



PRITIKA AUTO INDUSTRIES LTD.

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Media Release

Company expands client-base with addition of new customer – To supply machined castings

Order visibility of Rs. 24 cr over one year from this domestic tractor manufacturer

Chandigarh, February 16, 2021: Pritika Auto Industries Limited (BSE: 539359), a pioneer and among leading players in manufacturing world class auto components in India, announced that the Company has won a new client in the domestic market.

The Company expands its client-base with a prestigious manufacturer of tractors in India. The OEM has given an order visibility of about Rs. 24 cr over one year for machined castings. The order would primarily cater to the Northern regions of India. This reflects the confidence that Pritika Auto Industries commands from leading OEMs across India. This addition would increase the Company's share in the domestic market.

Management Comment:

Commenting on the market outlook, Mr. Harpreet S. Nibber, Managing Director, Pritika Auto Industries Limited said:

"We are happy to announce the addition of a prestigious new client in our customer-base. The client is a leading manufacturer of tractors in India. We have an order visibility of about Rs. 24 crore over one year for machined castings from this manufacturer. This development reflects the recognition that Pritika Auto has earned among leading OEMs across India, as a manufacturer of quality products.

The order will primarily cater to the Northern regions of India, and we expect it to further expand our market share, making us the supplier of choice for all OEMs across the nation. With a widespread and sufficient monsoon and healthy agriculture sector, we see this as one of many milestones in our growth path to future. We are ready and poised for such growth opportunities in terms of capacity and resources.

We continually strive to build further on our reputation of being quality manufacturers as well as efficient and fast executors of new and incremental demand. I thank the entire team of 'Pritika' for their untiring efforts, hard work, sincerity and dedication in making this happen."



About Pritika Auto Industries Ltd.

Pritika Auto Industries Ltd. is a flagship company of the Pritika Group of Industries which was set up in 1974 by Mr. Raminder S. Nibber, manufacturing small forgings. Over the last four decades and under Mr. Nibber's visionary leadership, the Company has established itself as a robust and reliable brand in its market, specializing in machined castings and automotive components. A quality driven organization, Pritika produces world class components from modern facilities. The merger process of Pritika Autocast Ltd. and Nibber Castings Pvt. Ltd (Wholly owned subsidiaries of Pritika Auto Industries Ltd.) was approved by the Honorable NCLT bench, Chandigarh in 2019. Pritika has manufacturing facilities situated at Derabassi and Hoshiarpur (Punjab), and Tahliwal (Himachal Pradesh) with a total capacity exceeding 50,000 metric tons per annum (MTPA) in FY19.

Catering primarily to tractors and commercial vehicles, Pritika focuses on expanding and diversifying its product portfolio. The Company manufactures a wide range of products such as axle housings, wheel housings, hydraulic lift housings, end cover, plate differential carrier, brake housings, cylinder blocks, and crank cases, among others. Pritika is one of the biggest component suppliers in the tractor segment of the automobile industry in India and supplies to OEMs like M&M Swaraj, Swaraj Engines Ltd, TAFE, Escorts, SML Isuzu, TMTL, Ashok Leyland, New Holland Tractors India Ltd., Brakes India etc. The Company's vision is to provide products which meet customer's quality requirement constantly at competitive prices.

For more details please visit: www.pritikagroup.com

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