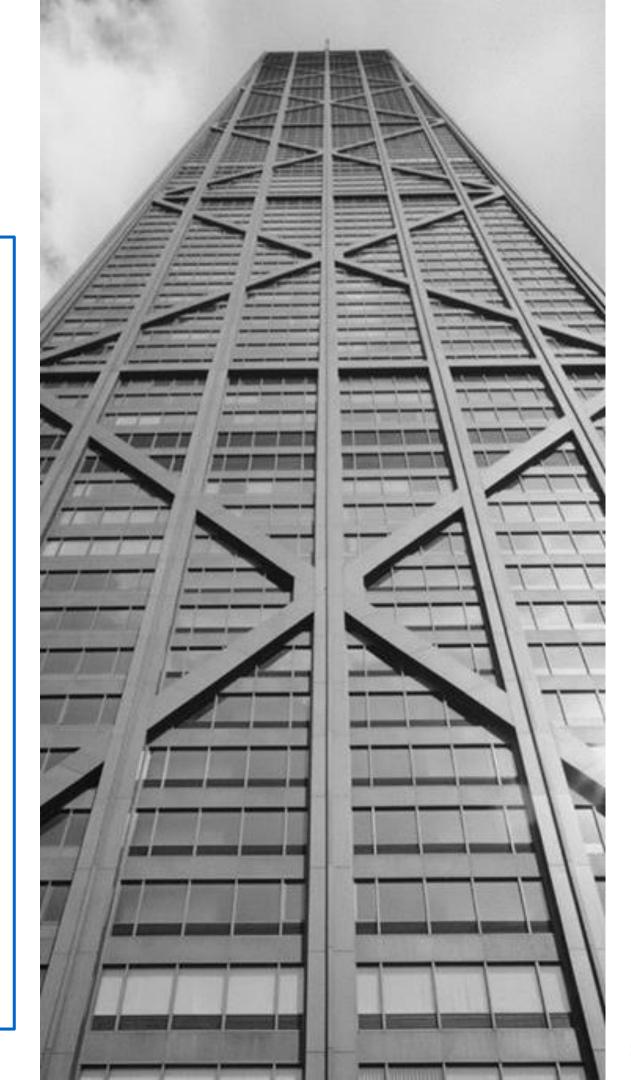


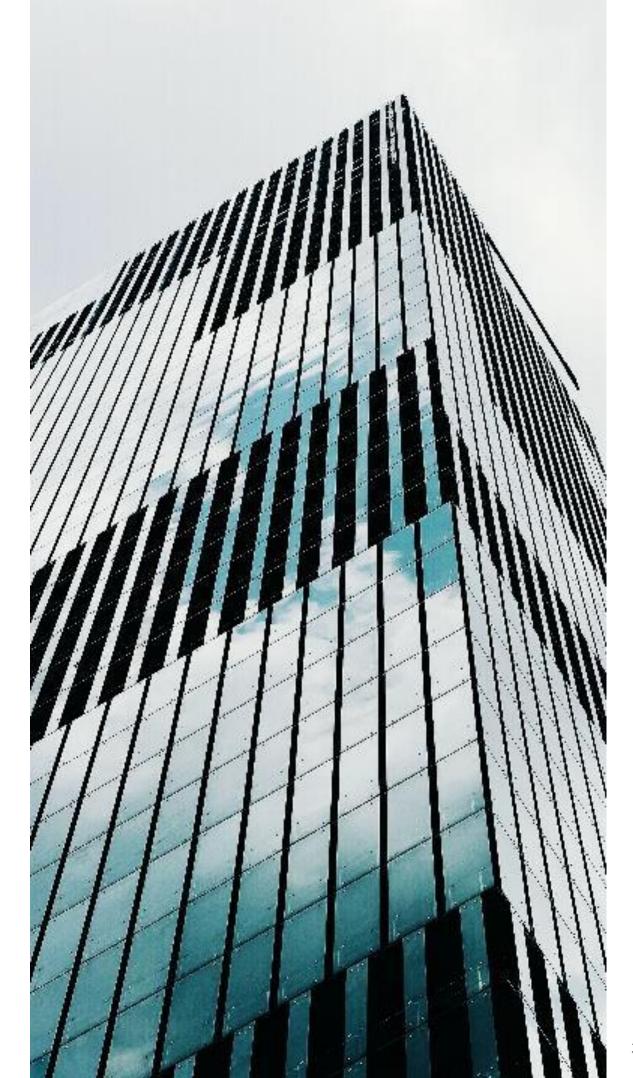
Safe Harbour

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

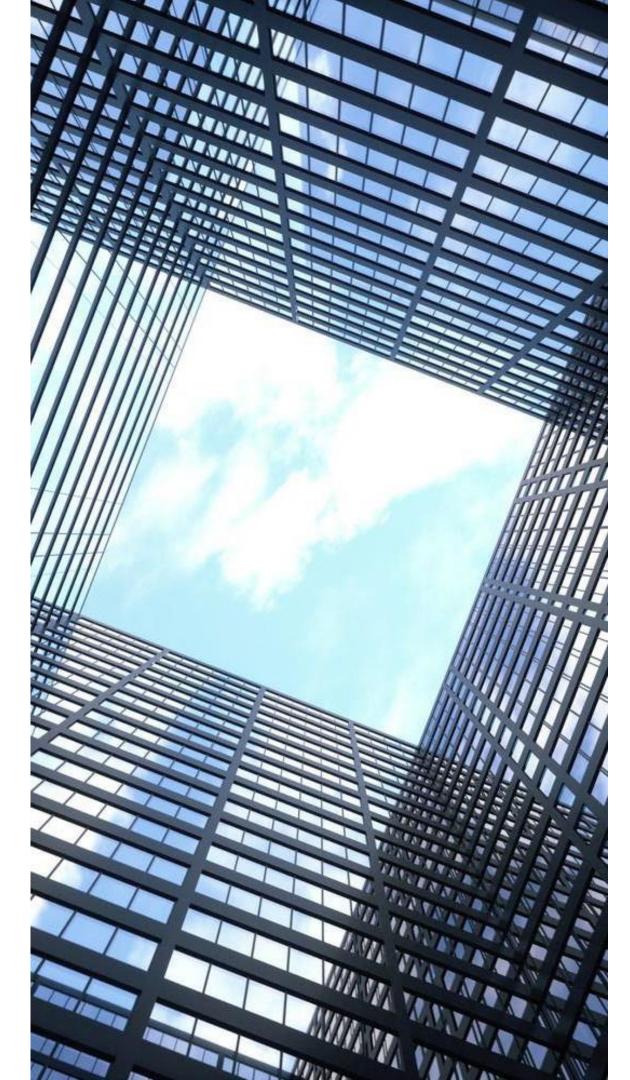


Contents

- APL Apollo Overview
- Core Competence
- Structural Steel Tubes Applications
- Business Strategy
- New Initiatives
- ESG Engagement
- Financial Perfromance
- Team APL Apollo



APLAPOLLO OVERVIEW



APL Apollo at a Glance

01 Leading Structural Steel Tube Brand

14 Brands, Four Product Categories

55% Market Share

3.6 Million Ton, Structural Steel Capacity



16 Patents





2,587 Employees



Distributors



2,500+ Products



Our Brands



Structural steel construction material: Residential, Commercial, Infrastructure Fabritech, Build, DFT, Column, FireReady, Agri Plank, Signature, Elegant, Chaukhat



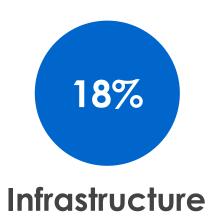
Building Material

79%

Apollo Z

Galvanized structural steel construction material: Residential, Commercial, Infrastructure

CoastGuard



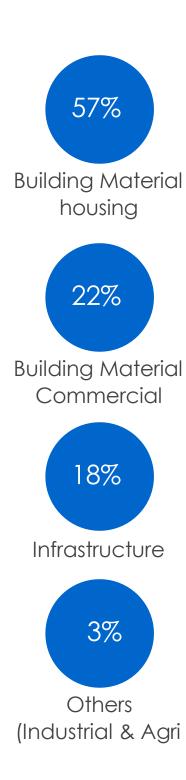
Apollo Galv

Galvanized steel tubes: Residential, Commercial, Agri, Industrial Green, Bheem, Z+



Product Application & Sales Mix*

Product Category	Sales Volume Mix (%)	Applications	
Apollo Structural	69 %		
Residential Buildings & Independent Homes	32%	Structural, Piling, Sheds, Handrails,	
Commercial Buildings, Warehouses & Factories	17%	Gates, Fencing, Balcony Grills, Staircase, Light Structures	
Infrastructure	18%	Structural for Metros, Airports, Stadiums, Stations etc	
Industrial & agriculture	2%	Heavy Equipment	
Apollo Z	27%		
Residential Buildings & Independent Homes	25%	Galvanized structural steel tubes for coastal markets	
Commercial Buildings, Warehouses & Factories	2%		
Apollo Galv	4%		
Commercial Buildings	3%	Galvanized Structural, Greenhouse Structures, Plumbing, Firefighting	
Industrial & agriculture	1%		
Total	100%		



Brand Equity





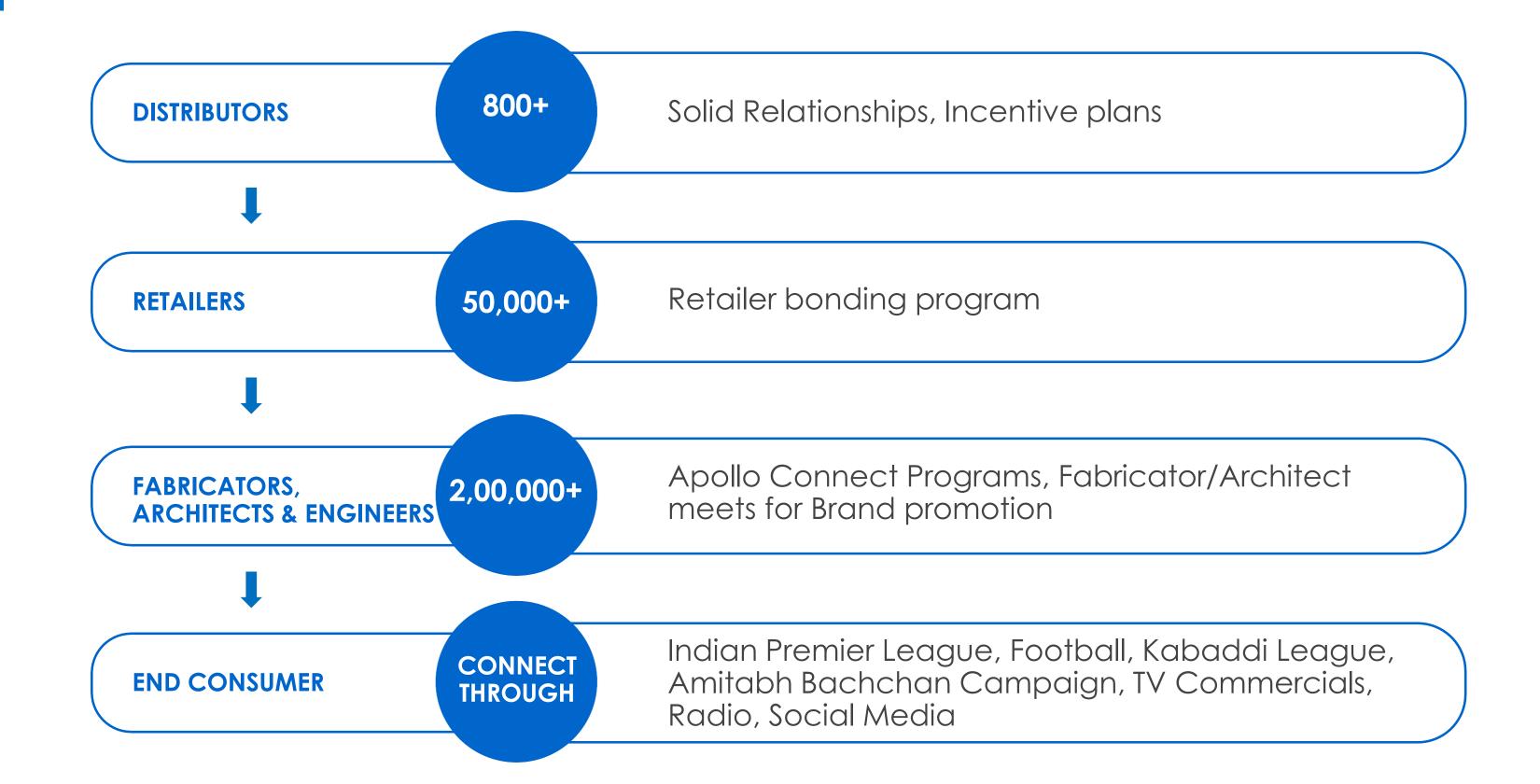








B2C Channel



CORE COMPETENCE



Porter's Five Forces

Threat of Entry

- Scale of 3.6 Mn ton capacity; wide gap between No. 2 Player
- Vast distribution network (access to 800+ distributors, 50,000 retailers, 200k fabricators)
- Technology advantage (DFT, ILG)
- Lowest cost producer
- (highest profitability in the sector)
- Product range (2,500+ SKUs)
- Lead time to distributors (48hrs delivery)
- Financial strength (doubling capacity every 3rd year without debt)
- Unmatched brand strength

Bargaining power of suppliers

- Company buys 2% of Indian steel production and 10% of Indian HR coil production
- Amongst Top 3 customers for large steel producers
- Company's steel buying price is minimum in structural steel tubing industry

Industry Rivalry

- APL Apollo 55% market share
- Player 2 10% market share (ancillary business for steel producer)
- Player 3 10% market share (focus on water transportation and Oil &Gas tubes)
- Player 4 7% market share (strong player but small in Parent's overall scheme of things)
- Player 5 7% market share (focused in East market; regional player)
- Player 6 6% market share (high debt)
- Player 7 3% market share (high debt)
- Player 8 2% market share (poor profitability)
- Others 1%

Bargaining power of distributors

- 55% market share in structural steel tubing industry
- Monopoly products (new innovative products)
- APL Apollo distributors can churn capital upto 8x in a year which helps them generate high ROCE

Threat of substitute

 No product can replace structural strength of steel

Our Business MOAT...

Highest no. of products with 2,500 SKUs

Highest scale with 11 plants (3.6Mn ton capacity)

Largest sales network (800+ distributors)



buyer of HR coil)

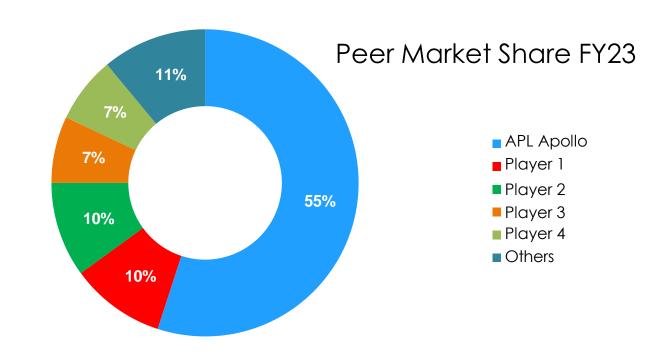
Lowest cost producer (largest

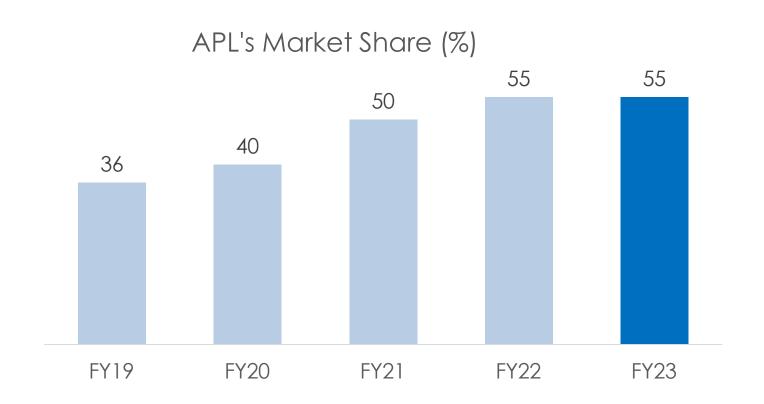
Premium pricing to peers (brand strength)

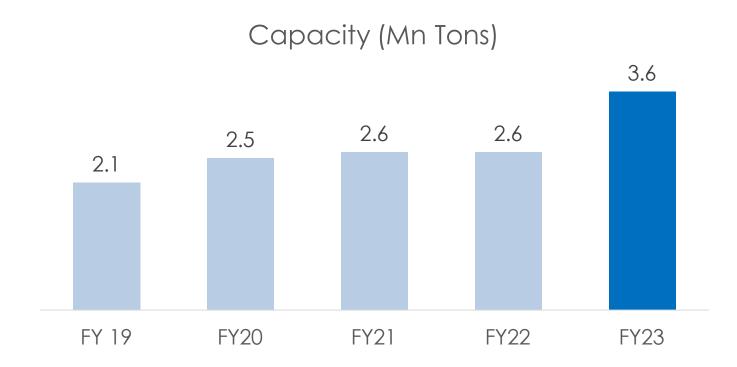
Technology edge & Innovation

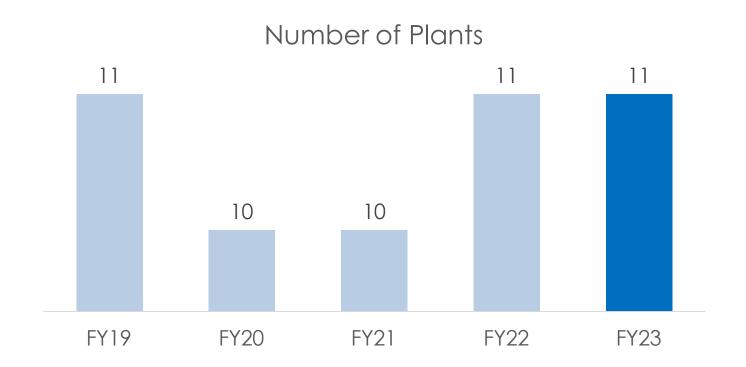
Lowest lead time for delivery to distributors

Dominant Leadership





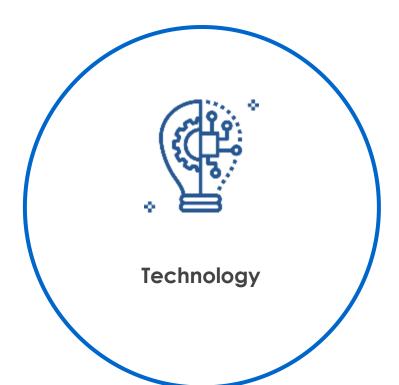


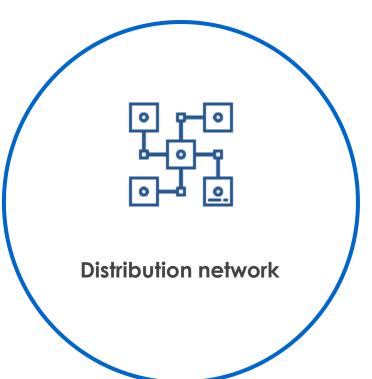


Unique Capabilities



Developed structural steel market in India





Innovative products

First Mover advantage

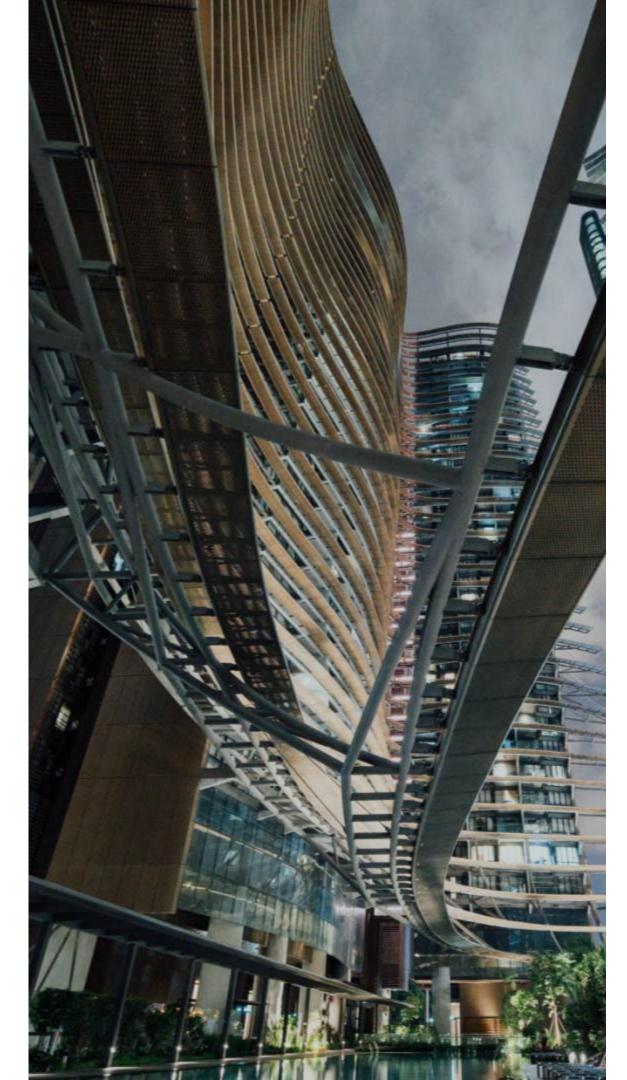
No.1 Leader; Focused on steel strength and building material applications

Direct Forming Technology for big structural products In-line Galvanizing to replace traditional products B2C channel for last mile penetration

Ground breaking solutions

Roofing solutions for coastal market, door frame

STRUCTURAL STEEL TUBES APPLICATIONS



Structural Steel Applications

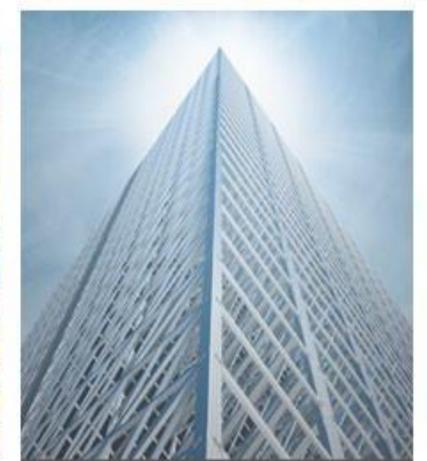
















Structural Steel Applications











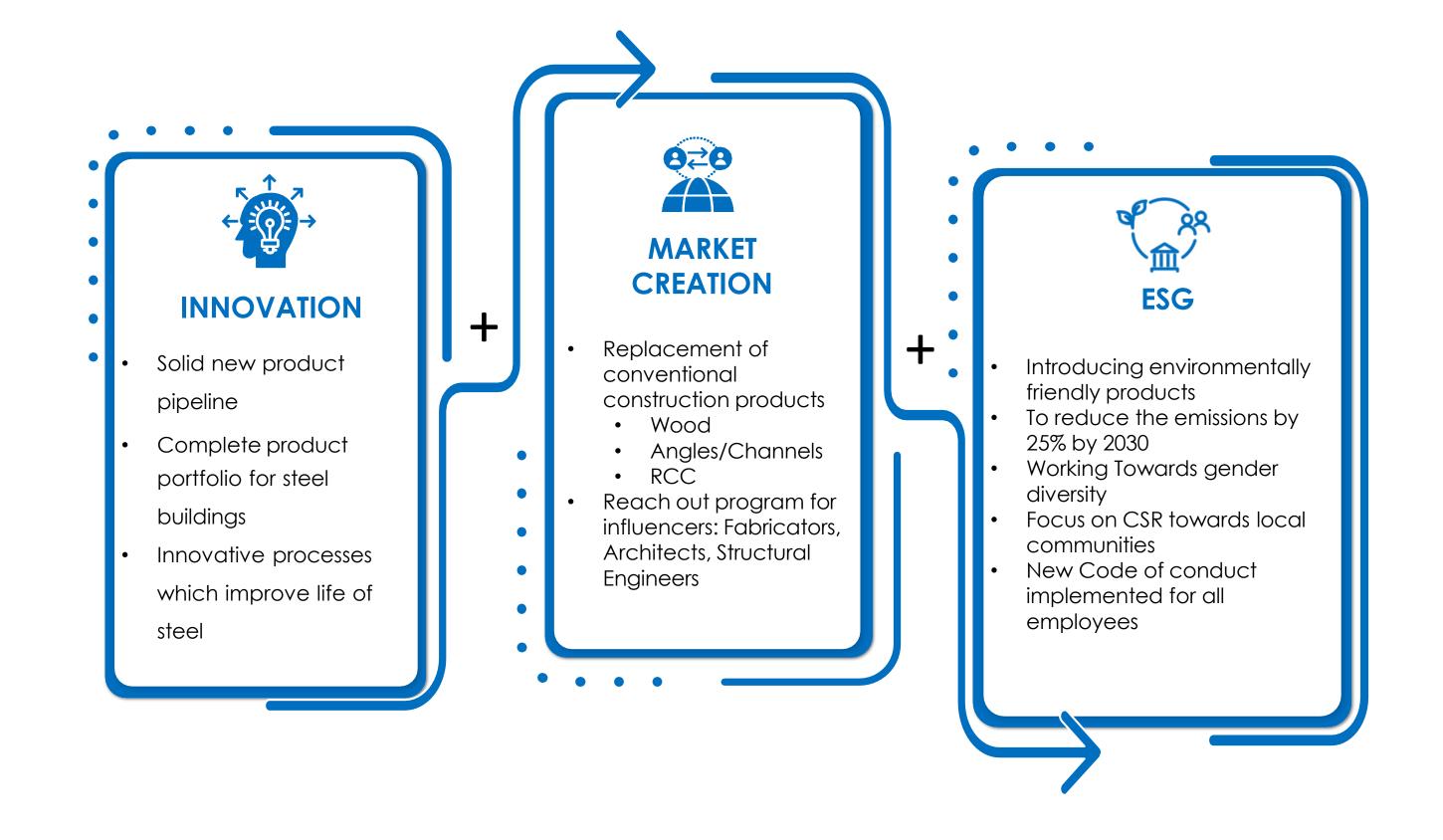




BUSINESS STRATEGY



APL Apollo Vision



INNOVATION

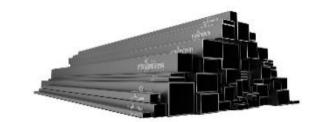
World's only company to make steel tubes with size range of 8x8mm to 1000x1000mm and thickness range of 0.18 mm to 40mm



What we have done so far as the first company

Indian Markets

Structural steel square and rectangular tubes:



Structural application in construction Industry

Pre-galvanized structural steel tubes (**Apollo Z**):



Corrosive resistant structural applications

DFT (Direct Forming Technology)



Faster TAT with tailor made sizes

300x300mm dia structural steel tubes:



Heavy structural application in Construction industry

Inline galvanizing (ILG)



Superior corrosive resistant product strong demand in coastal market

What we have done so far as the first company

Global Markets

Chaukhat (Door frame shape tubes)



Replacing Conventional wooden door frames

Rectangular section of 1:11 (Length to Breadth)



Replacing Conventional wooden sections

REGISTERED





Double Door Frame



Single Door Frame



Apollo Signature



Elliptical Tube



Four door Frame



D Section



Handrail



Window Frame Tube (L)



Window Frame Tube (T)



Window Frame Tube (Z)



Reflector Tube



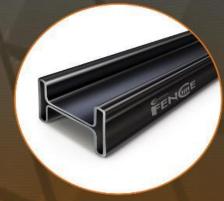
Oval Tube



Plank Tube



Octagon



Fencing Tube



Checkered Sheets

New Product Pipeline from Raipur plant

World's 1st thicker color coated products



Superior corrosion resistant, high load bearing with aesthetics

World's 1st Color coated structural steel tubes



Superior corrosion resistant with aesthetics

India's 1st 500x500mm dia structural steel tubes

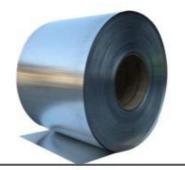


Replacing RCC structures/columns in heavy construction

India's 1st and World's 2nd 1,000x1,000mm



India's 1st CRCA Black annealed tube



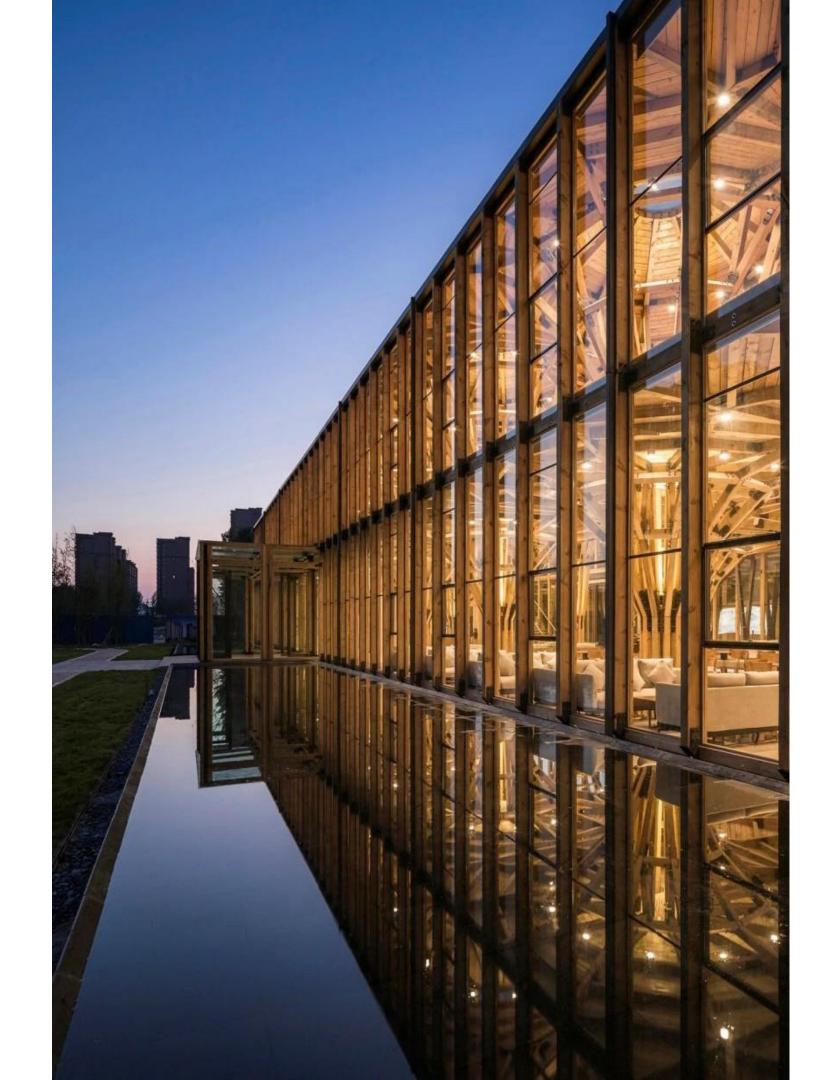
High tensile light structural application; bendable; superior rust proof properties

India's 1st AluZinc tubes



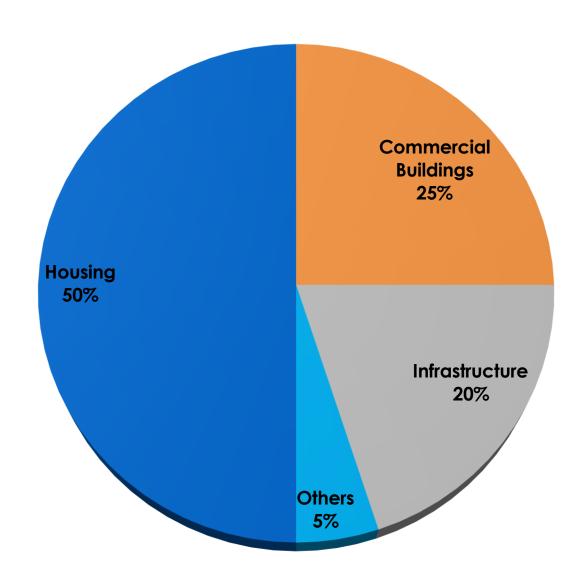
Superior rust proof properties and better life

MARKET CREATION



Structural Steel Tube Applications

Application Mix













How Have We Created Market..

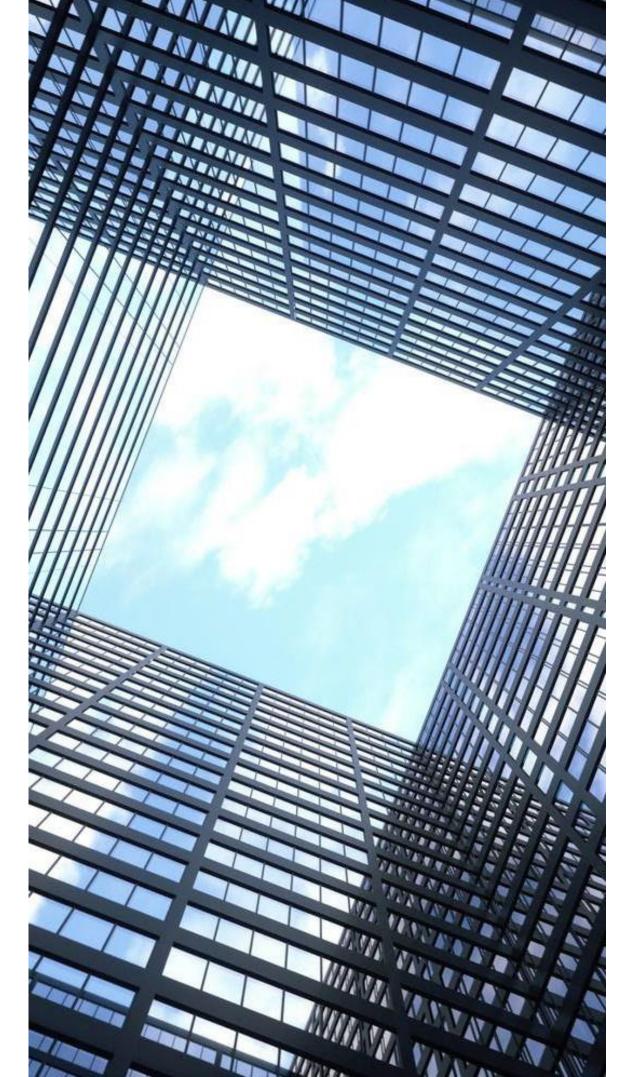
Conventional Construction Products	Applications	Why Structural Steel Tube replaces these products?	
Steel Angle/Channels	Structural support, Towers infrastructure	Uniform Strength, Lower steel consumption	
Wood	Furniture, Door Frames, Planks	Cost Effective, Termite Proof, Environmental Friendly	
Aluminum Profiles	Facades & Glazing	Cost Effective, Higher Strength	
Reinforced Cement Concrete	Construction of Buildings	Faster Construction Environmental Friendly	
Fabricated Metal Sheet	Pre-Engineered Steel Buildings	Lower steel consumption Reduces overall project cost	

How to replace the conventional products??

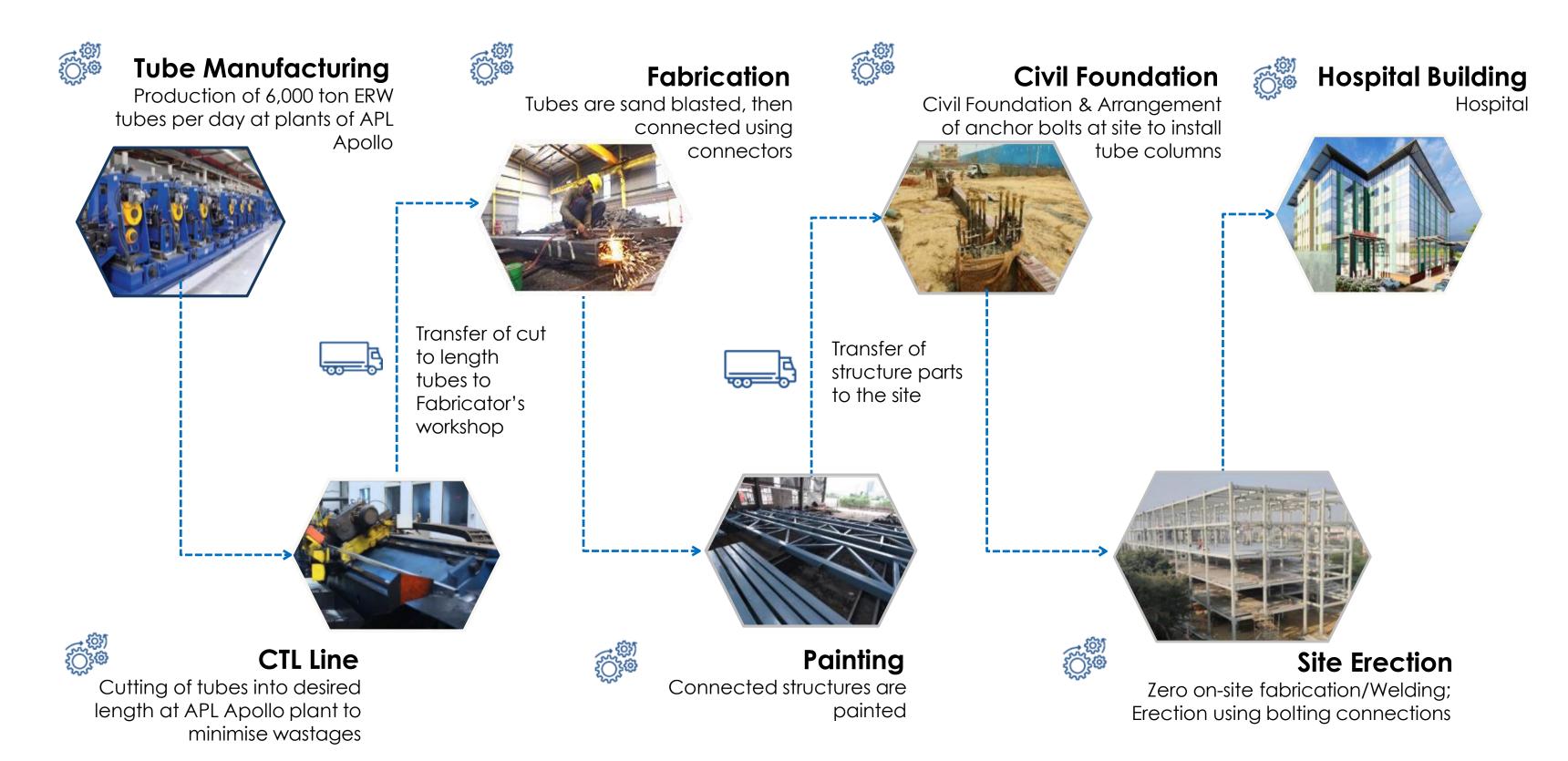
Low Diameter Steel Tubes/Low Load Bearing

> High Diameter Steel Tubes/High Load Bearing

REVOLUTIONIZING CONSTRUCTION INDUSTRY

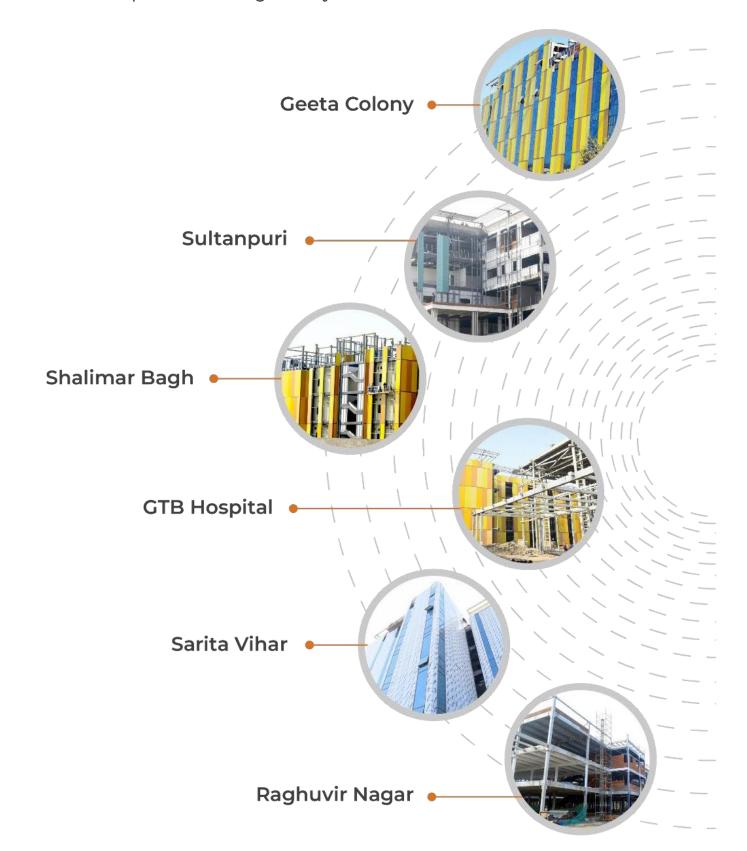


Tubular Construction Process flow

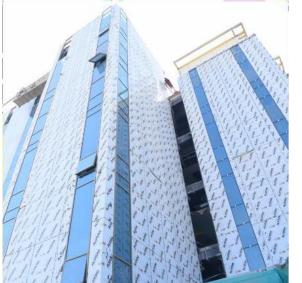


6 DELHI HOSPITALS: PROOF OF CONCEPT

- · Total 2mn Sq. ft built-up
- · 18k ton Steel Tubes used
- · Structural work completed in average 90days











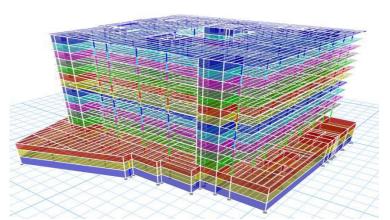


More live sites





Housing-Delhi





Hospital- Mumbai



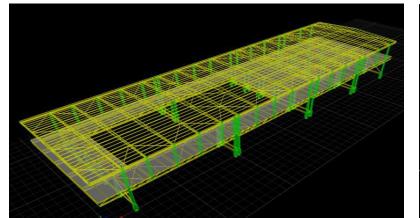


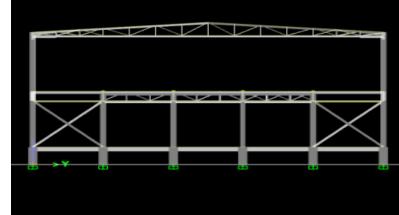
University, Delhi NCR





University Campus- Telangana





Railway Station – Andhra Pradesh





Water Tank, Uttar Pradesh

Applications

- High Rise Buildings
 - Hospitals, Housing, Schools,
 Courts, Hotels/Malls/Offices
- Warehouses/Cold Storage/Food Parks
- Factory Buildings/Process Structures
- Aviation Hangers
- Data Centres

45 projects

42mn sq. ft. Visibility

220,000 ton heavy structural steel tubes

Ongoing enquiries





Vision 2025

Dominant position with 60%+ market share

Company aims to continue its dominant position in Indian Market

✓ Capacity: 5 Mn Tonswith CapacityUtilization of 80%+

2 Product innovation

Create formidable position in newer product category (Super Heavy and Coated)

✓ Revenue 2X

3 Strengthen presence in Global Markets

Aim to enhance global presence and have 10% share of the overall sales

✓ EBITDA 2.5X

4 Customer Centricity

With Investment in B2C app, use of Bollywood and Sports for brand pull, we have strong focus on customer centricity

✓ 70%+ revenue from

Value Added

Products

Recognized Player on ESG Front

Significant focus on ESG

✓ 10%+ of sales from Exports

Growth Drivers

A

Capacity expansion

New products

C

Focus on high margin products

D

Geographic expansion

Raipur project

- Capacity: 1.0 MTPA
 (infrastructure of 1.5 MTPA)
- Capex: Rs13bn (90% already incurred)
- Potential financials:

• Revenue: Rs70bn+

EBITDA: Rs6bn+

Products

B

Project specifically focused at High-value added products 3 key product categories:

High Diameter High Thickness Tubes

- 500m x 500m and 1000m x 1000m
- Capacity: 0.3 MTPA
- Suitable for high rise, high load bearing structures
- Reduces project cost by ~20% for the developer

Coated Tubes

- Colored and galvanized
- Capacity: 0.3 MTPA
- Suitable for Warehousing, infrastructure & industrial segments

Coated Products

- Narrow cold rolled and flat products
- Capacity: 0.4 MTPA
- New age products to replace existing products of wood,
 PVC etc.



Dubai

East India

COD: FY 25

Capacity: 0.2 MTPA

Capacity: 0.3 MTPA
First plant outside India for catering to Middle East and European

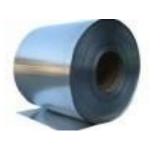
Project to help deeper penetration

in the Eastern India market

Land acquisition in process

markets COD: FY 25





Capacity & Geographic Expansion

Capacity (k tons per year)					
Application wise	General	Value- Added	Total		
Current Capacity	1,200	2,400	3,600		
Dubai (Greenfield)	150	150	300		
East India (Greenfield)	150	50	200		
Brownfield in New Raipur		300	300		
Brownfield in existing plants		600	600		
Total	1,500	3,500	5,000		

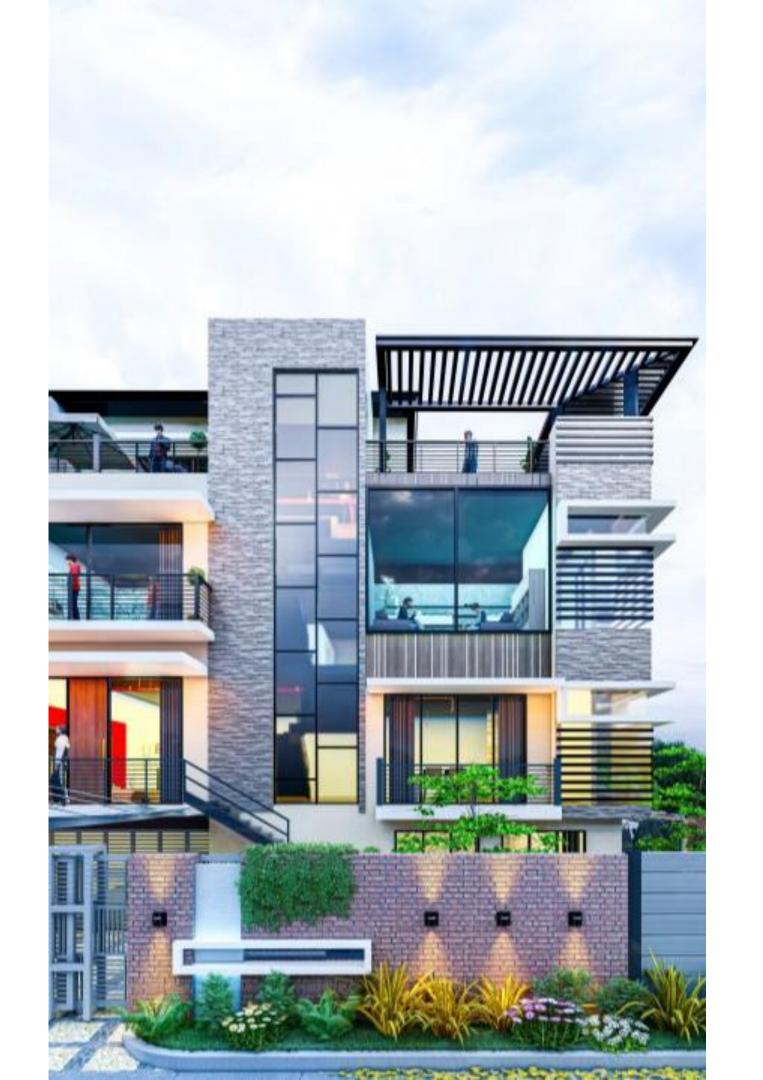
Existing Capacity: **3.6 MnT**

Green Field Expansion: **0.5 MnT**

Brown Field Expansion: **0.9 MnT**

Value Added Products to contribute 70%+ of the overall capacity

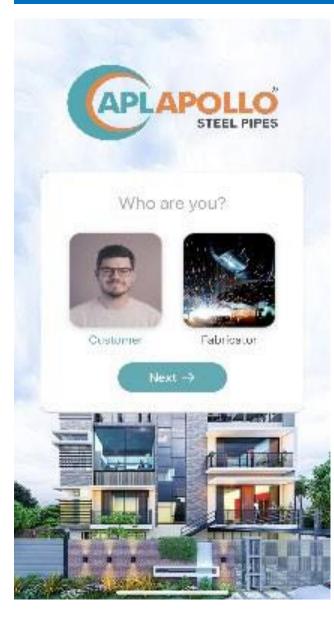
NEW INITIATIVES



B2C Tech App



APL APOLLO MOBILE - APPLICATION LAUNCHED











40,000+ Fabricators enrolled

340,000+ Total Downloads

400+ Designs

16 Patents registered



DJSI Scoring



APL APOLLO SCORED 80TH PERCENTILE IN FY23

We expect better score this year as we are improving on ESG parameters

Commitment and achievements

B

S

S

S

S

G

Commitments

- Committed to reducing Scope 1&2 emissions by 25% by 2030
- Committed to set near term and Net Zero targets by 2050
- Renewable energy contribution to be 47% by 2030 from 38%
- Targeted to increase the female workforce by 1% every year
- CSR initiatives in the local communities to uplift their lifestyle
- Skill development trainings and safety trainings
- Occupational Health and safety assessment of all work force
- Training on code of conduct to educate each employee

Achievements

- Introduced new, environmentally friendly products
- All plants have access to green energy, 2 plants have more than 85% dependency on green energy
- Almost all plants have rainwater harvesting facilities
- Zero accidents by providing safety training at sites
- Attrition rate below 5%
- Hiring female workforce to achieve gender diversity targets
- Given emphasis to CSR initiatives in local communities
- New Code of conduct implemented for all employees





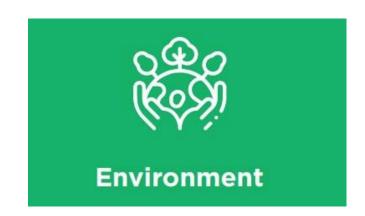








ESG Developments



Assessed **Scope 3 emissions** (in addition to Scope 1 & Scope 2)



- 1) Safety Manual formulated for all the production facilities and offices
- 2) New Human Rights policy incorporated



Code of Conduct: New Code of conduct is formulated for all employees

Front runner for Steel for Green

- APL Apollo is the 1st Company to innovate readymade Chaukhat, Fence, Plank and Hand rails as Steel for Green Concept which replaced conventional wood application in building construction
- Our Products are saving 250,000 trees every year, going ahead we will be saving more and more trees to keep the planet greener
- Keeping the Steel for Green as priority APL is the 1st Company to innovate narrow and thicker color coated galvanized sheets which will save more trees









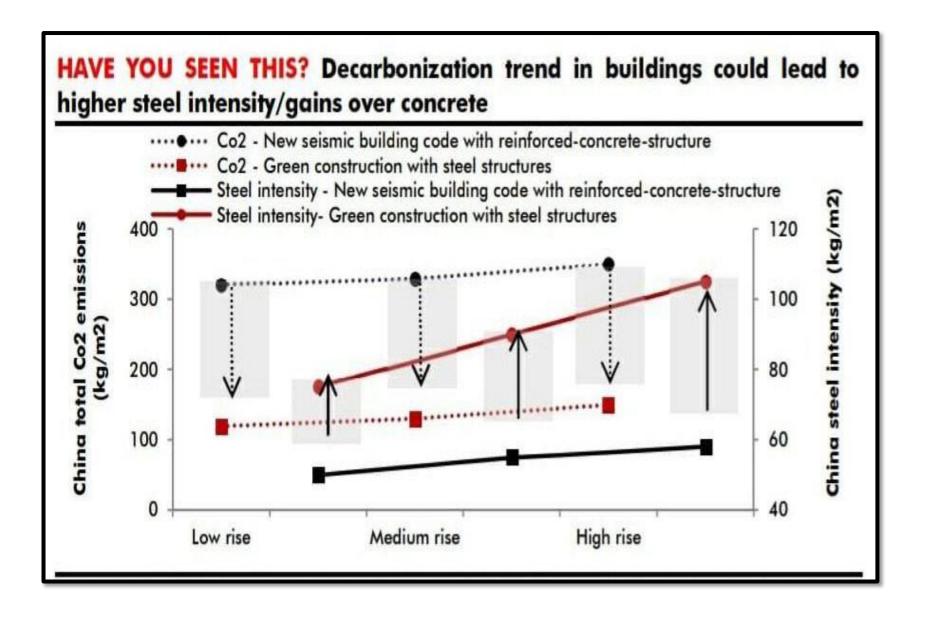


Steel Buildings = Decarbonization

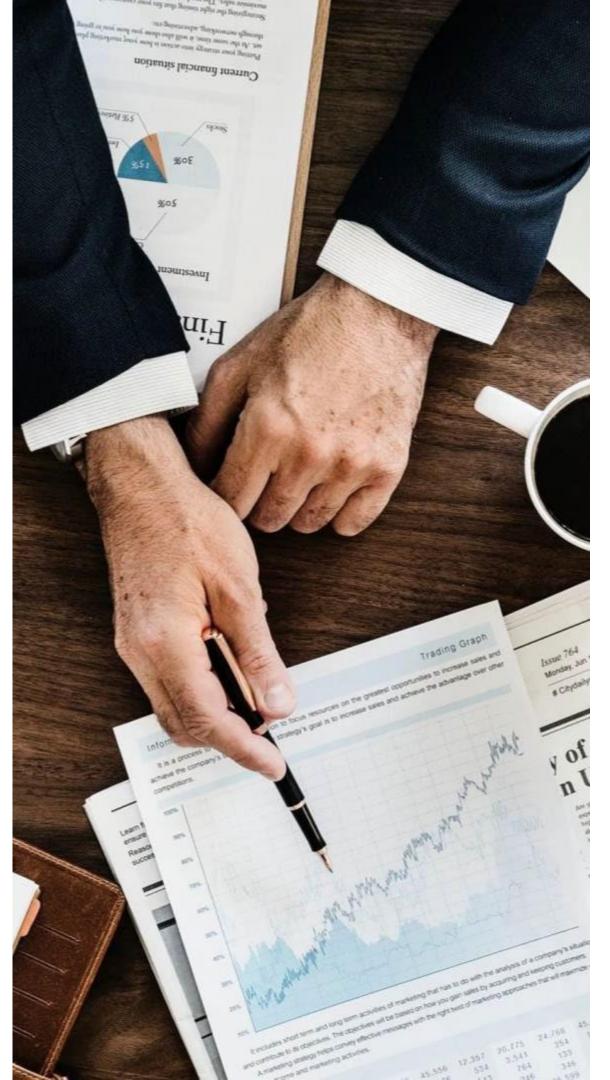
- Construction sector contributes 30% of direct and indirect Co2 emissions
- Structural steel is preferred for steel buildings because steel is
 - Infinitely recyclable
 - Easy to pre-fabricate
 - High volume to weight ratio
 - Lighter/ stronger structure allow gains inn vertical space

Research indicates replacing reinforced concrete with steel structures can reduce emission by 60%

Steel Structure - RCC Structure



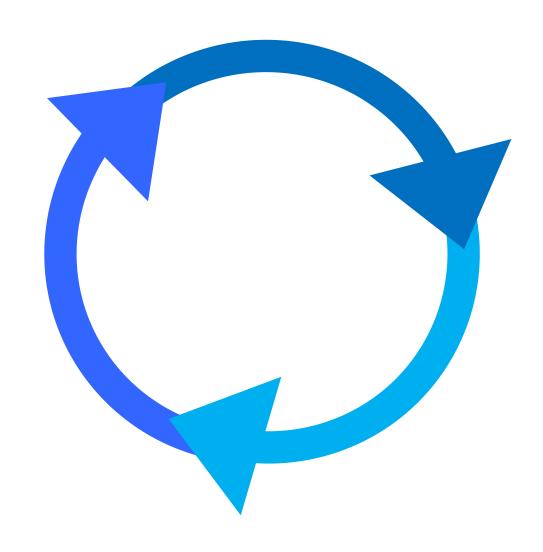
FINANCIAL PRIORITIES & PERFORMANCE



Financial Priorities Under Strong Governance

Growth

- Profitable Organic Growth
- Commitment to R&D and Talent
- Innovate products to replace conventional construction methods

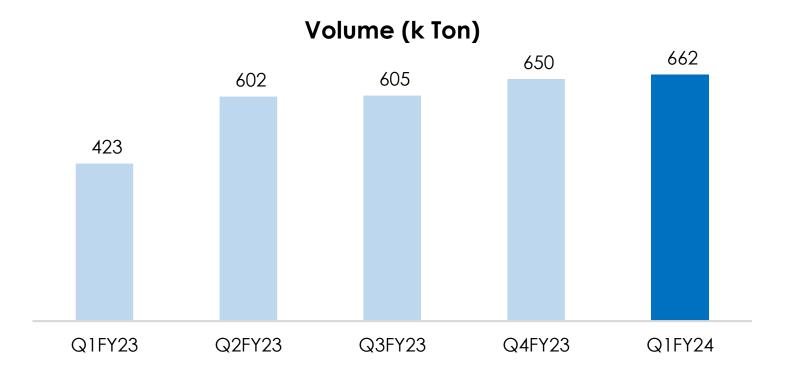


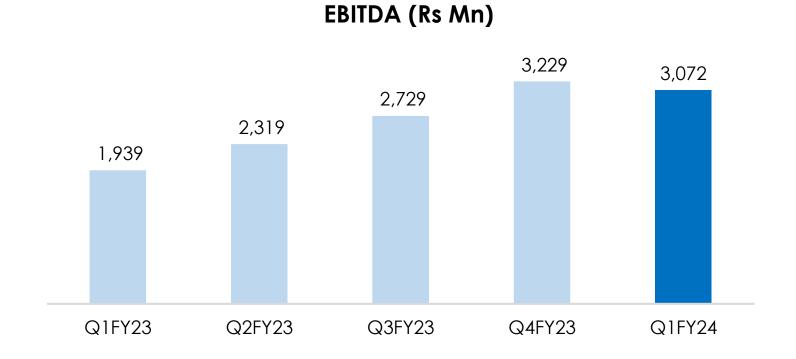
Earnings

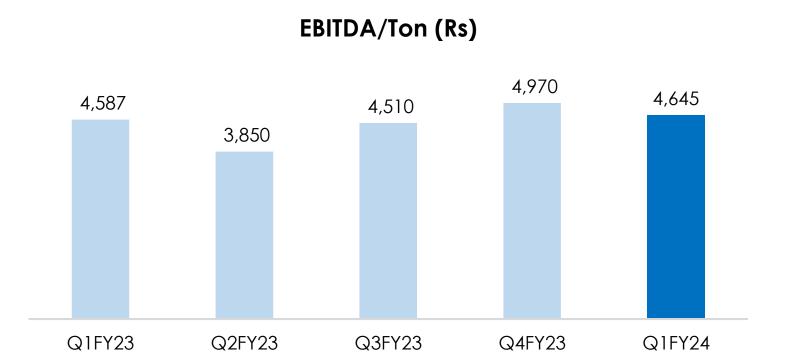
- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles

Capital Allocation

- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles
- Achieve ROCE ≥ 30%







1,207

Q3FY23

Q4FY23

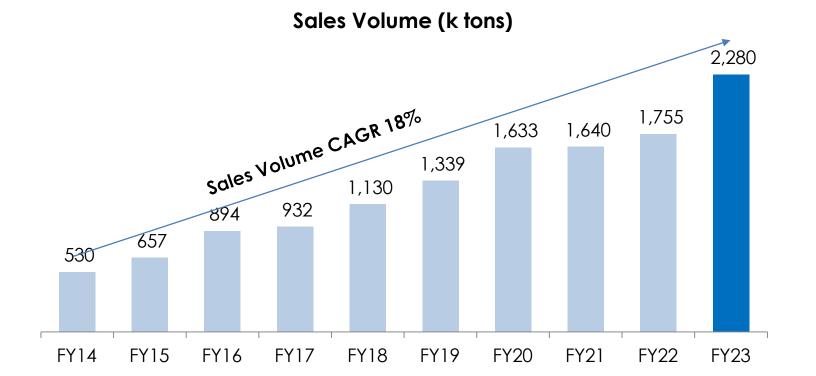
Q1FY24

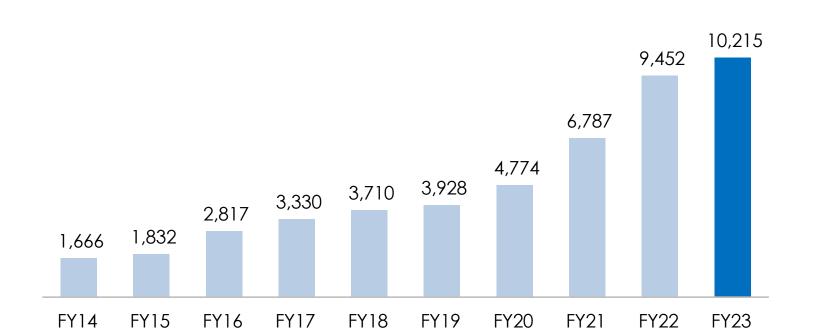
Q1FY23

Q2FY23

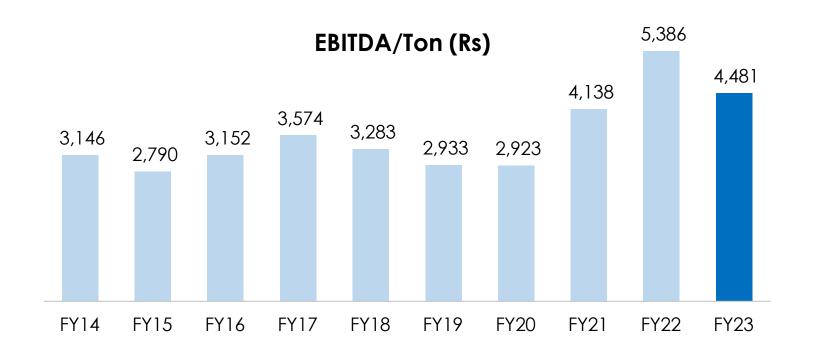
Net Profit (Rs Mn)

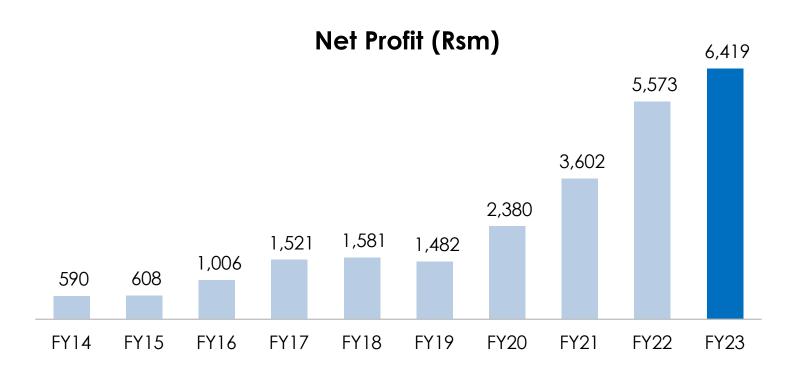
- 1. Sales Volume and Financials are on consolidated basis
- 2. EBITDA has been calculated without other income



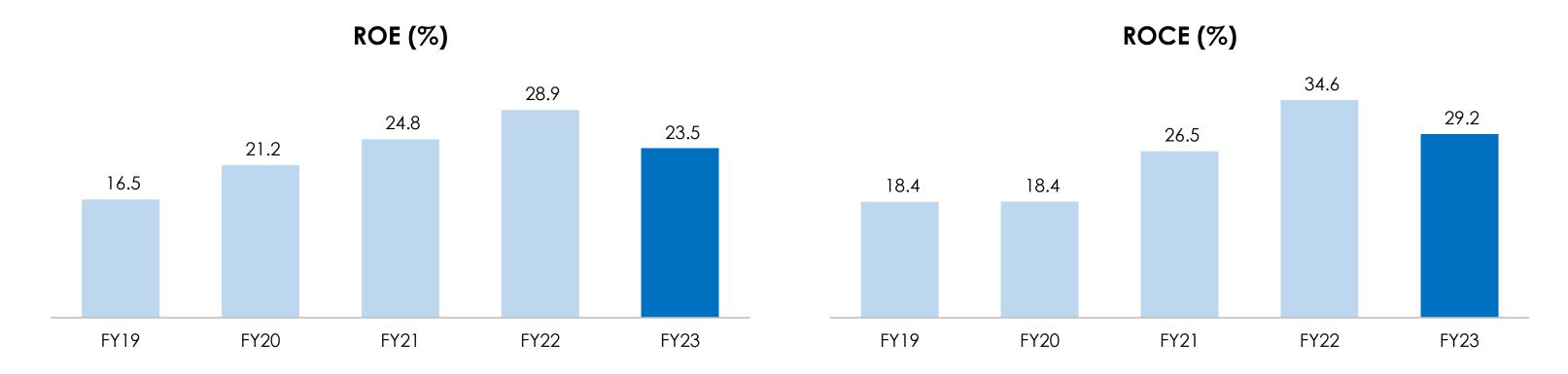


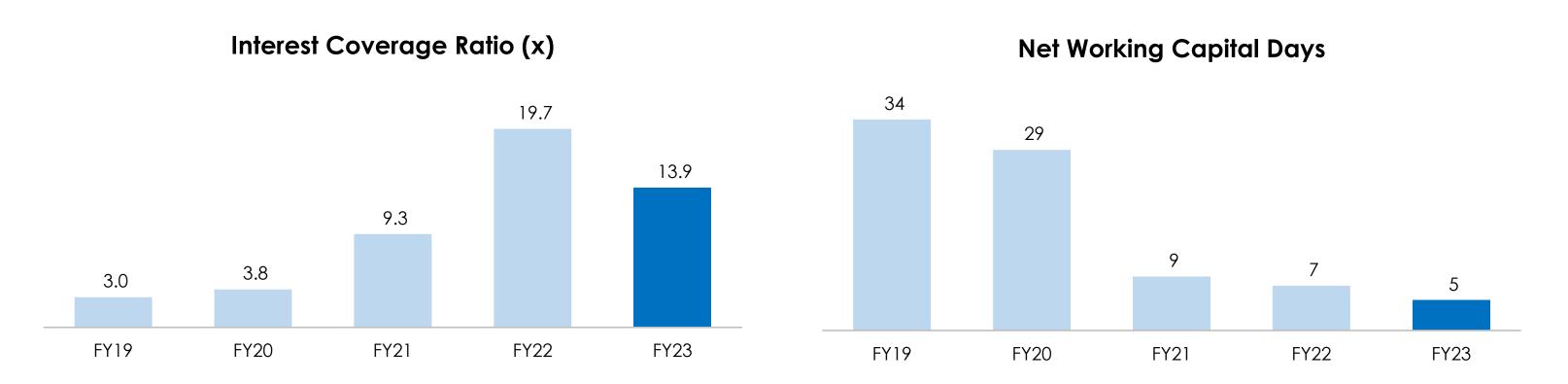
EBITDA (Rsm)



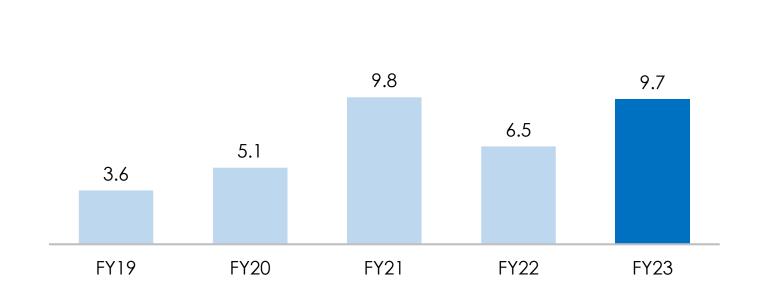


Note 1: This data is based on the Consolidated Financial data of the Company; Interest coverage is calculated on EBIT Note 2: Sales Volume and Financials are on consolidated basis and Net Profit is after Minority Interest

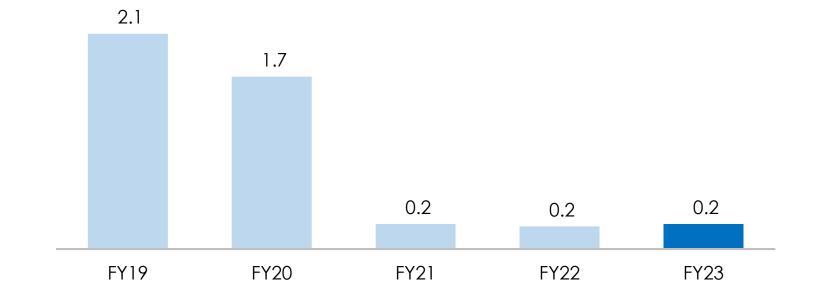




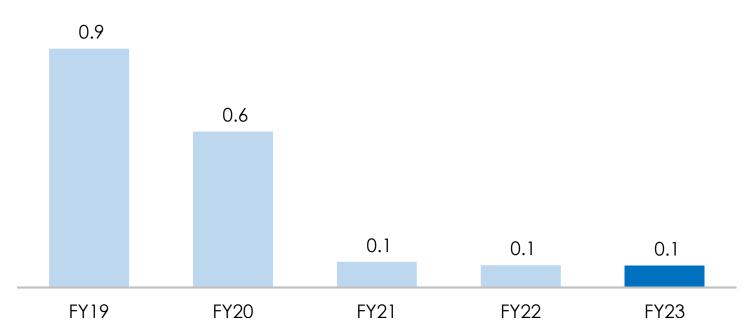
Operating Cash Flow (Rs Bn)



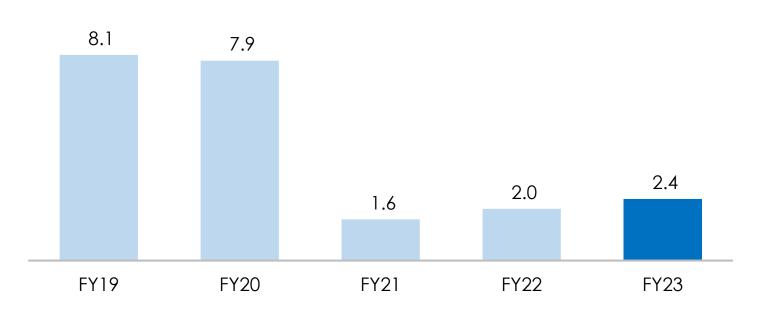
Net Debt/EBITDA (x)

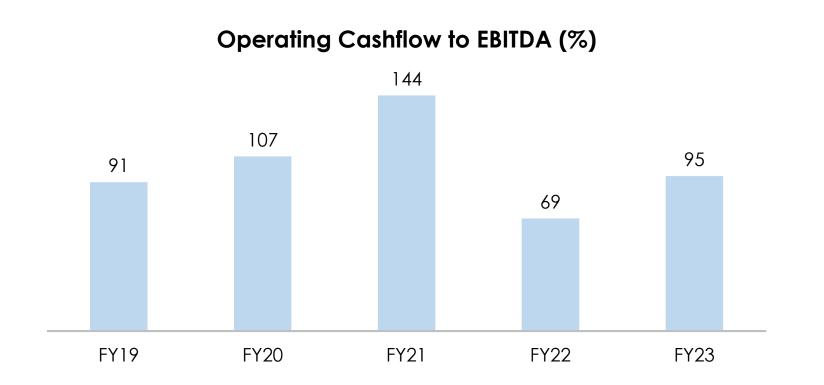


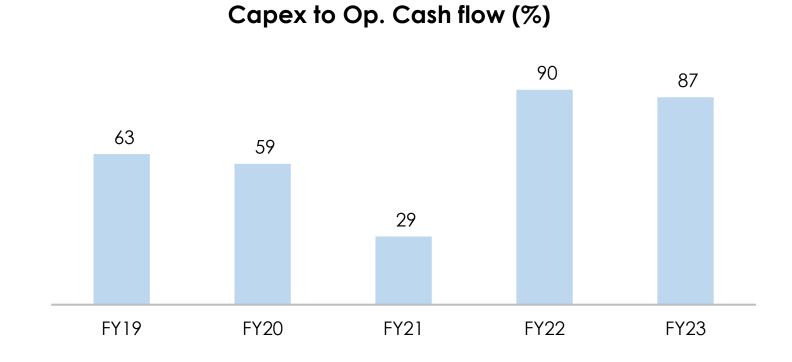
Net Debt/ Equity (x)

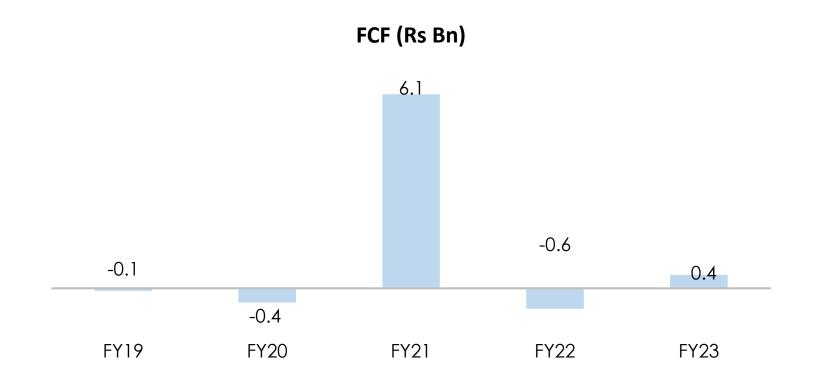


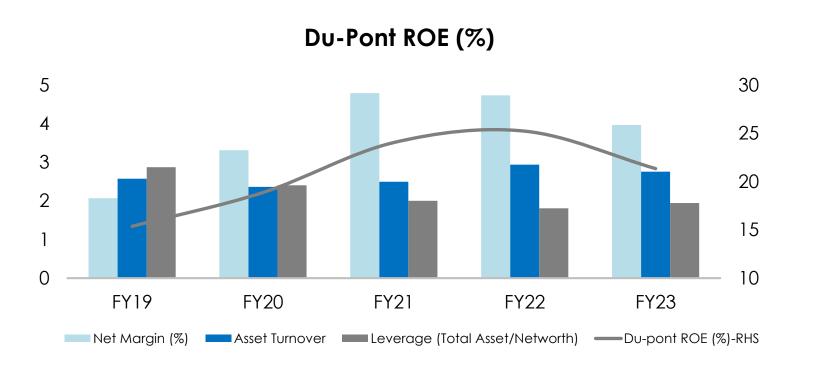
Net Debt (Rs Bn)











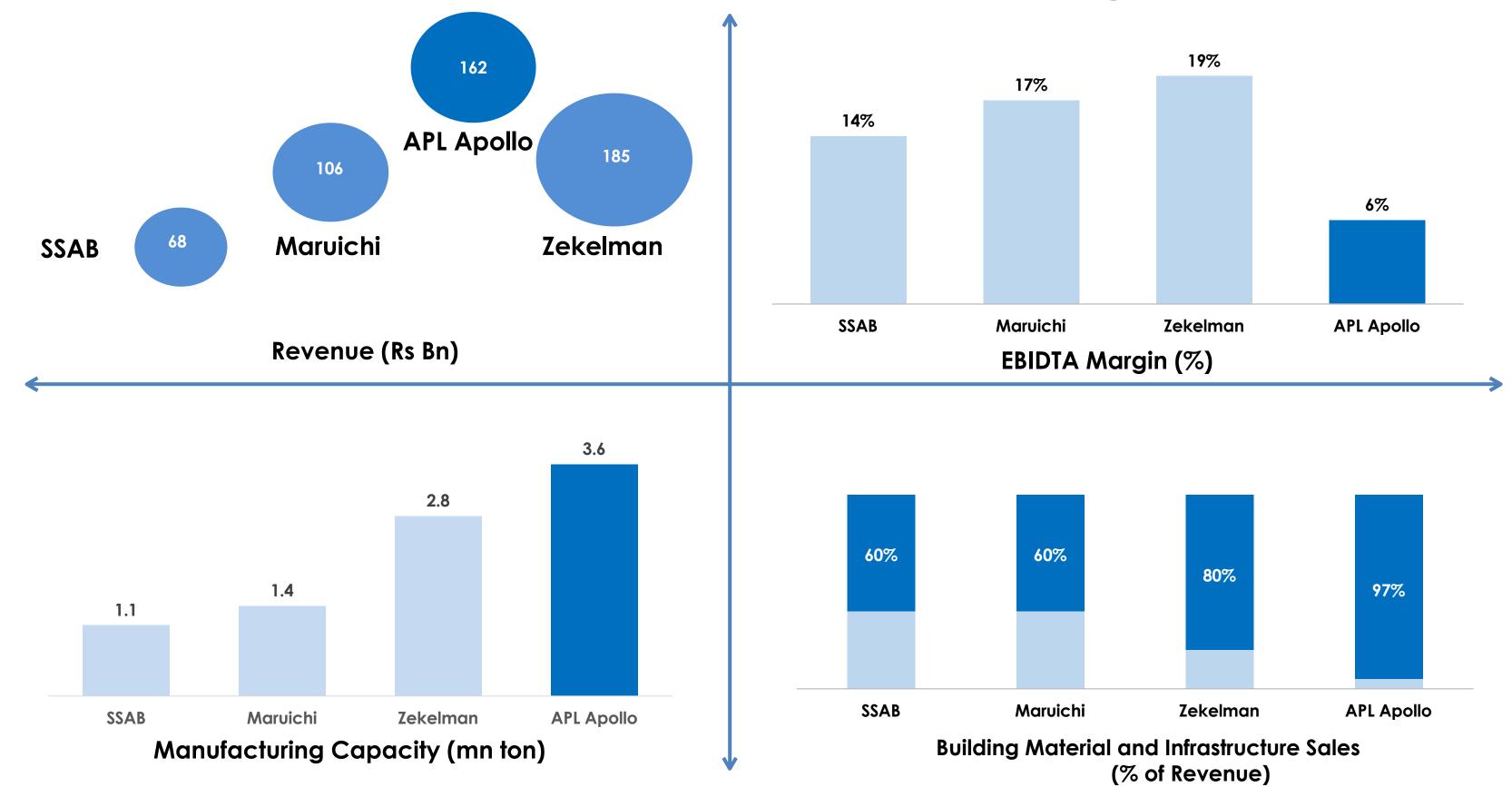
De-commoditizing Product Portfolio

	Application	FY20		FY21		FY22		FY23			Q1FY24		Capacity				
Product Category		Sales Mix	Vol.	EBITDA/Ton	Sales Mix	x Vol.	EBITDA/Ton	(KTon)									
		(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)) (Rs)	(%)	(KTon)	(Rs)	(%)	(K Ton)) (Rs)	
Apollo Structural	Heavy	6	101	4,000	6	95	4,721	7	121	7,422	7	160	0 7,505	5 7	45	7,711	300
	Super Heavy	-			-			-			0	2	2 9,604	. 1	4	8,777	100
	Light	8	134	4,778	21	352	5,649	19	336	6,683	18	407	7 5,134	4 17	111	5,775	580
	General	55	898	1,361	43	713	1,658	37	647	2,212	44	1,005	5 2,015	5 43	3 282	2,252	1,200
Apollo Z	Rust-proof	25	5 401	1 5,279	9 25	5 409	9 6,692	2 33	3 575	5 7,710	0 25	5 567	7 7,214	4 26	170	6,749	900
	Coated	-			-	-		0	0 0)	2	2 39	9 5,731	31 3	3 19	4,044	400
Apollo Galv	Agri/Industrial	l 6	99	3,952	4	71	6,040	4	. 76	6,442	4	99	9 5,667	7 5	30	6,196	120
Total		100	1,633	2,923	100	1,640	4,138	100	1,755	5,411	100	2,280	0 4,481	100	662	4,645	3,600

Standard products with EBITDA around Rs 2,000/ Ton

Value added products with EBITDA more than Rs 4,000/Ton

Global Peer Benchmarking



Based on latest financial available data

Profit & Loss Statement (Consol)

Particulars (Rs Mn)	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24	FY22	FY23
Sales Volume (k Ton)	423	602	605	650	662	1,755	2,280
Net Revenue	34,386	39,692	43,271	44,311	45,449	130,633	161,660
Raw Material Costs	29,915	34,747	37,693	37,823	39,207	112,231	140,178
Employee Costs	445	468	554	595	604	1,530	2,062
Other expenses	2,086	2,158	2,296	2,665	2,565	7,419	9,204
EBITDA	1,939	2,319	2,729	3,229	3,072	9,452	10,215
EBITDA/ton (Rs)	4,587	3,850	4,510	4,970	4,645	5,386	4,481
Other Income	83	116	93	180	217	405	472
Interest Cost	100	136	186	249	271	445	671
Depreciation	294	276	345	468	409	1090	1383
Tax	422	521	598	673	672	2,133	2,214
Net Profit	1,207	1,502	1,692	2,018	1,936	6,190	6,419

Note 1: Sales Volume and Financials are on consolidated basis

Note 2: Trading revenue for Q1FY24 was Rs.165 Mn

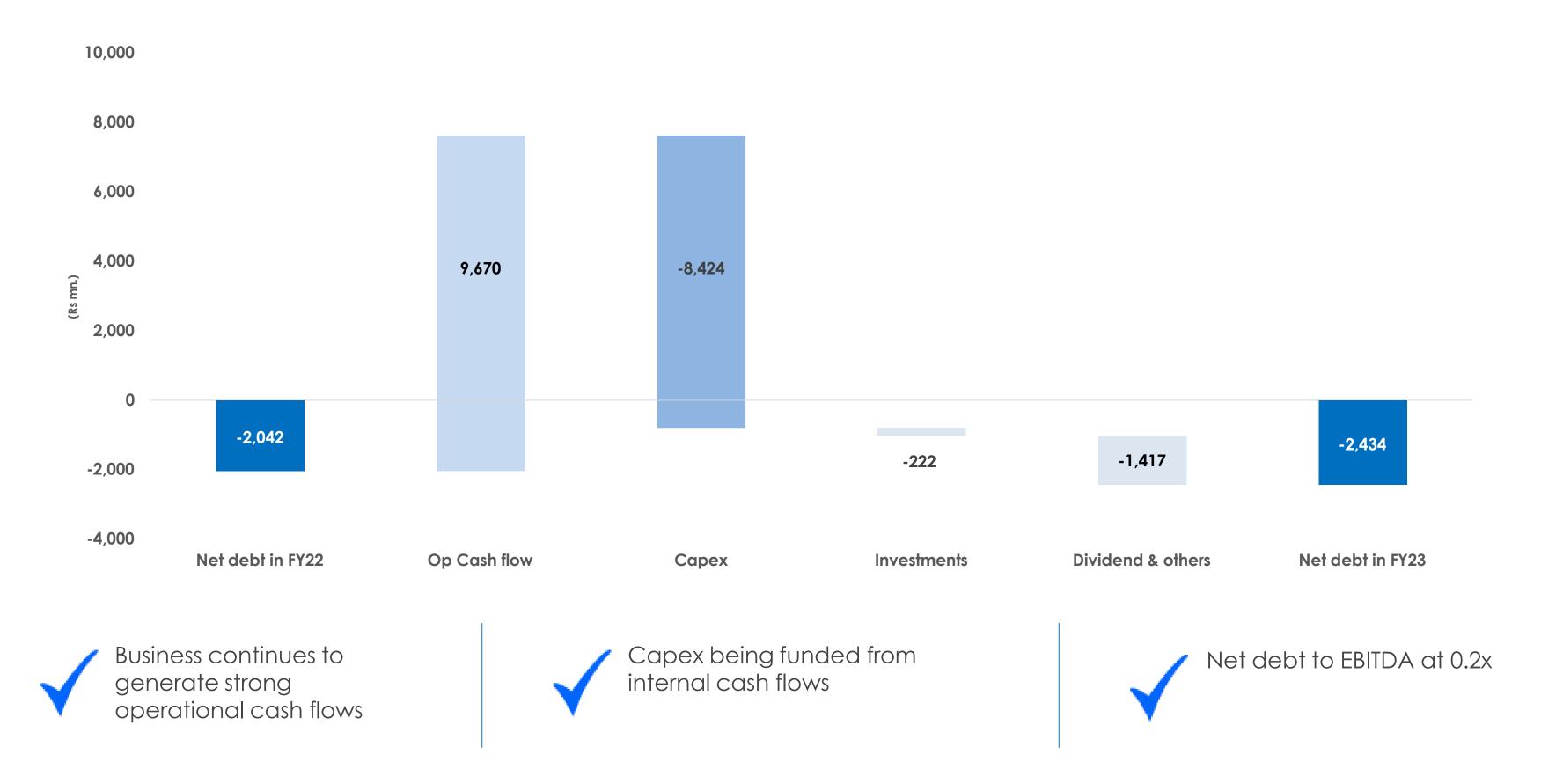
Balance Sheet & Cash flow(Consol)

Balance Sheet - Assets (Rs mn)	FY23	FY22
Cash & Bank Balance	6,295	3,764
Receivables	1,374	3,417
Inventories	14,799	8,472
Other current assets	3,110	2,617
Fixed assets (net)	27,232	21,039
Right to use Assets	925	870
Investments	960	862
Other assets/goodwill	3,821	3,367
Total Assets	58,516	44,409
Balance Sheet - Liabilities (Rs mn)	FY23	FY22
Trade payables	15,970	10,595
Other current liabilities	1,185	1,365
Debt	8,729	5,806
Others	2,576	2,119
Minority Interest/Provision	0	0
Minority Interest/Provision Shareholders' funds	0 30,056	0 24,525

Cashflow Statement (Rs mn)	FY23	FY22
EBITDA	10,215	9,452
Accounts receivables	1,990	-2,108
Inventory	-6340	-887
Other WC changes	5,494	1,638
Tax	-2,161	-1,993
Other Income	472	405
Operating cash flow	9,670	6,506
Capex	-8,424	-5,869
Investments	-222	-871
Interest	-602	-407
Free cash flow	423	-640
Dividend payments	-875	0
Capital increase	27	70
Others	32	152
Net change in cash flow	-393	-418
Net debt beginning	-2,042	-1,624
Net debt end	-2,434	-2,042

^{*} Rs 2.77bn FD is classified under Other current Assets due to maturity of less than 365days

Consol. Cash Flow Bridge (Rs Mn.)



Board of Directors

Sanjay Gupta Steel Industry veteran with 3 decades



Neeru Abrol

ofexperience

Director at TCNS Clothing Co Limited & others | Awarded best achiever by ICAI | 26 Yr experience in SAIL



Abhilash Lal

3 decades of professional experience in senior roles across financial services including banking, PE & others



Anil Kumar Bansal

Director of NABARD, Rockland Finesto Ltd & others 4 decades of experience in banking industry



Virendra Singh Jain

Board member of Dalmia Bharat Ltd | Ex-Chairman of SAIL | Ex-Executive Director at IOC



Deepak Goyal Group CFO

& Director-Operations 2 decades of professional experience in steel tube industry



Ashok Kumar Gupta

Steel industry veteran with 4 decades of experience Worked as MD in APL Apolloin the past



Rahul Gupta

A promising entrepreneur with an experience of around 5 years in Steel Tubes Manufacturing



Vinay Gupta

More than 20 years of industry experience in the manufacturing and trading pipes, tubes and sheets.



Our Leadership



Sanjay Gupta
CMD



Rahul Gupta

JMD

Apollo Building Products

(New Raipur)



Deepak Goyal
Group CFO
& Director-Operations



Anubhav GuptaGroup Chief Strategy
Officer



CK Singh VP - Operations



Vinay Gupta
Chairman
Apollo Metalex



Anurag Mehrotra
Chief Human Resource
Officer



Ravindra Tiwari Head-Sales & Marketing



Utkarsh Dwivedi
CEO
International Business



Amit Thakur
Head
Procurement

APL APOLLO TUBES

Thank You

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