



PRITIKA AUTO INDUSTRIES LTD.

(Formerly known as Shivkrupa Machineries and Engineering Services Limited)

Regd. Office : Plot No. C-94, Phase VII, Industrial Focal Point, S.A.S. Nagar, Mohali, Punjab-160 055

CIN : L45208PB1980PLC046738 Phone No. : 0172-5008900, 5008901

E-mail : info@pritikaautoindustries.com, compliance@pritikaautoindustries.com

Website : www.pritikaautoindustries.com

Date: 27/03/2019

To,
Department of Corporate Services,
BSE LIMITED
P. J. Towers, Dalal Street,
Mumbai – 400 001.

Dear Sir,

Sub: Media Release.

Ref: Incremental Demand from existing Substantial Customers for Rear Axle Housings.

Scrip Code: 539359.

With reference to the captioned subject, we are glad to inform your goodself that recently there has been an increase in the demand from our existing major clients/customers for Rear Axle Housings which will have a considerable direct positive impact on the Company's business by increase in the Supply by 120 tons per month which is expected to result into additional business of 2400 tons per Annum.

In this respect we are enclosing herewith a Media Release containing a detailed summary for your information and records.

You are requested to take the same on your records and oblige.

Thanking You,

Yours Truly,

For Pritika Auto Industries Limited

Vedant
Vedant Bhatt
Company Secretary & Compliance Officer



Encl: a/a



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Media Release (Updated)

Incremental demand from existing large customer for Rear Axle Housings

Supply to be increased by 120 sets per month – expect to result to additional business of 2,400 tons per Annum

Chandigarh, March 27, 2019: Pritika Auto Industries Limited (BSE: 539359), pioneer and among leading players in manufacturing world class auto components in India, today, announced that the Company has reached understanding to increase capacity of Rear Axle Hsgs from existing 200 sets/day to 320 sets/day.

This incremental demand is coming from an existing large customer that has shown immense trust and belief in the company for the supply of this incremental demand. This will result in an additional business of 2,400 tons per annum.

Management Comment:

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

"We are very excited about this incremental order coming from a very reputed customer. The incremental business of 2,400 tons per annum is an indication of the confidence our customer have in us. At the same time this is reflective of our ability to not only be quality manufacturers but also efficient and fast executors of new and incremental demand. We are hopeful of building on from here and reach the targeted production levels as scheduled. I thank the entire team of 'Pritika' for their untiring efforts, hard work, sincerity and high dedication to making this happen"

About Pritika Auto Industries Ltd.

Pritika Group of Industries was set up in 1974 by Mr. R.S. Nibber, manufacturing small forgings. Over the last four decades and under Mr. Nibber's visionary leadership the Company has created brand for itself. The quality driven organization "PRITIKA Group of Industries" is producing world class components from modern facilities. Pritika Autocast Ltd. and Nibber



Castings Pvt. Ltd. The merger process is pending before the Honorable NCLT bench, Chandigarh. Company has its manufacturing facilities situated at Derabassi (Punjab), Tahliwal (Himachal Pradesh) and Hoshiarpur (Punjab) with total capacity of 50,000 MTPA in FY18.

Over the years, Company has diversified its portfolio and manufactures wide range of products such as Axle Housings, Wheel Housings, Hydraulic Lift Housings, End Cover, Plate Differential Carrier, Cylinder Blocks, Crank Cases, etc. The Company is focused towards growing its product portfolio and manufactures quality products and caters to larger clientele. The Company is the biggest component supplier in the tractor segment of the automobile industry in India and supply to OEMs like M&M, Swaraj, TMTL (EICHER Tractors), TAFE, Escorts, SML Isuzu, Ashok Leyland, New Holland Tractors India Ltd. etc. The vision is to provide products which meet customer's quality requirement constantly at competitive price.

For more details please visit: www.pritikagroup.com

For further information, please contact:

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Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

