



PRICOL LIMITED (Formerly Pricol Pune Limited)

Passion to Excel

109, Race Course,
Coimbatore 641018, India

☎ +91 422 4336000

☎ +91 422 4336299

✉ city@pricol.co.in

🌐 pricol.com

CIN: L34200TZ2011PLC022194

✧ CUSTOMERS ✧ EMPLOYEES ✧ SHAREHOLDERS ✧ SUPPLIERS

PL/SEC/TGT/2017-2018/174
Wednesday, 19th July, 2017

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

Dear Sir,

Sub: Press Release – MOU for Technical Licensing Partnership

Please find attached herewith the press release regarding "MOU Entered with Kerdea Technologies, USA for Oxygen (O₂) Sensor in India" for a consideration.

The said transaction is not a related Party transaction and the promoter / promoter group / group companies have not any interest in the Technical Licensing Partnership,

This is for your information and dissemination.

Thanking you

Yours faithfully,
For Pricol limited

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

Encl. As above



Pricol Limited signs MoU for an Exclusive Licensing Partnership with Kerdea Technologies, USA for Oxygen (O₂) Sensor in India

- *Gears up to meet BS – VI emission norms by 2020*

Coimbatore (India), July 19, 2017: Pricol Limited (BSE: 540293 / NSE: PRICOLLTD), a leading manufacturer of automotive components for the global automotive market, today announced a new exclusive licensing agreement with Kerdea Technologies for Oxygen (O₂) Sensor. With Kerdea's patented technology in oxygen sensor and Pricol's superior manufacturing capabilities, this product will be made ready to cater to combustion engine applications in the two wheeler and three wheeler vehicle segments in India.

With this strategic partnership, Pricol's intention is to expand its sensors portfolio in India and be ready for the upcoming Bharat Standard (BS)-VI Emission Regulations which the Indian government has planned to implement by April 1, 2020.

The oxygen or O₂ sensor, is designed to constantly monitor the oxygen content in the exhaust gases from the engine. O₂ sensors help to maintain the right Air-Fuel mixture so that the engine run efficiently with emissions well within the regulatory norms. Pricol recognizes the need to invest in such next-generation solutions that will deliver better performance and be environment friendly.

Speaking on the occasion, Mr. Vikram Mohan, Managing Director, Pricol Limited said, "In a fast-changing environment, it is critical to draw upon the highest level of expertise to design the technologies of tomorrow. We are excited to partner with Kerdea to bring innovative, ground-breaking technologies to our Indian customers. This licencing partnership will contribute to our constant efforts to deliver robust, technologically advanced and cost saving products in India. Post the rollout of BS-VI norms by 2020, Pricol is expecting to add over USD 60 to 70 Million to its top line with a healthy EBITDA margin with the products developed with Kerdea's technology.'

Signing the MoU, Dr. Douglas M. Carnes, CEO, Kerdea Technologies said, "We are extremely happy to partner with Pricol to create a transformation in the O2 sensor market and thereby create a pollution free India with the use of O₂ sensors. This licensing partnership will help us expand our footprint in India by redefining fuel efficiency and emission control and thereby improve product performance for two wheeler and three wheeler vehicle segment in India."

About Pricol Limited:

Pricol Limited a leading manufacturer of automotive components for the global automotive market, thrives on innovation, cutting edge technology and superior products across two, three and four wheelers, commercial vehicles, tractors, and construction & industrial tooling segments across the global market. The company's performance is driven by over 30 patents, 8 manufacturing units and 5 International business offices across the globe including India, Indonesia, Brazil, USA, Germany, Singapore, Thailand and Japan. For further information on the organisation and its products, please visit <http://www.pricol.com/>

About Kerdea Technologies:

Kerdea Technologies Inc. is a private US Technology Company and pioneers in resistive based sensors formed in the year 2009. Their Headquarters & Lab is located at Greenville, North Carolina, USA. Kerdea's patented technology combines the resistive based sensor technology with state of the art MEMS & thick film technologies to produce the smallest, fastest and most efficient Oxygen sensor available in the market.

