

Shaping the future of Structural Steel Tubes Industry with innovation

APL Apollo is the prime producer of structural steel tubes and a 'one-stop destination' for Steel Building Solutions in India. A centre that provides steel tubes for the construction and infrastructure sectors.

In the country and abroad, Entrepreneurs have been tested by significant challenges in quick succession — a global pandemic, inflationary pressures, and geopolitical tensions.

Under prudent leadership of CMD Sanjay Gupta, APL Apollo is not immune to any challenges. APL Apollo believes that its market share is resilient and remains in a leading position thus enabling it to weather any storm.

“Being a market trendsetter, we always strive to consistently spot the underlying potential and seize the opportunity by making better choices; we hope and expect to see India as an apex manufacturer of steel tubes. Real growth lies in contributing to the overall growth of the industry,” said Gupta.

In this journey, Sanjay has navigated short-term challenges to walk on

the path of continuous innovation by adapting to advanced technology for new market creation. He is confident about the continuous growth with the support of global sales network and highest range of 2,000+ product SKUs.

“Our products are constantly evolving to meet the shifting consumer preference. There is a clear pattern where my leadership team is working on collaboration, innovation, and creating new markets.

In 2017, APL Apollo took the challenge to set up a mill for producing India's first 300*300 mm tube, which turned out to be a game changer for the construction sector. Recently, the company further revolutionized the construction sector by introducing ready-to-use 500*500 mm tubes. Gupta informs that APL Apollo is the World's First Company to produce tubes ranging from 10mm*10mm to



Sanjay Gupta

1000*1000mm with thicknesses varying from 0.23mm to 40mm.

Innovation reflects in their portfolio of value-added products like Color-coated tubes, environmentally friendly Chaukhat, & plank with multi applications. The company is coming up with solutions and product offerings with focus on fast and easy construction.

APL Apollo has set its sights on an ambitious target of achieving a 5 million tons sales volume in the next three years. This will make the company one of the largest downstream steel players in the world.