



PRICOL LIMITED (Formerly Pricol Pune Limited)

Passion to Excel

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👤 CUSTOMERS 👤 EMPLOYEES 👤 SHAREHOLDERS 👤 SUPPLIERS

PL/SEC/TGT/2017-2018/365
Wednesday, March 21, 2018

Corporate Relationship Department BSE Limited 1st 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
Scrip Code : 540293	Scrip Code : PRICOLLTD

Dear Sir,

Sub: Pricol Limited receives ARAI Certificate for Telematics Devices - Intimation under SEBI LODR - Regulation 30.

Please find attached herewith the press release regarding “**Pricol Limited receives ARAI Certificate for Telematics Devices**”

Kindly take the same on record and upload it on your respective websites.

Thanking you

Yours faithfully,
For Pricol limited

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

Encl. As above





Pricol Limited receives ARAI Certificate for Telematics Devices

- *In line with the Ministry of Road Transport and Highway's new AIS-140 regulation applicable from 1st April 2018*
- *Pricol's Certified Telematics device leads to intelligent transport system in India.*

Coimbatore (India), March 21, 2018: Pricol Limited (BSE: 540293 / NSE: PRICOLLTD), a leading manufacturer of automotive components and solutions provider for the global automotive market, today announced that they have received the coveted ARAI certification for telematics devices. The ARAI certification for the telematics devices comes under AIS 140 regulation which is in line with the Ministry of Road Transport and Highway (MoRTH). The regulation is aimed at introducing intelligent transport system in India, required for making roads safer.

This certification complements Pricol's inherent advantage of manufacturing the devices in its own facilities in India. Apart from being designed to meet the new safety regulation mandatory from April 1, 2018, the device offers additional features which OEMs can integrate across vehicles such as buses, trucks and passenger vehicles and accessories like RFID readers, Fuel level sensors, etc. The additional IP addressing makes vehicle data available to OEM's for their own applications.

Speaking on the occasion, Mr. Vikram Mohan, Managing Director – Pricol Limited said *"With the new ARAI certification, we at Pricol believe that our AIS-140 telematics system will do much to enable India's safety mission of encouraging safer public transport systems. Pricol is already working with several OEMs to fit, integrate and test the certified telematics device in various vehicles. This will equip the OEMs to be Market ready when the regulation comes into effect by 1st April 2018."*

Pricol is one of the leading telematics device manufacturer in India with an installed base of about 100,000 vehicles. Pricol's telematics devices find presence in the sectors such as Automotive OEMs (Off High Way Vehicles, Trucks, and Tractors etc), Ambulances, Industrial, Logistics etc.

About Pricol Limited:

Pricol Limited is a leading manufacturer of automotive components and solutions provider for the global automotive market, thrives on innovation, cutting edge technology and superior products across two, three and four wheelers, commercial vehicles, tractors and construction & industrial segments across the global market. With over 40 years of expertise in the automotive components business, the company's performance is driven by over 30 patents, 11 manufacturing units and 5 International business offices across the globe including India, Indonesia, Brazil, USA, Germany, Singapore, Thailand, Mexico, Czech Republic and Japan. For further information on the organisation and its products, please visit <http://www.pricol.com/>

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for pricol limited**


**T.G. Thamizhanban
Company Secretary
ICSI Membership No. F7897**