



PRICOL LIMITED

Passion to Excel

109, Race Course,
Coimbatore-641 018, India

☎ +91 422 433 6000

✉ connect@pricol.com

🌐 pricol.com

CIN: L34200TZ2011PLC022194

👤 CUSTOMERS 👤 EMPLOYEES 👤 SHAREHOLDERS 👤 SUPPLIERS

PL/SEC/TGT/2023-2024/115

Wednesday, 11th October, 2023

The Manager Listing Department National Stock Exchange of India Limited “Exchange Plaza’, C-1, Block G Bandra-Kurla Complex, Bandra (E), Mumbai - 400051 Script Code: PRICOLLTD	Corporate Relationship Department BSE Limited 1 st Floor, New Trading Ring Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai 400 001 Script Code: 540293
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Sub: Co-operation Agreement for Technology and Supply of Parts and Systems with Heilongjiang Tianyouwei Electronics Co, Ltd,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Regulations”) read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015 (“Circular”), we hereby inform that Pricol Limited has entered into a Co-operation Agreement with Heilongjiang Tianyouwei Electronics Co, Ltd, on 11th October, 2023 at 12:00 PM IST. This agreement will enable Pricol and Heilongjiang Tianyouwei Electronics to closely work with each other through technology transfer and supply partnership in order to provide advance technologies in Driver Information System Solutions for Indian vehicle makers across various vehicle segments.

Requisite disclosure as required under the SEBI Regulations and the Circular is enclosed as **Annexure- I**

Further, a copy of press release about the aforesaid agreement is attached herewith as **Annexure-II**, which will be disseminated shortly.

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





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Annexure – I

Sr. No	Particulars	Details
1.	Name of the entity(ies) with whom agreement/ JV -is signed	Heilongjiang Tianyouwei Electronics Co, Ltd, a company incorporated under the laws of P.R. China.
2.	Area of agreement/ JV	Co-operation Agreement for Technology and Supply of Parts and Systems
3.	Domestic/international	India market
4.	Share exchange ratio / JV ratio	Not Applicable
5.	Scope of business operation of agreement / JV	Pricol Limited and Heilongjiang Tianyouwei Electronics Co, Ltd find opportunities to collaborate and work together with a technology and supply agreement for advanced technologies in Driver Information Systems for Indian market.
6.	Details of consideration paid / received in agreement / JV	NIL
7.	Significant terms and conditions of agreement / JV -in brief	Heilongjiang Tianyouwei Electronics Co, Ltd will support Pricol exclusively on the projects identified for advance technologies in Driver Information System for various vehicle segments in Indian market. In addition to the technology, Pricol Limited will source components and/or sub-assemblies from Heilongjiang Tianyouwei Electronics Co, Ltd as part of supply arrangement.
8.	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”	The agreement between Pricol Limited and Heilongjiang Tianyouwei Electronics Co, Ltd is not a related party transaction.
9.	size of the entity(ies)	Not Applicable
10.	Rationale and benefit expected	This agreement will enable Pricol Limited and Heilongjiang Tianyouwei Electronics Co, Ltd to closely work with each other through technology transfer and supply partnership in order to provide advance technologies in Driver Information System Solutions for Indian vehicle makers across various vehicle segments.





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Annexure – II

Pricol Partners With Heilongjiang Tianyouwei Electronics Co Ltd (TYW) for advanced technologies in Driver Information System Solutions



From Left Mrs. Dong Fang, President of TYW, Mr. Wang Wenbo, Chairman of TYW, Mr. Vikram Mohan, Managing Director of Pricol Limited and Mrs. Lakshmi N Mohan, Managing Director of Pricol Holdings Limited.

Coimbatore, October 11, 2023 : Pricol Limited (BSE: 540293; NSE: PRICOLLTD), one of India’s leading automotive technology companies, announced a technology and supply partnership with Heilongjiang Tianyouwei Electronics Co Ltd, (TYW), a company duly incorporated under the laws of People’s Republic of China for advanced technologies in Driver Information System Solutions for Indian vehicle makers across various vehicle segments.





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Pricol has entered into a Co-operation Agreement for Technology and Supply of Parts and Systems with TYW for advanced technologies in Driver Information System Solutions including e-cockpit, Heads up Display (HUD), etc. TYW will support Pricol exclusively on the projects identified for such advance technologies in Driver Information System for various vehicle segments in Indian market. In addition to the technology, Pricol will source components and/or sub-assemblies from TYW as part of the supply arrangement.

Commenting on the partnership, Mr. Vikram Mohan, Managing Director, Pricol Limited said, This partnership with TYW is a testament to our commitment to driving innovation in the Indian automotive sector. We are confident that our efforts will help in providing state-of-the-art solutions in the Driver information system space, where Pricol has a dominant position in Indian market. Pricol's domain expertise combined with TYW's technological prowess marks a significant step towards achieving a vision of enhancing the driving experience for Indian Customers."

About Heilongjiang Tianyouwei Electronics :

Heilongjiang Tianyouwei Electronics was founded in 1998, headquartered at Suihua City, China. The Company is in the business of manufacturing Driver Information System, Control Panels, e-cockpit solutions and displays for automotive and industrial applications. Heilongjiang Tianyouwei Electronics is China's one of the largest Driver Information System manufacturers supplying to various OEMs globally.

About Pricol :

Pricol Limited is one of India's leading automotive technology companies headquartered in Coimbatore. Pricol commenced its operations in the year 1975 in Coimbatore, South India and today it strides as a reputable global brand in the automotive component and products business, highly recognized by top automotive OEMs across the world. The Company carries out its business operations classified into two verticals Driver Information and Connected Vehicle Solution and Actuation, Control and Fluid Management System. More than 2,000+ product variants are supplied to leading automotive OEMs in the Two-/Three-Wheelers, Passenger Vehicles, Commercial Vehicles, Farm Equipment and Off-road Vehicles space across India and in International Markets (45+ countries).

