



ANNUAL REPORT 2016



THE EVOLUTION

Over the years, Pricol has grown and evolved into a global player with a dominant market presence in the automotive component and product business. Constantly progressing, we deliver innovative technological solutions and precision engineered products which propel the automobile industry.

Signifying this evolution, we present to you our new logo and a brand new visual identity that reflects our core values as an organisation, our evolution into a global player and our vision of moving forward. The new identity represents progression, the coming together of four equally balanced stakeholders in the form of futuristic arrow heads. The unit created by this formation is dynamic and unrestricted for development. It is stable, consistent and reflects the amalgamation of our resources with the company's vision, mission and core values. The logo is composed of a colour palette which signifies the synergy between the Pricol Group and its stakeholders.

Underlining the new identity, a new mission has been unveiled that would propel Pricol Group into global avenues of progress. The new mission defines a list of aspirations which would translate into tangible results, driving the vision of the company forward.

STAKEHOLDERS



Our logo represents the synergistic relationship between the four stakeholders working in a convergent manner in order to create value for each other.

CORPORATE VISION

We will strive to attain **leadership** and **excellence** in all the **products** and **services** that we provide, through socially and environmentally acceptable means.

CORPORATE MISSION

- Be **Dynamic**: Constantly innovate and find better ways to deliver value to our customers
- Constantly **Evolue**: Improve in every sphere of our activity
- Work **Passionately**: To enhance value to our customers, employees, suppliers and shareholders
- Be **Sustainable**: Care for the society and environment around us

CORE VALUES

PASSION

Whatever we do, we do it from the bottom of our heart

RESPECT

We respect those who add value to our lives

INTEGRITY

We never compromise on our values

COLLABORATION

We believe in working towards a unified goal

OWNSHIP

We take responsibility for all our actions

LISTEN

We listen to both the spoken and unspoken before we act

SERVING THE GLOBAL AUTOMOTIVE MARKET



2 Wheelers



3 Wheelers



Cars and Vans



Tractors



Commercial Vehicles



Off-Road Vehicles



Industrial

With a Wide Range of Products

DRIVER INFORMATION SYSTEMS & SENSORS



Instrument Clusters (Mechanical, Digital & TFT)
Fuel Level Sensors (Reed Type, TFR, Capacitance & Ultrasonic)
Speed Sensor (Contact & Non-contact) | Temperature Sensor
CAM Sensor | Crank Sensor | Pressure Sensors

ASSET MANAGEMENT SOLUTIONS



Asset Tracking and Monitoring System
Cab Tilting System | Centralized Lubrication System
Digital Fare Metre | Speed Governors

TELEMATICS, BODY CONTROL & SECURITY SOLUTIONS



Telematics Control Unit | Body Control Modules
Display & Infotainment | Park Assist System

PUMPS & MECHANICAL PRODUCTS



Oil Pumps | Water Pumps | Chain Tensioner
Auto Fuel Cock | Auto Decompression Unit | Fuel Feed Pumps
Fuel Pump Modules | Pressure Relief Valves
Idle Speed Control Valves | Vacuum Switching Valves

7 vehicle segments, 4 product categories and 45 countries

PASSIONATE > SUSTAINABLE > DYNAMIC > EVOLVING >

NEW INVESTMENTS *THIS YEAR*



NEW PLANT V - PUNE - UNDER CONSTRUCTION - TO BE INAUGURATED IN AUGUST 2016

SMD MACHINES (SURFACE MOUNTING DEVICE) *PLANT 1 - COIMBATORE*

Automated SMD Mounters, Printers & Robotic Machines which are being used to place surface-mount devices (SMD) onto Printed Circuit Board for Electronic Clusters. They are used for high speed, high precision placing of broad range of electronic components, like capacitors, resistors, integrated circuits onto the PCBs



SLD ASSEMBLY LINE *PLANT 1 - COIMBATORE*



Enhanced assembly lines for processing electronic control units of speed limiting device with separate assembly lines for motor assembly and sensor assemblies.

NEW INVESTMENTS *THIS YEAR*

DURR WASHING MACHINE *PLANT 3 - COIMBATORE*



Evolving from manual to automatic washing process for Oil and Water pumps. Cleaning and drying process in a vacuum-proof work chamber. Increased efficiency, improved speeds and low human intervention.

MACHINING CENTERS *PLANT 3 - COIMBATORE*

Automated machines which are being used for machining and trimming of Oil and Water pumps delivering high productivity and quality output.



END OF LINE TESTERS *PLANT 1 - COIMBATORE*



36 Vision based testing machines which replaces manual inspection with automated inspection. Reducing human inaccuracy and thus increasing quality

NEW INVESTMENTS *THIS YEAR*

NEW NO FAULT FORWARDING PRODUCTION LINES

PLANT 1, COIMBATORE



New automated assembly and transfer lines which facilitates highest quality, consistency and embraces 'No Fault Forward' principles at all stages of component and sub-assembly.

HiL LAB MACHINE

PLANT 1 - COIMBATORE



Hardware-in-the-Loop (HiL) testing systems is an essential contribution to quality assurance during the early phases of Electronic Control Unit (ECU) development. By simulating the model components they facilitate the testing of the functions or diagnostic behaviour of ECUs in the laboratory.

SOME OF OUR NEW BUSINESSES

JCB - LIVE LINK

Live Link is an innovative advanced telematics solution developed by Pricol which has enabled JCB, to offer better after sales support and vehicle management solutions, to all business stake holders.

The device is compatible with 32 JCB vehicle variants.

Compatible with both 12V and 24V vehicles.

First telematics product with CAN (J1939) interface.

First time 6 layer PCB board developed in Pricol, using 32 bit microcontroller.

First product with IP69K enclosure.

First Telematics product that crossed the 10000 mark.



JOHN DEERE - TELEMATICS DEVICE

Globally Certified replicable GPRS/3 G Modem.

GPS/GLONASS Receiver.

CAN/Controlled High side output.

Internal Battery/8 Hours Back up/<3mA Sleep Current.

Internal GPRS antenna/Internal and External GPS antenna.

Temper detection: External GPS antenna & SIM card alter

IP 67 Enclosure.

Live Mode/Back log Mode/Beacon Mode.

Integrated accelerometer/Temperature sensor.



RENAULT NISSAN KWID - PUMPS & SENSOR



Fuel Level Sensor

Oil Pump

Water Pump

SOME OF OUR NEW BUSINESSES

BAJAJ - AVENGER

Customer: Bajaj
Model: Avenger
Market: India/International
Product Details: Stepper Motor Driven Speedometer.



FORCE - TRAX

Customer: Force Motor Limited
Model: Trax – Commercial Vehicle
Market: India
Product Details: Stepper Motor Driven Speedometer, Tachometer.

ROYAL ENFIELD - HIMALAYAN

Customer: Royal Enfield
Model: Himalayan
Market: India/International
Product Details: Stepper Motor Driven Speedometer, Tachometer And Fuel Gauge.



SML ISUZU

Customer: SML Isuzu
Model: WC29 – Commercial Vehicle
Market: India
Product Details: Stepper Motor Driven Speedometer, Tachometer And Fuel Gauge.

CSR INITIATIVES

Corporate Social Responsibility is a way of life at Pricol, than just a statutory obligation. With Pricol's long standing commitment to service to the society, we are determined to develop a better environment and society around us.



Water Purifiers & AMC

Water purifiers with UV and Ozone technology were distributed to 10 rural government schools and 2 primary health centers under this project. These machines were provided with four years of free AMC.

Construction of Ladies Toilet at Government Schools

Creating sanitation facility for girls in three identified rural government schools in Periyanaickenpalayam, Veerapandi and Rakipalayam villages in and around Coimbatore, India.

Tree Park Construction

Converted three empty reserve sights at Veerapandi village in Coimbatore, India, as tree parks and maintaining the same.

Contribution to Wild Life SOS

Financial support to Wildlife SOS.

Flood Relief - Cuddalore

Three Truckloads of relief materials were distributed in Cuddalore to over 4000 families in five badly inundated villages. The relief hamper consisted of two sets of new clothes and undergarments for each family member, one bed sheet, one Jammakalam and sanitary pads. Besides these, medicines and water were also distributed.



BOARD OF DIRECTORS

Mr. Vijay Mohan, Chairman
Mrs. Vanitha Mohan, Vice Chairman
Mr. Vikram Mohan, Managing Director
Mr. D. Sarath Chandran (Upto 27th May, 2016)
Mr. C.R. Swaminathan
Mr. K. Murali Mohan
Mr. Suresh Jagannathan
Mr. R. Vidhya Shankar
Mr. G. Soundararajan
Mrs. Sriya Chari (From 27th May, 2016)

CHIEF FINANCIAL OFFICER

Mr. S. Shrinivasan

COMPANY SECRETARY

Mr. T.G. Thamizhanban

AUDITORS

M/s. Haribhakti & Co. LLP
 Chartered Accountants, Coimbatore

BANKERS

State Bank of India	Axis Bank Limited
HDFC Bank Limited	ICICI Bank Limited
Bank of Bahrain and Kuwait B.S.C.	

REGISTERED OFFICE

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 Coimbatore - 641 018, India.
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 E-mail : cs@pricol.co.in Website : www.pricol.com
 CIN : L33129TZ1972PLC000641

FACTORIES

PLANT I

132, Mettupalayam Road,
 Perianaickenpalayam,
 Coimbatore - 641 020, India.

PLANT II

Plot No.34 & 35, Sector 4,
 IMT Manesar,
 Gurgaon - 122 050, India.

PLANT III

4/558, Mettupalayam Road,
 Chinnamathampalayam,
 Bililichi Village,
 Press Colony Post,
 Coimbatore - 641 019, India.

PLANT V

Survey No.1065 & 1066,
 Urawade Road,
 Pirangut, Taluk Mulshi,
 Pune - 412 108, India.

PLANT VI

Plot No.11, Sector 10,
 Integrated Industrial Estate,
 Pantnagar, SIDCUL,
 Rudrapur - 263 153, India.

PLANT VII

Plot No.45, Sector 11,
 Integrated Industrial Estate,
 Pantnagar, SIDCUL,
 Rudrapur - 263 153, India.

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