



PRICOL LIMITED

Passion to Excel

109, Race Course,
Coimbatore-641 018, India

+91 422 433 6000

connect@pricol.com

pricol.com

CIN: L34200TZ2011PLC022194

CUSTOMERS EMPLOYEES SHAREHOLDERS SUPPLIERS

PL/SEC/TGT/2022-2023/100
Thursday, 9th February 2023

Listing Department National Stock Exchange of India Limited “Exchange Plaza’, C-1, Block G Bandra-Kurla Complex, Bandra (E), Mumbai - 400051	Corporate Relationship Department BSE Limited 1 st Floor, New Trading Ring Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai 400 001
Script Code: PRICOLLTD	Script Code: 540293

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 and nine months ended 31st December 2022, **to be held today (9th February 2023) at 12:00 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





Q3 FY 23 | Investors Presentation | 09 FEB 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.

Recipients of this presentation are not to construe its contents or any prior or subsequent communications from or with the Company or its representatives as investment advice. In addition, this presentation does not purport to be all inclusive or to contain all the information that may be required to make a full analysis of the Company and of the relevance and adequacy of the information and should make such other investigations as they deem necessary.

Corporate Profile



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



3 International Office in Tokyo, Singapore & Dubai



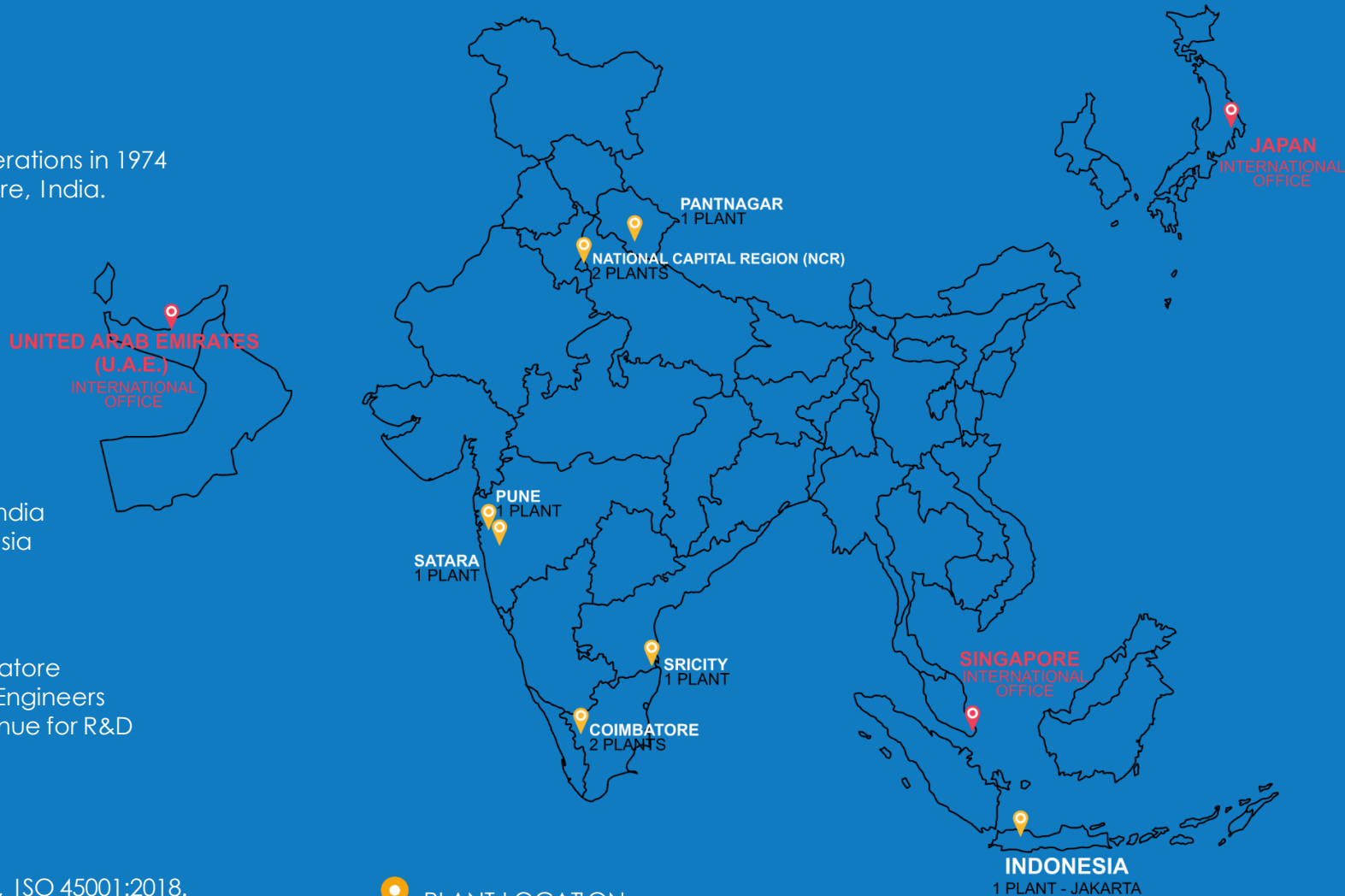
9 Manufacturing Locations
8 Manufacturing Plants in India
1 Subsidiary Plant in Indonesia



2 Technology Centre at Coimbatore
400+ Product and Process Engineers
~ 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)



PLANT LOCATION



INTERNATIONAL OFFICE

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)



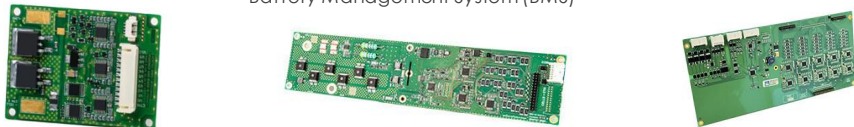
Sensors



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 In – House Capabilities

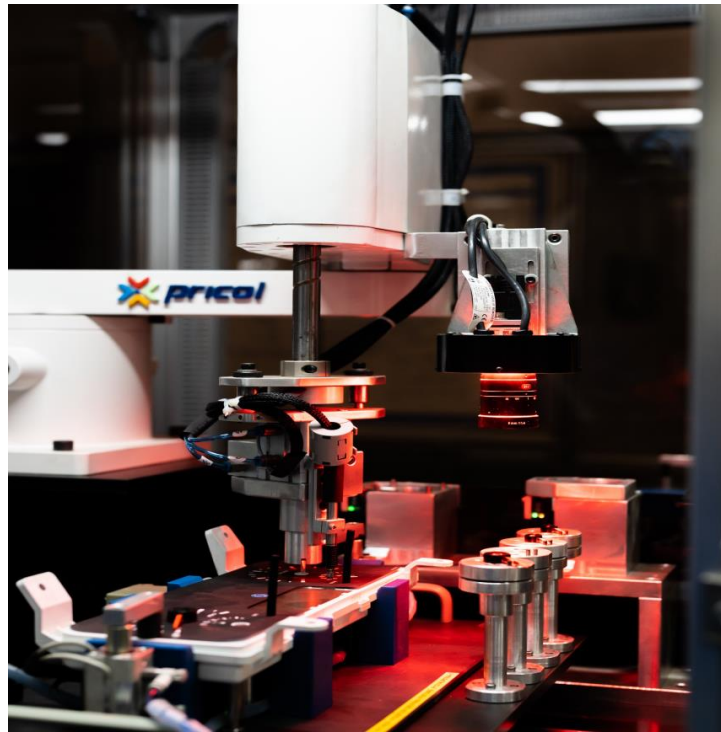


ENGINEERING EXCELLENCE

400+ Product and Process Engineers
Subject Matter Experts in Electronics
(Hardware & Software), Mechanical and
Electro-Mechanical domains
ASPICE level 2 practices

MANUFACTURING EXCELLENCE

PCB Assembly with SMT Lines
Robotic Lines with EOL Testing
State of the art Tool Room
Plastic Injection Molding
Pressure Die Casting
Machine Building
Sintering



TESTING EXCELLENCE

EMI – EMC
Hil Lab
Environment
Endurance
Product Reliability



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

Event Highlights - Auto Expo 2023

About

- Auto Expo 2023 for Auto Components was held in Pragati Maidan, New Delhi from 12th to 15th Jan-2023

Pricol's Exhibits

- Pricol exhibited futuristic and EV ready products like Heads Up Display (HUD), E-cockpit, Disc Brake, Round TFT Instrument Cluster, TFT Smart Clusters, Electric Coolant Pump, Electric Cabin Tilt System along with its existing range of products
- Pricol also showcased end-to-end Telematics Solution and Battery Management System (BMS) along with our partnership companies
- Pricol also displayed off-the-shelf and ready-to-use EV-specific solutions catering to traditional and new age start-up EV 2-wheeler manufacturers



New Products launched on Auto Expo 2023



E-cockpit & TFT Smart Clusters



Battery Management Solution(BMS)



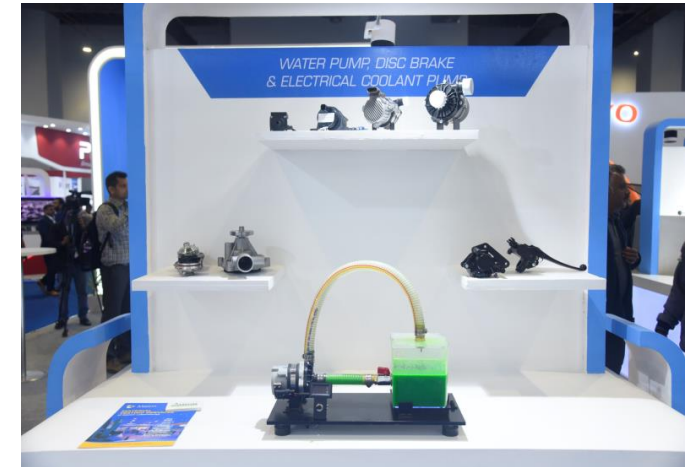
Heads Up Display (HUD)



Telematics



Cabin Tilt Systems & Fuel Pump Module



Disc Brake, Electrical Oil and Coolant Pumps 

Event Highlights - CES 2023

About

- Consumers Electronic Show(CES) is world's leading tech show organized by the Consumer Technology Association(CTA)
- Held in January at the Las Vegas Convention Center in Winchester, Nevada, United States, the event typically hosts presentations of new products and technologies in the consumer electronics industry and other industries

Pricol's Exhibits

- Pricol's 4G Telematics Control Unit displayed as a part of Sibros booth at CES-2023 to illustrate the technology partnership



CES – Highly Influential Tech Event



Sibros Stall at CES



Pricol's Telematics Control Unit



Recent Award



Confederation of Indian Industries (CII) awarded Pricol as one of the "TOP 50 INNOVATIVE COMPANIES" as a part of Industrial Innovation award 2022



Financials

Key Financial Highlights Q3 FY23

Q3-FY23 Standalone Financial Highlights

Revenue From Operations	EBITDA	EBITDA Margin
INR 449.57 CRS	INR 49.94 CRS	11.11 %
<hr/>		
PAT	PAT Margin	Diluted EPS
INR 26.31 CRS	5.85 %	INR 2.16

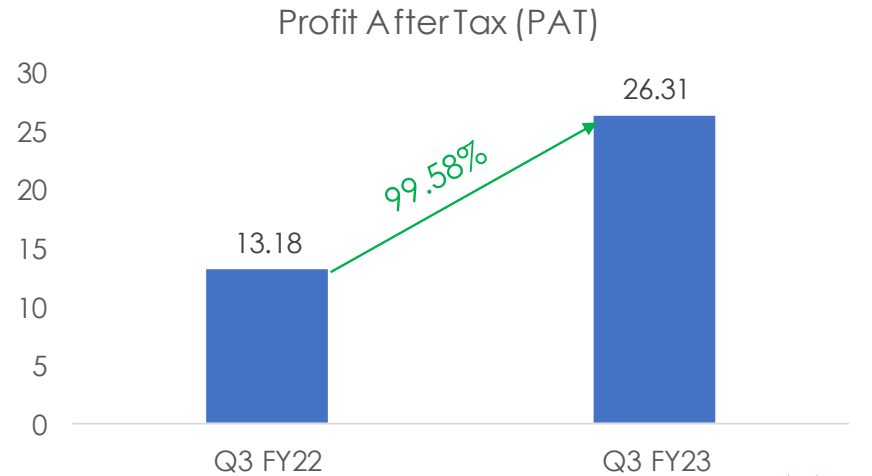
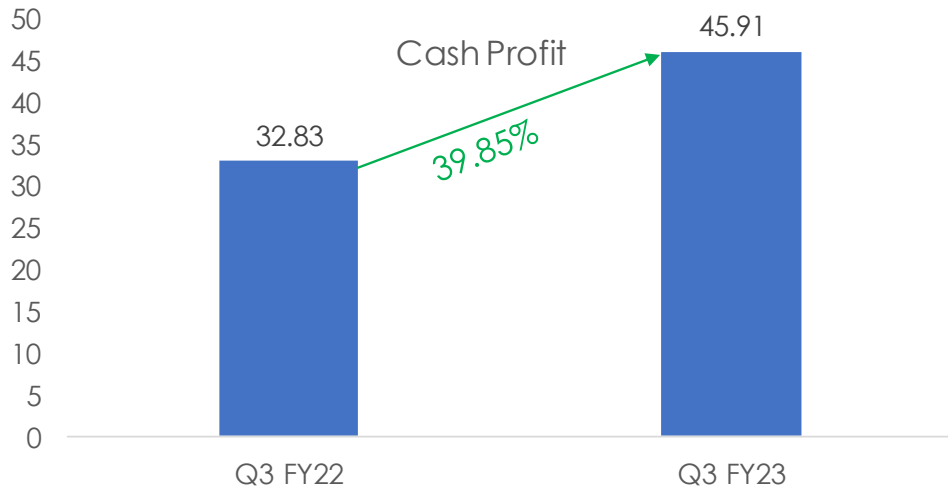
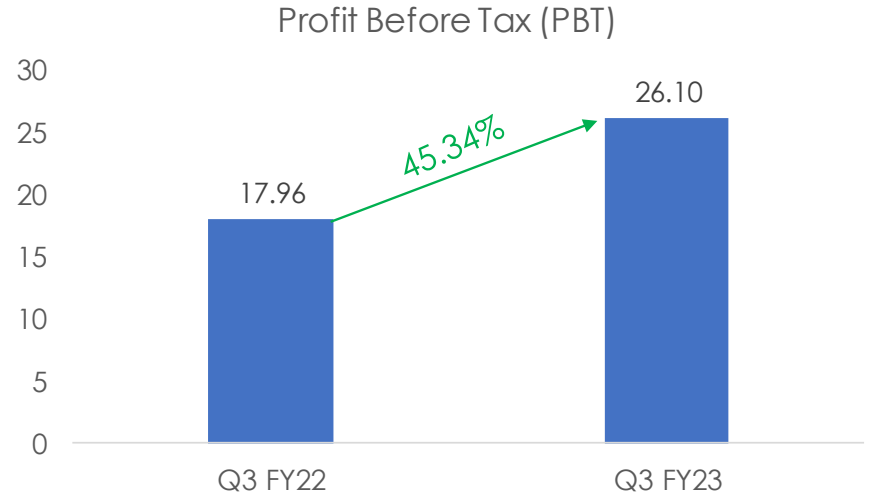
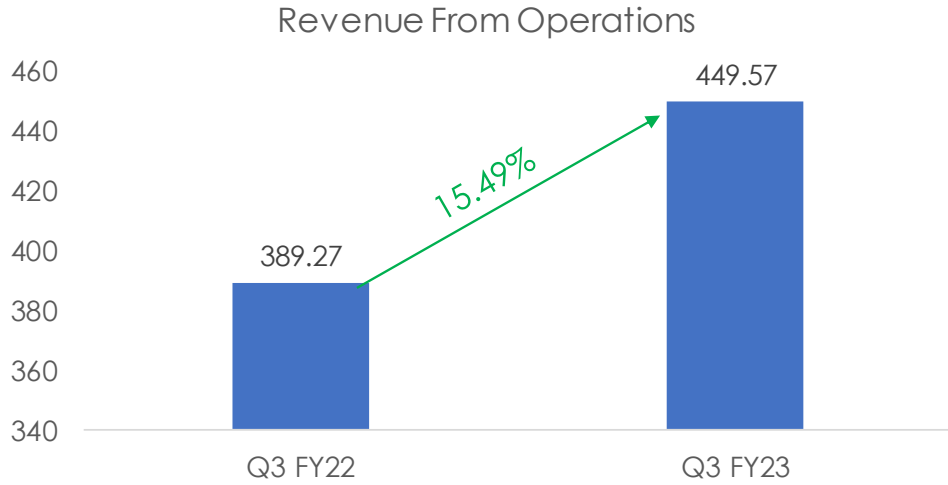
Q3-FY23 Consolidated Financial Highlights

Revenue From Operations	EBITDA	EBITDA Margin
INR 458.16 CRS	INR 51.81 CRS	11.31 %
<hr/>		
PAT	PAT Margin	Diluted EPS
INR 26.76 CRS	5.84 %	INR 2.20

At Consolidated level Long terms borrowings is NIL in Q3 FY 23 as against 100.41 Cr in Q3 FY 22.

Key Financial Highlights – Q3 FY22 vs Q3 FY23 (Standalone)

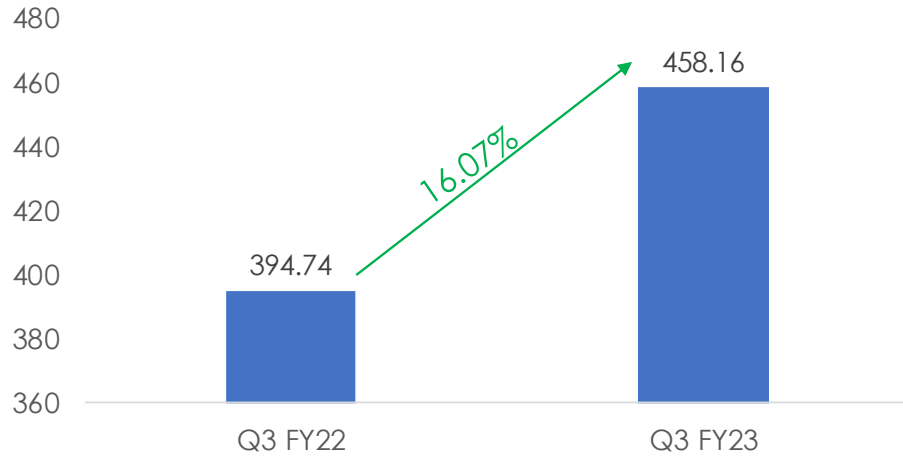
All Value in INR in Crores



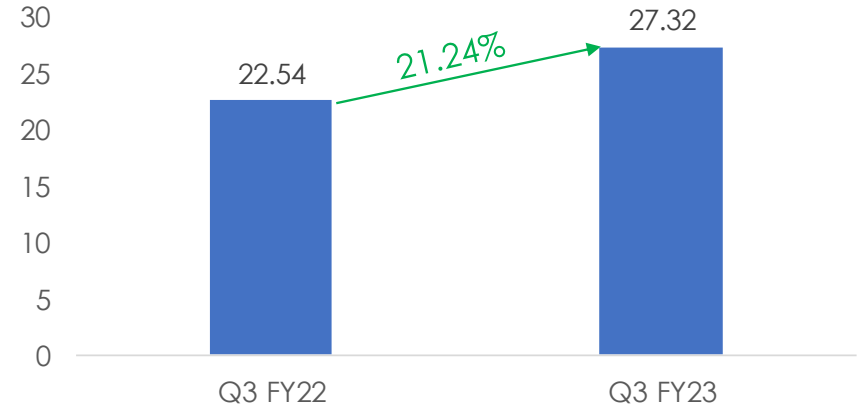
Key Financial Highlights – Q3 FY22 vs Q3 FY23 (Consolidated)

All Value in INR in Crores

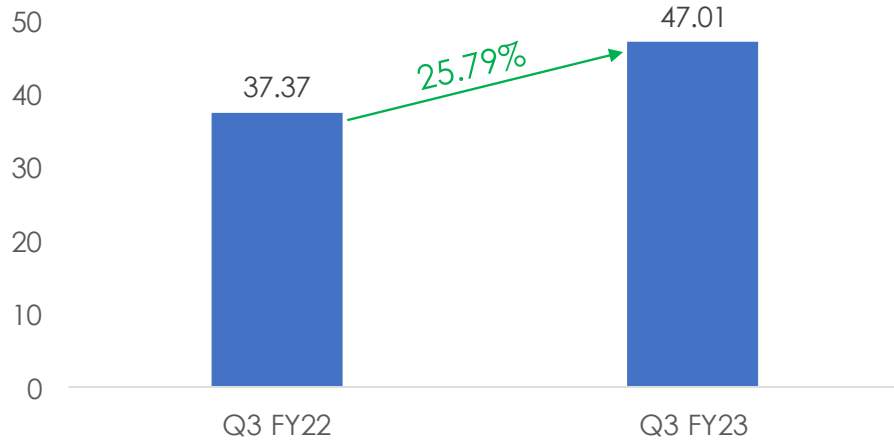
Revenue From Operations



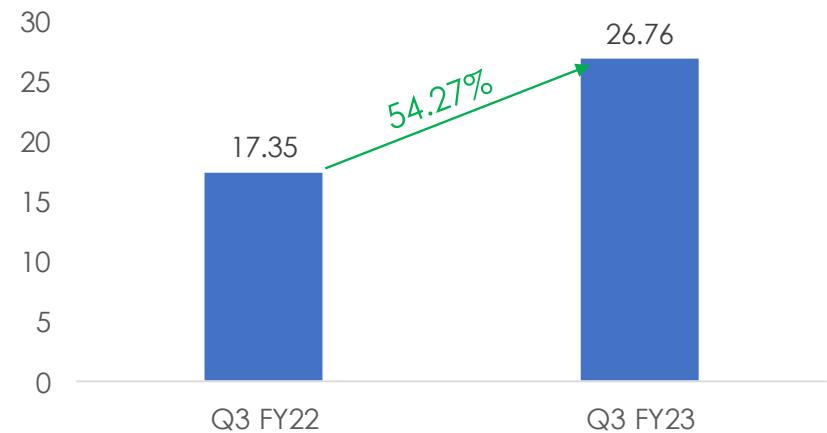
Profit Before Tax (PBT)



Cash Profit



Profit After Tax (PAT)



Q3 FY23 Financial Performance Highlights (Standalone)

INR in. lakhs

	Q3 FY22 (OCT-DEC)	Q4 FY22 (JAN-MAR)	Q1 FY23 (APR-JUN)	Q2 FY23 (JUL-SEP)	Q3 FY23 (OCT-DEC)	9M FY23 (APR-DEC)	FY22
Income – Standalone							
Revenue from Operations	38,926.79	39,742.06	42,747.51	49,374.01	44,956.50	1,37,078.02	1,47,873.13
Growth %	(0.19)%	2.09%	7.56%	15.50%	-8.95%	26.77%	10.67%
Other Operating Revenue	1,259.12	1,061.78	1,117.16	1,482.92	1,592.99	4,193.07	4,462.41
Other Income	77.83	10.61	97.35	70.05	42.38	209.78	698.83
Total Revenue	40,263.74	40,814.45	43,962.02	50,926.98	46,591.87	1,41,480.87	1,53,034.37
Profit from Operations							
Profit / (Loss) Before Tax	1,795.68	2,665.85	2,573.82	3,122.02	2,609.99	8,305.83	7,048.01
Profit / (Loss) from Operations before other Comprehensive Income	1,795.68	2,665.85	2,573.82	3,122.02	2,609.99	8,305.83	7,048.01
Other Comprehensive Income / (Expense)	(85.93)	114.55	(25.08)	(25.08)	(25.08)	(75.24)	(89.23)
Profit / (Loss) from Operations after other comprehensive Income	1,709.75	2,780.40	2,548.74	3,096.94	2,584.91	8,230.59	6,958.78
EBITDA							
Profit / (Loss) from Operations	1,709.75	2,780.40	2,548.74	3,096.94*	2,584.91	8,230.59	6,958.78
Depreciation	2,020.58	1,948.37	1,985.74	1,997.40	1,979.03	5,962.17	8,054.70
Interest	545.07	523.54	452.23	459.33	430.30	1,341.86	2,675.23
EBITDA	4,275.40	5,252.31	4,986.71	5,553.67	4,994.24	15,534.62	17,688.71
Revenue from Operations	38,926.79	39,742.06	42,747.51	49,374.01	44,956.50	1,37,078.02	1,47,873.13
EBITDA % on Revenue from Operations	10.98%	13.22%	11.67%	11.25%	11.11%	11.33%	11.96%

*Excluding exceptional items of INR 9.75 Crs

Q3 FY23 Financial Performance Highlights (Standalone)

INR in. lakhs

	Q3 FY22 (OCT-DEC)	Q4 FY22 (JAN-MAR)	Q1 FY23 (APR-JUN)	Q2 FY23 (JUL-SEP)	Q3 FY23 (OCT-DEC)	9M FY23 (APR-DEC)	FY22
CASH PROFIT							
EBITDA	4,275.40	5,252.31	4,986.71	5,553.67	4,994.24	15,534.62	17,688.71
Less : Interest	545.07	523.54	452.23	459.33	430.30	1,341.86	2,675.23
Less : Tax Expense	447.41	1,386.47	921.52	(176.52)	(27.29)	717.71	2,678.00
Add Exceptional Item	0.00	0.00	0.00	975.00	0.00	975.00	
Cash Profit	3,282.92	3,342.30	3,612.96	6,245.86	4,591.23	14,450.05	12,335.48
FREE CASH FLOW							9,716.12
Borrowings – Standalone							
Long Term Borrowings	10,041.34	7,757.95	6,500.00	0.00	0.00	0.00	7,757.95
Working Capital Borrowings	7,494.59	5,048.39	7,440.09	7,139.44	9,447.99	9,447.99	5,048.39
Total Borrowings	17,535.93	12,806.34	13,940.09	7,139.44	9,447.99	9,447.99	12,806.34

Q3 FY23 Financial Performance Highlights (Consolidated)

INR in. lakhs

	Q3 FY22 (OCT-DEC)	Q4 FY22 (JAN-MAR)	Q1 FY23 (APR-JUN)	Q2 FY23 (JUL-SEP)	Q3 FY23 (OCT-DEC)	9M FY23 (APR-DEC)	FY22
Income – Consolidated							
Revenue from Operations	39,473.72	40,368.79	43,398.18	50,100.41	45,815.98	1,39,314.57	1,50,006.88
Growth %	(0.22)%	2.27%	7.50%	15.44%	-8.55%	27.07%	10.39%
Other Operating Revenue	1,259.12	1,061.78	1,117.16	1,482.92	1,592.99	4,193.07	4,462.41
Other Income	96.88	149.54	128.69	63.00	78.18	269.87	882.06
Total Revenue	40,829.72	41,580.11	44,644.03	51,646.33	47,487.15	1,43,777.51	1,55,351.35
Profit from Operations							
Profit / (Loss) Before Tax	2,253.81	2,726.08	3,022.86	3,812.43*	2,732.48	9,567.77	8,027.94
Profit / (Loss) from Operations before other Comprehensive Income	2,253.81	2,726.08	3,022.86	3,812.43	2,732.48	9,567.77	8,027.94
Other Comprehensive Income / (Expense)	(43.89)	224.55	172.64	191.36	5.85	369.85	167.05
Profit / (Loss) from Operations after other comprehensive Income	2,209.92	2,950.63	3,195.50	4,003.79	2,738.33	9,937.62	8,194.99
EBITDA							
Profit / (Loss) from Operations	2,209.92	2,950.63	3,195.50	4,003.79	2,738.33	9,937.62	8,194.99
Depreciation	2,016.24	1,989.90	2,017.61	2,036.06	2,012.63	6,066.30	8,183.90
Interest	554.77	524.67	452.40	459.43	430.45	1,342.28	2,728.23
EBITDA	4,780.93	5,465.20	5,665.51	6,499.28	5,181.41	17,346.20	19,107.12
Revenue from Operations	39,473.72	40,368.79	43,398.18	50,100.41	45,815.98	1,39,314.57	1,50,006.88
EBITDA % on Revenue from Operations	12.11%	13.54%	13.05%	12.97%	11.31%	12.45%	12.74%

*Excluding exceptional items of INR 9.75 Crs

Q3 FY23 Financial Performance Highlights (Consolidated)

INR in. lakhs

	Q3 FY22 (OCT-DEC)	Q4 FY22 (JAN-MAR)	Q1 FY23 (APR-JUN)	Q2 FY23 (JUL-SEP)	Q3 FY23 (OCT-DEC)	9M FY23 (APR-DEC)	FY22
CASH PROFIT							
EBITDA	4,780.93	5,465.20	5,665.51	6,499.28	5,181.41	17,346.20	19,107.12
Less : Interest	554.77	524.67	452.40	459.43	430.45	1,342.28	2,728.23
Less : Tax Expense	489.03	1,455.76	954.74	30.90	49.96	1,035.60	2,890.70
Add Exceptional Item	0.00	0.00	0.00	975.00	0.00	975.00	
Cash Profit	3,737.13	3,484.77	4,258.37	6,983.95	4,701.00	15,943.32	13,488.19
FREE CASH FLOW							11,225.83
Borrowings – Consolidated							
Long Term Borrowings	10,041.34	7,757.95	6,500.00	0.00	0.00	0.00	7,757.95
Working Capital Borrowings	7,494.59	5,048.39	7,440.09	7,139.44	9,447.99	9,447.99	5,048.39
Total Borrowings	17,535.93	12,806.34	13,940.09	7,139.44	9,447.99	9,447.99	12,806.34

Select Recent Product
Launches

Q3 FY23 Product Launch (DICVS)



TVS

(RAIDER - TFT)



Bajaj

(Pulsar NS 125)



Bajaj

(Pulsar NS 160)



HOP Electric Mobility

(OXO)



Switch Mobility

(E-LCV)



Switch Mobility

(E-BUS)



Force Motors

(Urbania)

Q3 FY23 Product Launch (ACFMS)

Domestic

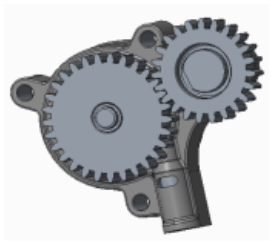


Electric Coolant Pump
TATA Motors
(E-BUS)



Fuel Pump Module
Bajaj - KTM
(Duke)

Exports



Oil Pump Assy.
FPT Powertrain
Technologies



Oil Pump Assy.
Ducati

 *PASSIONATE*
 *SUSTAINABLE*
 *DYNAMIC*
 *EVOLVING*