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🌐 pricol.com

CIN:L33129TZ1972PLC000641

👤 CUSTOMERS 👤 EMPLOYEES 👤 SHAREHOLDERS 👤 SUPPLIERS

PL/SEC/TGT/2016-17/35
Wednesday, 1st June 2016

Department of Corporate Services BSE Limited 1st Floor, New Trading Ring Rotunda Building Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001	Listing Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1 G Block, Bandra Kurla Complex Bandra East, Mumbai – 400 051
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Dear Sir

Sub: Intimation of Investor / Analyst Meet under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We would like to inform you that we are participating in the investor / analyst meet organized by Batlivala & Karani Securities India Pvt Ltd to be held in Mumbai on 2nd June 2016 which will be attended by the representatives of the Company.

Please note that the change may happen due to exigencies on the part of the Investor's / Company.

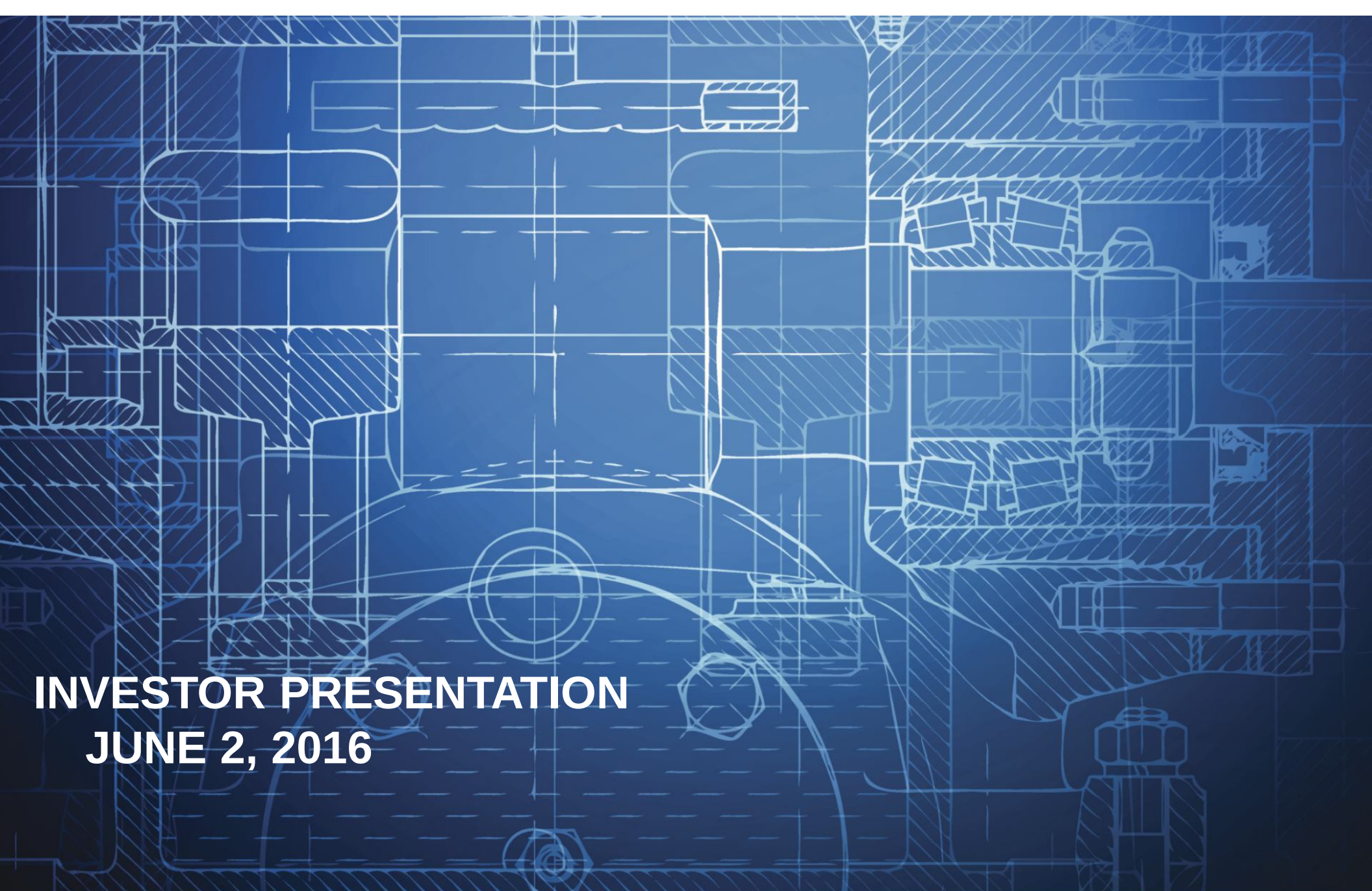
The presentation to be made at the investor / analyst meet is attached herewith.

This is for your information and records.

Thanking you,

Yours faithfully,

T.G.Thamizhanban
Company Secretary

The background of the slide is a complex technical drawing in white lines on a dark blue background. It features various mechanical components, including what appears to be a large cylindrical part in the center, surrounded by various bolts, nuts, and structural frames. The drawing is a detailed cross-section or assembly view of a mechanical system.

INVESTOR PRESENTATION

JUNE 2, 2016



PRICOL LIMITED
Passion to Excel

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PRICOL LIMITED
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STAKE HOLDERS



VISION

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

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

CORE VALUES

Pricol is built on generating value and propelling positive change. We are transformative; hence, our communication platforms should adhere to creating value for all our stakeholders, i.e. customers, employees, shareholders and suppliers, providers and the communities we are engaged in. We must take care to remain sensitive to our core belief system and must not compromise on consistently delivering value.

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.

Collaborate

We believe in working towards a unified goal.

Ownership

We take responsibility for all our actions.

Listen

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

COMPANY PROFILE

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

Subsidiary Companies

- Pricol Pune, India
- PT Pricol Surya, Indonesia
- Pricol do Brasil
- Pricol Asia, Singapore

FY Apr 2015-16 Consolidated Revenue ₹ 1447 Crores

8 Manufacturing Locations

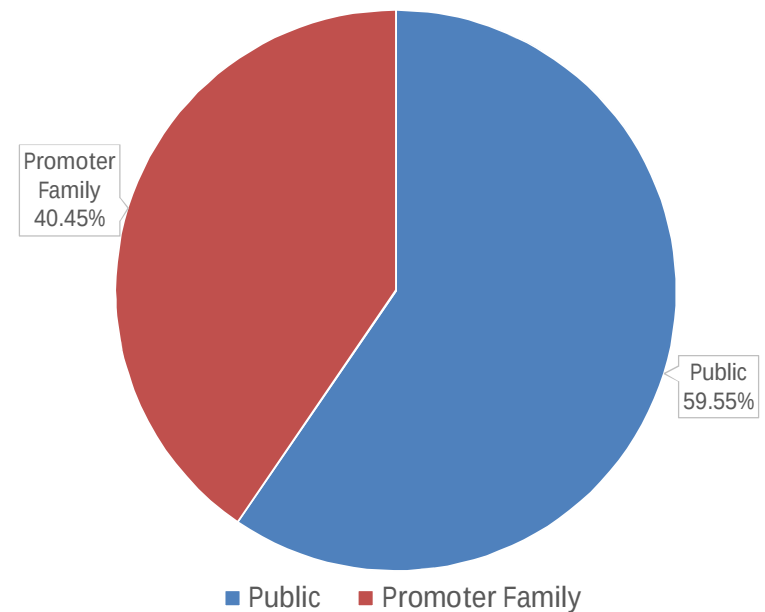
7 International Offices

Total Employee Strength – 5200 Employees

R&D Strength – 275 Employees

38 Patents

Shareholding Pattern - March 31, 2016



Listed in NSE & BSE

Pricol Limited

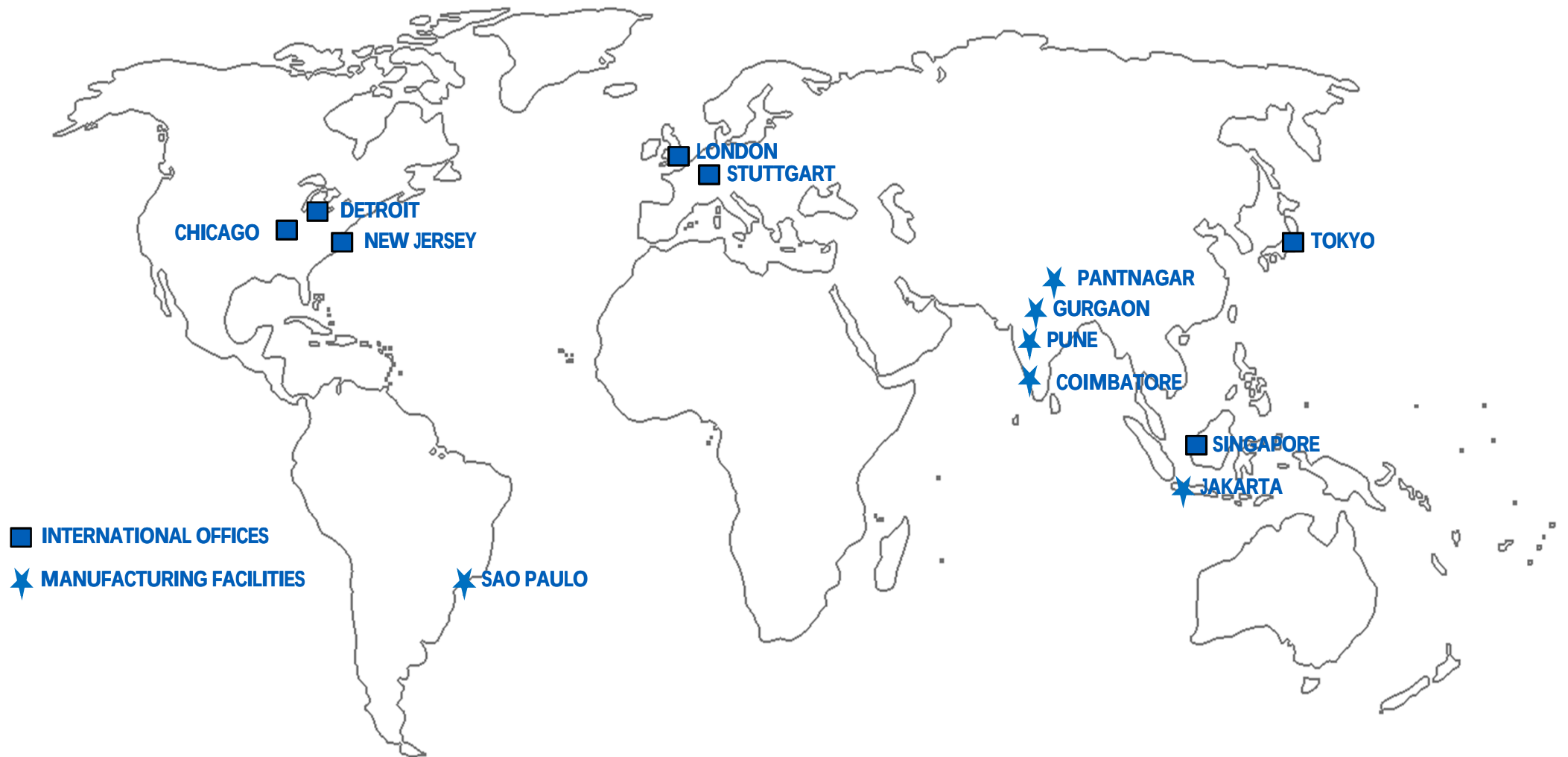
ISO/TS



16949

ISO 14001:2004 & OHSAS 18001: 2007
(Obtained ISO 9001 in the year 1993)

GLOBAL PRESENCE



Serving the Global Automotive Market



2 Wheeler



3 Wheeler



Cars & Vans



Tractors



Commercial
Vehicles



Off-Road
Vehicles



Industrial

With a wide range of products



TELEMATICS, BODY CONTROL & SECURITY SOLUTIONS

Telematics Control Unit,
Body Control Modules,
Display & Infotainment,
and Park Assist System



ASSET MANAGEMENT SOLUTIONS

Asset Tracking and Monitoring
System,
Cab Tilting System,
Centralized Lubrication System,
Digital Fare Metre, and Speed
Governors



DRIVER INFORMATION SYSTEMS & SENSORS

Instrument Clusters, Gauges,
Fuel Level Sensor, Speed Sensor,
Temperature Sensor,
MAP Sensor, Position Sensor,
Safety Switches, Temperature
Switches, Power Sockets, and
Oil Level Switches

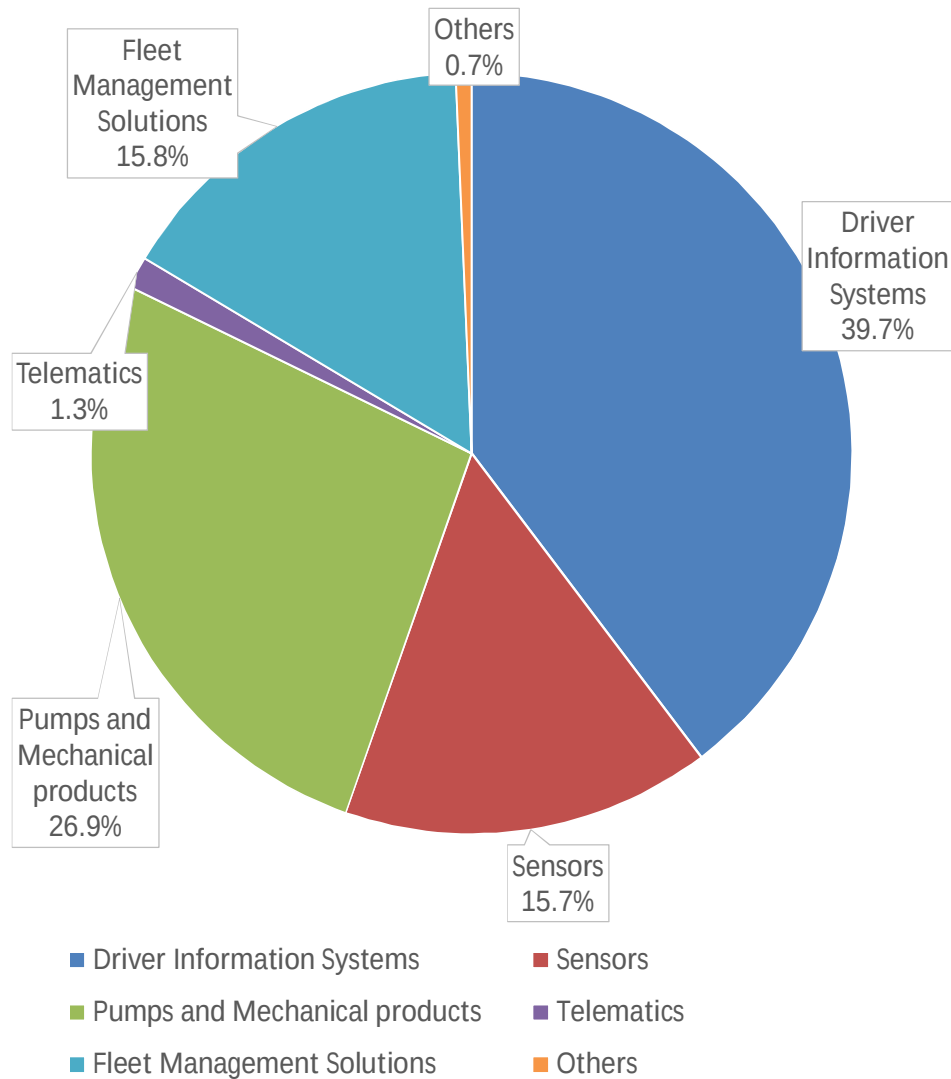


PUMPS & MECHANICAL PRODUCTS

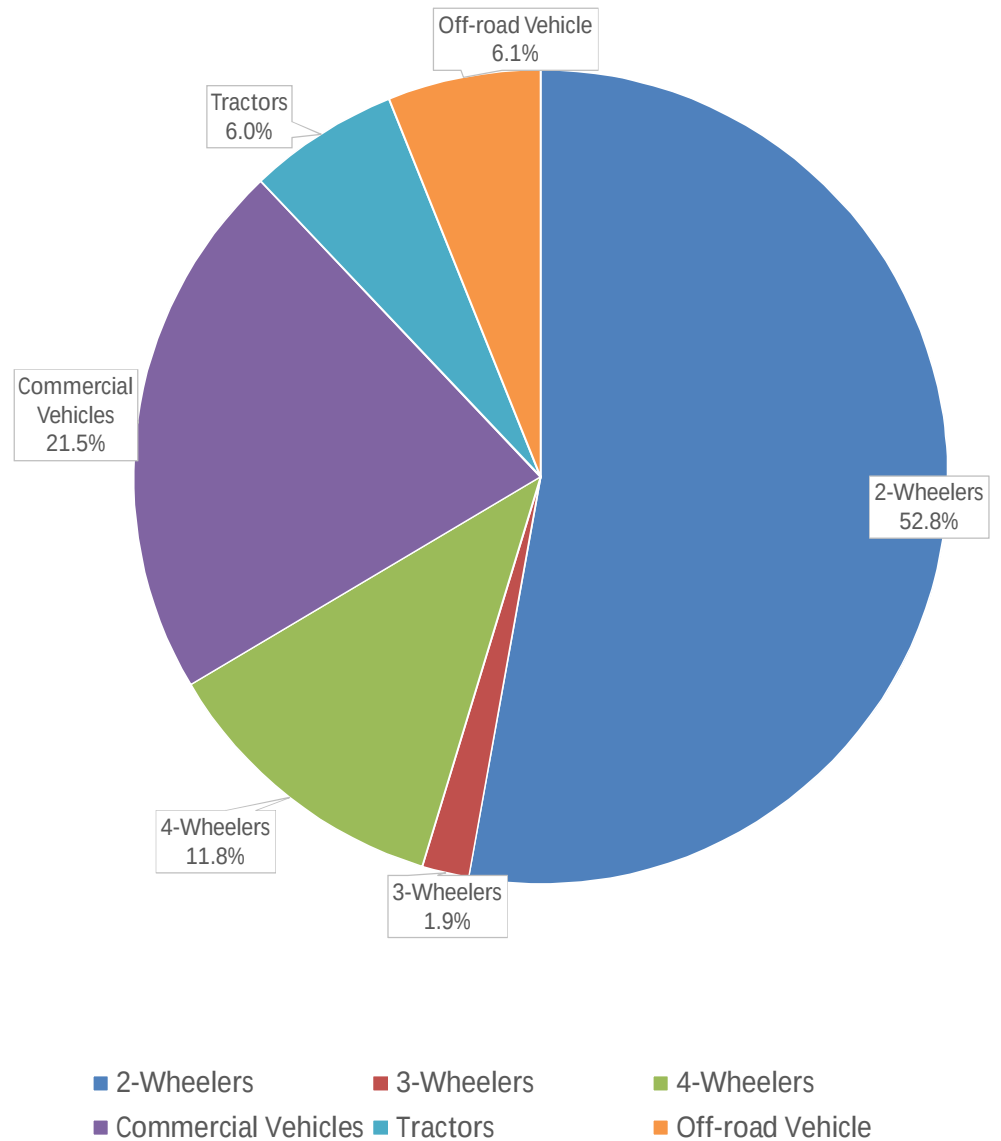
Oil Pumps, Water Pumps, Fuel
Feed Pumps, Auto Decompression
Unit, Auto Fuel Cock, Chain
Tensioner, Fuel Pump Modules,
Pressure Relief Valves, Idle Speed
Control Valves, and Vacuum
Switching Valves

STANDALONE REVENUE BREAKUP

Product Group-wise Revenue Classification



Revenue Breakup- Markets Served



STANDALONE FINANCIALS AT A GLANCE

FY 2015-16

₹ in Millions

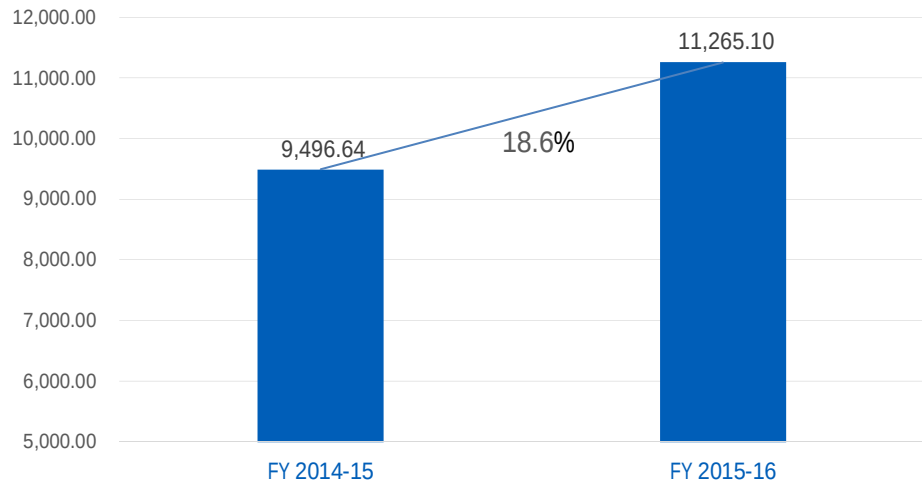
Particulars	Q1 FY 16	Q2 FY 16	Q3 FY 16	Q4 FY 16	FY 2015-16	FY 2014-15
Net Sales	2,174.65	2,336.76	2,972.00	3,321.08	10,804.49	9,004.89
Total Income from Operations	2,301.01	2,455.04	3,080.52	3,428.53	11,265.10	9,496.64
EBITDA	129.89	164.17	358.63	483.85	1,136.54	252.90
EBITDA Margin (%)	5.6%	6.7%	11.6%	14.1%	10.1%	2.663%
PBT Before Exceptions	28.26	61.71	255.94	355.77	701.68	(178.55)
PBT After Exceptions	22.96	35.05	187.78	355.77	601.52	(225.32)
PBT Margin (%)	1.0%	1.4%	6.1%	10.4%	5.3%	-2.4%
PAT	16.40	27.77	167.14	220.66	431.97	(179.97)
PAT Margin (%)	0.7%	1.1%	5.4%	6.4%	3.8%	-1.9%
Earnings Per Share (in ₹)					4.56	(1.90)

₹ in Millions

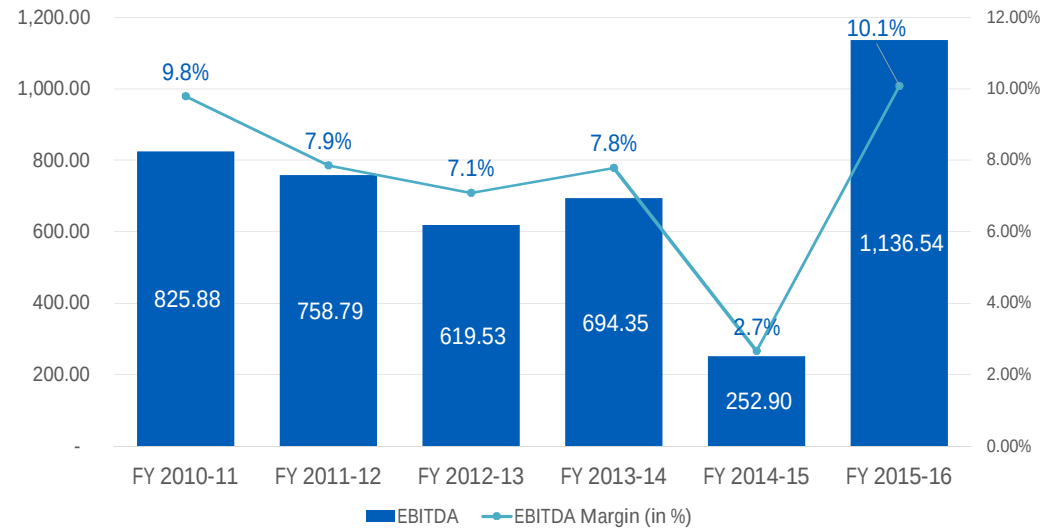
FINANCIAL SUMMARY (FY 2015-16)

REVENUE FROM OPERATIONS

INR in Millions

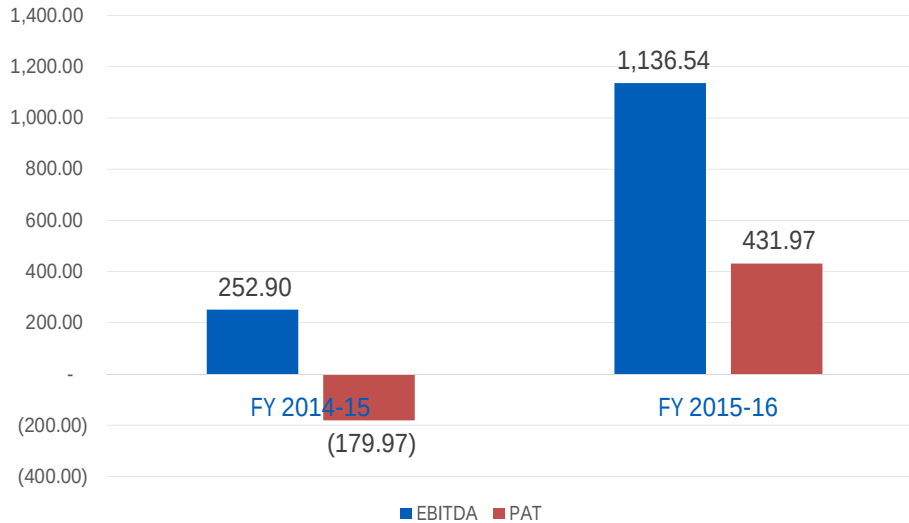


EBITDA



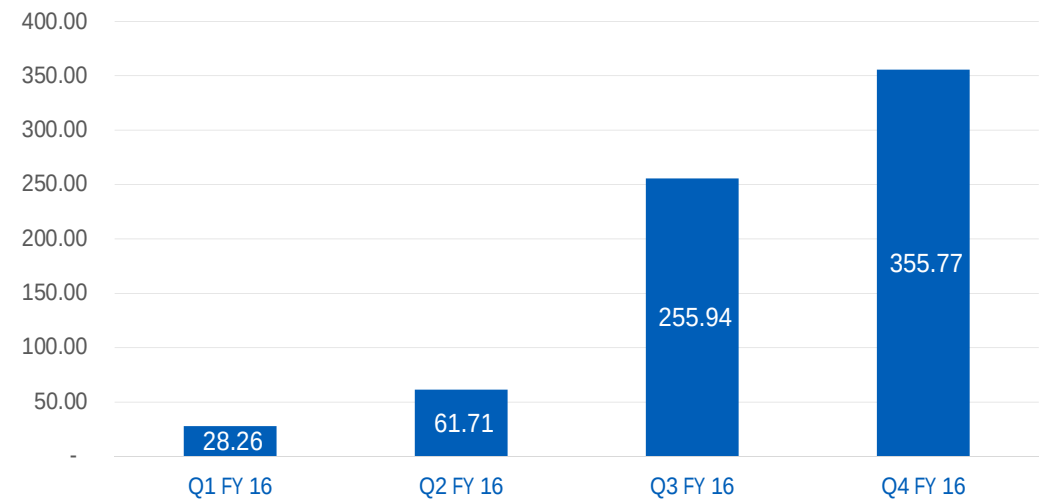
EBITDA Vs PAT

INR in Millions



PBT Before Exceptions

INR in Millions



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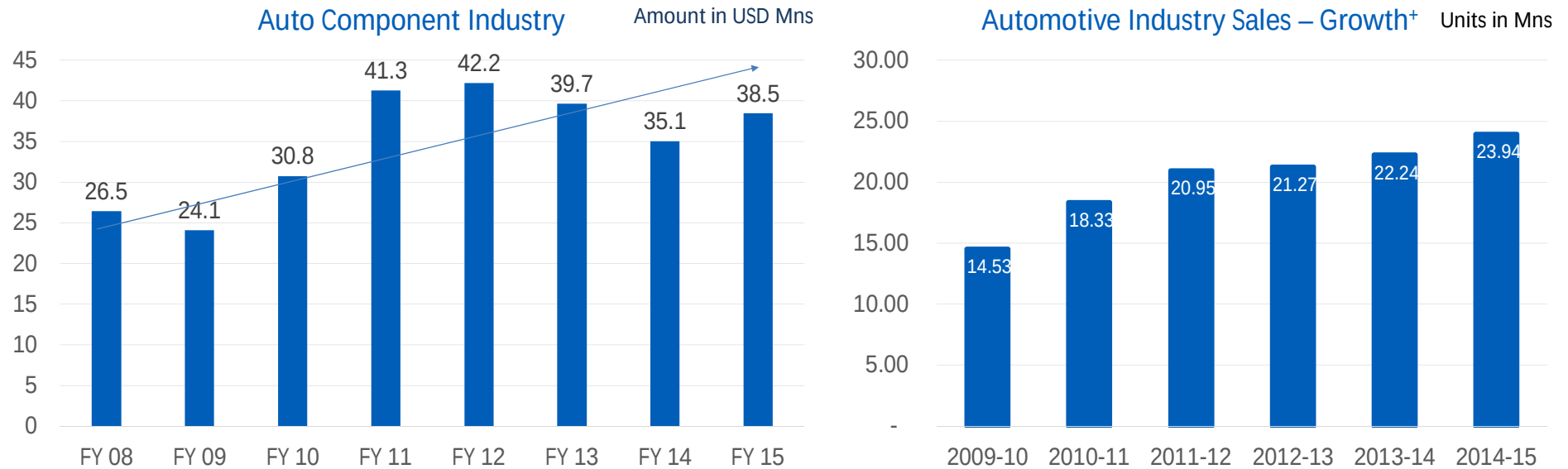
STATEMENT OF PROFIT & LOSS FOR THE YEAR ENDED 31st MARCH 2016

	2015 - 16 ₹ Million Standalone	2014 - 15 ₹ Million Standalone	2015 - 16 ₹ Million Consolidated	2014 - 15 ₹ Million Consolidated
INCOME				
Revenue from Operations (Gross)	11,916.001	9,843.395	15,282.897	11,872.021
Less : Excise Duty	1,111.516	838.505	1,264.904	930.550
Revenue from Operations (Net)	10,804.485	9,004.890	14,017.993	10,941.471
Other Operating Revenue	460.611	491.753	460.611	491.753
Other Income	69.996	20.057	143.175	72.770
Total Revenue	11,335.092	9,516.700	14,621.779	11,505.994
EXPENSES				
Cost of Materials Consumed	6,923.099	6,002.960	8,916.186	7,537.313
Purchases of Stock-in-Trade	493.927	555.434	493.927	555.434
Changes in inventories of Work-in-progress, Finished Goods and Stock in Trade	(21.257)	25.066	6.985	92.340
Employee Benefits Expense	1,584.978	1,618.954	2,393.314	1,932.144
Finance Costs	93.119	78.900	203.535	134.407
Depreciation & Amortisation Expense	341.737	352.545	520.704	456.786
Other Expenses	1,217.810	1,061.390	1,736.760	1,447.297
Total Expenses	10,633.413	9,695.249	14,271.411	12,155.721
Profit / (Loss) from operations before Exceptional Item	701.679	(178.549)	350.368	(649.727)
Add : Exceptional Items	(100.162)	(46.768)	(45.306)	240.770
Profit / (Loss) Before Tax	601.517	(225.317)	305.062	(408.957)
Less : Tax Expense				
Current Tax	165.540	12.903	172.594	13.770
Deferred Tax	(24.000)	(48.378)	(20.910)	(52.770)
MAT Credit	-	(12.903)	-	(12.903)
For earlier years	28.003	3.033	27.989	3.033
De-recognition of Deferred Tax Asset			112.674	-
Profit / (Loss) for the year	431.974	(179.972)	12.715	(360.087)
Earnings per Equity Share (Face Value of ₹ 1/-) in Rupees				
Basic	4.56	(1.90)	0.13	(3.80)
Diluted	4.56	(1.90)	0.13	(3.80)

BALANCE SHEET AS AT 31st MARCH 2016

	31-3-2016 ₹ Million Standalone	31-3-2015 ₹ Million Standalone	31-3-2016 ₹ Million Consolidated	31-3-2015 ₹ Million Consolidated
I. EQUITY AND LIABILITIES				
(1) Shareholders' funds				
(a) Share Capital	94.797	94.797	94.797	94.797
(b) Reserves and Surplus	2,898.471	2,580.592	2,568.006	2,623.878
(2) Non Current Liabilities				
(a) Long Term Borrowings	133.333	200.000	391.735	225.020
(b) Deferred Tax Liabilities (Net)	-	14.000	29.020	-
(c) Long Term Provisions	226.473	112.867	251.992	144.378
(d) Other Non Current Liabilities			82.224	79.889
(3) Current Liabilities				
(a) Short Term Borrowings	200.000	340.102	384.573	549.920
(b) Trade Payables	2,037.840	1,712.823	2,820.805	2,571.622
(c) Other Current Liabilities	615.082	474.003	1,085.976	1,046.807
(d) Short Term Provisions	163.576	62.524	169.262	65.850
Total	6,369.572	5,591.708	7,878.390	7,402.161
II. ASSETS				
(1) Non Current Assets				
(a) Fixed Assets				
(i) Tangible Assets	1,683.811	1,646.094	2,640.727	2,495.244
(ii) Intangible Assets	56.241	76.056	125.177	152.455
(iii) Capital Work-in-progress	64.508	38.535	113.721	156.222
(b) Non Current Investments	954.415	527.563	-	16.62
(c) Deferred Tax Assets (Net)	10.000	-	-	62.74
(d) Long Term Loans and Advances	104.926	59.500	118.912	63.241
(e) Other Non-Current Assets	163.250	297.873	172.841	300.031
(2) Current Assets				
(a) Current Investments	2.086	2.100	22.083	22.045
(b) Inventories	1,157.283	1,082.816	1,421.160	1,388.217
(c) Trade Receivables	2,001.904	1,644.743	2,590.590	2,233.036
(d) Cash and Cash Equivalents	64.717	67.582	269.447	126.547
(e) Short Term Loans and Advances	101.798	138.480	398.357	375.393
(f) Other Current Assets	4.633	10.366	5.375	10.366
Total	6,369.572	5,591.708	7,878.390	7,402.161

AUTOMOTIVE INDUSTRY - MARKET INDICATORS



MARKET EXPECTATIONS:

Automotive Mission Plan 2016-26 envisages a 4 time growth in value of Auto Industry

Automotive Component Industry CAGR of 14% from FY 2013-14 to FY 2020-21

Automotive Component Industry to show robust growth to USD 115 Billion by FY 2020-21, and contributing to at least 10% of India's GDP, up from 7% of GDP currently.

Exports to account for 26% of total Indian Auto Component Market by 2021

Reference :

* IBEF Auto Components Review – January 2016

⁺ CRISIL Research & SIAM reports

RATIONALE FOR GROWTH

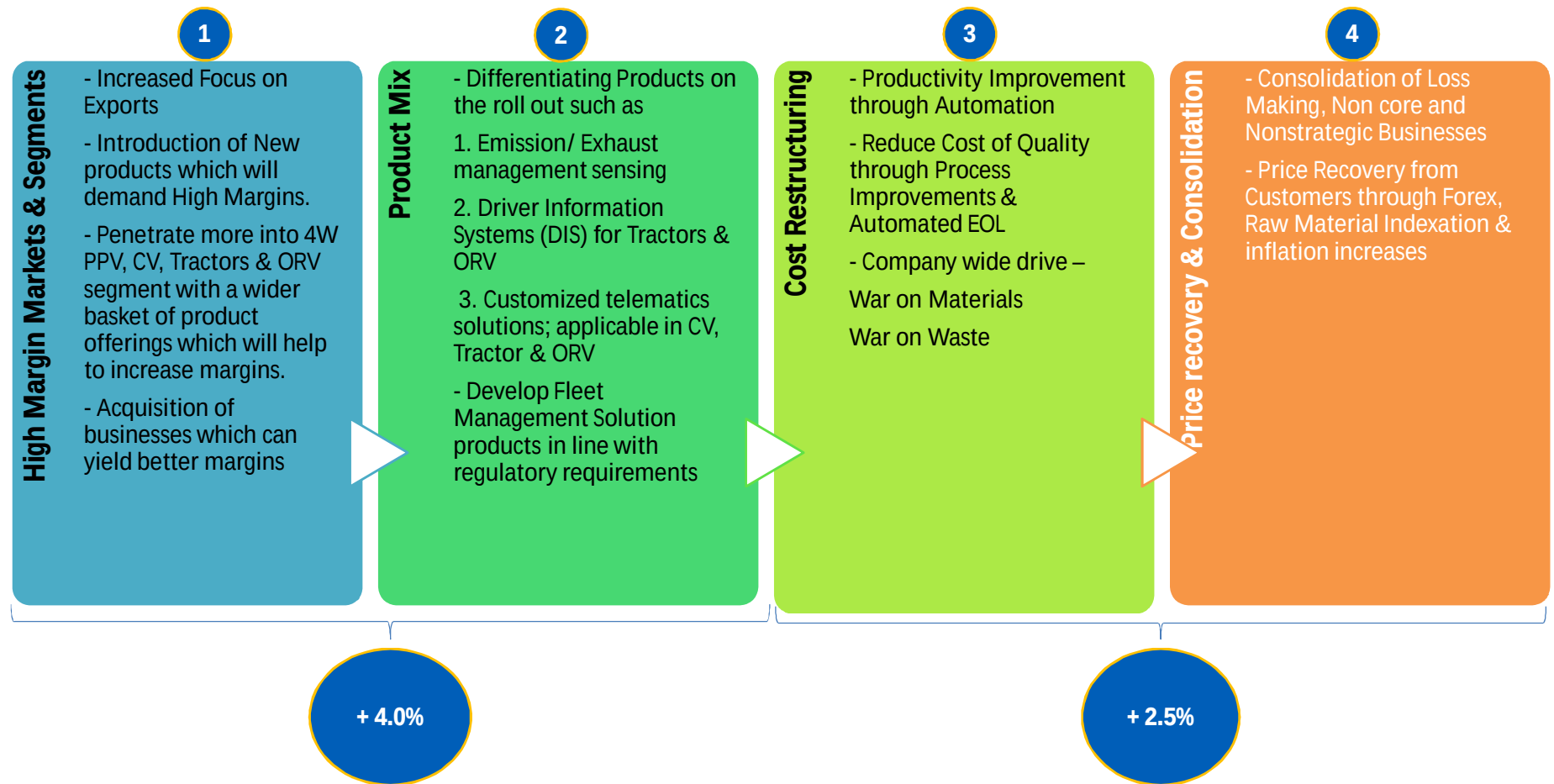
Segment	Driver Information Systems	Pumps & Mechanical Products	Sensors	Asset Management Systems
2W	- Higher Disposable Income - Scooters - Favorable Demographics - India-Export hub - Shorter replacement period of 2W - Increasing rural penetration	- Reducing fuel prices to increase demand of entry level vehicles - Regulations on emissions - Fuel efficiencies	- Regulations on emissions & Safety aspects - Increased Need for "SMART" vehicles	Increased theft of 2W demanding the need for Vehicle Security Systems in 2W.
3W	- Exports to African & Asian countries and generates higher margins for OEMs - New Licenses in NCR & Jaipur region	Emission regulation creates a drive for alternate fuels such as LPG	Regulations on emissions & Safety aspects	NOT APPLICABLE
4W PPV	- Rising standard of living - Higher Income levels	- Regulations on efficiency & emissions - Fuel efficient cars - Localization of Engine Mfrg. in India	- Regulations on emissions & Safety aspects - Increased Need for "SMART" vehicles	- Increased Taxi Fleet. - VSS requirement as a measure of asset protection.
CV	- Economy growth - Infrastructure development - Revival of mining industry	- Emission regulation creates a drive for alternate fuels. - Increase in M& HCV population drives need for Cab tilt products.	- Regulations on emissions & Safety aspects - Increased Need for "SMART" vehicles	- Speed regulations imposed by Govt. – Need for speed limiters. - Revival of Mining & Infra industry – demand for CLS products & VTS products
Tractors & ORV	- Govt. subsidies for farmers - India: Export hub for Tractors - Infrastructure development - Monsoon reliant - Increased efficiency - Revival of Mining industry	- Localization of Engine Mfrg. in India - Increased penetration of tractors in lower acreage farms - Tractors are also looked as material handling equipment	- Regulations on emissions & Safety aspects - Increased Need for "SMART" vehicles	Revival of Mining & Infra industry – demand for CLS products & Telematics products

DIS: Driver Information System | OEM: Original Equipment Manufacturers | AMS: Asset Management Solutions | CLS: Centralized Lubrication System



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MARGIN IMPROVEMENT ROADMAP BETWEEN FY'16 & FY'20 (PRICOL STANDALONE)



** PPV: Personal Passenger Vehicles; CV: Commercial Vehicles; ORV: Off-road Vehicle; EOL: End of Line

QUESTIONS

For more information:

<http://www.pricol.com/investors/investor-link/>

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THANK YOU



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