



PRICOL LIMITED

Passion to Excel

109, Race Course,
Coimbatore-641 018, India

+91 422 433 6000

connect@pricol.com

pricol.com

CIN: L34200TZ2011PLC022194

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PL/SEC/TGT/2024-2025/101

Monday, 2nd December, 2024

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

Sub: Press Release

Pursuant to Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, **Press Release** in respect of the acquisition of injection moulded plastic component solutions division of Sundaram Auto Components Limited is enclosed as **Annexure** for your information and records.

Thanking you

Yours faithfully,
For Pricol limited

T.G.Thamizhanban
Company Secretary
ICSI M.No: F7897
Encl: as above



Pricol Limited Announces Strategic Acquisition of Sundaram Auto Components Limited's Injection Moulding Business

Coimbatore, December 02, 2024: Pricol Limited marked a pivotal moment in its journey today with the proposed acquisition of Sundaram Auto Components Ltd (SACL)'s Injection Moulding business through Pricol Precision Products Private Limited (a wholly owned subsidiary of Pricol Limited). With this acquisition, Pricol will see a consolidated topline addition of approximately INR 730 crores combined with SACL's healthy financial parameters that are value accretive to Pricol. The debt-free acquisition is being made through an all cash deal for an amount of INR 215.3 Crs and is subject to adjustments, if any, as defined in the Agreement at the time of closing the deal.

This acquisition underscores Pricol's commitment towards advancing its growth in allied business verticals thereby cementing its leadership in the automotive sector. SACL, part of the TVS Motor Company, established in 1992, is a well-recognized player in the Automotive Component Industry. Renowned for its expertise in innovative polymer solutions and cutting-edge injection moulding capabilities, SACL's six state-of-the-art manufacturing facilities across India embody operational excellence and sustainable practices. Over the years, the company has built a strong customer base, supported by robust talent and well-established manufacturing ecosystem.

This acquisition presents Pricol with an opportunity to scale the injection moulding business into an independent business vertical and leverage SACL's strength combined with Pricol's capabilities, thereby paving a way for growth in this vertical. It also further fortifies the opportunities to expand the customer base and product offerings through effectively integrating the synergies of Pricol and SACL.

On the occasion of this announcement, the Managing Director of Pricol Limited, Mr. Vikram Mohan, said: *"I express immense pride in welcoming the talented team at SACL into the Pricol family. With this acquisition, our focus will remain on harnessing the combined potential of Pricol and SACL, to become an integrated solution player, driving innovation, and delivering sustainable growth. SACL's expertise and value systems perfectly align with our vision and core values which will enable us to meet the demands of our customers. This acquisition is a significant step towards realizing our commitment to a sustainable and transformative growth."*

Mr K Gopala Desikan, Group CFO of TVS Motor Company said, *"SACL has played a vital role in the TVS group for many years, establishing a significant presence in the Indian automotive component industry. As market dynamics evolve, and we allocate capital more efficiently in accordance with our strategic plans, we are delighted that Pricol, our trusted long-term supplier partner, is taking over the business. We are confident that they will uphold the same values and ethos, ensuring a smooth transition and continued growth."*

*"With the acquisition of SACL's injection moulding business, Pricol makes a strategic move towards solidifying its long term vision of strengthening and expanding its leadership position in the Automotive Industry. Through focussed and well-defined products and solution offerings, we aim to redefine industry standards with clear roadmap for growth whilst creating lasting value for all of our stakeholders", added **Siddharth Manoharan, Group Director of Strategy, Pricol.***

About Pricol Limited:

Pricol Limited (BSE: 540293, NSE: PRICOLLTD) is one of India's leading automotive technology and precision engineered Products and 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. By being customer centric and pushing the boundaries on product and process technology and innovation, Pricol, today, is recognized as a preferred partner to many leading automotive Original Equipment Manufacturers (OEMs) across the world. The Company's operations classified into two verticals, Driver Information and Connected Vehicle Solution (DICVS) and Actuation, Control and Fluid Management System (ACFMS).

More than 2,000+ product variants are supplied to leading automotive OEMs in the Two-/Three-Wheelers, Passenger Vehicles, Commercial Vehicles & Off Highway Vehicles space across India and in International Markets. Today, the Company has 8 manufacturing plants across India (Coimbatore, Manesar, Pantnagar, Pune, Sricity and Satara), 1 manufacturing unit in Indonesia, and 3 international offices (Dubai, Tokyo and Singapore)

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Contact Information:

Investor Relations Representative: Mr. Anuj Sonpal Valorem Advisors Tel: +91 22-4903-9500 Email: pricol@valoremadvisors.com	Company Secretary & Compliance Officer Mr. T.G Thamizhanban Pricol Limited Tel: +91 422-433-6238 Email: cs@pricol.com
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109, Race Course, Coimbatore - 641 018, Tamil Nadu, India CIN: L34200TZ2011PLC022194
Email: cs@pricol.com | Tel: +91 422 433 6000