PRICOL LIMITED *(Formerly Pricol Pune Limited)*
Passion to Excel

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CIN: L34200TZ2011PLC022194

CUSTOMERS EMPLOYEES SHAREHOLDERS SUPPLIERS

PL/SEC/TGT/2017-18/339
Friday, 2nd February, 2018

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** 1st 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 & nine months ended 31st December 2017, to be held today at 1700 (IST).

This is for your information and records.

Thanking you

Yours faithfully,
For Pricol Limited

T.G.Thamizhanban
Company Secretary
ICSI M.No: F7897

ISO14001, OHSAS18001 BUREAU VERITAS Certification
ISO/TS16949 BUREAU VERITAS Certification

Q3 FY 2017-18 – Investor Presentation

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PRICOL LIMITED
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Agenda

- Financial Performance – Q3 FY 17-18
- Company Outlook – FY 17-18
- Pricol Partnership for Electric Water Pumps
- The Year so far – H1 FY 17-18
- Vision 2020

Financial Performance – Q3 FY 2017-18

- Total Income stands at **INR 3276.4 Million** (INR 327.64 Crore) in Q3 FY 17-18
- Pricol Limited's Revenue from Operations (excluding SLD revenues) experienced a Q-o-Q growth of 12% i.e., from **INR 2422.0 Million** in Q3 FY 16-17 to **INR 2716.2 Million** in Q3 FY 17-18.
- The gap in total revenue is a result of drop in sales of Speed Limiting Devices as an effect of BS IV implementation
- Total Income has grown by 2.9% over the preceding quarter (Q2 FY 17-18)
- **Profit before Tax** (after exceptional items) stands at **INR 124.0 Million** (INR 12.4 Crore) for Q3 FY 17-18 , a 25.9% growth over the immediate preceding quarter (Q2 FY 17-18)

Standalone Financials At A Glance – Q3 FY 17-18 & 9 Months FY 17-18

INR Million

Particulars	Quarter Ended		9 Months Ended	
	31.12.2017	31.12.2016	31.12.2017	31.12.2016
	Unaudited – Ind-AS			
Gross Sales	3276.4	3348.5	9680.5	10968.3
Total Income (Net of Excise Duty)	3276.4	3051.3	9388.7	9970.5
Earnings before Interest, Depreciation and Amortization Expense [EBITDA]	334.9	313.4	911.6	1187.6
EBITDA (%)	***10.2%***	***10.3%***	***9.7%***	***11.9%***
PBT before & after Exceptions	124.0	126.2	298.9	645.6
PBT Margin (%)	***3.8%***	***4.1%***	***3.2%***	***6.5%***

Industry Wise Growth Trend – Q3 – FY 17-18

INR Million

Segments - PRICOL	2016-17 (Q3 Actuals)	2017-18 (Q3 Actuals)	% Change (FY 17-18)	
			Pricol	Market
2W & 3W	1,369.5	1,531.0	12%	18%
4W	247.7	192.2	-22%	6%
CV	113.1	182.1	61%	22%
ORV	204.8	220.3	8%	10%
Tractors	96.7	105.0	9%	9-10%

Note: Pricol Growth is estimated on Value, Market growth rate is estimated on volume terms.
Note : Not including SLD, Components, Tools, Aftermarket, SCMS, Telematics.
CV Sales for FY 2016-17 are reduced by the SLD Sales for comparison purposes.

Company Outlook for FY 2017-18

Revenue Breakup – Product Group-wise (Standalone) (FY 17-18)

INR Million

Product Group	2016-17 (Actuals)	2017-18 (Plan)	Change (%)
Driver Information Systems	5096	5593	10%
Switches & Sensors	1329	2028	53%
Pumps & Mechanical Products	3180	3257	2%
Asset Management Solution & Telematics	257	361	40%
Auto Accessories & Others	298	464	56%
Subtotal	**10160**	**11703**	**15%**
Speed Limiting Devices	1987	151	-92%
Total Sales	**12147**	**11854**	**-2%**

Note:
Revenues are expected to grow at 15% this year excluding Speed Limiting Device revenues
The fall in Speed Limiting Devices revenue is a result of drop in sales of Speed Limiting Devices as an effect of BS IV implementation

Pricol Partnership for Electric Water Pumps

Pricol Limited entered into an exclusive partnership on January 20, 2018, with **Dongguan Shenpeng Electronics Co. Ltd**, to introduce **Electric Water Pumps** for the Indian automotive market.

The product offerings from this partnership will extend across product segments such as Two-Wheelers, Personal Passenger Vehicles, Commercial Vehicles and Off-road Vehicles

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This will enhance Pricol product portfolio to include -

- Secondary Cooling Systems for optimizing fuel efficiency and reducing engine load
- EGR and Turbocharger Cooling solutions for BS-VI applications
- Multiple Cooling solutions for Electric Vehicles for cooling battery, e-motor, electronic controller, etc.

The Year So far – H1 FY 17-18

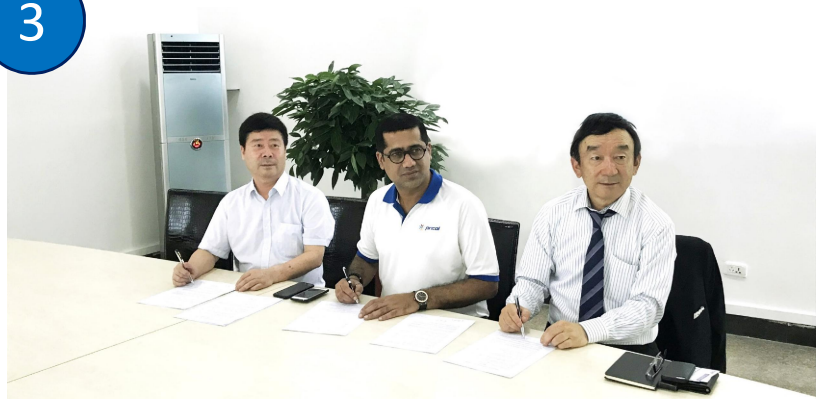
1

Acquisition of Wiping Business in August 2017

2

Entry into O_2 Sensors – Strategic Partnership with Kerdea Technologies

3

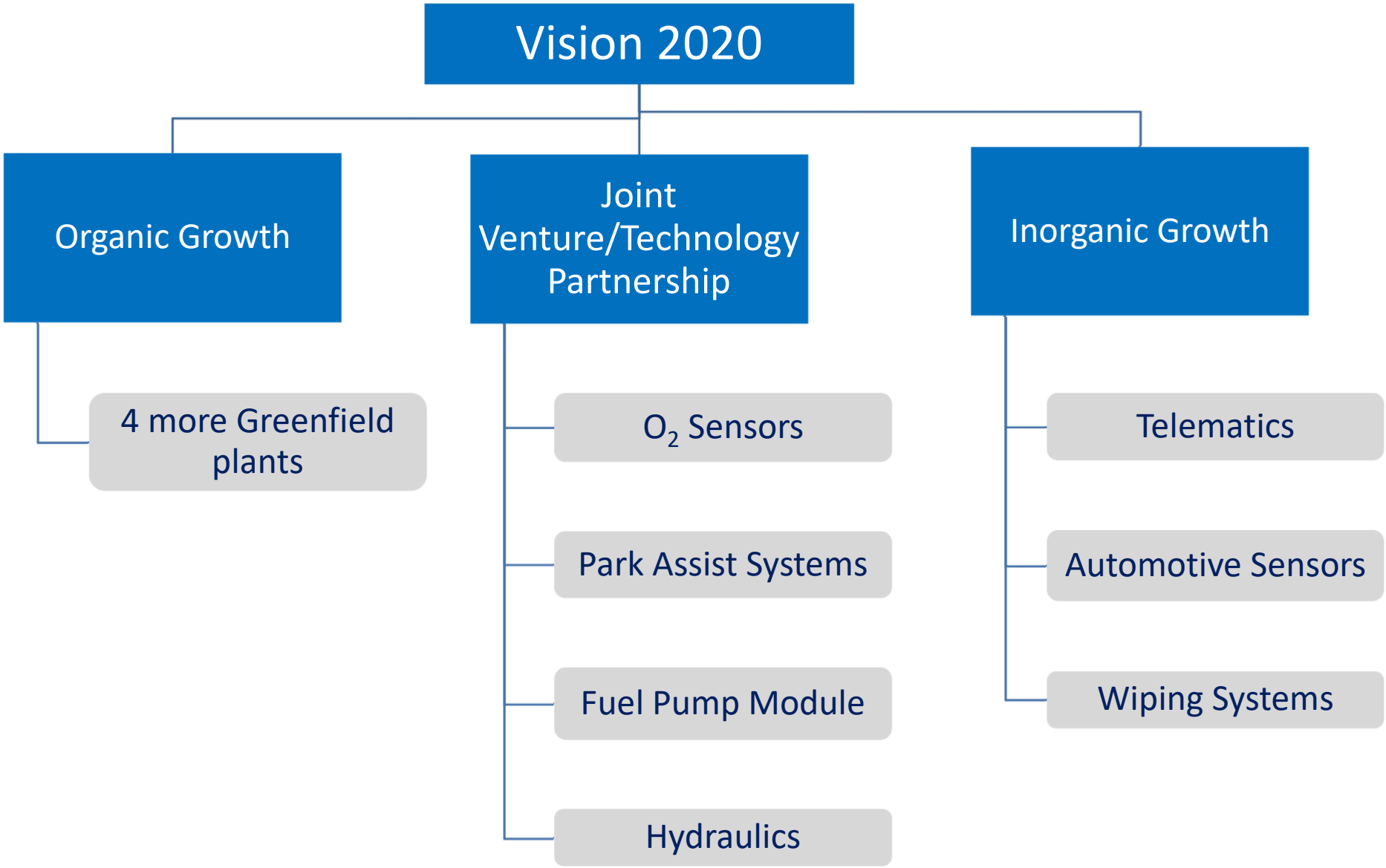


Exclusive Agreement with ACHR for technical collaboration, supply and production of Fuel Pump Modules in India

4

Joint-Venture With Zorg Industries for the Manufacture & Supply of Parking Assistance Systems

Pricol Limited : Vision 2020



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