



**PRICOL LIMITED**

Passion to Excel

109, Race Course,  
Coimbatore-641 018, India

+91 422 433 6000

connect@pricol.com

pricol.com

CIN: L34200TZ2011PLC022194

PL/SEC/TGT/2022-23/026

Tuesday, 31<sup>st</sup> May 2022

CUSTOMERS EMPLOYEES SHAREHOLDERS SUPPLIERS

The Manager Listing Department <b>National Stock Exchange of India Limited</b> “Exchange Plaza’, C-1, Block G Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051	Corporate Relationship Department <b>BSE Limited</b> 1 <sup>st</sup> Floor, New Trading Ring Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai 400 001
Script Code: PRICOLLTD	Script Code: 540293

Dear Sirs,

Sub: **INVESTOR PRESENTATION**

Pursuant to Regulation 30(6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we herewith submit the presentation to be used for “**Annual Investors Conference**” organized by **B&K Securities** scheduled to be held at Mumbai on Wednesday, 1<sup>st</sup> June 2022.

This is for your information and records.

Thanking you

Yours faithfully,  
For Pricol Limited,

T.G.Thamizhanban  
Company Secretary  
ICSI M.No: F7897



Encl: As above





Investors Presentation | 01 JUN 2022

# Disclaimer

The contents of this presentation are for informational purposes only and for the reader's personal non-commercial use. The contents are intended but not guaranteed to be correct, complete or absolutely accurate. This presentation also contains forward-looking statements based on the currently held beliefs and assumptions of the Management of the Company, which are expressed in good faith and in their opinion are reasonable.

Forward looking statements involve known and unknown risks, contingencies, uncertainties, market conditions and other factors which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements. The Company disclaims any obligation or liability to any person for any loss or damage caused by errors or omissions whether arising from negligence, accident or any other cause.

Recipients of this presentation are not to construe its contents or any prior or subsequent communications from or with the Company or its representatives as investment advice. In addition, this presentation does not purport to be all inclusive or to contain all the information that may be required to make a full analysis of the Company and of the relevance and adequacy of the information and should make such other investigations as they deem necessary.

# Corporate Profile



Pricol Limited commenced operations in 1974 with headquarters in Coimbatore, India.



2 International Office in Tokyo & Singapore



9 Manufacturing Locations  
7 Manufacturing Plants in India  
1 Subsidiary Plant in Indonesia  
1 Subsidiary Plant in India



1 Technology Centre at Coimbatore  
300+ 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)



# Product Vertical

## A. Driver Information and Connected Vehicle Solutions

Instrument Cluster



Connected Vehicle Solutions



Telematics



Body control module



Sensors



## B. Actuation, Control and Fluid Management Systems

Fuel Pump Module



Water Pumps



Oil Pumps



Variable displacement Oil pumps



Electrical coolant pumps



Wiping Systems



Cabin Tilting System



Electrical oil pump



E-Purge Valve



Charge pump



Fuel feed pump



Chain Tensioner



# 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

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



## TESTING EXCELLENCE

EMI – EMC  
Hil Lab  
Environment  
Endurance  
Product Reliability

# Our Esteemed Customers

## TWO WHEELERS



## FOUR WHEELERS



## COMMERCIAL WHEELERS



## TRACTORS



## INDUSTRIAL & OTHERS



## OFF ROAD VEHICLE



# Key Highlights



A photograph of four men standing in a row, shaking hands. The man on the far left is wearing a dark jacket and glasses. The man next to him is wearing a light blue shirt. The man in the center is wearing a dark jacket and glasses, and is holding a folder. The man on the far right is wearing a dark vest over a light shirt. The background is a plain, light-colored wall.

## **Pricol & Sibros : Powering Connected Vehicle Solutions Together.**

Entered into a strategic technology partnership in February 2022 to deliver Deep Connected Vehicle Solutions in the Indian and ASEAN markets.

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.

## **Pricol is approved for PLI (Production Linked Incentives) Scheme**

The PLI scheme (outlay of \$ 3.5 bn(or)Rs 25,938 crore) for the automobile sector proposes financial incentives of up to 18% to boost domestic manufacturing of Advanced Automotive Technology (AAT) products and attract investments in the automotive manufacturing value chain.

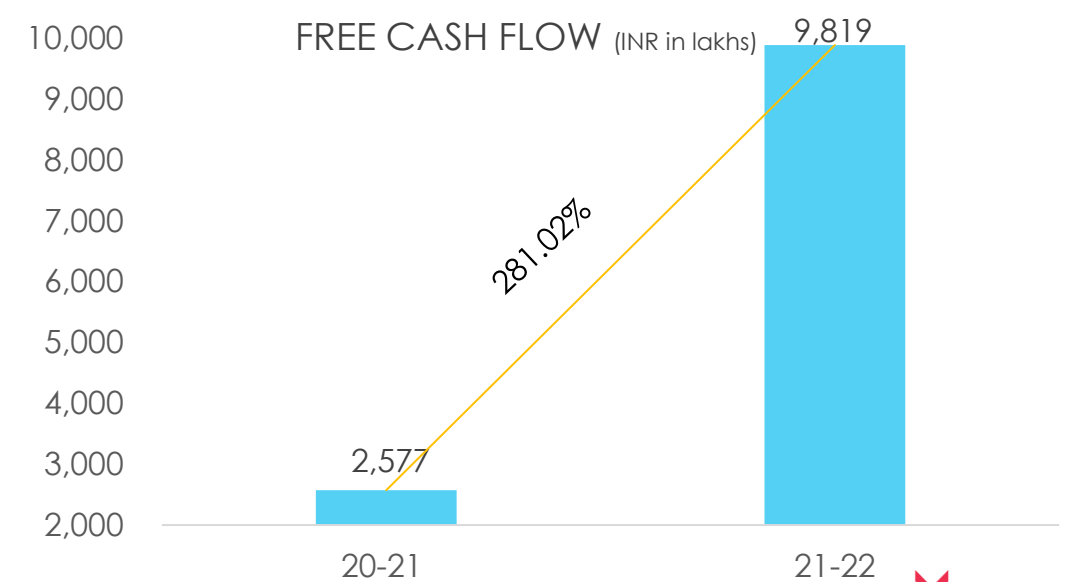
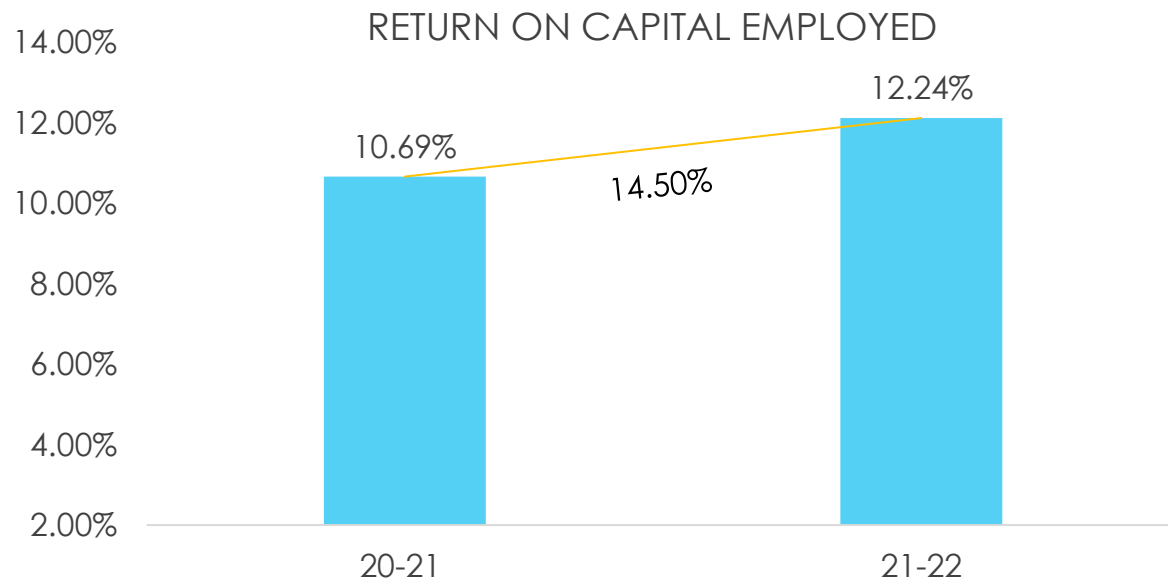
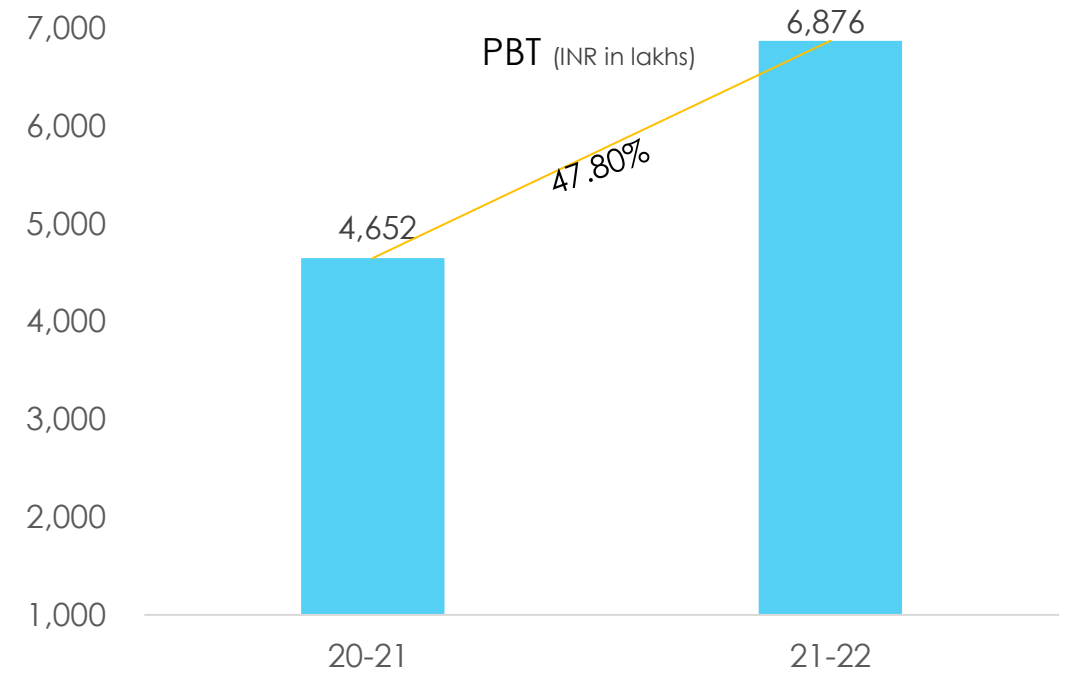
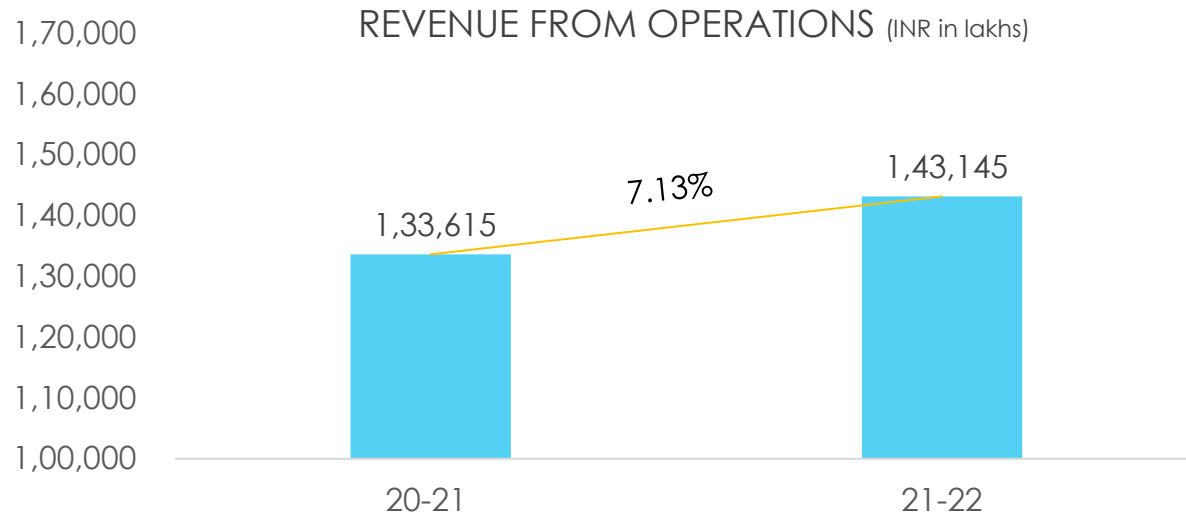
PRICOL LIMITED is approved by the Ministry of Heavy Industries(MHI) for the Component champion Incentive scheme. Total 95 applicants have been approved under this PLI scheme: 20 under Champion OEM and 75 under Component champion.

Incentives are applicable under the scheme for determined sales of Advanced Automotive Technology (AAT) products manufactured in India from 1st April 2022 onwards for a period of 5 consecutive years.

# Financials



# Key Financial Highlights – FY22 vs FY 21 (Standalone)



# Financial Performance Highlights (Standalone)

## Q4 FY22

### Total Income

Total Income stood at **INR 394.23 -cr** in the quarter ended March 31, 2022 as against **INR 438.19-cr** in the corresponding quarter in FY21.

### EBITDA

The Company's Earnings before Interest, Tax, Depreciation and Amortization (Operational EBITDA) stands at **INR 50.75 -cr** for the January – March 2022 quarter, as against **INR 57.42-cr** in January – March 2021.

## FY22

### Total Income

Total Income stood at **INR 1483.37 -cr** in FY22 as against **INR 1,397.81 -cr** in FY21.

### EBITDA

The Company's Earnings before Interest, Tax, Depreciation and Amortization (Operational EBITDA) stands at **INR 174.18 -cr** in FY22, as against **INR 178-cr** in FY21.

### Free Cash Flow

The Company generated Free cash flow of **INR 98.19 - cr** for the FY22 despite tough market conditions as against **INR 25.77 - Cr** in the previous year.



# Q4 FY22 Financial Performance Highlights (Standalone)

INR in. lakhs

	Q4 2021 (JAN-MAR)	Q1 2022 (APR-JUN)	Q2 2022 (JUL-SEP)	Q3 2022 (OCT-DEC)	Q4 2022 (JAN-MAR)	FY21	FY22
Income – Standalone							
<b>Revenue from Operations</b>	<b>42,094.30</b>	<b>29,275.24</b>	<b>37,601.57</b>	<b>37,947.57</b>	<b>38,320.88</b>	<b>1,33,615.33</b>	<b>1,43,145.26</b>
Growth %	(4.10)%	(30.45)%	28.44%	0.92%	0.98%	17.30%	7.13%
Other Operating Revenue	1,646.57	988.84	1,152.67	1,259.12	1,061.78	5,417.15	4,462.41
Other Income	78.61	388.08	222.61	77.98	40.56	748.68	729.23
Total Revenue	43,819.48	30,652.16	38,976.85	39,284.67	39,423.22	1,39,781.16	1,48,336.90
Profit from Operations							
Profit / (Loss) Before Tax	2,676.27	406.11	2,033.31	1,808.00	2,628.34	4,651.68	6,875.76
Profit / (Loss) from Operations before other Comprehensive Income	2,676.27	406.11	2,033.31	1,808.00	2,628.34	4,651.68	6,875.76
Other Comprehensive Income / (Expense)	(223.19)	5.57	(123.42)	(85.93)	114.21	20.25	(89.57)
<b>Profit / (Loss) from Operations after other comprehensive Income</b>	<b>2,453.08</b>	<b>411.68</b>	<b>1,909.89</b>	<b>1,722.07</b>	<b>2,742.55</b>	<b>4,671.93</b>	<b>6,786.19</b>
EBITDA							
Profit / (Loss) from Operations	2,453.08	411.68	1,909.89	1,722.07	2,742.55	4,671.93	6,786.19
Depreciation	2,199.16	2,126.03	1,864.34	1,972.87	1,927.47	9,095.04	7,890.71
Interest	866.80	732.63	860.70	538.95	519.36	4,052.86	2,651.64
<b>EBITDA</b>	<b>5,519.04</b>	<b>3,270.34</b>	<b>4,634.93</b>	<b>4,233.89</b>	<b>5,189.38</b>	<b>17,819.83</b>	<b>17,328.54</b>
Revenue from Operations	42,094.30	29,275.24	37,601.57	37,947.57	38,320.88	1,33,615.33	1,43,145.26
<b>EBITDA % on Revenue from Operations</b>	<b>13.11%</b>	<b>11.17%</b>	<b>12.33%</b>	<b>11.16%</b>	<b>13.54%</b>	<b>13.34%</b>	<b>12.11%</b>



# Q4 FY22 Financial Performance Highlights (Standalone)

INR in. lakhs

	Q4 2021 (JAN-MAR)	Q1 2022 (APR-JUN)	Q2 2022 (JUL-SEP)	Q3 2022 (OCT-DEC)	Q4 2022 (JAN-MAR)	FY21	FY22
<b>CASH PROFIT</b>							
EBITDA	5,519.04	3,270.34	4,634.93	4,233.89	5,189.38	17,819.83	17,328.54
Less : Interest	866.80	732.63	860.70	538.95	519.36	4,052.86	2,651.64
Less : Tax Expense	2,306.84	166.90	677.22	447.41	990.47	3,198.55	2,282.00
<b>Cash Profit</b>	<b>2,345.40</b>	<b>2,370.81</b>	<b>3,097.01</b>	<b>3,247.53</b>	<b>3,679.55</b>	<b>10,568.42</b>	<b>12,394.90</b>
<b>FREE CASH FLOW</b>							
<b>Borrowings – Standalone</b>							
Long Term Borrowings	22,983.45	21,609.33	14,245.30	10,041.34	7,757.95	22,983.45	7,757.95
Working Capital Borrowings	-	4,539.37	7,771.99	7,327.11	4,887.09	-	4,887.09
<b>Total Borrowings</b>	<b>22,983.45</b>	<b>26,148.70</b>	<b>22,017.29</b>	<b>17,368.45</b>	<b>12,645.04</b>	<b>22,983.45</b>	<b>12,645.04</b>
<b>CASH GENERATED FROM OPERATIONS</b>							
Cash Generated From Operations						7,051.42	16,859.82
<b>Total Cash Generated From Operations</b>						<b>7,051.42</b>	<b>16,859.82</b>

# Q4 FY22 Financial Performance Highlights (Consolidated)

INR in. lakhs

	Q4 2021 (JAN-MAR)	Q1 2022 (APR-JUN)	Q2 2022 (JUL-SEP)	Q3 2022 (OCT-DEC)	Q4 2022 (JAN-MAR)	FY21	FY22
Income – Standalone							
<b>Revenue from Operations</b>	<b>42,970.27</b>	<b>30,604.51</b>	<b>39,559.86</b>	<b>39,473.72</b>	<b>40,368.79</b>	<b>1,35,894.19</b>	<b>1,50,006.88</b>
Growth %	(3.79)%	(28.78)%	29.26%	(0.22)%	2.27%	15.35%	10.39%
Other Operating Revenue	1,646.57	988.84	1,152.67	1,259.12	1,061.78	5,417.15	4,462.41
Other Income	109.11	398.22	237.42	96.88	149.54	783.96	882.06
Total Revenue	44,725.95	31,991.57	40,949.95	40,829.72	41,580.11	1,42,095.30	1,55,351.35
Profit from Operations							
Profit / (Loss) Before Tax	2,433.46	776.16	2,271.89	2,253.81	2,726.08	4,849.52	8,027.94
Profit / (Loss) from Operations before other Comprehensive Income	2,433.46	776.16	2,271.89	2,253.81	2,726.08	4,849.52	8,027.94
Other Comprehensive Income / (Expense)	(280.21)	49.86	(63.47)	(43.89)	224.55	67.05	167.05
<b>Profit / (Loss) from Operations after other comprehensive Income</b>	<b>2,153.25</b>	<b>826.02</b>	<b>2,208.42</b>	<b>2,209.92</b>	<b>2,950.63</b>	<b>4,916.57</b>	<b>8,194.99</b>
EBITDA							
Profit / (Loss) from Operations	2,153.25	826.02	2,208.42	2,209.92	2,950.63	4,916.57	8,194.99
Depreciation	2,277.10	2,209.46	1,968.30	2,016.24	1,989.90	9,419.03	8,183.90
Interest	930.82	773.70	875.09	554.77	524.67	4,307.05	2,728.23
<b>EBITDA</b>	<b>5,361.17</b>	<b>3,809.18</b>	<b>5,051.81</b>	<b>4,780.93</b>	<b>5,465.20</b>	<b>18,642.65</b>	<b>19,107.12</b>
Revenue from Operations	42,970.27	30,604.51	39,559.86	39,473.72	40,368.79	1,35,894.19	1,50,006.88
<b>EBITDA % on Revenue from Operations</b>	<b>12.48%</b>	<b>12.45%</b>	<b>12.77%</b>	<b>12.11%</b>	<b>13.54%</b>	<b>13.72%</b>	<b>12.74%</b>

# Q4 FY22 Financial Performance Highlights (Consolidated)

INR in. lakhs

	Q4 2021 (JAN-MAR)	Q1 2022 (APR-JUN)	Q2 2022 (JUL-SEP)	Q3 2022 (OCT-DEC)	Q4 2022 (JAN-MAR)	FY21	FY22
<b>CASH PROFIT</b>							
EBITDA	5,361.17	3,809.18	5,051.81	4,780.93	5,465.20	18,642.65	19,107.12
Less : Interest	930.82	773.70	875.09	554.77	524.67	4,307.05	2,728.23
Less : Tax Expense	2,215.69	183.88	762.03	489.03	1059.76	3,274.22	2,494.71
<b>Cash Profit</b>	<b>2,214.66</b>	<b>2,851.60</b>	<b>3,414.69</b>	<b>3,737.13</b>	<b>3,880.77</b>	<b>11,061.38</b>	<b>13,884.18</b>
<b>FREE CASH FLOW</b>							
						4,239.45	11,225.83
<b>Borrowings – Consolidated</b>							
Long Term Borrowings	24,485.86	21,609.33	14,245.30	10,041.34	7,757.95	24,485.86	7,757.95
Working Capital Borrowings	309.71	4,640.64	8,001.14	7,494.59	5,048.39	309.71	5,048.39
<b>Total Borrowings</b>	<b>24,795.57</b>	<b>26,249.97</b>	<b>22,246.44</b>	<b>17,535.93</b>	<b>12,806.34</b>	<b>24,795.57</b>	<b>12,806.34</b>
<b>CASH GENERATED FROM OPERATIONS</b>							
Cash Generated From Operations						7,560.36	16,155.92
<b>Total Cash Generated From Operations</b>						<b>7,560.36</b>	<b>16,155.92</b>

Select Recent Product  
Launches

# 2W – Connected Clusters



Suzuki

(Access 125 & Burgman)



TVS

(iQube – EV 7”TFT)



TVS

(iQube – Electric Scooter – 5” TFT Cluster)



TVS

(Apache RR 310 – TFT Cluster)



TVS

(Ntorq - Hybrid 2.8” TFT+LCD)



TVS

(Ntorq)

# 2W – Digital Clusters



HMCL

(Maestro 125)



HMCL

(Pleasure +)



HMCL

(Extreme)



Bajaj

(Husqvarna)



Bajaj

(Adventure 250)



TVS

(Jupiter - 125)



TVS

(Raider)

# PV and CV Clusters



Ashok Leyland Limited  
(New Generation CVs)



TATA Motors  
(12 & 24V - ERGO)



TATA Motors  
(Tiago, Tigor, Nexon)



TATA Motors  
(Nexon and Tigor) EV



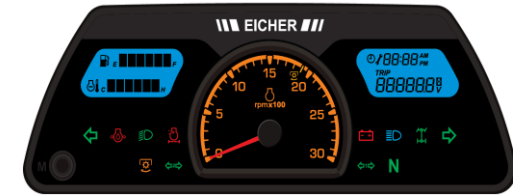
Force Motors  
(Traveller)



Force Motors  
(Gurkha)



VE Commercial Vehicles  
(Pro Series)



TAFE Motors & Tractors Limited  
(PRIMA ES3)

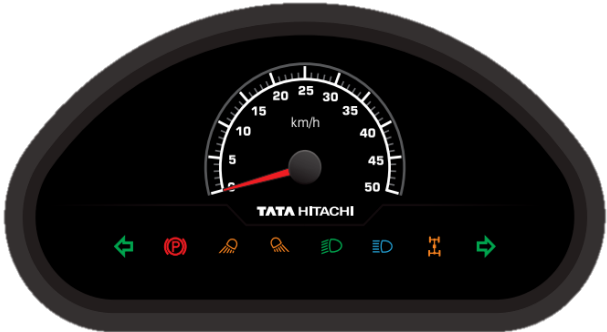
# Tractors and ORV - Clusters



Tractors and Farm Equipment Limited (TAFE)  
(AM Series)



TATA Hitachi  
(SHINRAI)





# Pumps and Mechanical Products

## Fuel pumps



TVS

(Jupiter, Pep+)



HMCL

(Passion Pro, Glamour, Extreme)

## Electronic purge valve



HMCL

(All BSVI Motorcycles & Scooters)

# Export Launches



MOROCCO



EV – Instrument Cluster

# Export Launches



UK



Warning Cluster



TFT Instrument Cluster



TURKEY



Instrument Cluster

Export Launches



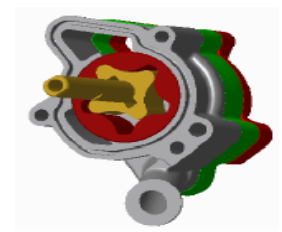
USA



LPSD Water Pumps



USA



LaMotta Oil pump



LaMotta Water pump

# Export Launches



Italy



Oil Pump



Germany



K67 Water/ Oil pump

# Export Launches



Thailand



Speed Sensor



Germany



Speed Sensor

# Export Launches



USA



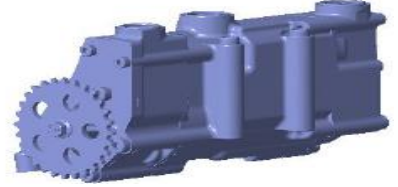
G4 Water Pump



MY19 oil pump



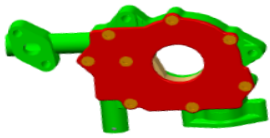
AST Oil Pump



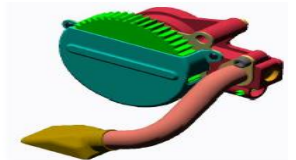
Marauder Oil Pump



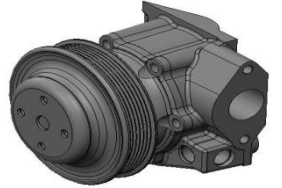
USA



PD Oil pump

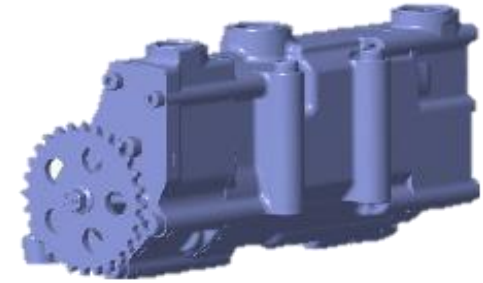


Commando Oil pump



PD water pump

# Export Launches



Polaris  
(Oil Pump)



# Domestic Launches

STELLANTIS

PSA PEUGEOT CITROËN



PEUGEOT CITROËN



Variable Displacement – Vane type Oil Pump (1.2 L Turbo Engine)

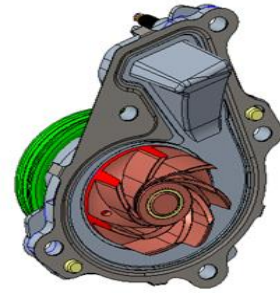
# Domestic Launches

STELLANTIS

PSA PEUGEOT CITROËN



PEUGEOT CITROËN



2L Water Pump



Conventional Gerotor  
Oil Pump 2L Engine

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