

V
A
L
U
E

P
I
C
K

Key Data	
Bloomberg Code	PRICOL IN
NSE Code	PRICOL
BSE Code	540293
Industry	Auto Components & Equipments
Face Value (₹)	1.0
BV per share (₹)	63
52 Week L/H(₹)	211/444
Market Cap. (₹ Mn.)	48,020

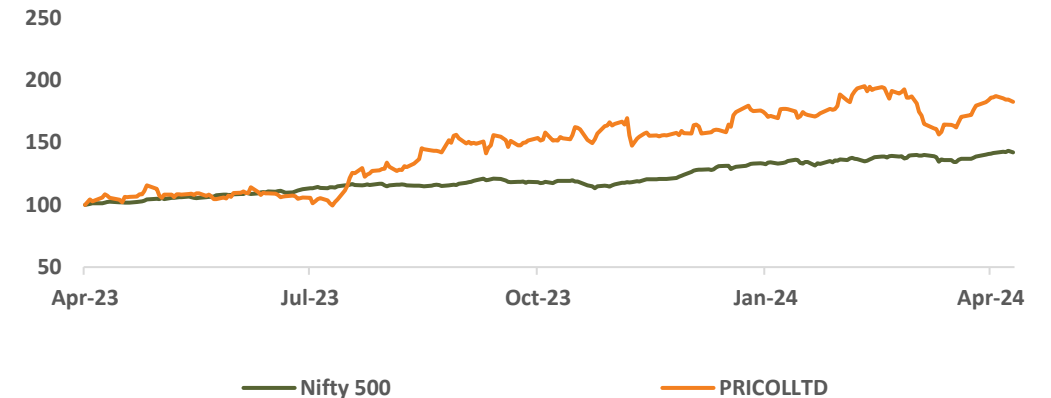
Shareholding Pattern (as on Mar'24)

Particulars	Mar-24	Dec-23	Sep-23	Jun-23
Promoter	38.51%	38.51%	38.51%	38.51%
Institutions	30.98%	13.42%	9.55%	8.47%
Others	30.50%	48.05%	51.93%	53.02%
Total	100.0%	100.0%	100.0%	100.0%

Source: Company, Anand Rathi Research, Bloomberg

(In ₹ mn)	FY-22	FY-23	FY-24E	FY-25E
Net Sales	15,447	19,586	22,524	26,466
EBITDA	1,806	2,285	2,816	3,440
EBITDA Margin	11.7%	11.7%	12.5%	13.0%
PAT	511	1,247	1,418	1,842
PAT Margin	3.3%	6.4%	6.3%	7.0%
EPS (₹)	4.2	10.2	11.6	15.1
P/E (x)	94.0	38.5	33.9	26.1

Relative stock performance (Apr'23=100)

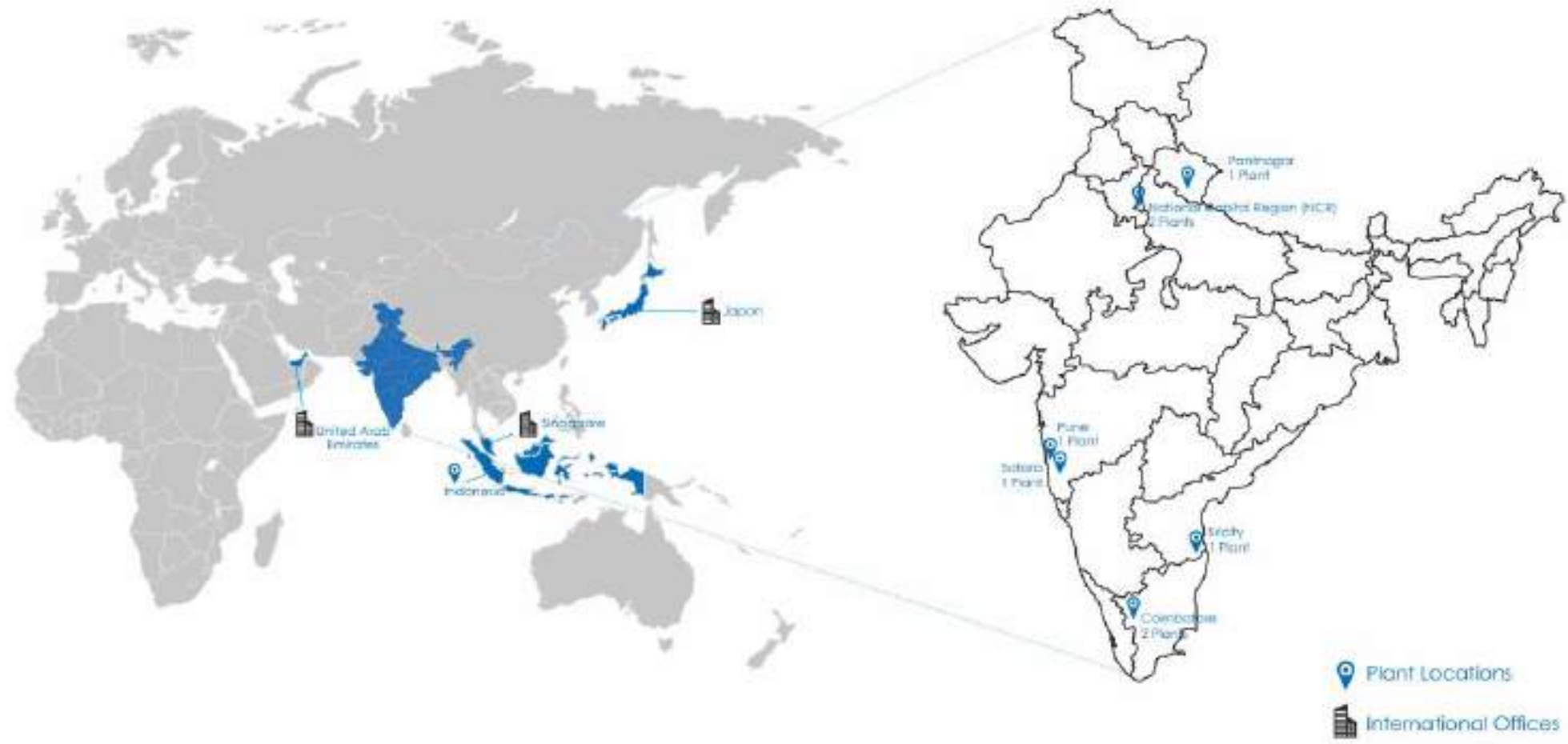


Revolutionizing Mobility: Breakthrough in Vehicle Technology

- ❑ **New product Launches in DIS** – The company supplies clusters and Driver Information Systems to top clients like Tata, TVS, Bajaj, and Hero, particularly for two-wheelers and commercial vehicles, holding significant market shares. In Q3 FY24, they introduced new Driver Information Systems and provided clusters for Hero MotoCorp, Tata Motors' EVs, Switch Mobility, and Daimler's buses and trucks. They've also supplied products for various other models earlier.
- ❑ **Benefitting from shift to digital & TFT Clusters** – Since the implementation of BS-VI emission standards in April 2020, there's been a shift from mechanical to digital instrument clusters, with Pricol swiftly embracing these changes, leading to a 40% revenue increase in FY2020-21. Known for telematics solutions, they've produced over 300,000 units and their Driver Information System (DIS) segment contributes significantly, with 65% of total revenue in FY23. The industry trend favors TFT clusters over LCD, and Pricol aims to increase TFT usage to 20%. This transition has boosted margins, with electronic clusters manufacturing since 2020, providing end-to-end solutions for customers.
- ❑ **Shift towards electrification of Vehicles** – The company, committed to technological advancement, sees significant growth potential in the rise of electric vehicles (EVs). Collaborating with over 25 EV players, including Hero Electric and Okinawa, they aim to provide innovative solutions. Although EV adoption faced regulatory challenges, the management remains confident in their projects. With EV sales at 5-6% of total 2W sales in India, expected to rise due to favorable policies and infrastructure, the government has extended FAME II subsidies for 2W and 3W EVs until July'24. This extension, along with government initiatives and infrastructure development, indicates a promising future for EV adoption in the country.
- ❑ **New Opportunities in ACFMS Segment** – The company offers a range of products including Fuel Pump Module, Disc brakes, Oil pumps, and more. Their strategy focuses on providing value-added offerings to off-road vehicles and heavy-duty engines, with plans to expand into electric coolant pumps and Battery Management Systems. ACFMS also dominates exports, comprising 90% of total exports, with plans to increase export revenue from 8% to 20%. Key achievements include supplying electric coolant pump assembly to Tata Motors E-Bus and fuel pump modules to Bajaj, Honda Motors, GENERAC, and Hero MotoCorp, with further collaboration with Tata Motors and Ashok Leyland in Q3FY24.
- ❑ **Partnerships and forthcoming product advancements** – The company is working on futuristic and electric vehicle-ready products like Heads Up Display (HUD), E-cockpit, and Electric Coolant Pump. They also displayed Telematics Solutions and Battery Management Systems (BMS), highlighting partnerships with other companies. Additionally, they're developing disc brakes for vehicles above 125cc and collaborating with 28 startups for Driver Information Systems (DIS).
- ❑ We anticipate significant benefits for the company stemming from the robust demand across various segments of the automotive industry, including 2-wheelers, commercial vehicles, tractors, and off-road vehicles. Pricol boasts considerable market shares in each of these segments, supplying them with essential components. Furthermore, the company has substantial prospects for expansion in exports within the ACFMS segment. Therefore, we recommend a **"BUY"** rating for the company, setting a target price of **Rs. 495 per share**.

About the Company

- ❑ Pricol Limited initiated its activities in 1975 in Coimbatore, located in South India. The company specializes in manufacturing and distributing instrument clusters and various automobile components to original equipment manufacturers (OEMs) and replacement markets.
- ❑ The company conducts its business operations in Driver Information Systems and Sensors, Pumps and Allied Products, Telematics, and Wiping Systems. It serves prominent automotive OEMs in various sectors including Two/Three Wheelers, Passenger Vehicles, Commercial Vehicles, Farm Equipment, and Off-road Vehicles both within India and in over 45 international markets. It offers a diverse range of products, with over 2000 variants.
- ❑ The company operates eight manufacturing facilities situated in Coimbatore, Manesar, Pantnagar, Pune, Satara, Sricity within India. Additionally, it has one manufacturing plant located in Jakarta, Indonesia, along with three international offices in Japan, the United Arab Emirates, and Singapore. The Pricol Group is supported by a dedicated workforce exceeding 5000 employees, all committed to embodying the company's mission of being passionate, sustainable, dynamic, and continuously evolving.
- ❑ The company boasts a rich history of serving esteemed global clients across various categories. In the realm of Two-Wheelers, notable customers include BMW, Bajaj, Ducati, Hero etc. Within the Tractor sector, the company serves clients such as Indo Farm, Kubota, Mahindra, and Swaraj. In the realm of Commercial Vehicles, Ashok Leyland, Daimler, Force Motors, and Tata stand among its valued clients. Furthermore, its clientele in Off-Road Vehicles includes Tata Hitachi , Hyundai Construction Vehicles etc. Additionally, the company caters to a diverse range of prominent clients in categories such as Passenger Vehicles and Industrial sectors.
- ❑ The company has recently expanded its operations into motors and actuators, introducing new sensors and advanced technologies in driver information systems, particularly focusing on areas related to electric vehicle (EV) technology. Additionally, it has forged an exclusive technology partnership with BMS PowerSafe to produce battery management systems (BMS) tailored for electric vehicles across all market segments. At the Auto Expo 2023, Pricol introduced a range of new products tailored for electric vehicles (EVs), including Heads Up Display (HUD), E-cockpit, Disc Brake, Round TFT Instrument Cluster, TFT Smart Clusters, Electric Coolant Pump, and more.
- ❑ The company operates two DSIR-approved Research and Development (R&D) centers. By March 2023, the company had developed 13 inventions, with 18 patents filed. Out of these, 14 patents have been granted, while the rest are currently under review. In the fiscal year 2023, approximately 4.5% of the total revenues were allocated towards R&D activities.



A. Driver Information and Connected Vehicle Solutions

Connected Vehicle Solutions



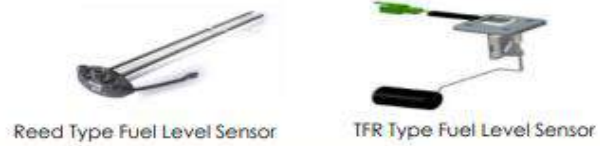
Instrument Cluster



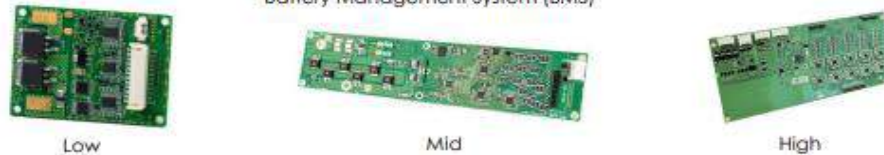
Telematics (End-to-End Solution with Cloud & Cyber Security)



Sensors



Battery Management System (BMS)



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



TWO WHEELERS



TRACTORS



COMMERCIAL VEHICLES



OFF ROAD VEHICLE



PASSENGER VEHICLES



INDUSTRIAL



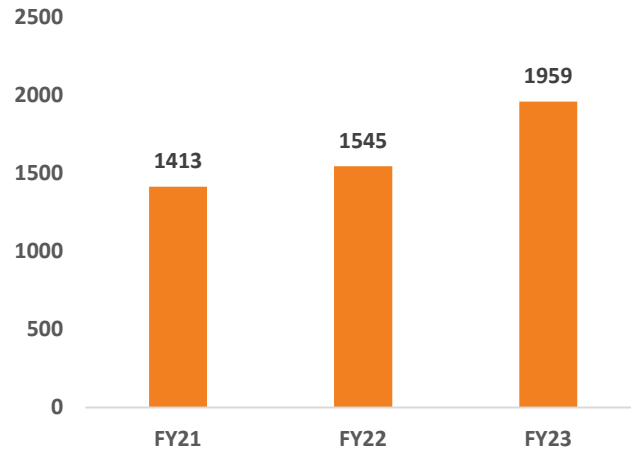
Q3/9M FY24 -Financial & Operational Highlights

- ❑ The company reported a net revenue of Rs.557 Crores in Q3 FY24 v/s Rs.458 Crores in the same quarter last year, a growth of 21.6% YoY basis. For 9M FY24, the company reported a revenue of Rs. 1,642 Crores v/s Rs. 1,393 Crores a growth of 17.9%.
- ❑ The company reported an EBIDTA of Rs. 70 Crores in Q3 FY24 v/s Rs. 52 Crores in Q3 FY23 a growth of 34.8% YoY. For 9M FY24, the company reported an EBIDTA of Rs. 208 Crores v/s Rs. 170 Crores %.
- ❑ The company reported an EBIDTA Margins of 12.5% in Q3 FY24 v/s the margins of 10.9% in Q3 FY23. For 9M FY24 the company a reported margins of 12.6% v/s 11.8% margins it reported in 9M FY23.
- ❑ The company reported a PAT of Rs. 34 Crores in Q3 FY24 v/s Rs. 27 Crores in Q3 FY23, a growth of 27.1% YoY. For 9M FY24 the company reported a PAT of Rs. 99.1 Crores against Rs. 94.8 Crores in 9M FY23.
- ❑ The company reported a flat PATM of around 6% in Q3 FY24. The PATM for 9M FY24 the company reported a PATM of 6.0% v/s 6.5% in 9M FY23.

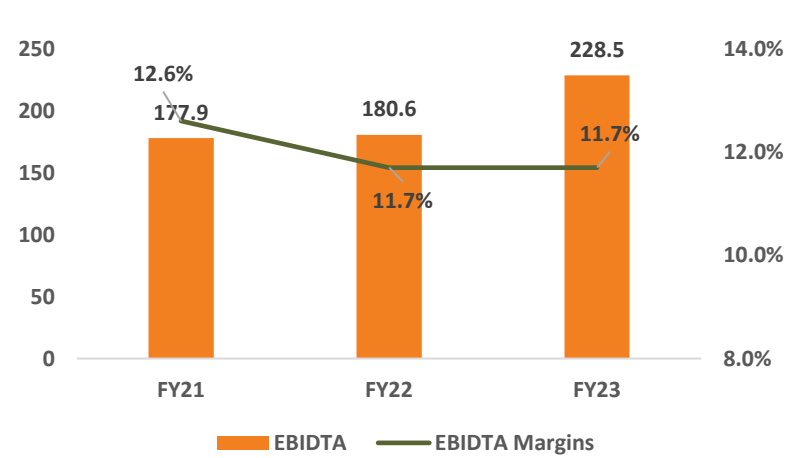


Key Consolidated Financial Highlights

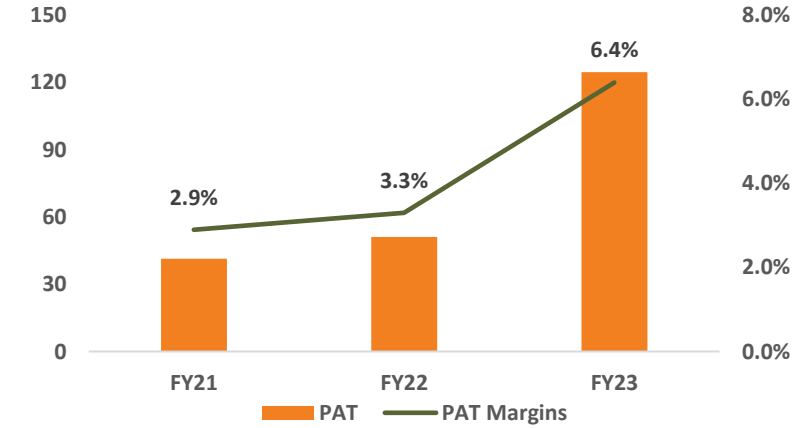
Revenue (INR Crores)



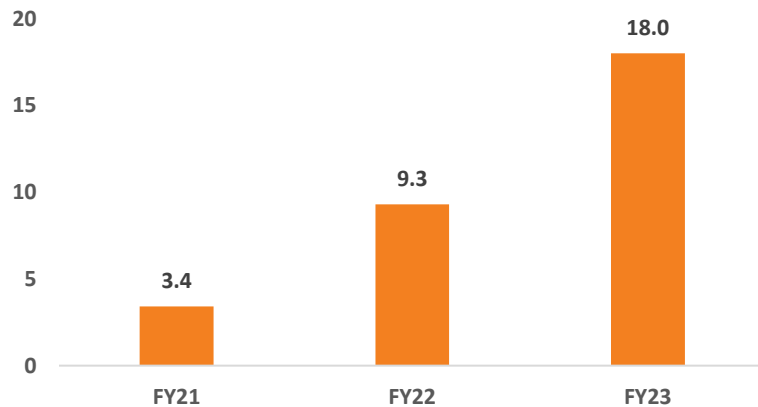
EBIDTA and EBIDTA Margins (INR Crores)



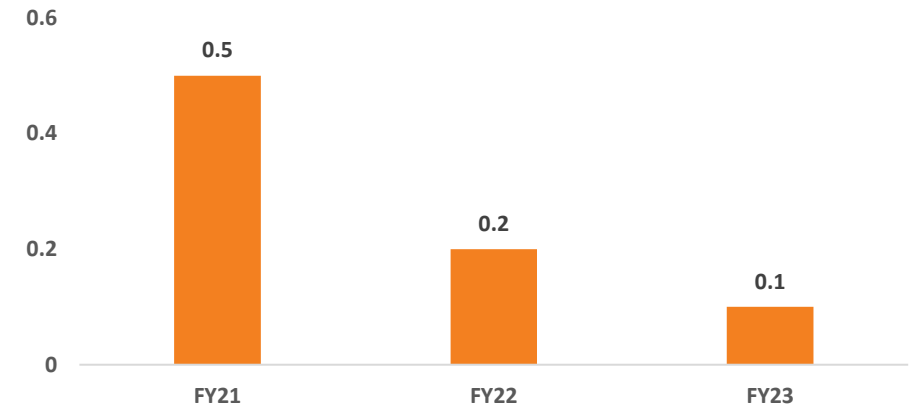
PAT and PAT Margins (INR Crores)



ROE



Debt - Equity



- ❑ The company consistently supplies its clusters to newly launched products in the market, catering to prestigious clients such as Tata, TVS, Bajaj, and Hero. Moreover, their products are integral to the newly introduced EV vehicles.
- ❑ The company's primary focus lies in the realm of two-wheelers and commercial vehicles. They boast a substantial market share in both sectors, commanding 50% in two-wheelers and 70% in commercial vehicles. Additionally, they hold significant market shares of 50% in tractors and 90% in the off-road vehicle segment.
- ❑ During Q3 FY24, the company introduced numerous Driver Information Systems. They supplied clusters for the newly launched models by Hero MotoCorp, including the 125cc premium Xtreme and 440cc Mavrick. Additionally, they equipped the new Tata Motors EV Punch range, as well as IC vehicles of Punch, with Driver Information Systems (DIS). Furthermore, DIS was provided for Switch Mobility, an EV subsidiary of Ashok Leyland. For Daimler, the company unveiled state-of-the-art Driver Information Systems for their new line of buses and trucks.
- ❑ Earlier the company has provided its products for TVS Motors Apache and Jupiter, Tata Motors Nexon, Switch Mobility – EBus, Force Motors, Urbania, Bajaj Pulsar 160 NS etc.
- ❑ The company had also provided products like Electric Coolant Pump Assembly for Tata Motors Ebus, Fuel Pump Module Assembly Bajaj – KTM (Duke), Oil pump assembly HMSI, GENERAC and HMCL.





Hero MotoCorp

(Xtreme 125R)



Hero MotoCorp

(Mavrick 440)



TATA Motors

(Punch - Nova) **EV**



TATA Motors

(PUNCH)



Switch Mobility

(leV3/4 - Series) **EV**

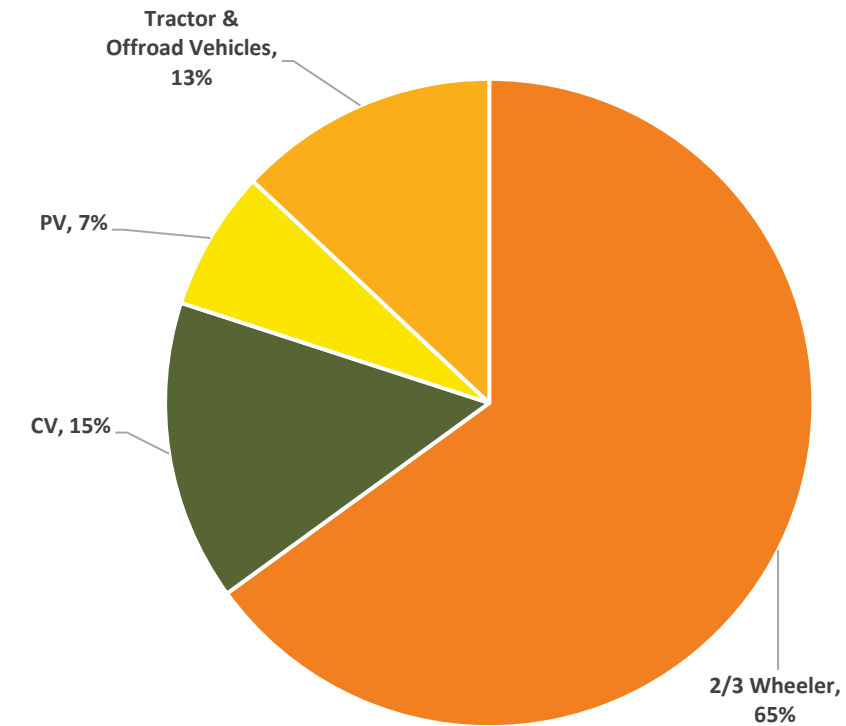


DAIMLER

(Prime Model)

Big Change - Shift from Mechanical to Digital Clusters

- ❑ The implementation of BS-VI emission standards since April 2020 has triggered a shift from mechanical to digital instrument clusters. These digital clusters are technologically advanced and boast higher content per vehicle.
- ❑ Pricol swiftly adopted BS-VI standards and secured a multitude of new business opportunities across diverse segments. These new acquisitions accounted for approximately 40% of the overall revenue for FY2020-21.
- ❑ The company is a prominent provider of telematics solutions in the Off-Road Vehicle (ORV) and tractor sectors, having designed and produced over 300,000 telematics units to date. The Driver Information System (DIS) segment emerges as a notable contributor to revenue, comprising 65% of the total consolidated revenue in FY23. Within the DIS segment, revenue distribution is as follows: 65% from two/three-wheelers, 15% from commercial vehicles, 7% from passenger vehicles, and 13% from tractors and ORVs.
- ❑ The adoption of BS VI norms signified a notable transition from conventional mechanical systems to state-of-the-art LCD digital technology clusters. The current trend in the industry is moving towards TFT (Thin-Film Transistor) clusters, representing a more advanced iteration compared to LCD technology. TFT clusters deliver enhanced image quality, quicker response times, and improved viewing angles.
- ❑ The ratio of mechanical to digital clusters has undergone a favorable transformation, shifting from 70% mechanical and 30% digital in FY19 to 30% mechanical and 70% digital (including TFT 7%) in FY23. The company aims to take the TFT to 20% in coming times ahead.
- ❑ Transitioning from mechanical to digital clusters has resulted in improved margins for the company. Since 2020, the company has increasingly manufactured electronic clusters, leading to rising margins. They provide comprehensive solutions to customers, covering design, development, manufacturing, engineering, tooling, and ultimately delivering end-to-end solutions.



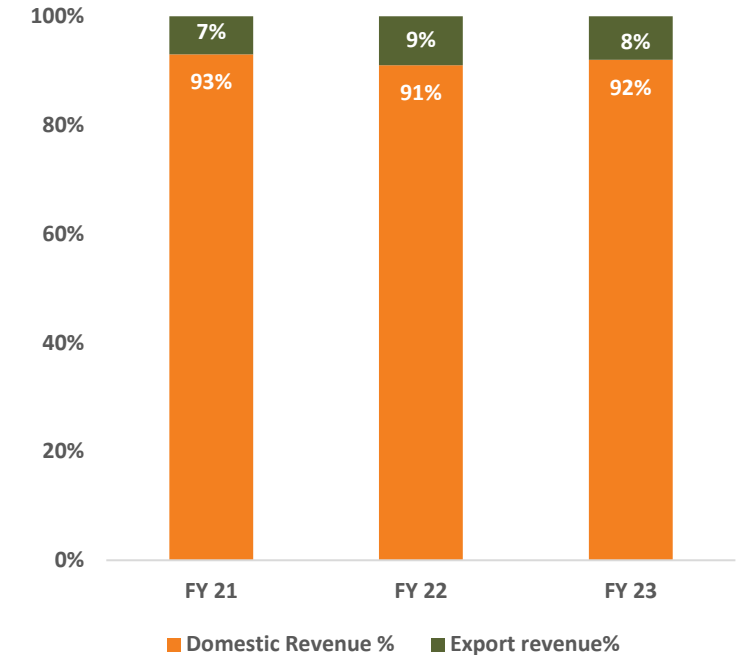
Electrification of Vehicles

- ❑ The company has believed in being in forefront of technological advancements, and the rise of electric vehicles presents a significant opportunity for growth and innovations. The company has collaboration with more than 25 innovative and forward-thinking new Age EV players to cater their products and solutions.
- ❑ The company has many customers in EV segment like Hero Electric, Quantum Energy Partners, Sun Mobility, Okinawa etc.
- ❑ The management perceives that electric vehicles faced significant challenges in the market, largely due to certain regulatory policies that slowed down their adoption. However, the management is confident that the projects and products they offer to customers are on the right track.
- ❑ 2 Wheelers EV sales as a percentage of total 2W sales in India is at just 5-6% which is bound to increase in coming time due to favorable policies, infrastructure, new technologies etc.
- ❑ The government has prolonged the FAME II subsidies for 2W EVs and 3W EVs for an additional four months until July'24, allocating an approved budget of Rs5bn. Originally scheduled to end in Mar'24, this scheme has now been extended.
- ❑ The country is poised to experience a rise in EV adoption due to government initiatives, the introduction of new models, attractive ownership costs, and accelerated advancements in EV infrastructure development.



Actuation, Control and Fluid Management Systems – New Opportunities

- ❑ In this segment the company is into providing many products like Fuel Pump Module, Disc brake, Oil pumps, Water pumps, Electrical coolant pumps, E-purge valves etc.
- ❑ The ACFMS segment contributed 35% to total consolidated revenue in FY23.
- ❑ The primary strategy of the company is centered around supplying value-added offerings to off-road vehicles, construction equipment, heavy-duty engines, and similar sectors. Additionally, they are planning to expand their product portfolio to include items such as electric coolant pumps, electric oil pumps, and Battery Management Systems (BMS).
- ❑ The company is actively involved in the development of disc brakes for electric two-wheelers. Electric coolant pumps are presently being dispatched to customers such as Tata Motors and Ashok Leyland.
- ❑ The ACFMS segment represents a substantial share of exports, comprising approximately 90% of the total exports in FY23. Exports accounted for 8% of the total consolidated revenues in FY23, and the company aims to increase this to 20%. One significant advantage of enhancing exports is that they yield higher margins compared to domestic sales, potentially reaching levels as high as 20%.
- ❑ Key business achievements in FY23 encompass the electric coolant pump assembly for Tata Motors Ebus, Fuel Pump Module Assembly for Bajaj, and Oil Pump Assembly for Honda Motors, GENERAC, and Hero MotoCorp. Additionally, electric coolant pumps were introduced during Q3FY24 in collaboration with Tata Motors and Ashok Leyland.



Collaborations and upcoming product developments

- ❑ At Auto Expo 2023, Pricol showcased forward-looking and electric vehicle-ready products such as Heads Up Display (HUD), E-cockpit, Disc Brake, Round TFT Instrument Cluster, TFT Smart Clusters, Electric Coolant Pump, and Electric Cabin Tilt System, in addition to its current product lineup.
- ❑ The company also showcased end-to-end Telematics Solution and Battery Management System (BMS) along with our partnership companies.
- ❑ Pricol also presented readily available EV-specific solutions tailored for both conventional and emerging startup EV two-wheeler manufacturers.
- ❑ Pricol has forged a collaboration with BMS PowerSafe, a division of Startec Group, to produce and distribute Battery Management Systems (BMS) for the Indian market. BMS PowerSafe is acknowledged as one of the top three leading BMS suppliers in Europe. Under this partnership, Pricol will acquire the product and process technology licenses for BMS from its partner company and will locally manufacture complete BMS units in India.
- ❑ The company is currently developing disc brakes for vehicles with engine capacities exceeding 125cc. Production of these disc brakes is anticipated to commence by Q4 FY25. The company aims to capture a market worth Rs. 300 Crores in the future.
- ❑ Pricol is collaborating with 28 startups to supply them with Driver Information Systems (DIS). Among these startups are well-known brands such as OLA, Ather, and others.
- ❑ Pricol has received approval from the Ministry of Heavy Industries (MHI) to participate in the Component Champion Incentive scheme. While the company qualifies for the PLI scheme, their level of interest in the opportunity is tempered by certain demands and requirements imposed by the government.



Global Auto Components & Equipments Industry

- ❑ The Global Auto Parts Market is estimated to be valued at USD 1,103.4 Billion by 2030 at an exponential growth of 6.8% in the next seven years from 651.9 billion market size in 2022.
- ❑ The implementation of innovative methods within the automotive industry significantly contributes to the growth of the auto parts manufacturing market. This has prompted major players to adjust their strategies to match current trends, ensuring competitiveness in this rapidly evolving landscape.
- ❑ The OEM sales channel commands a notable segment of the auto parts manufacturing market, driven by increasing demand for original equipment manufacturer (OEM) parts. These parts, crafted by the original manufacturer, typically match the precise specifications of the vehicle and boast extended durability compared to aftermarket alternatives.
- ❑ The demand for Auto Parts is rising alongside the global automotive industry, which is expected to produce 80.6 million vehicles in 2022, up from 77.6 million in 2021, driven by urbanization, rising incomes, and developing economies.
- ❑ The global population growth results in increased vehicle purchases, driving up the demand for Auto Parts, particularly in China, where vehicle sales have rapidly risen. The increasing average age of vehicles in developed economies is driving up demand for Auto Parts, especially in the United States.
- ❑ The growing popularity of EVs fuels the demand for Auto Parts, including lithium-ion batteries, electric motors, and advanced power electronics, which manufacturers like Tesla require. The rise in ADAS technologies in cars has resulted in a higher need for Auto Parts related to these systems, Bosch being a leading supplier of various ADAS components.
- ❑ The Asia Pacific region led the Auto Parts market growth in 2022. This growth is accounted by countries such as Japan, China, and South Korea, which have experienced remarkable growth in their automotive industries. China has become the largest automotive market globally and is driving the demand for Auto Parts. Vehicle ownership and manufacturing have increased significantly because of the nation's fast industrialization, urbanization, and rise in disposable income. Consequently, China has become a crucial contributor to the global Auto Parts industry.

Source: Company, Anand Rathi Research, www.globalnewswire.com

Indian Auto Components & Equipments Industry

- ❑ In recent years, India has emerged as the world's fastest-growing economy. This rapid expansion, along with increasing incomes, heightened infrastructure investments, and enhanced manufacturing incentives, has propelled the automotive industry forward. The dominance of the two-wheeler segment within the automotive industry is attributed to the burgeoning Indian middle class. In FY23, automobile sales reached 19.45 million units.
- ❑ The auto components industry constituted 2.3% of India's GDP and offered direct employment to 1.5 million individuals. By 2026, the automotive component sector is expected to contribute 5-7% to India's GDP. The Automotive Mission Plan (2016-26) aims to generate direct incremental employment for 3.2 million individuals by 2026.
- ❑ During FY16-FY22, the industry achieved a compound annual growth rate (CAGR) of 6.35% and reached a valuation of US\$ 56.50 billion in FY22. Export figures for auto components rose by 5.2% to Rs. 1.61 lakh crore (US\$ 19.49 billion) in 2022-23 from Rs. 1.41 lakh crore (US\$ 19 billion) in 2021-22. From April to July 2023-24, the export value of auto components/parts was estimated at US\$ 2.46 billion. Notably, North America, comprising 32% of total exports, witnessed an 8% increase, while Europe and Asia, accounting for 31% and 26% of total exports respectively, experienced growth rates of 3% and 4% respectively. Key export items included drive transmission and steering, engine components, body/chassis, suspension, and braking systems.
- ❑ By 2026, it is anticipated that the automotive aftermarket segment in India will attain a value of US\$ 32 billion. The aftermarket for auto components expanded by 15% in 2022-23, reaching Rs. 85,333 crore (US\$ 10.33 billion). India's auto components aftermarket experienced a 15% growth from US\$ 8.70 billion in 2020-21 to US\$ 10 billion in FY22. A robust international demand coupled with a resurgence in the local original equipment and aftermarket segments are expected to contribute to a
- ❑ India has a very strong position in the international market. It is the largest manufacturer of tractors, the second-largest manufacturer of buses and the third-largest of heavy trucks in the world. Indian automotive industry (including component manufacturing) is expected to reach between Rs. 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026. Indian automobile sector recorded an inflow of huge investments from domestic and foreign manufacturers.
- ❑ In February 2022, the Indian government introduced a PLI scheme. Under the PLI Auto scheme, the government received investment proposals totaling Rs. 45,016 crore (US\$ 6.04 billion) from 20 automotive companies. It is anticipated that this scheme will generate an additional output of Rs. 2,31,500 crore (US\$ 31.08 billion). Additionally, Production Linked Incentive (PLI) Schemes have been announced for 14 key sectors, with an outlay of US\$ 23.84 billion (Rs. 1.97 lakh crore), aimed at bolstering India's manufacturing capabilities and exports.

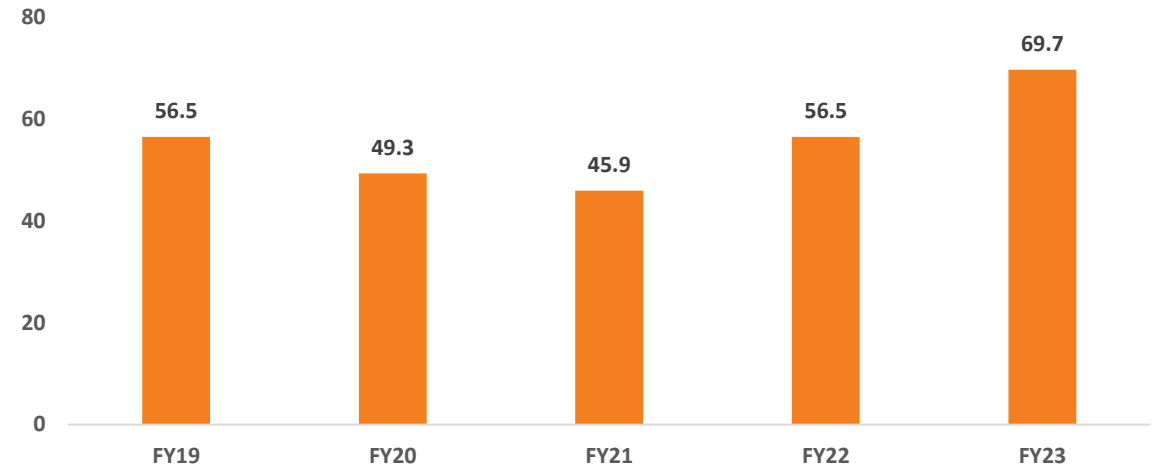
Source: Company, Anand Rathi Research, www.ibef.com

Indian Auto Components & Equipments Industry

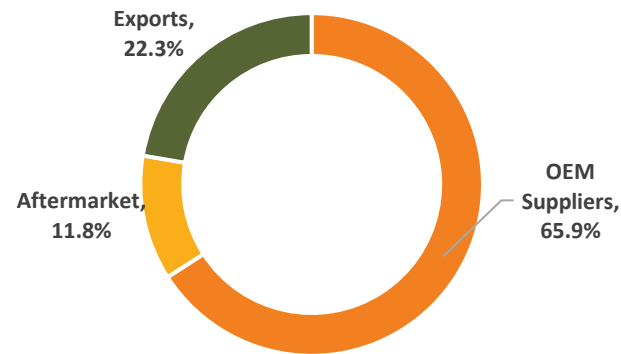


Source: Company, Anand Rathi Research, www.ibef.com

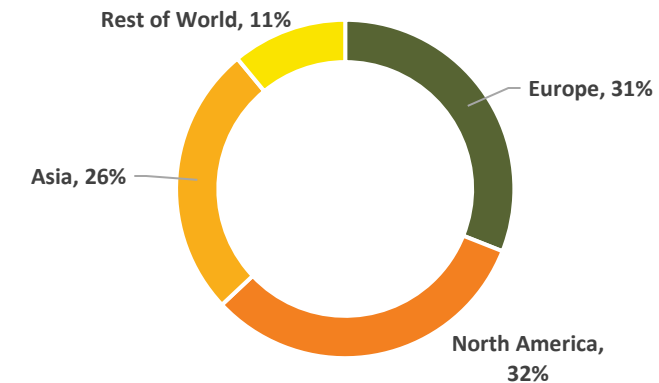
Aggregate Turnover (US\$ billion)



Auto components Industry Share



Share of Export by Geography



Indian Auto Components & Equipments Industry

Robust Demand

- Growing working population and expanding middle class are expected to remain key drivers.
- By 2025, 4 million EV's could be sold each year and 10 million by 2030. The market is expected to reach US\$ 206 billion by 2030.
- The Indian auto components industry is set to become the 3rd largest globally by 2025.

Export Opportunities

- India is emerging as global hub for auto component sourcing and industry export over 25% of its production annually.
- Auto components exports are expected to grow and reach US\$ 30 billion in FY26.
- India has a competitive advantage in auto components categories such as shafts, bearings and fasteners due to large number of players.

Policy Support

- 100% FDI is allowed under the automatic route for auto components sector.
- PLI schemes on automobile and auto components are expected to bring a capex of Rs. 74,850 Crores.
- The Bharat New Car Assessment Program (BNCAP) will strengthen the value chain but will also drive the manufacturing of cutting-edge components and foster global excellence.

Competitive Advantage

- A cost-effective manufacturing base keeps costs lower by 10-25% relative to operations in Europe and Latin America.
- India is second largest steel producer globally, thus has a cost advantage.
- India is emerging as a global auto component sourcing hub due to its proximity to key automotive markets like ASEAN, Europe, Japan, and Korea.

Key Risks

- Slow EV adoption.
- Supply chain disruption and semiconductor issue.
- Delay in launch of new products.

(In ₹ mn)	FY-22	FY-23	FY-24E	FY-25E
Net Sales	15,447	19,586	22,524	26,466
Operating Expense	13,641	17,301	19,708	23,026
EBITDA	1,806	2,285	2,816	3,440
Other Income	88	46	99	89
Depreciation	818	779	901	1,010
EBIT	1,076	1,552	2,014	2,519
Interest	273	183	123	87
Misc. items	-	98	-	-
PBT	803	1,466	1,891	2,432
Tax	292	219	473	590
PAT	511	1,247	1,418	1,842

Margins	FY-22	FY-23	FY-24E	FY-25E
Sales Growth %	9.3%	26.8%	15.0%	17.5%
Operating Margin %	11.7%	11.7%	12.5%	13.0%
Net Margin %	3.3%	6.4%	6.3%	7.0%

Source: Company, Anand Rathi Research

(In ₹ mn)	FY-22	FY-23	FY-24E	FY-25E
<u>Liabilities</u>				
Equity Share Capital	122	122	122	122
Reserves & Surplus	5,640	6,921	8,512	10,470
Total Shareholder's Funds	5,762	7,043	8,634	10,592
Long - Term Liabilities	931	268	126	59
Other Long-term Liabilities	363	305	259	220
Deferred Tax Liability	557	407	305	229
Short-term Liabilities	4,369	4,969	5,714	6,514
Total	11,981	12,992	15,039	17,615
<u>Assets</u>				
Net Fixed Assets	6,203	6,117	7,184	8,382
Long-Term L&A	279	295	311	330
Non-Current Investments	-	12	12	12
Other Non-Current Assets	7	10	10	10
Current Asset	5,493	6,557	7,522	8,881
Total	11,981	12,992	15,039	17,615

Rating & Target Price History

Pricol rating history & price chart



NOTE: Prices are as on 18 April 2024 close.

Source: Bloomberg, Anand Rathi Research

PRICOL rating details

Date	Rating	Target Price (₹)	Share Price (₹)
18-April-24	BUY	495	393

Disclaimer:

Analyst Certification

- ❑ The views expressed in this Research Report accurately reflect the personal views of the analyst(s) about the subject securities or issuers and no part of the compensation of the research analyst(s) was, is, or will be directly or indirectly related to the specific recommendations or views expressed by the research analyst(s) in this report. The research analysts are bound by stringent internal regulations and also legal and statutory requirements of the Securities and Exchange Board of India (hereinafter "SEBI") and the analysts' compensation are completely delinked from all the other companies and/or entities of Anand Rathi, and have no bearing whatsoever on any recommendation that they have given in the Research Report

Anand Rathi Ratings Definitions

- ❑ Analysts' ratings and the corresponding expected returns take into account our definitions of Large Caps, Mid-Caps & Small Caps as described in the Ratings Table below:

Ratings Guide (12 months)	Buy	Hold	Sell
Large Caps (Top 100 companies)	>15%	0%-15%	Below 0%
Mid-Caps (101st-250th company)	>20%	0%-20%	Below 0%
Small Caps (251st company onwards)	>25%	0%-25%	Below 0%

Disclaimer:

Research Disclaimer and Disclosure inter-alia as required under Securities and Exchange Board of India (Research Analysts) Regulations, 2014

Anand Rathi Share and Stock Brokers Ltd. (hereinafter refer as ARSSBL) (Research Entity, SEBI Regn No. INH000000834, Date of Regn. 29/06/2015) is a subsidiary of the Anand Rathi Financial Services Ltd. ARSSBL is a corporate trading and clearing member of Bombay Stock Exchange Ltd (BSE), National Stock Exchange of India Ltd. (NSEIL), Metropolitan Stock Exchange of India Ltd. (MSE), and also depository participant with National Securities Depository Ltd (NSDL) and Central Depository Services Ltd. (CDSL), ARSSBL is engaged into the business of Stock Broking, Depository Participant, Mutual Fund distributor.

The research analysts, strategists, or research associates principally responsible for the preparation of Anand Rathi research have received compensation based upon various factors, including quality of research, investor client feedback, stock picking, competitive factors and firm revenues.

General Disclaimer: - This Research Report (hereinafter called "Report") is meant solely for use by the recipient and is not for circulation. This Report does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. The recommendations, if any, made herein are expression of views and/or opinions and should not be deemed or construed to be neither advice for the purpose of purchase or sale of any security, derivatives or any other security through ARSSBL nor any solicitation or offering of any investment /trading opportunity on behalf of the issuer(s) of the respective security (ies) referred to herein. These information / opinions / views are not meant to serve as a professional investment guide for the readers. No action is solicited based upon the information provided herein. Recipients of this Report should rely on information/data arising out of their own investigations. Readers are advised to seek independent professional advice and arrive at an informed trading/investment decision before executing any trades or making any investments. This Report has been prepared on the basis of publicly available information, internally developed data and other sources believed by ARSSBL to be reliable.

ARSSBL or its directors, employees, affiliates or representatives do not assume any responsibility for, or warrant the accuracy, completeness, adequacy and reliability of such information / opinions / views. While due care has been taken to ensure that the disclosures and opinions given are fair and reasonable, none of the directors, employees, affiliates or representatives of ARSSBL shall be liable for any direct, indirect, special, incidental, consequential, punitive or exemplary damages, including lost profits arising in any way whatsoever from the information / opinions / views contained in this Report. The price and value of the investments referred to in this Report and the income from them may go down as well as up, and investors may realize losses on any investments. Past performance is not a guide for future performance. ARSSBL does not provide tax advice to its clients, and all investors are strongly advised to consult with their tax advisers regarding taxation aspects of any potential investment.

Continued...

Disclaimer:

Contd...

Opinions expressed are our current opinions as of the date appearing on this Research only. We do not undertake to advise you as to any change of our views expressed in this Report. Research Report may differ between ARSSBL's RAs and/ or ARSSBL's associate companies on account of differences in research methodology, personal judgment and difference in time horizons for which recommendations are made. User should keep this risk in mind and not hold ARSSBL, its employees and associates responsible for any losses, damages of any type whatsoever.

ARSSBL and its associates or employees may; (a) from time to time, have long or short positions in, and buy or sell the investments in/ security of company (ies) mentioned herein or (b) be engaged in any other transaction involving such investments/ securities of company (ies) discussed herein or act as advisor or lender / borrower to such company (ies) these and other activities of ARSSBL and its associates or employees may not be construed as potential conflict of interest with respect to any recommendation and related information and opinions. Without limiting any of the foregoing, in no event shall ARSSBL and its associates or employees or any third party involved in, or related to computing or compiling the information have any liability for any damages of any kind.

Details of Associates of ARSSBL and Brief History of Disciplinary action by regulatory authorities & its associates are available on our website i.e. www.rathionline.com

Disclaimers in respect of jurisdiction: This report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject ARSSBL to any registration or licensing requirement within such jurisdiction(s). No action has been or will be taken by ARSSBL in any jurisdiction (other than India), where any action for such purpose(s) is required. Accordingly, this Report shall not be possessed, circulated and/or distributed in any such country or jurisdiction unless such action is in compliance with all applicable laws and regulations of such country or jurisdiction. ARSSBL requires such recipient to inform himself about and to observe any restrictions at his own expense, without any liability to ARSSBL. Any dispute arising out of this Report shall be subject to the exclusive jurisdiction of the Courts in India.

Copyright: - This report is strictly confidential and is being furnished to you solely for your information. All material presented in this report, unless specifically indicated otherwise, is under copyright to ARSSBL. None of the material, its content, or any copy of such material or content, may be altered in any way, transmitted, copied or reproduced (in whole or in part) or redistributed in any form to any other party, without the prior express written permission of ARSSBL. All trademarks, service marks and logos used in this report are trademarks or service marks or registered trademarks or service marks of ARSSBL or its affiliates, unless specifically mentioned otherwise.

Contd...

Disclaimer:

Contd.

- Statements on ownership and material conflicts of interest, compensation - ARSSBL and Associates
- Answers to the Best of the knowledge and belief of ARSSBL/ its Associates/ Research Analyst who is preparing this report

Sr. No.	Statement	Answers to the Best of the knowledge and belief of the ARSSBL/ its Associates/ Research Analyst who is preparing this report
1	ARSSBL/its Associates/ Research Analyst/ his Relative have any financial interest in the subject company? Nature of Interest (if applicable), is given against the company's name?.	NO
2	ARSSBL/its Associates/ Research Analyst/ his Relative have actual/beneficial ownership of one per cent or more securities of the subject company, at the end of the month immediately preceding the date of publication of the research report or date of the public appearance?.	NO
3	ARSSBL/its Associates/ Research Analyst/ his Relative have any other material conflict of interest at the time of publication of the research report or at the time of public appearance?.	NO
4	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation from the subject company in the past twelve months.	NO
5	ARSSBL/its Associates/ Research Analyst/ his Relative have managed or co-managed public offering of securities for the subject company in the past twelve months.	NO
6	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation for investment banking or merchant banking or brokerage services from the subject company in the past twelve months.	NO
7	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past twelve months.	NO
8	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation or other benefits from the subject company or third party in connection with the research report.	NO
9	ARSSBL/its Associates/ Research Analyst/ his Relative have served as an officer, director or employee of the subject company.	NO
10	ARSSBL/its Associates/ Research Analyst/ his Relative has been engaged in market making activity for the subject company.	NO

Disclaimer:

Contd...

Other Disclosures pertaining to distribution of research in the United States of America

Research report is a product of Anand Rathi Share and Stock Brokers Ltd. (hereinafter refer as ARSSBL) under Marco Polo Securities 15a6 chaperone service which is the employer of the research analyst(s) who has prepared the research report. The research analyst(s) preparing the research report is/are resident outside the United States (U.S.) and are not associated persons of any U.S. regulated broker-dealer and therefore the analyst(s) is/are not subject to supervision by a U.S. broker-dealer, and is/are not required to satisfy the regulatory licensing requirements of FINRA or required to otherwise comply with U.S. rules or regulations regarding, among other things, communications with a subject company, public appearances and trading securities held by a research analyst account.

Research reports are intended for distribution by only to "Major Institutional Investors" as defined by Rule 15a-6(b)(4) of the U.S. Securities and Exchange Act, 1934 (the Exchange Act) and interpretations thereof by U.S. Securities and Exchange Commission (SEC) in reliance on Rule 15a 6(a)(2). If the recipient of this report is not a Major Institutional Investor as specified above, then it should not act upon this report and return the same to the sender. Further, this report may not be copied, duplicated and/or transmitted onward to any U.S. person, which is not the Major Institutional Investor. In reliance on the exemption from registration provided by Rule 15a-6 of the Exchange Act and interpretations thereof by the SEC in order to conduct certain business with Major Institutional Investors, ARSSBL has entered into a chaperoning agreement with a U.S. registered broker dealer, Marco Polo Securities Inc. ("Marco Polo").

1. ARSSBL or its Affiliates may or may not have been beneficial owners of the securities mentioned in this report.
2. ARSSBL or its affiliates may have or not managed or co-managed a public offering of the securities mentioned in the report in the past 12 months.
3. ARSSBL or its affiliates may have or not received compensation for investment banking services from the issuer of these securities in the past 12 months and do not expect to receive compensation for investment banking services from the issuer of these securities within the next three months.
4. However, one or more of ARSSBL or its Affiliates may, from time to time, have a long or short position in any of the securities mentioned herein and may buy or sell those securities or options thereon, either on their own account or on behalf of their clients.
5. As of the publication of this report, ARSSBL does not make a market in the subject securities.
6. ARSSBL or its Affiliates may or may not, to the extent permitted by law, act upon or use the above material or the conclusions stated above, or the research or analysis on which they are based before the material is published to recipients and from time to time, provide investment banking, investment management or other services for or solicit to seek to obtain investment banking, or other securities business from, any entity referred to in this report.

- As of the publication of this report, ARSSBL does not make a market in the subject securities.
- Additional information on recommended securities/instruments is available on request.
- Compliance officer-Deepak Kedia, email id - deepakkedia@rathi.com, Contact no. +91 22 6281 7000.
- Grievance officer-Madhu Jain-email id- grievance@rathi.com, Contact no. +91 22 6281 7191
- ARSSBL registered address: Express Zone, A Wing, 9th Floor, Western Express Highway, Diagonally Opposite Oberoi Mall, Malad (E), Mumbai – 400097. Tel No: +91 22 6281 7000 | Fax No: +91 22 4001 3770 | CIN: U67120MH1991PLC064106.