



Pricol Limited

COMPANY BACKGROUND.....

- Pricol Limited is one of India's leading automotive technology and precision engineered solutions company, headquartered in Coimbatore, India. Commencing operations in the year 1975 and being committed to attain leadership and excellence, the company has evolved into a reputed brand in the global automotive industry.
- The company is a leading supplier of instrument clusters for large Two-wheeler, Three-wheeler, Passenger Vehicles, Commercial Vehicles and Off-road Vehicles players domestically and internationally and enjoys significant wallet share with them.
- Today the Company has in total of 8 manufacturing plants of which 7 plants are across Coimbatore, Manesar, Pantnagar, Pune and Sricity in India, 1 subsidiary plant in Jakarta, Indonesia.

BUSINESS MIX.....

- **Driver Information Systems and Connected Vehicle Solutions** – It offers a complete range of instrument clusters, sensors and telematics suited for entry level requirements to advanced requirements of automotive OEMs.
- **Actuation, Control & Fluid Management Systems** – Offers a wide range of pumps & allied products across two-three wheelers, cars and vans, commercial vehicles, tractors and off-road vehicles too.

KEY STRENGTHS.....

- Pricol is the 2nd largest manufacturer in the world for both instrument cluster and fuel level sensors for 2/3-wheeler application.
- Diversified product profile comprising of driver information systems, Pumps and mechanical products
- Fully vertically integrated with State-of-Art manufacturing facilities across India.
- 2 DSIR approved research facilities for in-house R&D with more than 470 Product and Process engineers.
- Strategic technology tie-up with Sibros Technologies for End-to-End telematics solution and BMS PowerSafe for Battery Management Systems.
- Long standing relationships with major OEM's
- Acquired injection moulding business of Sundaram Auto Components Limited with plans to expand the injection moulding business as an independent vertical.
- EV product portfolio in place and deployed for various requirement of EV vehicles.

FINANCIAL PERFORMANCE (Consolidated).....

(INR Mn)	Operational Income	EBITDA	EBITDA%	PAT	PAT%	EPS
FY22	15,447	1,806	11.69%	511	3.30%	4.19
FY23	19,586	2,285	11.67%	1,247	6.37%	10.23
FY24	22,718	2,731	12.02%	1,406	6.19%	11.54
FY25	26,919	3,129	11.62%	1,671	6.21%	13.70

Key Data

BSE Code	540293
NSE Code	PRICOLLTD
Reuters	PRCO.NS
Bloomberg	PRICOL:IN

Market Data (INR) As on 31st March, 2025

Face Value	1.0
CMP	450.70
52 Week H/L	598.85/375.35
Market Cap. (Mn)	54,931.99
Shares O/S (Mn)	121.88
1 Yr Avg. Vol. (000's)	443.25

Performance As on 31st March, 2025

	3M	6M	12M
Pricol	(15.28)%	(6.11)%	14.70%
SENSEX	(1.09)%	(8.12)%	4.66%
BSE SMALLCAP	(15.75)%	(18.56)%	7.09%

Shareholding Pattern As on 31st March, 2025

Promoters	38.51%
FII & DII	31.91%
Public	29.58%

BUSINESS SEGMENTS.....

Driver Information Systems and Connected Vehicle Solutions :

- Driver Information Solution:** Driver Information System (DIS) is used to indicate the instantaneous changing parameters in the vehicle such as Speed, Engine RPM, Engine Temperature, Fuel Level, Fuel Economy, Service Reminder, Phone Connect, Navigation Assist (Turn By Turn) & Various Warning Indicators at vehicle level.
- Connected Vehicle Solution:** With the increasing demand for Comfort, Safe, Entertainment and Smart vehicles, automotive OEMs are developing automobiles with Integrated Display & Infotainment Systems (Domain Controller) – systems that provide a combination of entertainment and information for an enhanced in-vehicle experience. Infotainment systems connect with the advanced technologies like ADAS systems, Telematics Units, V2V, V2X connectivity solutions, Smart Phones, etc. and integrates them with each other to provide a great driving experience.
- Sensors:** A device that responds to a physical stimulus such as heat, light, sound, pressure, magnetism, or a particular motion and transmits a resulting impulse as for measurement or operating a control.
- Battery Management System:** The BMS (Battery Management System) is the cornerstone of any energy storage system. It is an indispensable electronic system for using and producing batteries or energy systems. It performs several basic functions as the management and optimization of the battery voltage and current in order to ensure the safety. It also have intelligent characteristic that calculate, prevent and communication the key battery information.

Actuation, Control & Fluid Management Systems :

- Actuation and Control System:** Products designed and developed under Actuation and Control system helps to move or controls certain dynamics within the automotive vehicle.
- Fluid Management System:** Products designed and developed under Fluid management system is facilitating to supply fluid at a defined pressure and flow to the different sub-system of an automotive vehicle.

Select Recent Product Launches



GROWTH DRIVERS

- Increase in **digitization of instrument clusters** post introduction of BS-VI emission norms is a big growth opportunity for the company.
- China +1 strategy** has led to shift in supply chains, India can possibly increase its share in the global auto component trade to 4-5% by 2026.
- The **Global driver information system** market is expected to grow at a **CAGR of 7.5%** to reach a valuation of **USD 8,770.9 Mn by 2032**.
- The Indian automotive OEM industry aspires triple vehicle sales by 2026, from **26 Mn to 65 Mn to 76 Mn**, vehicles across segments.

PEER COMPARISON (TRAILING 12 MONTHS) INR Mn.....

Company	Operational Income	EBITDA	EBITDA%	PAT	PAT%	Market Cap
Pricol	26,919	3,129	11.62%	1,671	6.21%	54,932
Varroc	81,542	7,888	9.67%	697	0.85%	65,736
Minda Corp.	50,562	5,748	11.37%	2,553	5.05%	1,28,936
Fiem Ind.	24,226	3,223	13.30%	2,050	8.46%	37,015
Uno Minda	1,67,746	18,738	11.17%	10,206	6.08%	5,04,259

INCOME STATEMENT (CONSOLIDATED – Restated).....

Particulars (INR Mn)	FY22	FY23	FY24	FY25
Revenue from Operations	15,447	19,586	22,718	26,919
Total Expenses	13,641	17,301	19,987	23,790
EBIDTA	1,806	2,285	2,731	3,129
EBIDTA Margins (%)	11.69%	11.67%	12.02%	11.62%
Depreciation and amortisation expenses	818	779	821	898
Finance costs	273	183	183	132
Other Income	88	46	132	166
Exceptional Item	-	98	-	-
PBT	803	1,466	1,859	2,266
Tax	292	219	453	596
PAT	511	1,247	1,406	1,670
PAT Margins on continuing operations (%)	3.31%	6.37%	6.19%	6.20%
Diluted EPS	4.19	10.23	11.54	13.70

BALANCE SHEET (CONSOLIDATED).....

Equity and Liabilities (INR Mn)	FY23	FY24	FY25	Assets (INR Mn)	FY23	FY24	FY25
Shareholders Fund				Non Current Assets			
Share Capital	122	122	122	Fixed Assets			
Other Equity	6,921	8,331	10,038	Property, Plant & Equipment	3,959	4,592	7,065
Total Equity	7,043	8,453	10,160	Right of use assets	345	277	263
Non Current Liabilities				Capital work in progress	140	379	699
Long Term borrowings	268	-	678	Investment Property	70	67	64
Other Non – Current Liabilities	12	20	45	Intangible assets	1,598	1,380	1,316
				Intangible Assets under Development	6	4	5
Lease Liabilities	136	80	49	Investment	12	12	71
Other Financial Liabilities	8	9	536	Other Financial Assets	73	69	84
Long term provisions	149	190	155	Other Non Current Assets	232	144	122
Deferred tax liabilities (Net)	411	348	301	Deferred Tax Assets (Net)	4	3	2
Total Non-Current Liabilities	984	648	1,764	Total Non-Current Assets	6,438	6,927	9,691
Current Liabilities				Current Assets			
Short Term Borrowings	624	466	567	Inventories	2,717	3,203	3,626
Lease Liabilities	75	62	53	Trade Receivables	2,690	2,870	4,727
Trades payables	2,826	3,258	4,546	Cash and Cash Equivalents	560	1,125	1,011
Other Financial Liabilities	1,059	898	1,488	Other Bank Balances	279	11	10
Other Current Liabilities	259	276	517	Investments	36	52	69
Short Term Provisions	111	269	307	Other Financial Assets	3	15	14
Current Tax Liabilities (Net)	26	26	92	Other Current Assets	156	154	346
Total Current Liabilities	4,981	5,256	7,570	Total Current Assets	6,441	7,429	9,803
Liabilities in relation to Non-Current Assets held for sale	67	-	-	Non-Current Assets held for Sale	196	-	-
Total	13,075	14,356	19,494	Total	13,075	14,356	19,494

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