



**PRICOL LIMITED**

*Passion to Excel*

**ANNUAL REPORT 2021**



**RESILIENCE, RESURGENCE AND SUSTENANCE**



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*Note: Across this report, the word 'Pricol' refers to 'Pricol Limited'.*

#### *Forward-looking Statements*

*In this Annual Report we may have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make, may contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance.*

*We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and inaccurate assumptions. Should known or unknown risks or uncertainties materialise or should underlying assumptions prove inaccurate, our actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind.*

*We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.*



## OUR THEME

Pricol has always been a symbol of holding its values, vision, and mission in high regard along with the perusal to achieve engineering excellence. We have committed to it wholeheartedly and this has resulted in us being one of the most recognized providers of precision-engineered technological solutions among leading automotive components and Industrial Brands.

### ***PRICOL'S THEME FOR THIS YEAR REVOLVES AROUND 3 ASPECTS OF GROWTH - RESILIENCE, RESURGENCE AND SUSTENANCE.***

#### **RESILIENCE**

Pricol has always embraced its outcomes even though when things weren't favourable and the paths taken were not the most ideal ones. This amazing quality of ours to stay united and strong through tough times has what has given us the strength to be resilient towards the hurdles that many organizations may succumb to. Pricol applauds none other but our own workforce family for developing this quality of being resilient with the steady support of all stakeholders. Their sheer will and dedication towards never compromising on our values and working towards the vision and goal of the company irrespective of situations has earned the name and pride of what we are as "Pricol" today.

#### **RESURGENCE**

One thing Pricol can boldly carry on its face is the fact that it has resurged from the toughest of the times. In fact, we have always bounced back to be stronger than we first faced our adversities. Our ability to resurge doesn't just narrow down to coming back from unfavourable business ventures but also from external factors such as the COVID - 19 induced Economic Crisis. Today, we have come out of the red situation completely and have jettisoned all loss making entities. Amidst the pandemic, we were able to pull off a much higher industry performance rate and operational excellence than most of our competitors. We did all that we could possibly do to streamline the business and operations and equipped ourselves better to be robust and ready for growth.

#### **SUSTENANCE**

Pricol's tale of resurgence from adversities is nothing short of a wonder. However, several critics often question if it is a one-time wonder. This is what pushed us to map our theme around another important aspect which we believe we will carry on to the future as well, Sustenance. Our primary focus is to continue this level of performance and open new doors for the business which might have never been pursued before, in a steady manner. We have gone up the value chain in terms of our product offerings with the new business wins, which will definitely help us to sustain the performance and grow from here onwards. Our team morale is at an all-time high, which will only make Pricol a force to reckon with in the market as a frugal innovator of cutting edge technology.

## COMPANY PROFILE

Pricol Limited is one of India's leading automotive components and precision engineered products manufacturers head quartered 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 and operations in Driver Information Systems and Sensors, Pumps and Allied Products, Telematics and Wiping Systems catering to leading automotive OEMs in Two / Three Wheeler, Passenger Vehicles, Commercial Vehicles, Farm Equipment and Offroad Vehicles across India and in International Markets (45+countries) with 2000+ product variants.

Today the company has 7 manufacturing plants across Coimbatore, Manesar, Pantnagar, Pune and Sricity in India, 1 manufacturing plant in Indonesia and 1 subsidiary in Satara in India, with 2 international offices in Tokyo and in Singapore. Pricol Group is powered by 5000+ strong, dedicated workforce which resolutely pursues the mission to be PASSIONATE, SUSTAINABLE, DYNAMIC and EVOLVING.



### OUR VISION

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



### OUR MISSION

#### Be Dynamic

Constantly innovate and find better ways to deliver value to our customers

#### Constantly Evolve

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



### OUR 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.

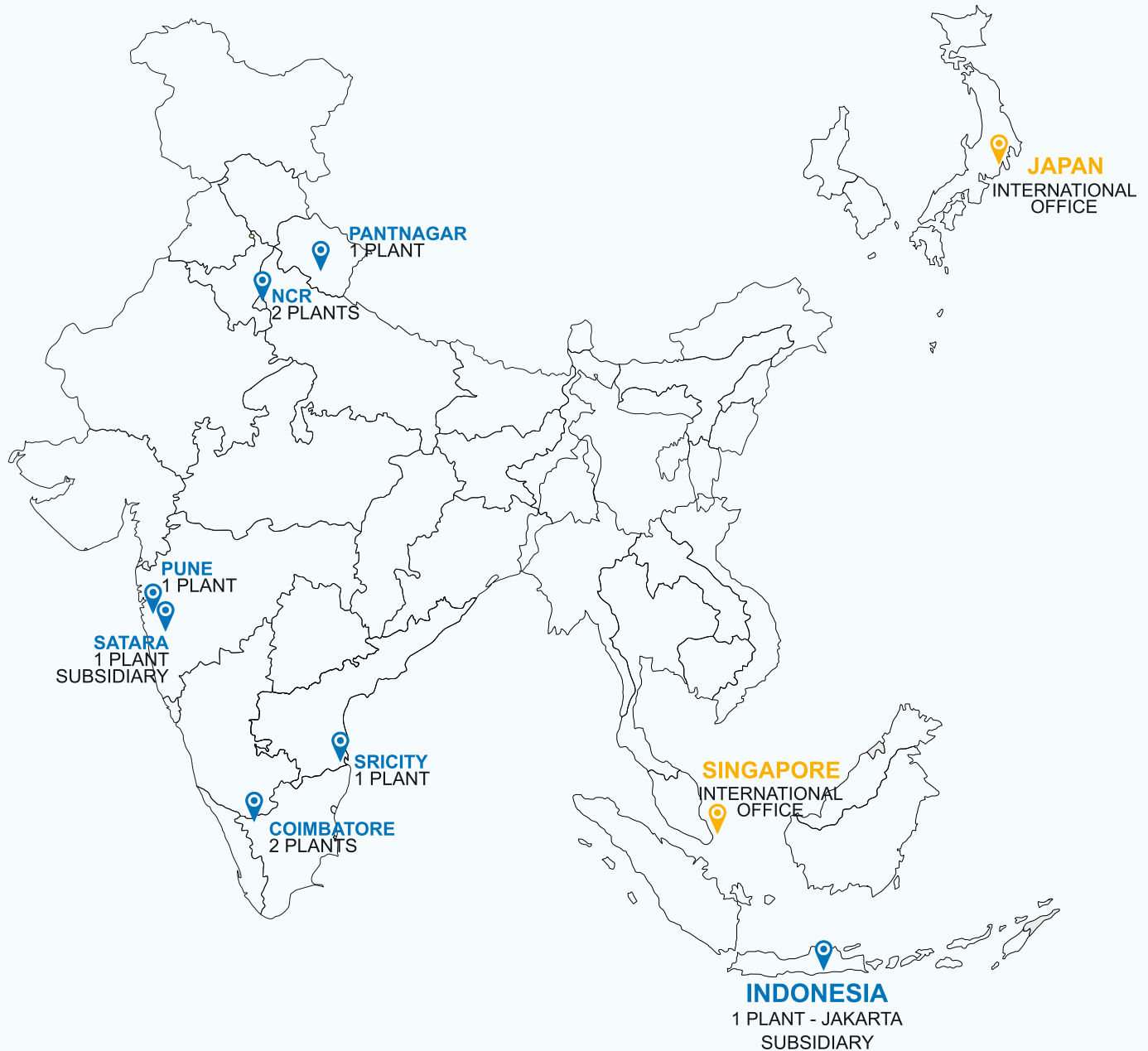
#### Ownership

We are responsible for all our actions.

#### Listen

We listen to both the spoken and unspoken before we act.

## PRICOL'S PRESENCE



 **PLANT LOCATIONS**

 **INTERNATIONAL OFFICE**

## PRODUCTS & SOLUTIONS

### DRIVER INFORMATION SYSTEM



Connected Vehicle Solutions



Instrument Cluster



Telematics

### SENSORS & SWITCHES



TFR Type Fuel Level Sensor



Speed Sensor



Reed Type Fuel Level Sensor



Speed Sensor



Camshaft/ Crankshaft  
Position sensor

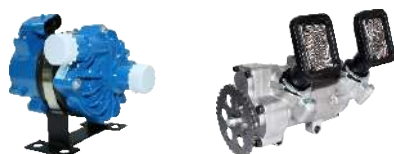
### PUMPS & MECHANICAL



Fuel Pump Module



OIL Pumps  
(Gerotor & Variable OIL Flow)



Water Pumps

### AUTO ELECTRICAL PRODUCTS



Wiping Systems



## ESTEEMED CLIENTELE



### TWO WHEELERS



### FOUR WHEELERS

## ESTEEMED CLIENTELE



### COMMERCIAL VEHICLE

 ASHOK LEYLAND	DAIMLER	 FORCE MOTORS	 Mahindra	 PIAGGIO®	swaraj mazda	 TATA
 VE COMMERCIAL VEHICLES <small>A VOLVO GROUP AND Eicher MOTORS JOINT VENTURE</small>						



### TRACTORS

 CNH INDUSTRIAL	 ESCORTS	 INDO FARM EQUIPMENT LIMITED	 JOHN DEERE	 Kubota	 Mahindra	 NEW HOLLAND AGRICULTURE
 PREET	 SAME	 SONALIKA INTERNATIONAL	 TAFE		 VST TILLERS TRACTORS LTD.	



### OFF ROAD VEHICLE

 Bobcat	 CAT	 DOOSAN	 HYUNDAI CONSTRUCTION EQUIPMENT	 JCB	 TATA HITACHI <small>Reliable solutions</small>	 TEREX®
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## ESTEEMED CLIENTELE



### INDUSTRIAL & OTHERS

						
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### EXPORT CUSTOMERS

## NEW BUSINESS WINS

### 2W CONNECTED, LCD & TFT CLUSTERS



### EV CLUSTERS



### 2W ELECTRONIC DIGITAL CLUSTERS



### PASSENGER VEHICLES & COMMERCIAL VEHICLES CLUSTERS



### 2W ELECTRONIC DIGITAL CLUSTERS

