



**PRICOL LIMITED**

*Passion to Excel*

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pricol.com

CIN: L34200TZ2011PLC022194

CUSTOMERS EMPLOYEES SHAREHOLDERS SUPPLIERS

PL/SEC/TGT/2023-2024/091

Wednesday, 2<sup>nd</sup> August 2023

Listing Department <b>National Stock Exchange of India Limited</b> “Exchange Plaza’, C-1, Block G Bandra-Kurla Complex, Bandra (E), Mumbai - 400051 <b>Script Code:</b> PRICOLLTD	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 <b>Script Code:</b> 540293
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Dear Sir,

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 the **Investor Conference call** on the unaudited financial results for the quarter ended 30<sup>th</sup> June 2023, **to be held on 3<sup>rd</sup> August 2023 at 04:00 PM (IST)**.

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





Q1 - FY24 | Earnings Presentation  
03-Aug-2023

# 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.

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# Corporate Profile



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



3 International Office in Tokyo, Singapore & Dubai



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



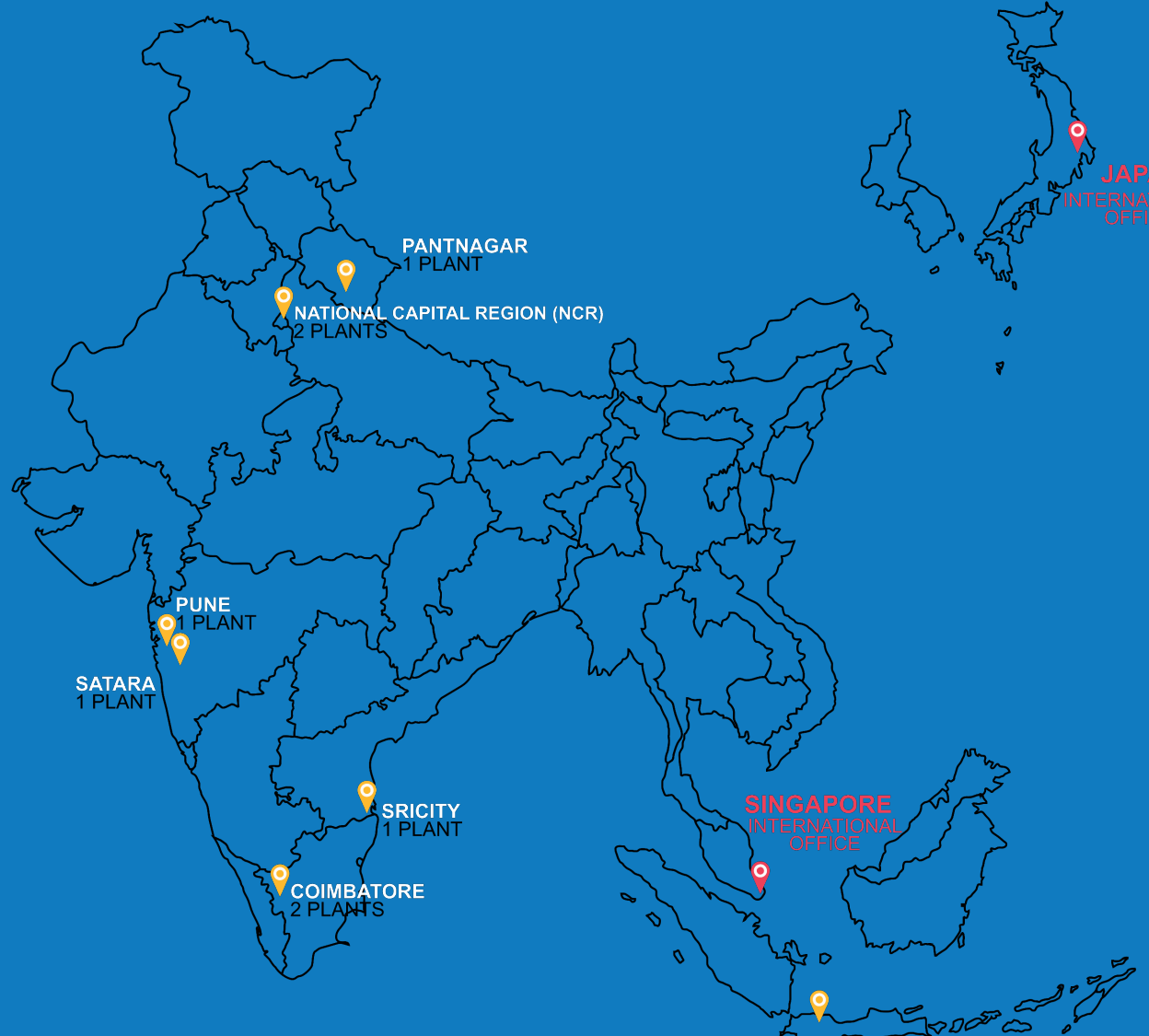
2 Technology Centres at Coimbatore  
~ 4.5% spend on total revenue for R&D



Leading Industry Certifications  
IATF 16949:2016, ISO 14001:2015, ISO 45001:2018.  
(Obtained ISO 9001 in the year 1993)



**UNITED ARAB EMIRATES (U.A.E.)**  
INTERNATIONAL OFFICE



PLANT LOCATION



INTERNATIONAL OFFICE

**INDONESIA**  
1 PLANT - JAKARTA



# Product Vertical

## 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



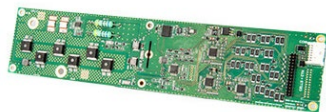
Reed Type Fuel Level Sensor

TFR Type Fuel Level Sensor

Battery Management System (BMS)



Low



Mid



High

## B. Actuation, Control and Fluid Management Systems

Fuel Pump Module



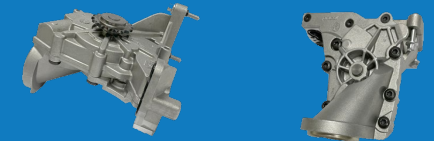
Disc Brake



Oil Pumps



Variable Displacement Oil Pumps



Water Pumps



Electrical Coolant Pumps



Wiping Systems



Electrical Oil Pump



Cabin Tilting System



E-Purge Valve

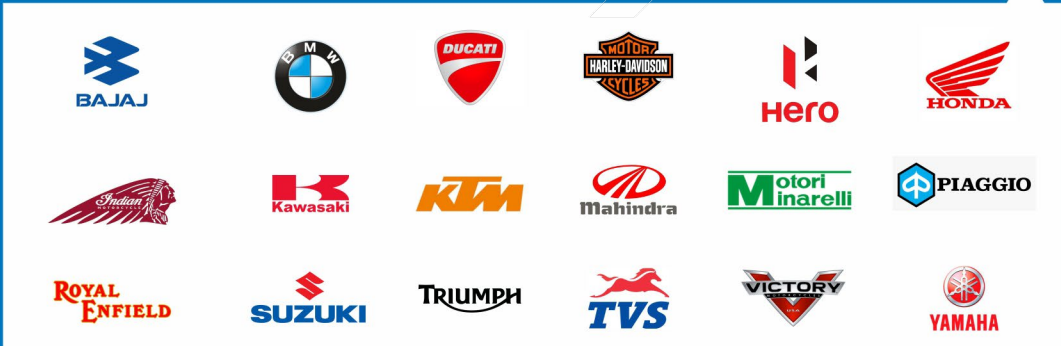


Fuel Feed Pump



# Our 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.





# Key Highlights



## Award From World Manufacturing Congress

Award received from World Manufacturing Congress for “Most Iconic Organization Award” at Coimbatore Leadership Award 2023.



## Award From Suzuki Motorcycle India Limited

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 (AL)

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

# Select New Product Launches

# Q1 FY24 Product Launch



**TATA Motors**

(M&H - CV)



**TATA Motors**

(Tiago & Tigor) CNG Model



**Force Motors**

(TRAX)



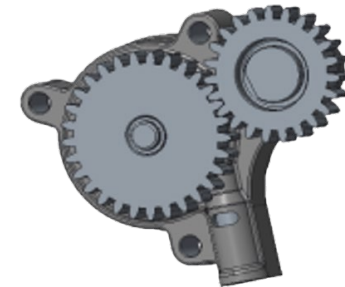
**Force Motors**

(TRAX)



**Bajaj Auto**

(3W) **EV**



**FPT PowerTrain Technologies - Italy**

(Oil Pump. Assy)

# Financials

# Key Financial Highlights (Consolidated)

## Q1-FY24 Financial Performance

Revenue from Operations	EBITDA	EBITDA Margin
INR 5,221.04 Mn	INR 665.05 Mn	12.74 %
PAT	PAT Margin	EPS (Basic)
INR 319.38 Mn	6.12 %	INR 2.62

At Consolidated level Long terms borrowings is NIL in Q1 FY24 as against 650.00 Mn in Q1 FY 23.

## Q1-FY24 Business Highlights

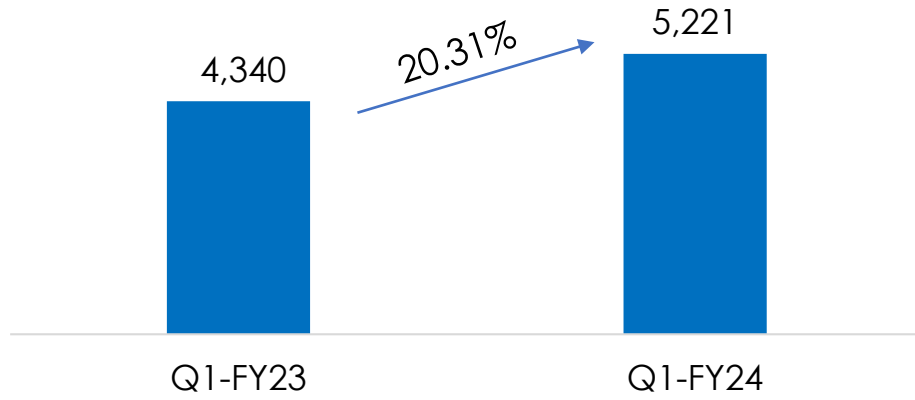
- Award received from Suzuki Motorcycle India Limited under the category “Best Supply Chain Management” at Annual Supplier Conference 2023. Also, we have been selected as one of the three suppliers to make a presentation at their event regarding the Supply Chain Management Challenges Faced by the Automotive Industry on semiconductor devices.
- Award received from Ashok Leyland for “Supplier Samrat - National Runner Up in Proprietary” at Supplier Summit 2023.
- Award received from World Manufacturing Congress for “Most Iconic Organization Award” at Coimbatore Leadership Award 2023.
- Pricol has made key investments in 4 Axis Vision based inspection robotic systems, Expansion of Tool room, Plastic Components Molding shop, New Driver Information System assembly floor and Surface Mount Technology lines.



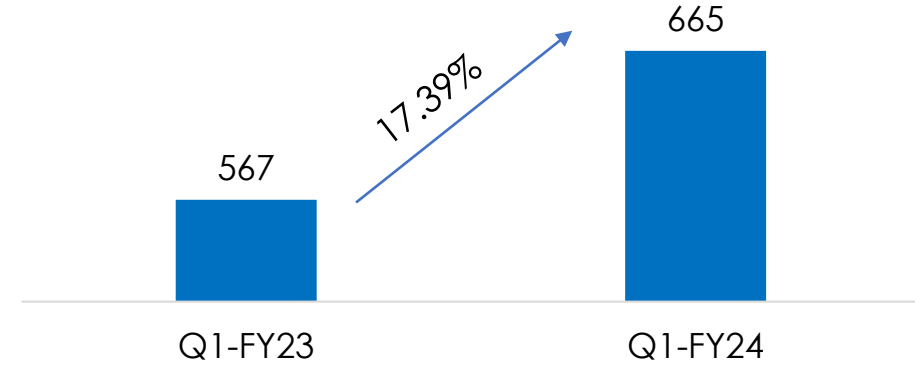
# Quarterly Financial Performance (Consolidated)

Value(INR) in Millions

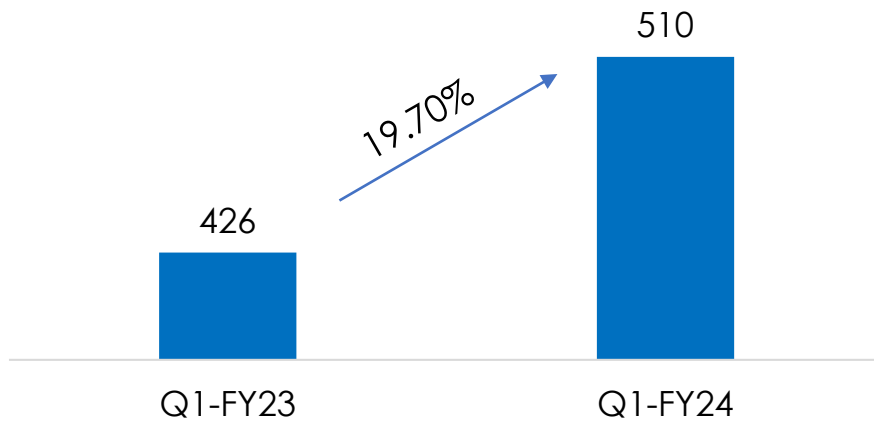
### Revenue from Operation



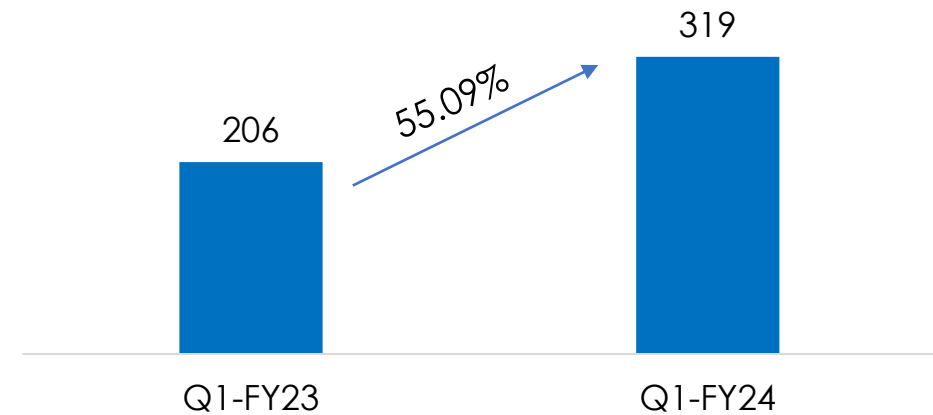
### EBITDA



### Cash Profit



### Profit After Tax



# Quarterly Income Statement (Consolidated)

Value(INR) in Millions

Particulars (INR Mn)	Q1 FY23	Q1 FY24
<b>Revenue from Operations</b>	<b>4,339.82</b>	<b>5,221.04</b>
Other Operational Revenue	111.72	151.10
Other Revenue	12.86	28.45
<b>Total Income</b>	<b>4,464.40</b>	<b>5400.59</b>
Total Expenses	3,915.11	4,725.54
Depreciation and amortisation expenses	201.76	198.22
Finance costs	45.24	46.49
PBT before exceptional Item	302.29	430.34
<b>PBT</b>	<b>302.29</b>	<b>430.34</b>
Tax	96.35	110.96
<b>PAT</b>	<b>205.94</b>	<b>319.38</b>
Other Comprehensive Income (After Tax)	18.14	(7.86)
<b>Total Comprehensive Income</b>	<b>224.08</b>	<b>311.52</b>
Basic EPS(INR)*	1.69	2.62

\*Not Annualised for Quarters

# Historical Income Statement (Consolidated)

Value(INR) in Millions

Particulars (INR Mn)	FY21	FY22 (Restated)	FY23	FY24 (Q1)
<b>Revenue from Operations</b>	<b>13,589.42</b>	<b>15,000.69</b>	<b>19,028.31</b>	<b>5,221.04</b>
Other Operational Revenue	541.72	446.24	557.30	151.10
Other Revenue	78.40	88.21	45.85	28.45
<b>Total Income</b>	<b>14,209.53</b>	<b>15,535.14</b>	<b>19,631.46</b>	<b>5,400.59</b>
Total Expenses	12,351.97	13,641.13	17,300.86	4,725.54
Depreciation and amortisation expenses	941.90	818.39	779.08	198.22
Finance costs	430.71	272.82	182.83	46.49
PBT before exceptional Item	484.95	802.79	1,368.70	430.34
Exceptional Item	-	-	97.50	-
<b>PBT</b>	<b>484.95</b>	<b>802.79</b>	<b>1,466.20</b>	<b>430.34</b>
Tax	326.66	291.86	219.35	110.96
<b>PAT</b>	<b>158.29</b>	<b>510.94</b>	<b>1,246.85</b>	<b>319.38</b>
Discontinued operations	256.69	-	-	-
Other Comprehensive Income (After Tax)	5.94	19.49	34.15	(7.86)
<b>Total Comprehensive Income</b>	<b>420.92</b>	<b>530.43</b>	<b>1,281.00</b>	<b>311.52</b>
Basic EPS(INR)	1.45	4.19	10.23	2.62*

\*Not Annualised for Quarters

The data for FY22 is Restated pursuant to amalgamation of Pricol Wiping System India Limited with Pricol Limited.



# Historical Balance Statement (Consolidated)

Value(INR) in Millions

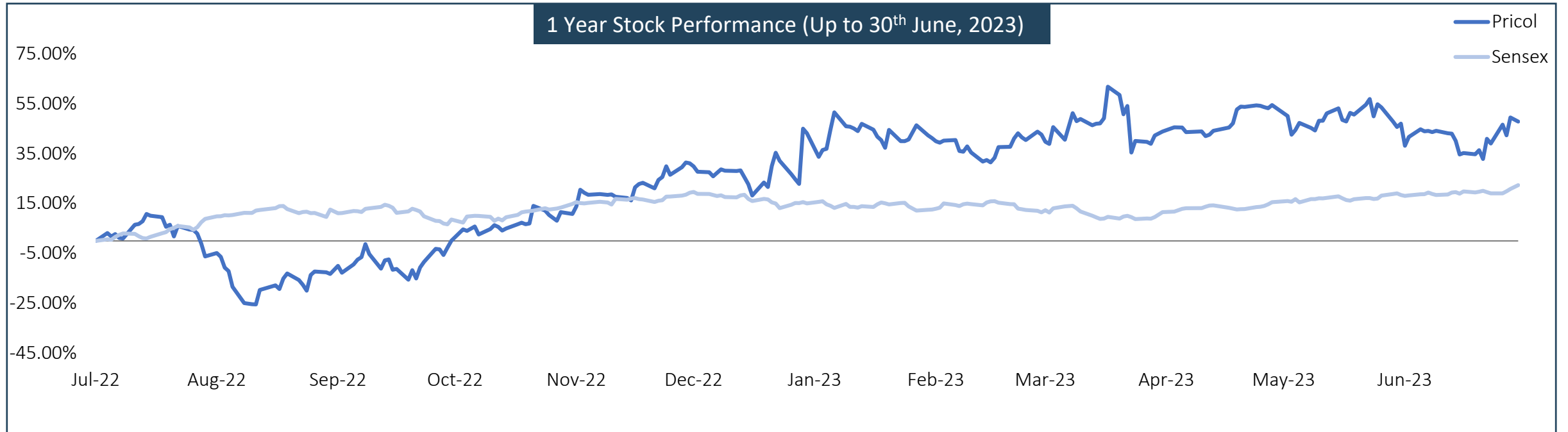
Equity and Liabilities (INR Mn)	FY21	FY22 (Restated)	FY23
<b>Shareholders Fund</b>			
Share Capital	121.88	121.88	121.88
Other Equity	5,126.31	5,639.94	6,920.95
<b>Total Equity</b>	<b>5,248.20</b>	<b>5,761.82</b>	<b>7,042.83</b>
<b>Non Current Liabilities</b>			
Long Term borrowings	1,996.80	931.10	267.58
Lease Liabilities	250.31	189.98	135.80
Other Financial Liabilities	90.10	49.07	8.10
Long term provisions	122.08	123.54	148.65
Deferred tax liabilities (Net)	573.57	563.17	410.68
Other Non-Current Liabilities	-	-	12.79
<b>Total Non-Current Liabilities</b>	<b>3,032.86</b>	<b>1,856.86</b>	<b>983.59</b>
<b>Current Liabilities</b>			
Short Term Borrowings	482.76	349.54	624.44
Lease Liability	55.74	63.57	75.46
Trade payables	2,818.02	2,699.45	2,826.30
Other Financial Liabilities	507.97	959.70	1,059.19
Other Current Liabilities	143.67	178.51	246.22
Short Term Provisions	55.96	104.56	111.13
Current Tax Liabilities	17.32	13.56	26.27
<b>Total Current Liabilities</b>	<b>4,081.43</b>	<b>4,368.87</b>	<b>4,969.02</b>
Liabilities in relation to Non-Current Assets held for sale	-	-	67.20
<b>Total</b>	<b>12,362.49</b>	<b>11,987.55</b>	<b>13,062.63</b>

Assets (INR Mn)	FY21	FY22 (Restated)	FY23
<b>Non Current Assets</b>			
<b>Fixed Assets</b>			
Property, Plant & Equipment	3,746.68	3,743.54	3,958.63
Right of use assets	459.14	391.69	344.64
Capital work in progress	197.57	84.40	139.86
Investment Property	150.35	153.88	69.50
Goodwill	894.06	794.72	695.38
Other Intangible assets	1,168.30	1,034.38	902.95
Intangible Assets under Development	-	-	6.25
Investments	-	-	12.00
Other Financial Assets	80.44	67.31	73.25
Other Non Current Assets	350.18	218.50	232.14
Deferred Tax Assets	12.98	6.33	3.46
<b>Total Non-Current Assets</b>	<b>7,059.70</b>	<b>6,494.76</b>	<b>6,438.05</b>
<b>Current Assets</b>			
Inventories	2,431.58	2,364.73	2,716.79
Trade Receivables	1,878.78	2,389.21	2,677.37
Cash and Cash Equivalents	382.05	225.86	559.97
Other Bank Balances	365.40	281.09	279.42
Investments	8.02	21.30	36.39
Other Financial Assets	9.47	8.15	3.00
Other Current Assets	227.49	202.46	155.95
<b>Total Current Assets</b>	<b>5,302.79</b>	<b>5,492.79</b>	<b>6,428.89</b>
Non- Current Asset held for sale	-	-	195.69
<b>Total</b>	<b>12,362.49</b>	<b>11,987.55</b>	<b>13,062.63</b>

The data for FY22 is Restated pursuant to amalgamation of Pricol Wiping System India Limited with Pricol Limited.

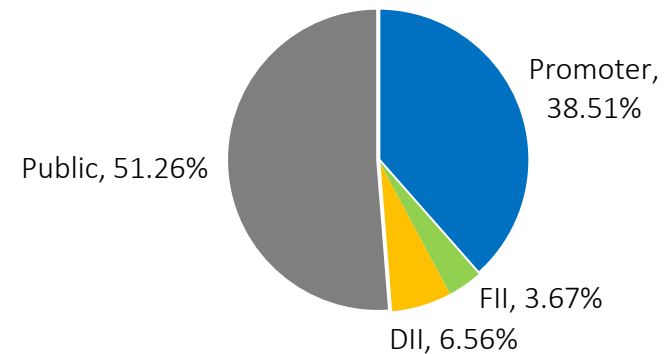


# Capital Market Data



Price Data (As on 30 <sup>th</sup> June, 2023)	INR
Face Value	1.0
Closing Value	229.3
High Price/Low Price (NSE)	259.10/122.85
Total Volume (Mn)	1,007.2
Equity Shareholder Outstanding (Mn)	121.9
Market Cap (Mn)	239.09

**Shareholding Pattern (As on 30<sup>th</sup> June, 2023)**





#### **Investor Relations**

**Details:** Mr. Anuj Sonpal  
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Tel: +91-22-4903-9500

#### **Company Secretary & Compliance Officer**

**Details:** Mr. T.G Thamizhanban  
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Tel: +91 42-2433-6238