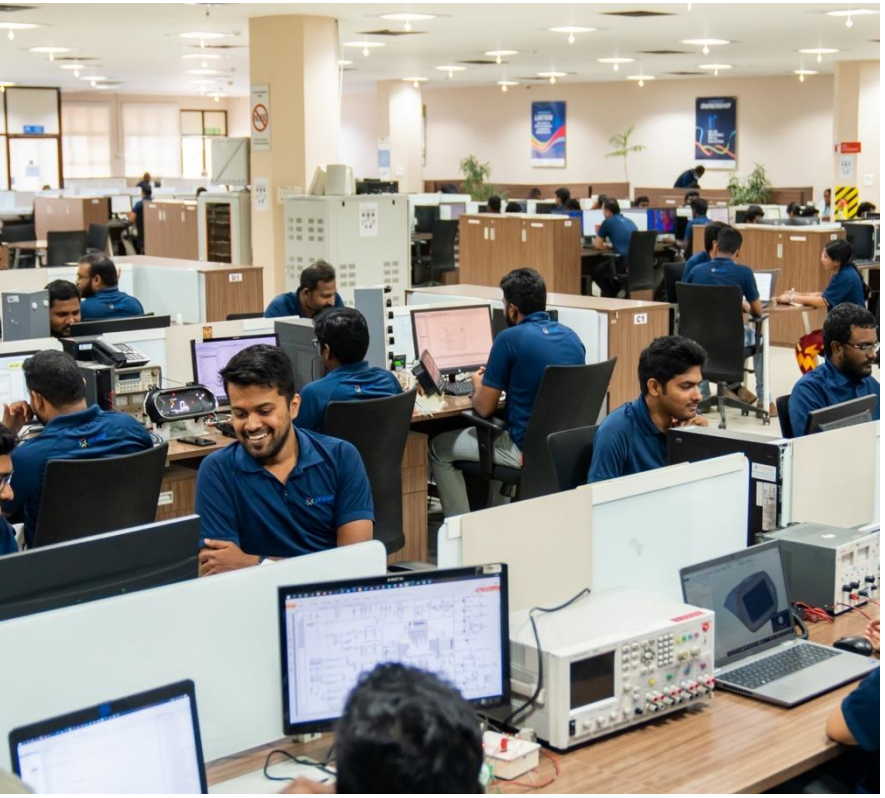
100%
Energy Consumption via Renewable Sources.
(Excluding Diesel Generator)

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Our Presence

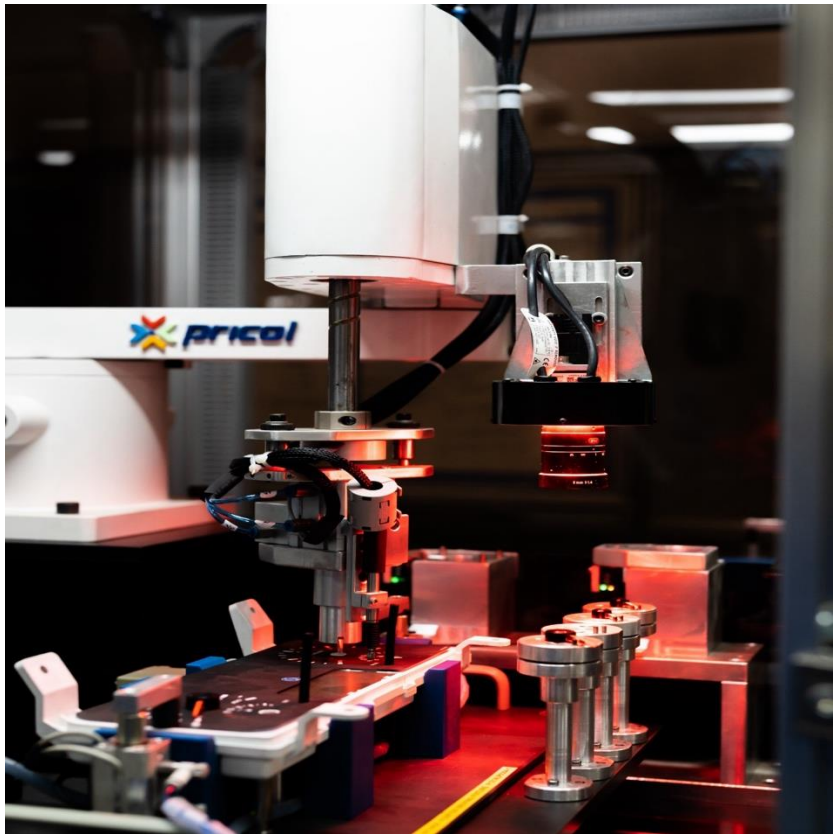


Our In – House Capabilities



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





ENGINEERING EXCELLENCE

500+ Product and Process Engineers
Subject Matter Experts in Electronics (Hardware & Software), Mechanical and Electro-Mechanical domains
ASPICE level 2 practices

TESTING EXCELLENCE

EMI – EMC
Hil and Sil Lab
Environment
Endurance
Product Reliability (NABL Accredited)

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Product Verticals

A. Driver Information and Connected Vehicle Solutions



E-Cockpit



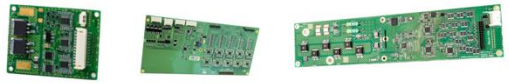
TFT Cluster LCD Cluster



Hybrid Cluster (TFT + LCD) Heads up Display (HUD) Telematics



Reed Type Fuel Level Sensor TFR Type Fuel Level Sensor



Battery Management System

B. Actuation, Control and Fluid Management System



Electrical Oil Pump Electrical Coolant Pump Oil Pump



Disc Brake System



Electronic Switches Coolant Pump



Clutch Lever Throttle Brake Lever



Cabin Tilt System Fuel Pump Module Electronic Purge Valve

C. Precision Products



Body Panel Front Fender Front Panel



Battery Cell Holder Utility Box Frame cover



DashBoard Assembly Roof Rack Radiator Grill



Garnish with DAB DAB Cover Dash Board



Windshield Front Finisher Fuel Tank



Airduct Garnish Decoring

Our Major Customers

Two Wheeler

BAJAJ, BMW, DUCATI, Harley-Davidson, Hero, Honda, Indian Motorcycle, Moto Guzzi, Motori Minarelli, Kawasaki, KTM, Piaggio, Royal Enfield, Suzuki, TVS, Triumph, Victory, Yamaha

Passenger Vehicles

Direct: TATA, Maruti Suzuki, PSA Groupe, Renault Nissan

In-direct: Honda, Hyundai, Kia, Mahindra Rise, Mitsubishi, Toyota

EV

Ather, Atumobile, Battre, Gaura Electric, hop, Hero Electric The smart move, Lectrix, Montra, Numeros Motors, Okinawa Power the Change, Quantum Energy Partners, River, Raptee.EV, Roots, Simple, Switch, Sun Mobility, Tork Motors, Ultraviolette

Industrial & Others

Autoliv, Continental, Denso, Deutz, Delphi, Generac, Greaves Since 1859, Hanon Systems, Hyundai Mobis, Mann+Hummel, Kohler, Kirloskar, Polaris, Seoyon E-Hwa

Commercial Vehicle

Ashok Leyland, Daimler, Force Motors, Mahindra Rise, Swaraj Mazda, Tata, VE Commercial Vehicles — A Volvo Group and Eicher Motors Joint Venture

Off-road vehicles

CAT, Doosan, Hyundai Construction Equipment, JCB, Kubota Escorts Kubota Limited, Tata Hitachi, Terex

Tractors

CNH Industrial, Kubota, Mahindra, Preet, Indo Farm, Sonalika International, Swaraj, Same, TAFE, TMTL, VST Tillers Tractors Ltd.

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Recent Partnership

Key Partnerships

Heilongjiang Tianyouwei Electronics (TYW) - Advanced DIS Solutions

- Collaboration to develop advanced Driver Information Systems, including e-Cockpit and Head-Up Display (HUD) technologies across multiple vehicle segments.

BOE VARITRONIX – Advanced TFT Display Technology

- Exclusive Technical License Agreement to localize advanced TFT display technology in India, enabling high-quality display solutions for two-wheelers, three-wheelers, commercial vehicles, and off-road vehicles.

DOMINO S.R.L. – Advanced Two-Wheeler Handlebar Controllers

- Technology License Agreement to localize advanced handlebar control technologies, including throttles, switches, and allied products for two-wheelers.

SIBROS – Connected Vehicle Platform

- All-in-one connected platform for Driver Information Systems (DIS) and Telematics, enabling end-to-end connected solutions with OTA software & firmware updates, vehicle data analytics, diagnostics, and troubleshooting.

BMS POWERSAFE – Battery Management System (BMS)

- Technology licensing partnership to manufacture Battery Management Systems (BMS) in India with complete in-house production, strengthening Pricol's EV product portfolio.

CGI STUDIO – Human Machine Interface (HMI) Solutions

- Strategic partnership for advanced HMI development using a common HMI platform, enabling faster development and cost-effective next-generation display systems.

PSG INSTITUTIONS – Center of Excellence (CoE)

- Joint Center of Excellence focused on high-efficiency micro motors, robotics, and AI-based technologies for next-generation automotive products.

IKV RWTH AACHEN UNIVERSITY – Plastics Processing & Technology

- Official member, enabling **technology transfer, product and process licensing**, and collaboration on advanced plastics engineering to strengthen our manufacturing capabilities and innovation. *Pricol Precisoin Products Private Limited

Key Highlights



ET Edge Iconic Brands of India 2026 Award on 24-Sep-2026

Times Group (ET Edge) awarded Pricol as one of the "ET Edge Iconic Brands of India 2026" award as a part of Iconic award 2026



Top 100 Innovative Companies Award on 16-Dec-2025

Confederation of Indian Industries (CII) awarded Pricol as one of the "TOP 100 INNOVATIVE COMPANIES" as a part of Industrial Innovation award 2025



Top 25 Companies Excelling Women in STEM on 17-Dec-2025

Confederation of Indian Industries (CII) awarded Pricol as one of the "TOP 25 COMPANIES" as a part of Excelling Women in STEM (Science, Technology, Engineering, and Mathematics)Award 2025



ACMA-AMF Cluster Star Performer Award 2025 on 04-Mar-2025

Outstanding performance in ACMA-AMF Cluster Program under the TPM category, "ACMA-AMF Cluster Star Performer Award 2025" ACMA Mobility Foundation Delhi

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Top 75 Innovative companies on 13-Dec-2024

Confederation of Indian Industries (CII) awarded Pricol as one of the "TOP 75 INNOVATIVE COMPANIES" as a part of Industrial Innovation award 2024



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)





Top 50 innovative companies on 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

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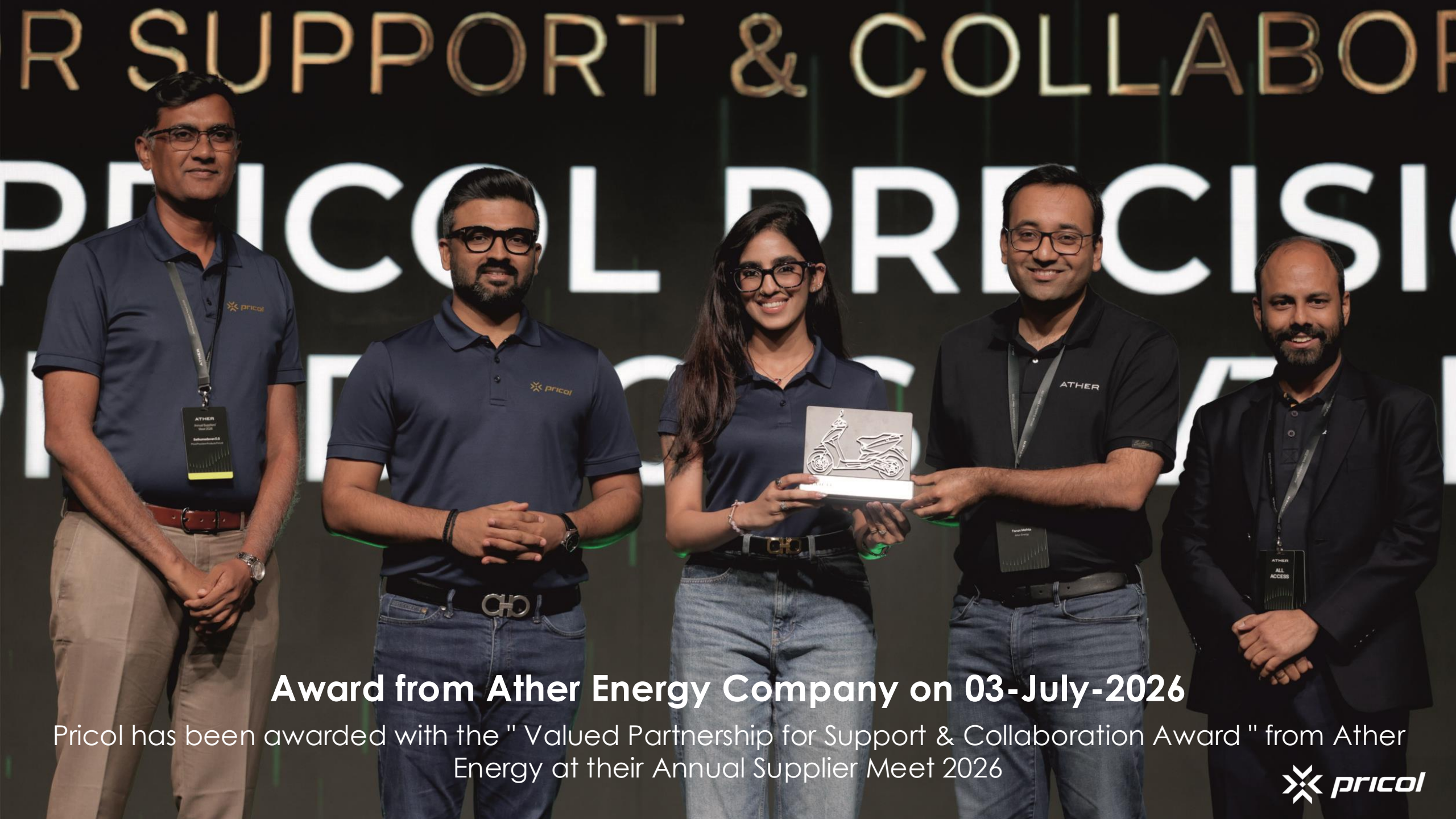
Award from TVS Motor Company on 31-July-2026

Pricol has been awarded with the " Best Production Ramp-Up Support Award " from TVS Motor Company



Award from from Komatsu India Pvt Ltd on 24-July-2026

Pricol has been awarded with the "Excellence in Indigenous Design & Parts Development" for FY 2025-26 by Komatsu India Pvt Ltd.



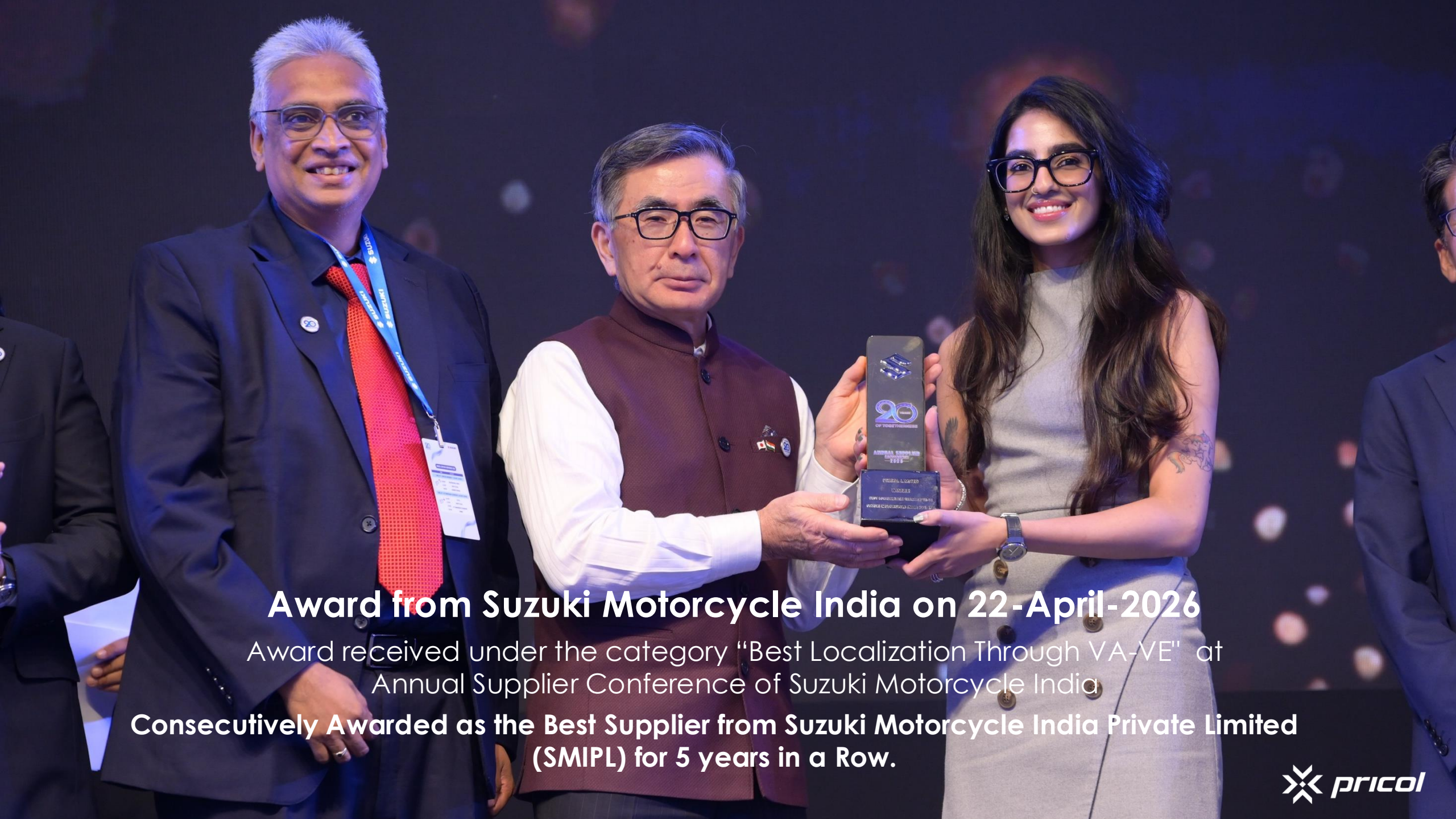
Award from Ather Energy Company on 03-July-2026

Pricol has been awarded with the " Valued Partnership for Support & Collaboration Award " from Ather Energy at their Annual Supplier Meet 2026



Award from Ashok Leyland on 13-May-2026

Pricol has been honoured with the "Winner Award – Champions of ESG FY27" by Ashok Leyland of our steadfast commitment to Environmental, Social, and Governance (ESG) excellence.



Award from Suzuki Motorcycle India on 22-April-2026

Award received under the category “Best Localization Through VA-VE" at Annual Supplier Conference of Suzuki Motorcycle India

Consecutively Awarded as the Best Supplier from Suzuki Motorcycle India Private Limited (SMIPL) for 5 years in a Row.

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Award from Honda Motorcycle and Scooter India on 06-March-2026

Award received under the category “Excellence in New Model Cost & Development Award" at Honda Annual Supplier Convention 2026



Award From TATA Motor on 19-Sept-2025

Award received under the category "Innovation & Technology Excellence" at TMPVL & TPEML Annual Supplier Conference 2025.



Award From Hero Motor Corp on 17-Sept-2025

Award received under the category “Hero Innovation Leader” at Global Supplier Meet 2025.



Award From Caterpillar on 21-August-2025

Award received under the category "Supplier Excellence Recognition 2025" at Caterpillar Annual Program.



Award From Ather Energy on 20-Jun-2025

Pricol Precision Products Private Limited (P3L) has been honored with the prestigious "Excellence in Business Competitiveness" award by Ather Energy at their Annual Supplier Meet 2025.



Award From Suzuki Motorcycle India Limited on 19-May-2025

Award received under the category "Special Support In Supply Chain" at Annual Vendor Conference 2025.



Award From Daimler Trucks on 05-Dec-2024

Award received under the category “Quality-Zero PPM & 100% Delivery” for reliable partner for the year 2023



Award TATA Motors on 26-Sep-2024

Award received under the category "Sustainability Excellence" at Annual Supplier Conference 2024



Award From Ashok Leyland on 26-Jul-2024

Gold Award received under the category "ESG Champion of the year" at Annual Vendor Conference 2024



Award From TVS Motors on 28-June-2024

Award received under the category "Best Reliability Cluster" for the BLDC fuel pump module



Award From Suzuki Motorcycle India Limited on 27-May-2024

Award received under the category "Best Delivery Management" at Annual Vendor Conference 2024



Award From Suzuki Motorcycle India Limited on 27-May-2024

Award received under the category “Financial Prudence” at Annual Vendor Conference 2024



Award From Tata Motors on 15-Dec-2023

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

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Award From JCB on 01-Dec-2023

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



Award From Daimler Truck on 25-Oct-2023

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



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



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 Ashok Leyland on 23-Jul-2023

Award received from Ashok Leyland for "Supplier Samrat - National Runner Up in Proprietary" at Supplier Summit 2023.



Award From Suzuki Motorcycle India Limited on 28-Jun-2023

Award received under the category "Best Supply Chain Management" at Annual Supplier Conference 2023.



AWARD FROM HONDA MOTORCYCLE AND SCOOTER INDIA on 16-Mar-2023

Award received from Honda Motorcycle and Scooters India “Best Delivery Management” at Annual Supplier Conference.

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Award From Hero MotoCorp on 07-Nov-2022

Award received under the category “Best In Innovation & Technology” at the Hero – NEXT 22.



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.



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

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Other Awards

Confederation of Indian Industry

- 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.
- Pricol won prestigious Gold award at the 6th National Low Cost Automation Circle Competition 2023 organized by CII
- Pricol won prestigious Silver award at the 8th National Low Cost Automation Circle Competition 2024 organized by CII

ACMA
Automotive Component Manufacturers Association of India

- Pricol won 3rd position in the 9th Kaizen Contest
- Pricol won 1st & 2nd position in the 19th Quality Circle Competition (West Region)
- Pricol won 3rd position in the 21st Regional Quality Circle Competition (North Circle)

PARTICIPATION FOR PROGRESS
QUALITY CIRCLE FORUM OF INDIA

- Pricol won the Four Gold award at the 39th Annual Chapter Convention on Quality Concepts at Pune
- Pricol won the prestigious Gold award at the 8th Chapter Convention on Quality Concepts
- Pricol won the prestigious Gold award at the 34th Quality Circle Convention – Delhi Chapter NCR Region
- Pricol won the prestigious "EXCELLENT AWARD" in 37th National Convention on Quality Concepts (NCQC 2023)

THE COIMBATORE PRODUCTIVITY COUNCIL
Estd - 1958

- Pricol received "First Prize" in the Quality Conclave
- Pricol won Silver award in the 12th Edition of Productivity Conclave
- Pricol has been honored with the "Safety Excellence Award" at the 7th Edition of the Safety Conclave

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Select Recent Product Launches

2W Recent Next – Gen DIS Launch



HMSI

(QC1) **EV**



HMSI

(Shine 125)



BAJAJ

(Chetak) **EV**



TVSM

(Orbiter) **EV**



HMCL

(Xoom 125)



BAJAJ

(Pulsar 150/ 160)



TVSM

(Ntorq)



HMCL

(Xtreme 125R)

Abbreviation :
HMSI – Honda Motorcycle and Scooter India , HMCL – Hero MotoCorp Limited, TVSM – TVS Motor Company

PV Recent Launch



Tata Motors Passenger Vehicles Ltd

(Nexon)



Force Motors Limited

(Gurkha)



Tata Motors Passenger Vehicles Ltd

(Nexon and Tigor) **EV**



Tata Motors Passenger Vehicles Ltd

(Sierra)



Tata Motors Passenger Vehicles Ltd

(Nexon)



Tata Motors Passenger Vehicles Ltd

(Punch - Nova) **EV**

CV Recent Launch



Force Motors ltd

(Urbania)



Switch Mobility

(IeV3/4 Series) **EV**



TATA Motors Ltd

(12 & 24V - ERGO)



VE Commercial Vehicles Ltd

(Titan)



TATA Motors ltd

(TATA Ace) **EV**



DAIMLER

(PRIME Model)

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Export Recent Launch



Stellantis

(Ami) **EV**



NEW HOLLAND

(Instrument Cluster)



JCB

(Warning Cluster)

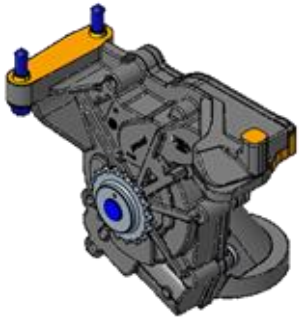


JCB

(7" TFT Instrument Cluster)

Pumps and Mechanical Products – Recent Launches

Variable Displacement – Vane Type Oil Pump



Stellantis

(C3 Aircross)

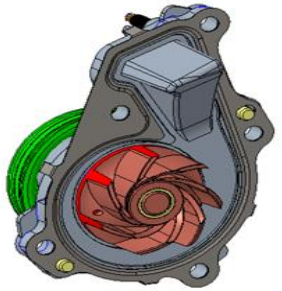
Oil Pump



Stellantis

(C3 – PV)

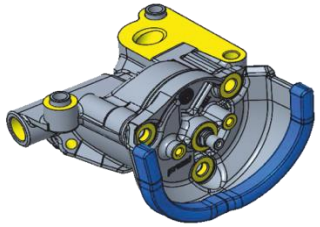
Water Pump



Stellantis

(C3 – PV)

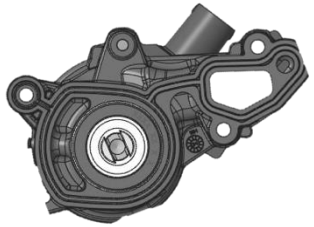
Oil Pump



BMW Motorrad

(F 450 GS)

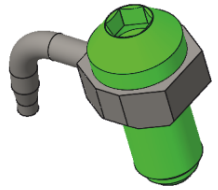
Water Pump



BMW Motorrad

(F 450 GS)

Oil Spray



BMW Motorrad

(F 450 GS)

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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

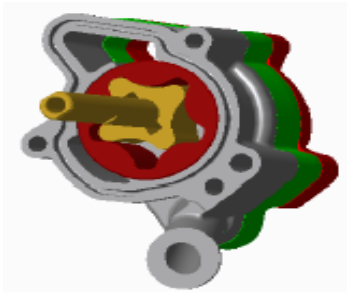
(LaMotta)



BMW

(K67 Water/ Oil pump)

Oil Pumps



Harley Davidson

LaMotta



Ducati

Panigale


PASSIONATE
SUSTAINABLE
DYNAMIC
EVOLVING