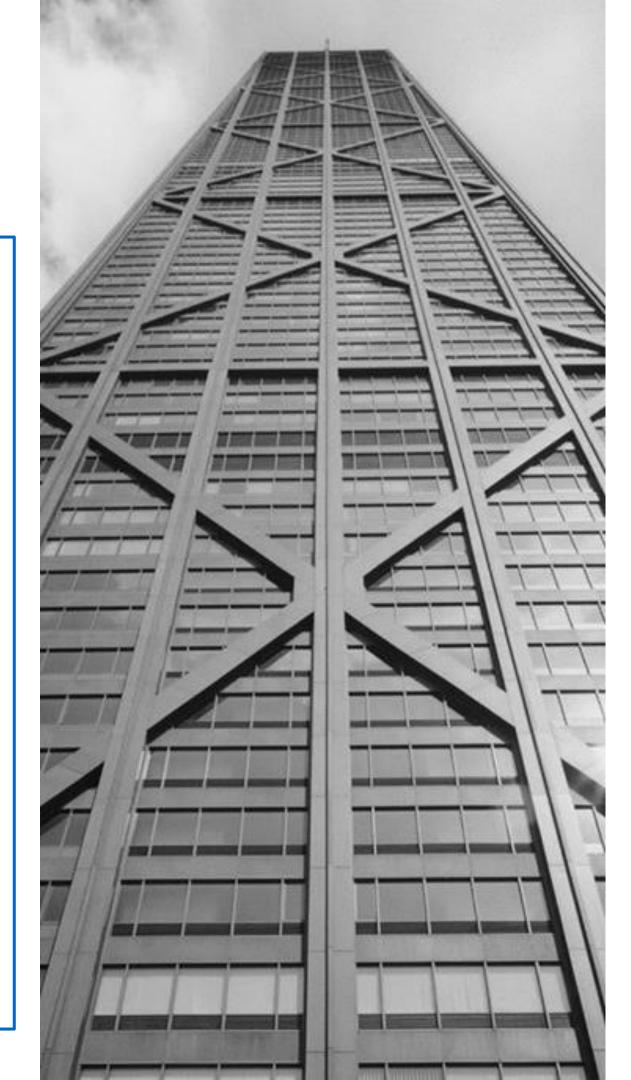


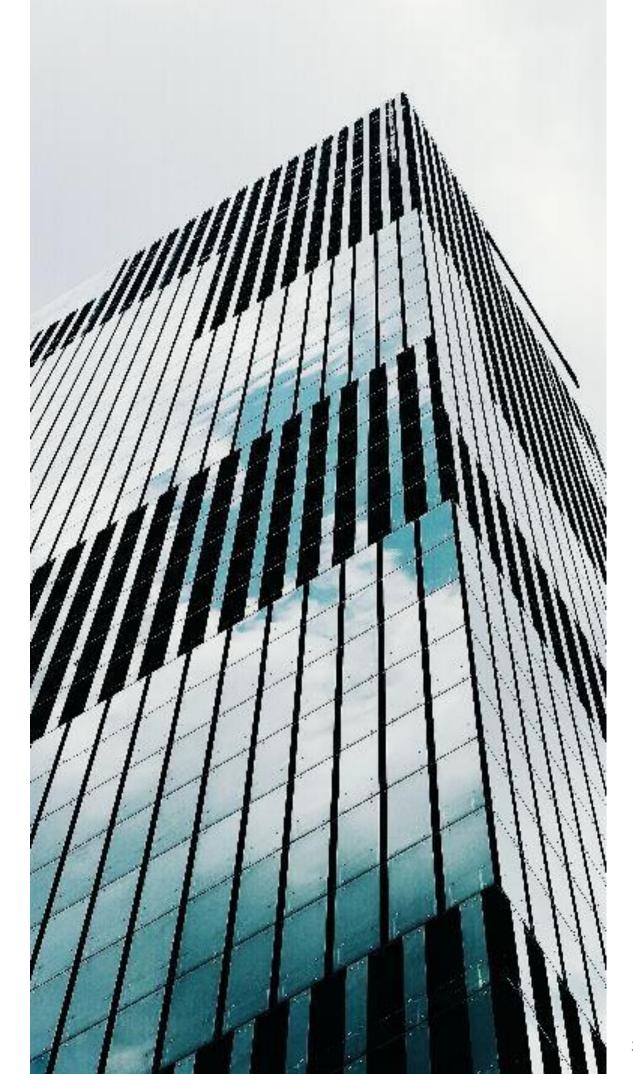
Safe Harbour

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

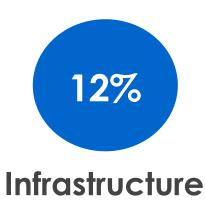


Apollo Z

Galvanized structural steel construction material: Residential, Commercial, Infrastructure

Coated products

CoastGuard, Color, Rooftuff, AluZinc



Apollo Galv

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

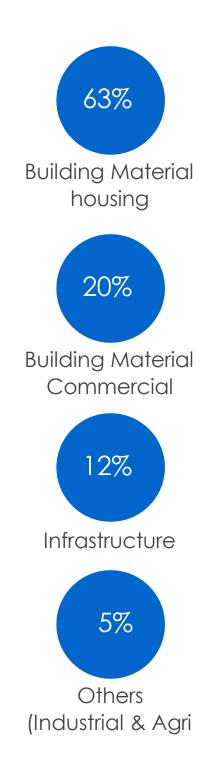


Registered Brands/ Trademarks

95

Product Application & Sales Mix*

Product Category	Sales Volume Mix (%)	Applications
Apollo Structural	7 1%	
Residential Buildings & Independent Homes	44%	Structural, Piling, Sheds, Handrails, Gates, Fencing, Balcony Grills, Staircase, Light Structures
Infrastructure	12%	Structures for Metros, Airports, Stadiums, Stations etc
Commercial Buildings, Warehouses & Factories	15%	Heavy Equipment for construction
Apollo Z	24%	
Residential Buildings & Independent Homes, Commercial Buildings, Warehouses & Factories	19%	Galvanized structural steel tubes for coastal Markets
Commercial Buildings, Warehouses & Factories	5%	
Apollo Galv	5%	
Commercial Buildings	4%	Galvanized Structural, Greenhouse Structures, Plumbing, Firefighting
Industrial & agriculture	1%	
Total	100%	



Brand Equity





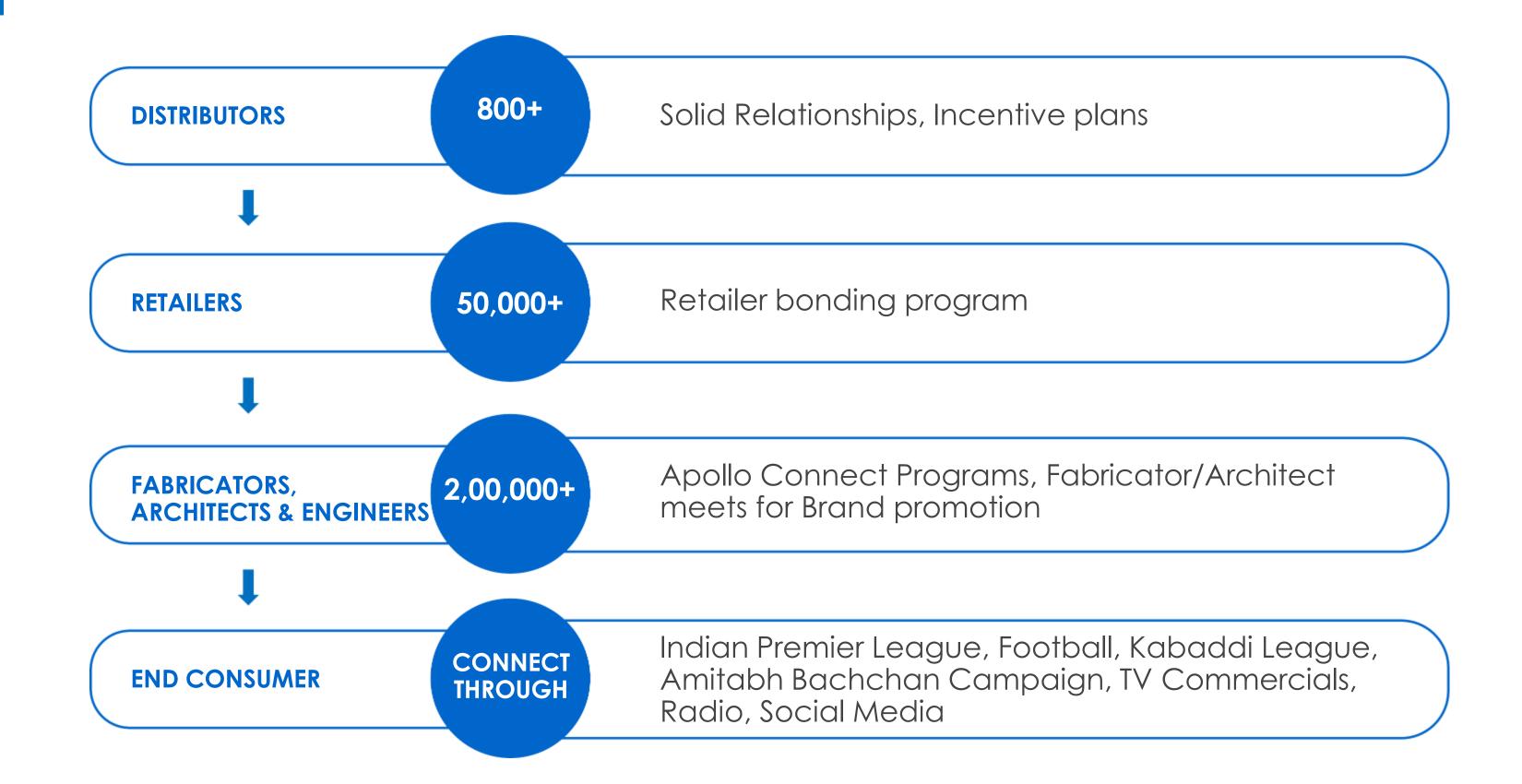








B2C Channel



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 (3.6 Mn ton capacity)

Largest sales network (800+ distributors)



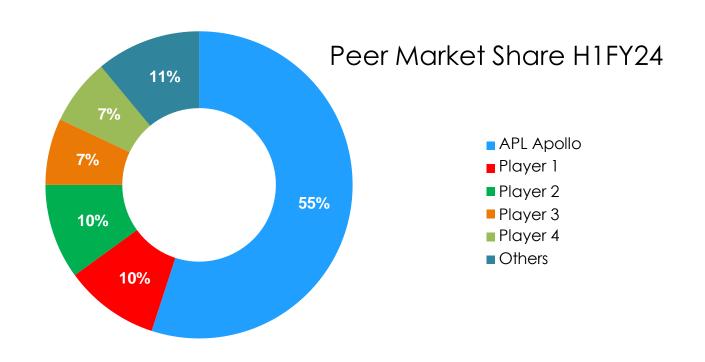
Lowest cost producer (largest buyer of HR coil)

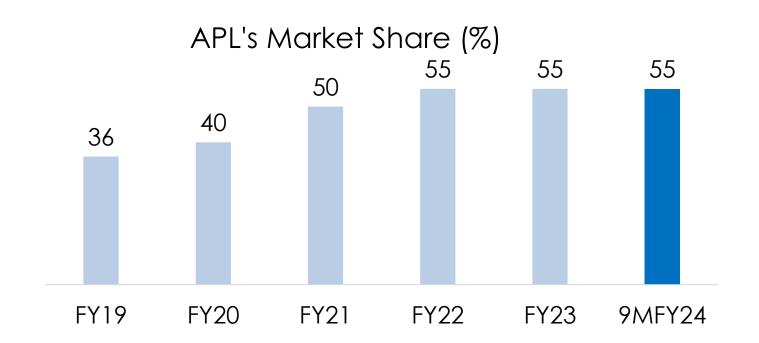
Premium pricing to peers (brand strength)

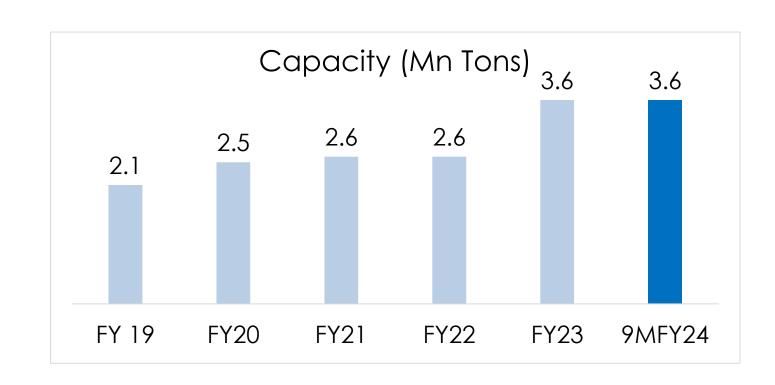
Technology edge & Innovation

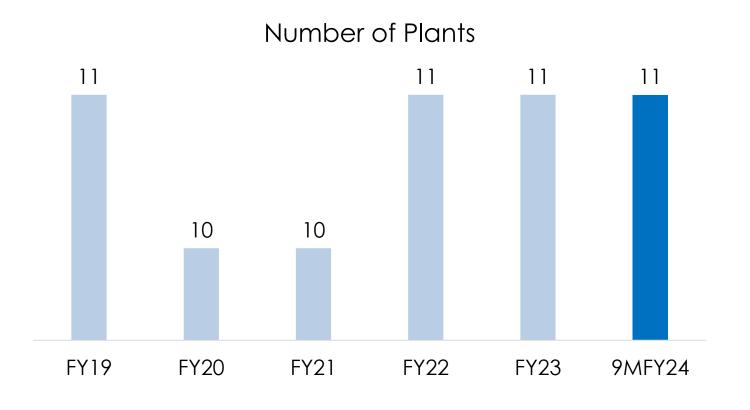
Lowest lead time for delivery to distributors

Dominant Leadership









Unique Capabilities



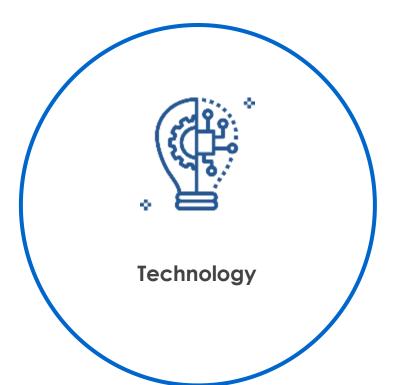
Developed structural steel market in India

First Mover advantage

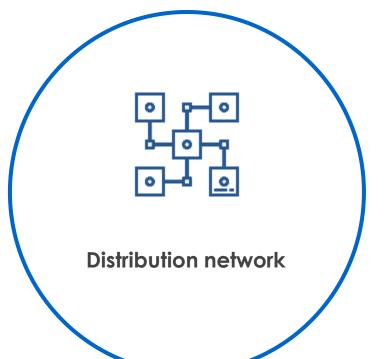
No.1 Leader; Focused on steel

strength and building material

applications



Direct Forming Technology for big structural products In-line Galvanizing to replace traditional products



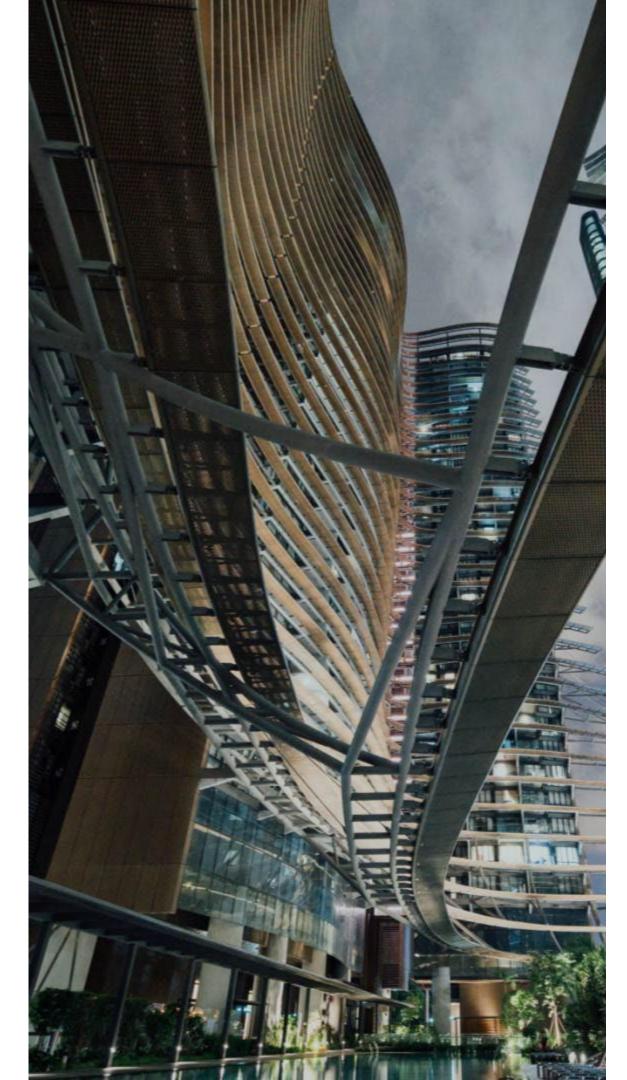
B2C channel for last mile penetration



Ground breaking solutions

Roofing solutions for coastal market, door frame

STRUCTURAL STEEL TUBES APPLICATIONS



Structural Steel Applications

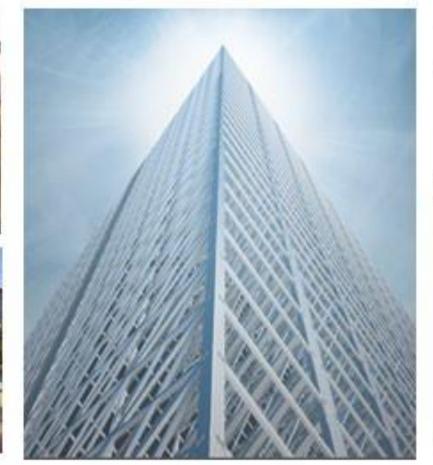
















Structural Steel Applications













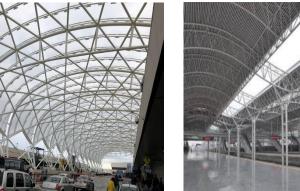


Application of Structural Steel Tubes

Housing



Commercial







Airports/Railway station

Grill





Columns

Façade





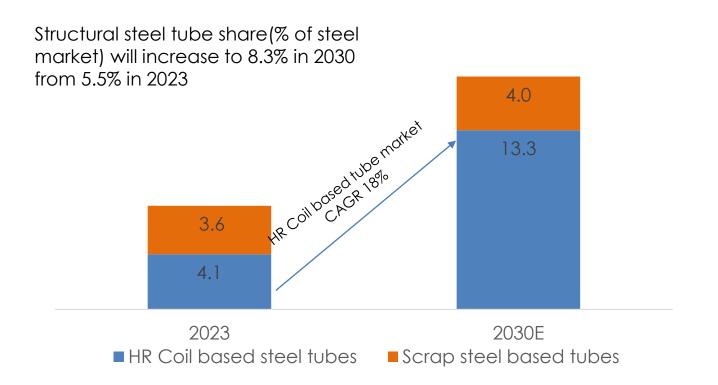
Structure

Fire fighting

India Structural Steel Tube market potential



Structural steel tube market potential (Mn Ton)



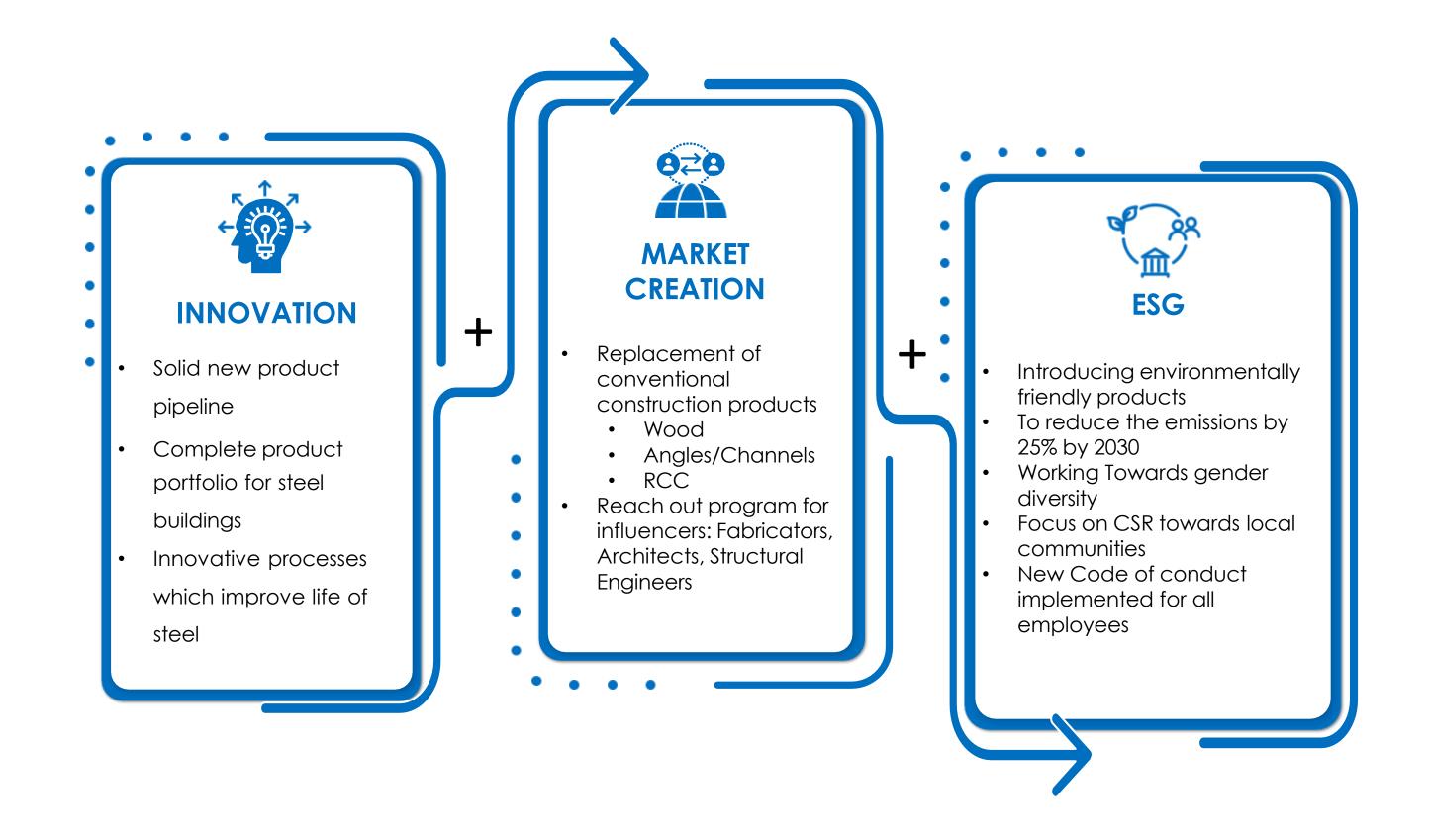
HR Coil based steel tube market (APL Apollo's addressable market) to grow faster vs scrap steel based tube market due to:

- Superior quality
- Better cost efficiencies for blast furnace HRC mills over local scrap steel melting mills
- Commissioning of new blast furnace HR mills in next 3-4 years which will increase supply of HR coil in India

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 PATENTS **PRODUCTS**





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



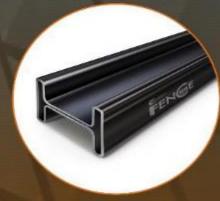
Oval Tube



Plank Tube



Octagon



Fencing Tube



Checkered Sheets

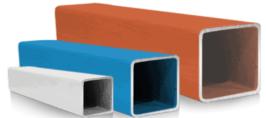
New Product Pipeline from Raipur plant

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

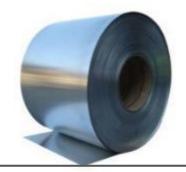


Replacing RCC structures/columns in heavy construction

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



India's 1st CRCA Black annealed tube



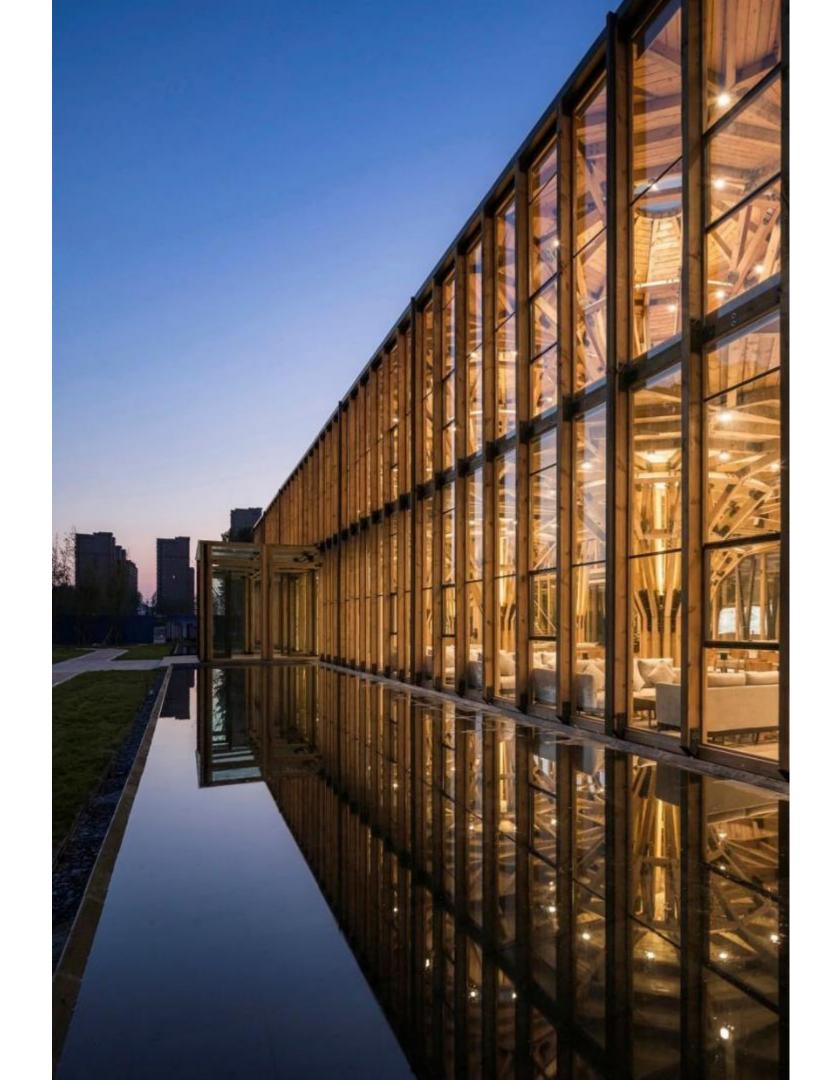
High tensile light structural application; bendable; superior rust proof properties

India's 1st AluZinc tubes



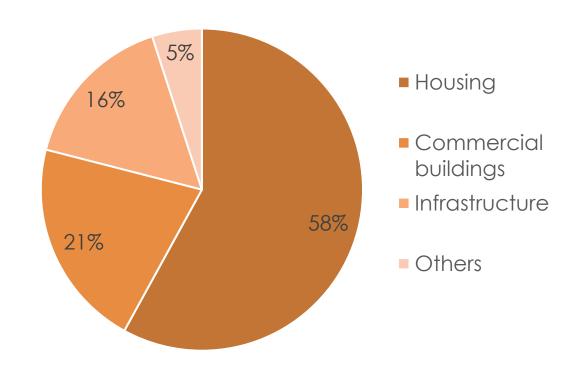
Superior rust proof properties and better life

MARKET CREATION



Structural Steel Tube Applications

Application Mix













How Have We Created Market..

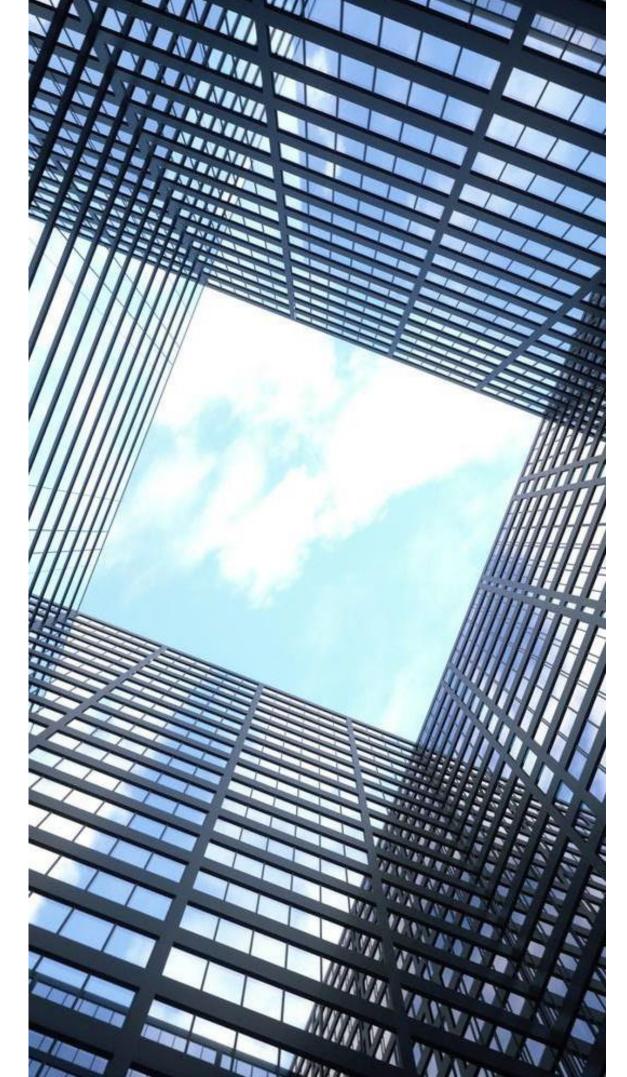
Conventional Construction Products	Applications	Why Structural Steel Tube replaces these products?
Steel Angle/Channels	Structural support, Towers infrastructure	Uniform Strength, Lower steel consumption
Wood	Furniture, Door Frames, Planks	Cost Effective, Termite Proof, Environmental Friendly
Aluminum 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??

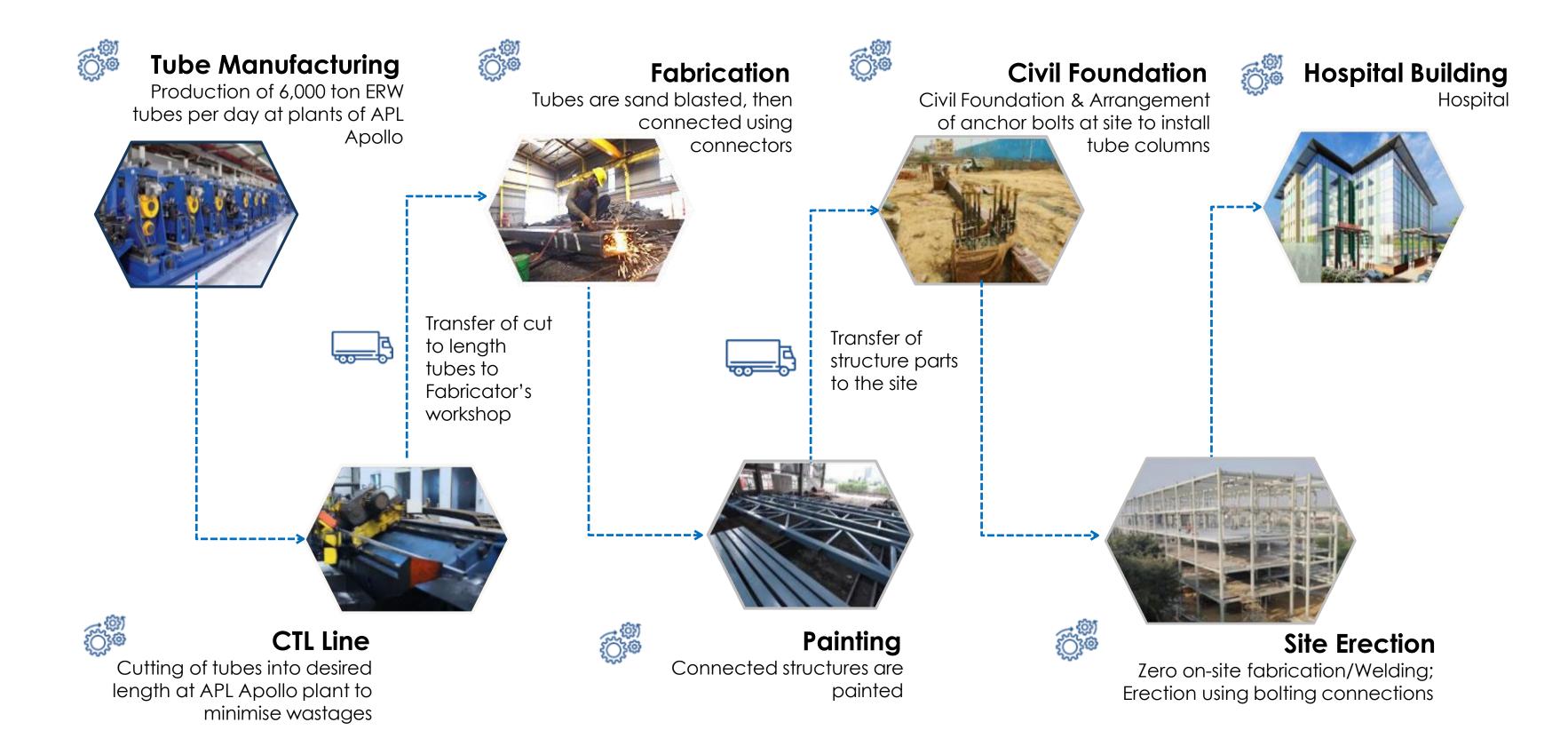
Low Diameter Steel Tubes/Low Load Bearing

> High Diameter Steel Tubes/High Load Bearing

REVOLUTIONIZING CONSTRUCTION INDUSTRY

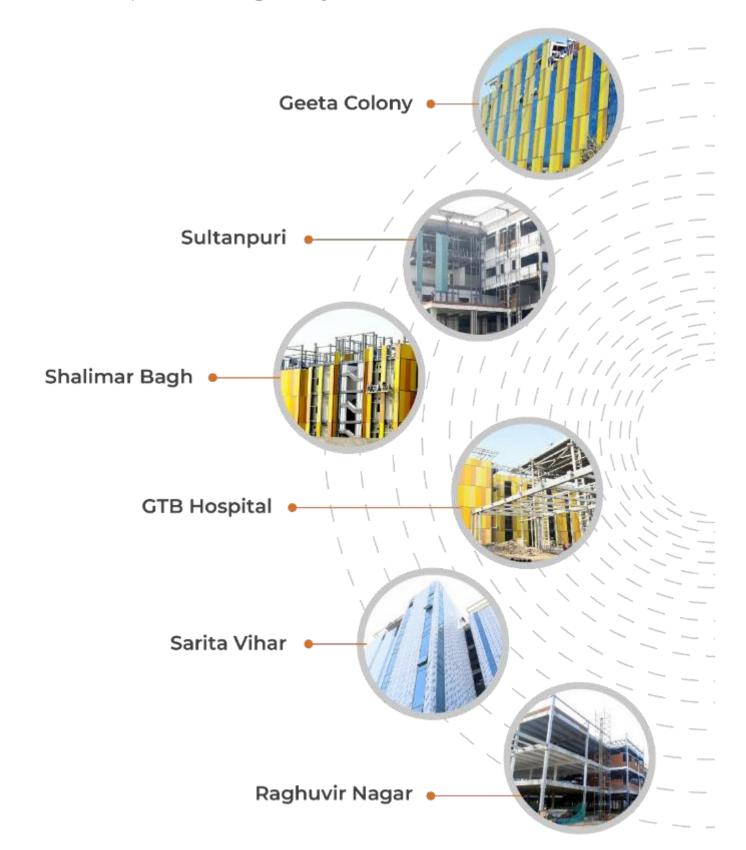


Tubular Construction Process flow



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





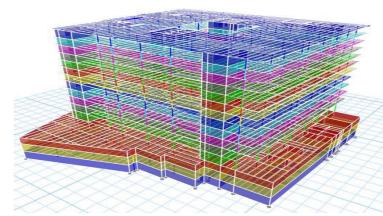
MES - Delhi Cantonment





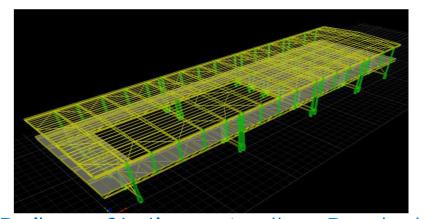


University Campus-Telangana





Hospital- Mumbai







Water Tank, Uttar Pradesh











Housing-Delhi

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 Cust

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

On

B

New products

C

Focus on high margin products

D

Geographic expansion

Raipur project

- Capacity: 1.2 MTPA
 (infrastructure of 1.5 MTPA)
- Capex: Rs13bn
- Potential financials:
 - Revenue: Rs70bn+
 - EBITDA: Rs6bn+

Products

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: 0.5 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

market

• COD: FY 25

• Capacity: 0.3 MTPA

• Capacity: 0.2 MTPA

· Project to help deeper

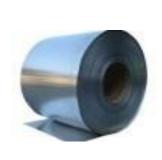
Land acquisition in process

 First plant outside India for catering to International markets

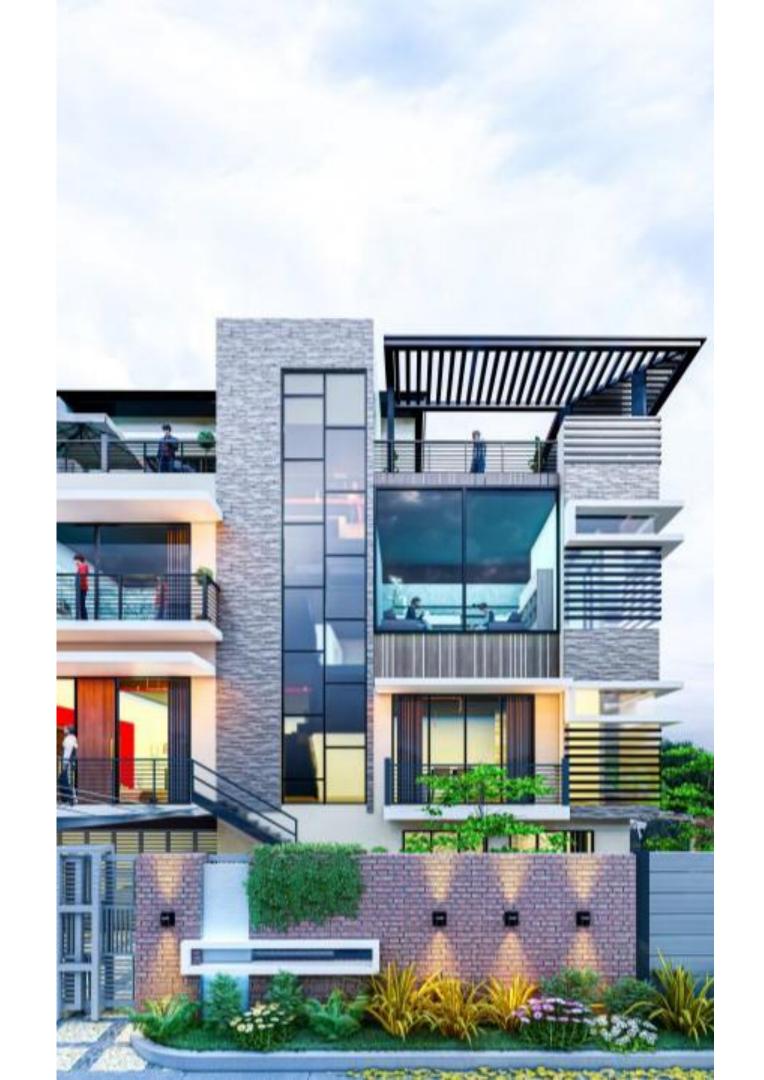
penetration in the Eastern India

- Plant partially commissioned
- COD: FY 25





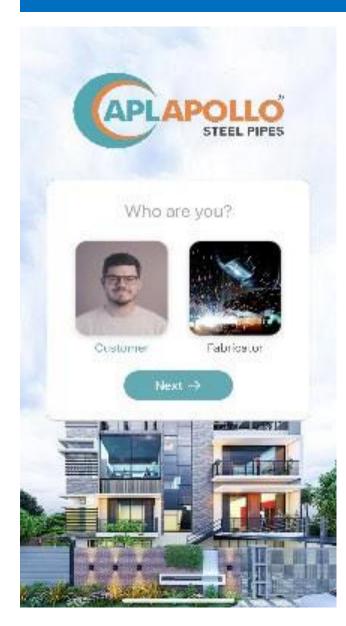
NEW INITIATIVES



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

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

E

B

S

S

S

S

G

- 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







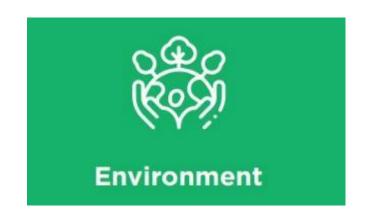








ESG Developments



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









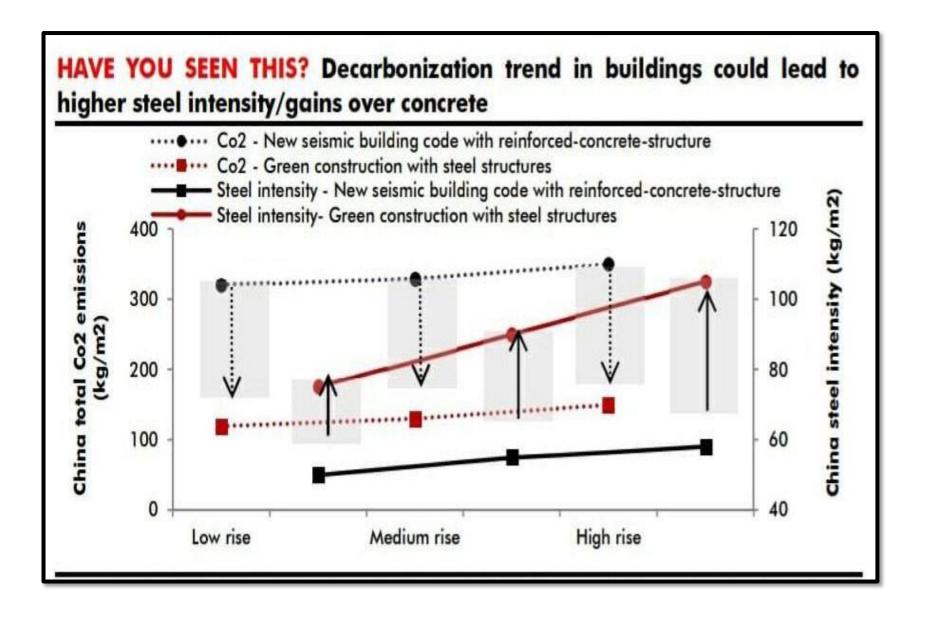


Steel Buildings = Decarbonization

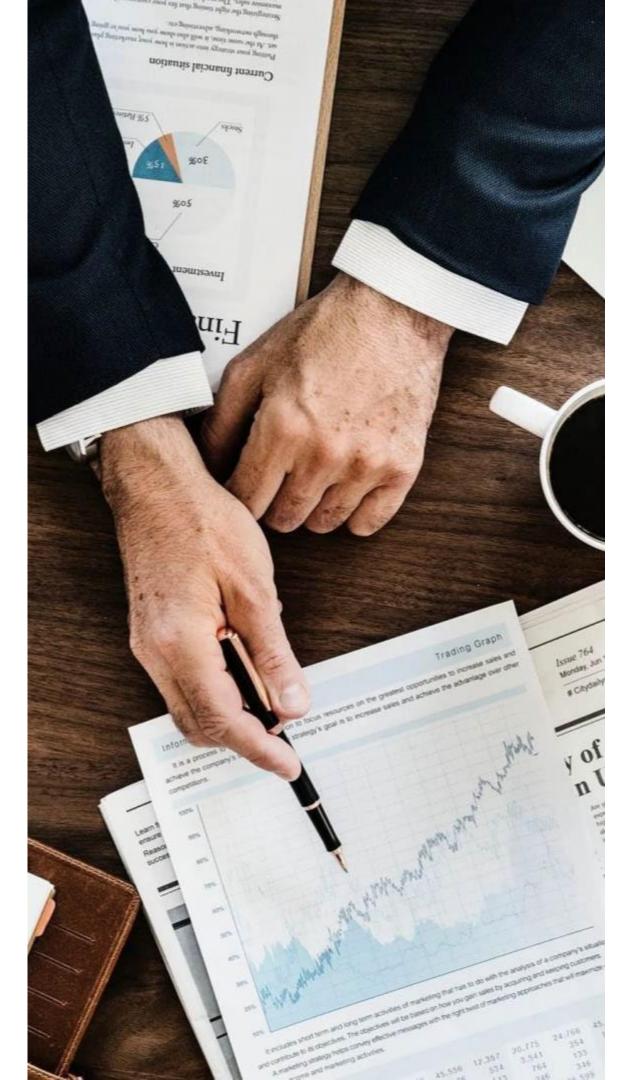
- Construction sector contributes 30% of direct and indirect Co2 emissions
- Structural steel is preferred for steel buildings because steel is
 - Infinitely recyclable
 - Easy to pre-fabricate
 - High volume to weight ratio
 - Lighter/ stronger structure allow gains inn vertical space

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

Steel Structure - RCC Structure



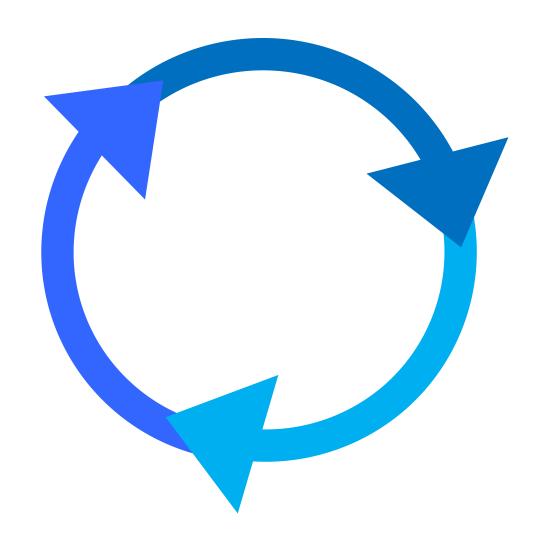
FINANCIAL PRIORITIES & PERFORMANCE



Financial Priorities Under Strong Governance

Growth

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

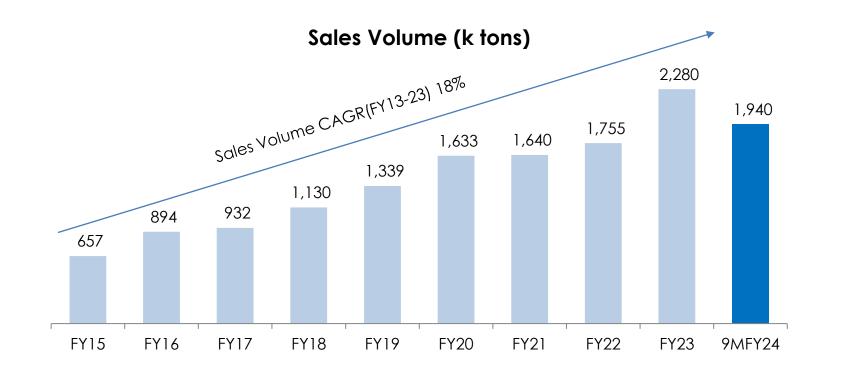


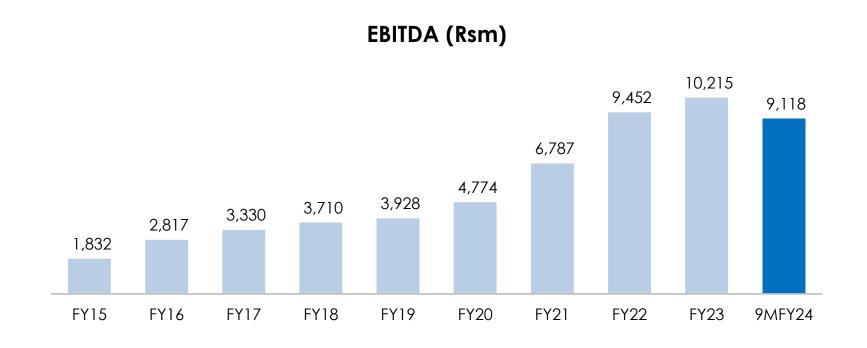
Earnings

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

Capital Allocation

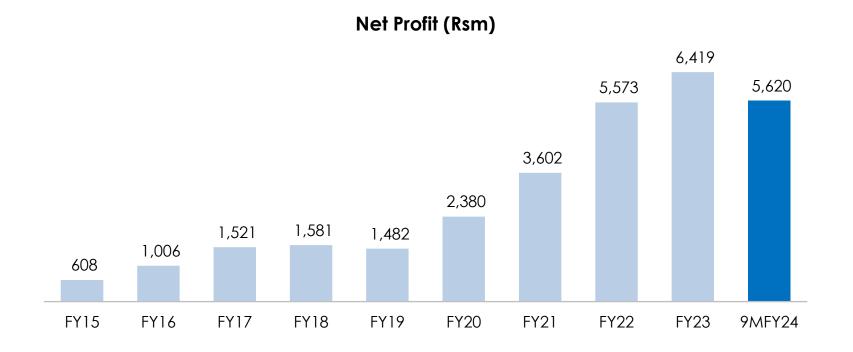
- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles
- Achieve ROCE ≥ 30%





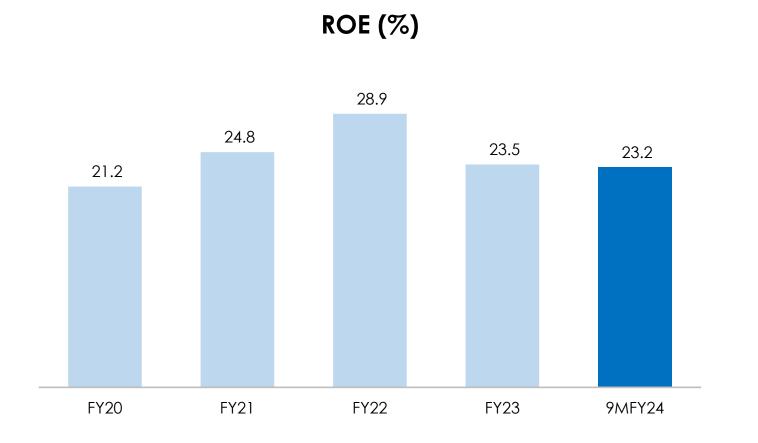
5,386 4,700 4,481 4,138 3,574 3,283 3,152 2,933 2,923 2,790 FY15 FY20 9MFY24 FY16 FY17 FY19 FY21 FY22 FY23 FY18

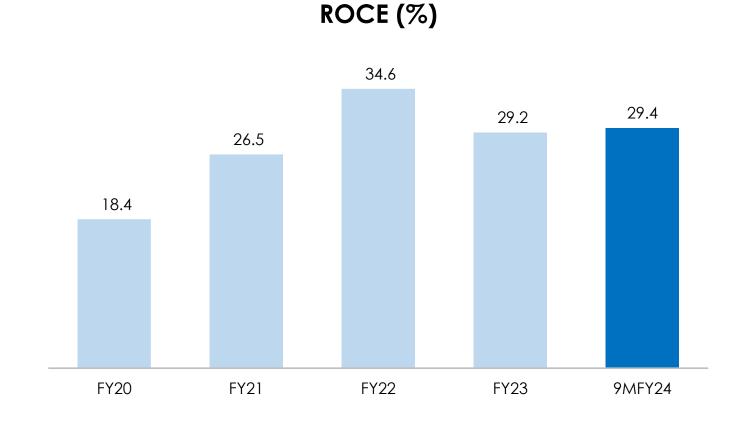
EBITDA/Ton (Rs)



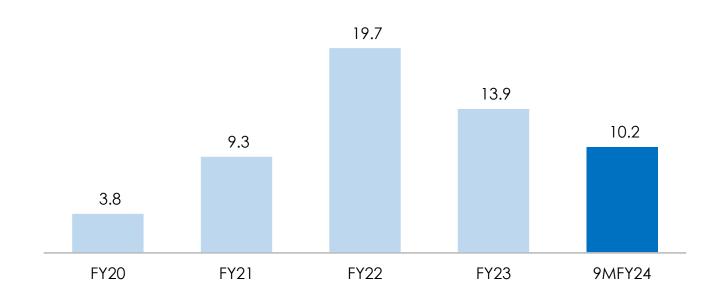
Note 1: This data is based on the Consolidated Financial data of the Company;

Note 2: Sales Volume and Financials are on consolidated basis and Net Profit is after Minority Interest

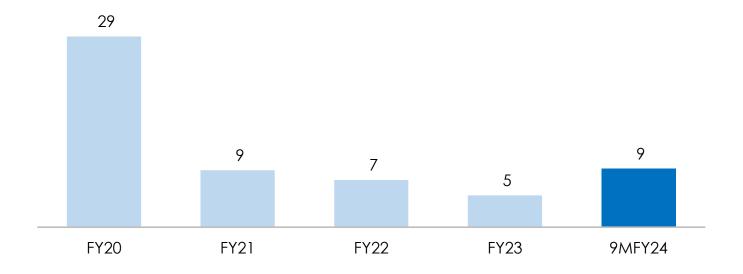




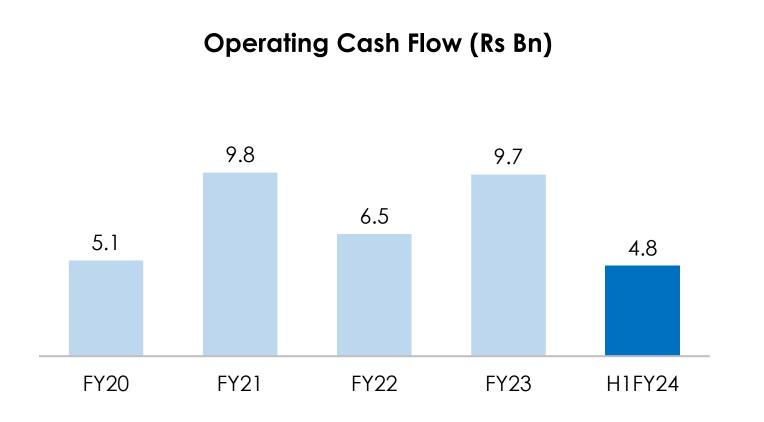
Interest Coverage Ratio (x)

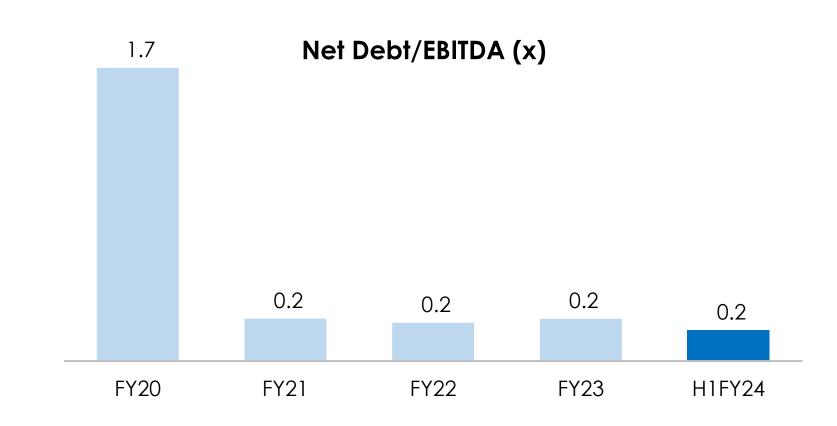


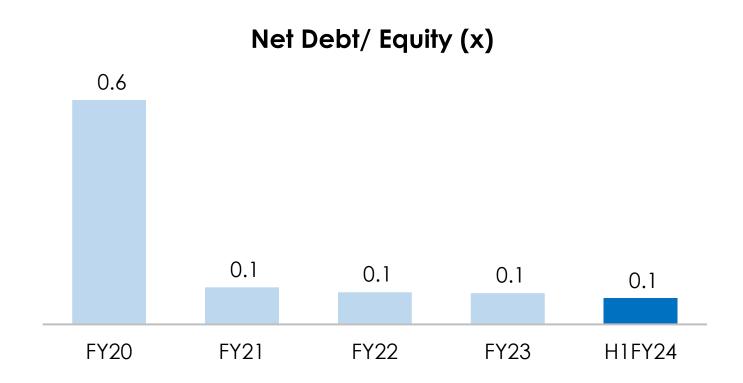
Net Working Capital Days

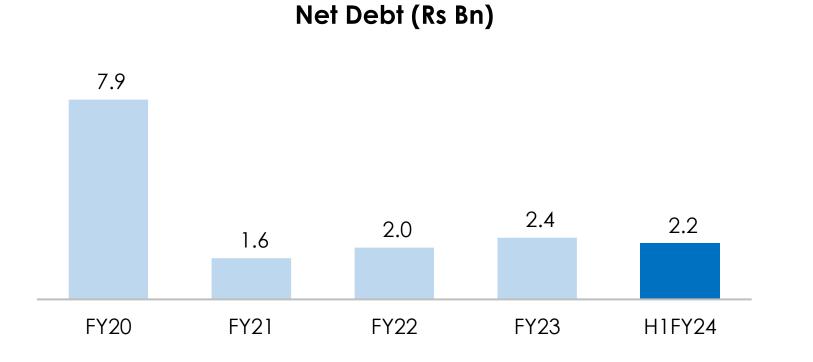


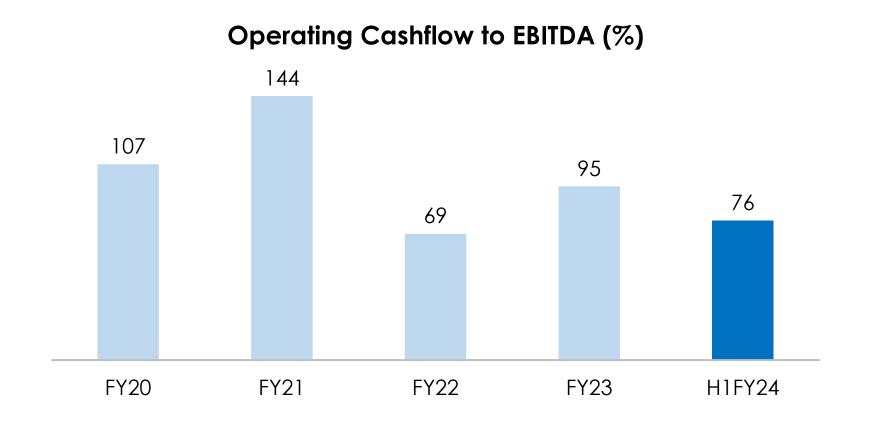
Note 1: Capital employed for ROCE is computed as Total assets less Current Liabilities & Cash Note 2: ROE/ ROCE has been annualized on 9MFY24 basis

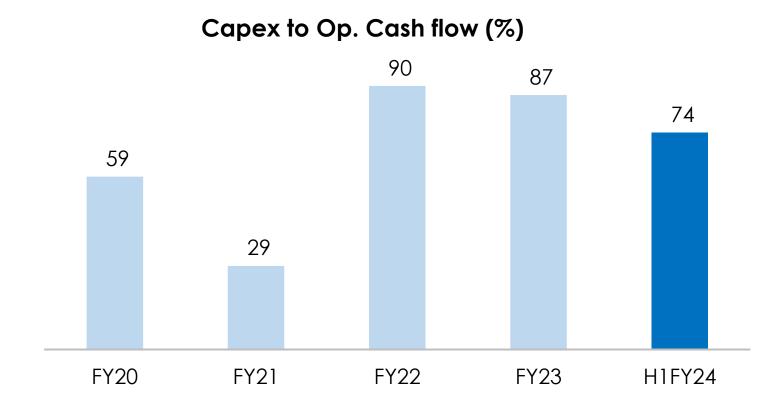


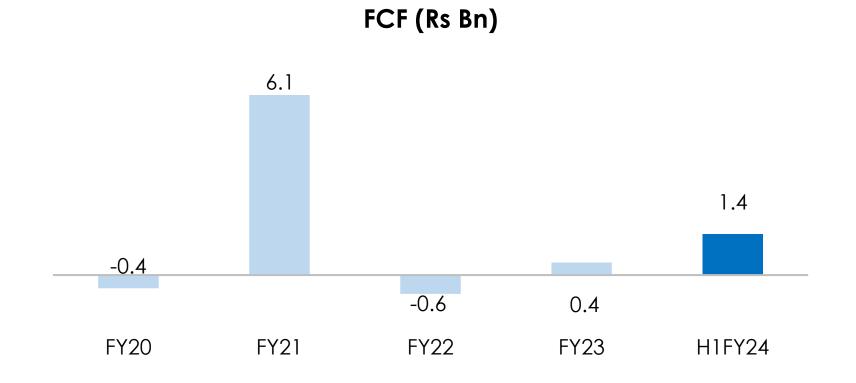


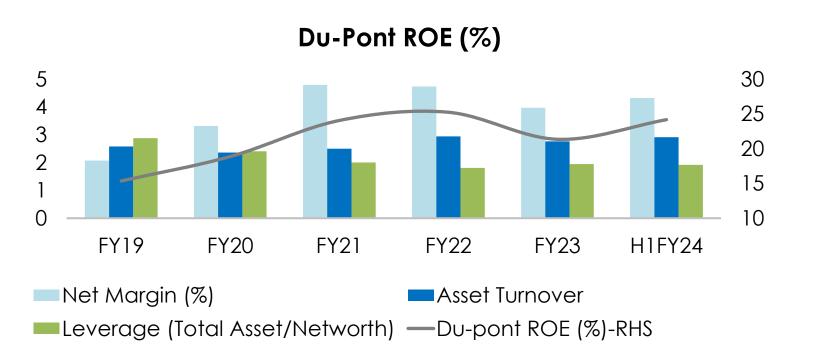












De-commoditizing Product Portfolio

	Application	FY20			FY21		FY22		FY23		9MFY24		Existing Proposed capacity					
Product Category		Sales Mix	Vol.	EBITDA/Ton	Sales Mix	Vol.	EBITDA/Ton	(KTon)	(KTon)									
		(%)	(KTon)	(Rs)	(%)	(K Ton)	(Rs)											
Apollo Structural	Heavy	6	101	4,000) 6	95	5 4,721	7	121	7,422	7	160	7,505	8	3 159	8,143	300	396
	Super Heavy	-			-			-			0	2	9,604	. 1	17	7 9,479	100	186
	Light	8	134	4,778	3 21	352	2 5,649	19	336	6,683	18	407	5,134	. 16	319	5,945	905	1,500
	General	55	898	3 1,361	43	713	3 1,658	37	647	2,212	44	1,005	2,015	43	832	2,072	1,200	1,473
Apollo Z	Rust-proof	25	401	5,279	25	409	6,692	2 33	575	7,710	25	567	7,214	23	3 437	7 6,568	675	825
	Coated	-			-			0	0		2	39	5,731	4	1 84	4 6,702	300	300
Apollo Galv	Agri/Industria	l 6	99	3,952	2 4	71	6,040) 4	76	6,442	4	99	5,667	Ţ	5 93	3 6,628	120	320
Total		100	1,633	2,923	3 100	1,640	4,138	100	1,755	5,386	100	2,280	4,481	100	1,940	4,700	3,600	5,000

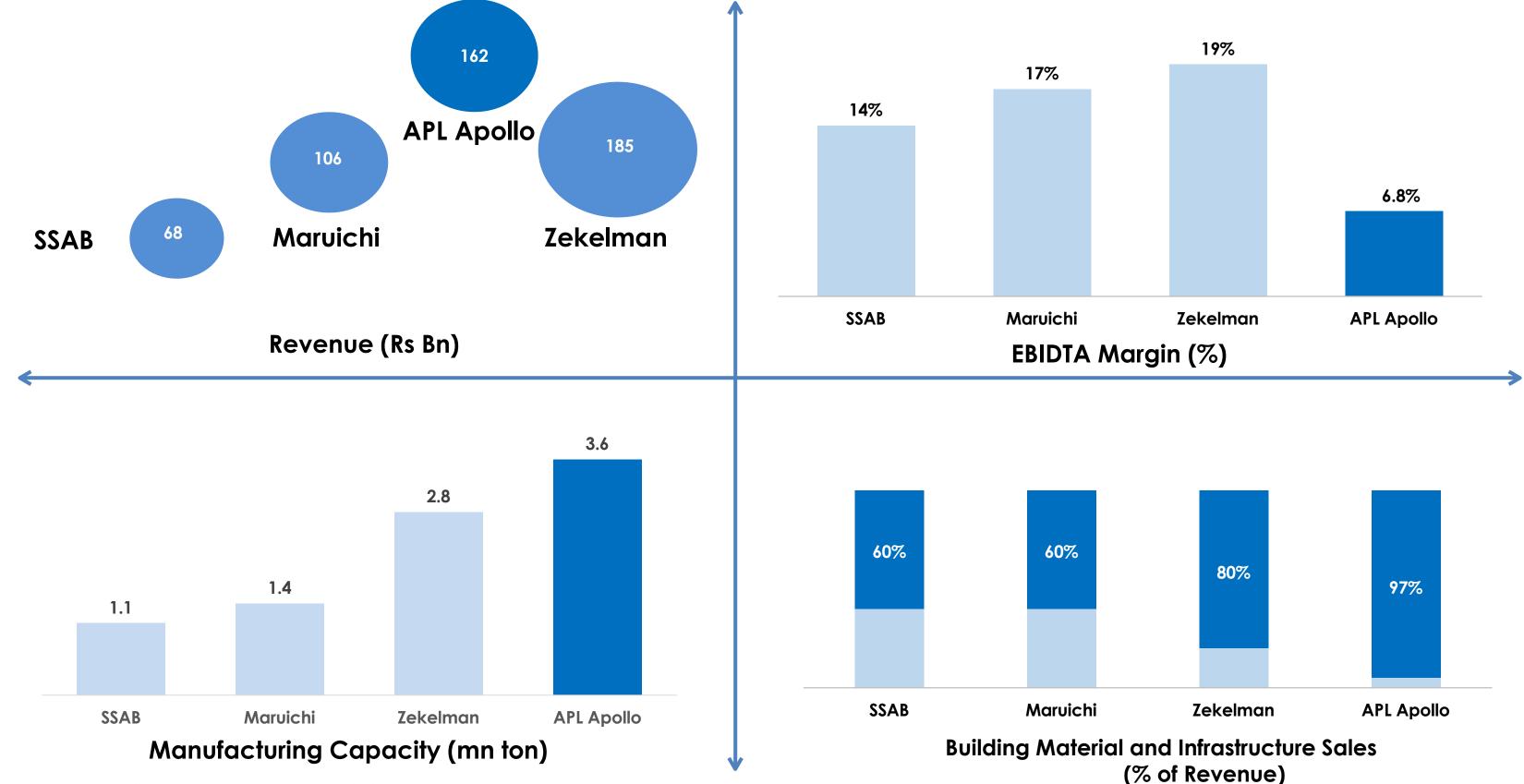
Standard products with EBITDA around Rs 2,000/ Ton

Value added products with EBITDA more than Rs 5,000/Ton

^{*}ABPL (New Raipur) products have been re-classified in heavy, Super Heavy, Light and Coated Products

^{**} proposed capacity of 5Mn Ton to be completed by FY25

Global Peer Benchmarking



Profit & Loss Statement (Consol)

Particulars (Rs Mn)	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	FY23	9MFY24
Sales Volume (K Ton)	605	650	662	675	604	2,280	1,940
Net Revenue	43,271	44,311	45,449	46,304	41,778	1,61,660	1,33,531
Raw Material Costs	37,693	37,823	39,207	39,784	35,854	1,40,178	1,14,846
Employee Costs	554	595	604	627	644	2,062	1,876
Other expenses	2,296	2,665	2,565	2,642	2,484	9,204	7,691
EBITDA	2,729	3,229	3,072	3,250	2,796	10,215	9,118
EBITDA/ton (Rs)	4,510	4,970	4,645	4,817	4,631	4,481	4,700
Other Income	93	180	217	196	150	472	563
Interest Cost	186	249	271	266	285	671	823
Depreciation	345	468	409	413	471	1383	1293
Tax	598	673	672	738	535	2,214	1,945
Net Profit	1,692	2,018	1,936	2,029	1,655	6,419	5,620

Note 1: Sales Volume and Financials are on consolidated basis

Note 2: Trading revenue for Q3FY24 was Rs.521Mn

Balance Sheet & Cash flow(Consol)

Balance Sheet - Assets (Rs mn)	H1FY24	FY23
Cash & Bank Balance	9,340	6,295
Receivables	1,445	1,374
Inventories	13,633	14,799
Other current assets	3,231	3,110
Fixed assets (net)	29,781	27,232
Right to use Assets	1064	925
Investments	481	960
Other assets/goodwill	4,022	3,821
Total Assets	62,997	58,516
Balance Sheet - Liabilities (Rs mn)	H1FY24	FY23
Trade payables	13,201	15,970
Other current liabilities	2,596	1,185
Debt	11,552	8,729
Others	2,844	2,576
Minority Interest	0	0
Shareholders' funds	32,803	30,056
Total Equity & Liabilities	62,997	58,516

Cashflow Statement (Rs mn)	H1FY24	FY23
EBITDA	6,322	10,215
Change in receivables	-65	1,990
Change in inventory	1158	-6340
Change in other WC	-2,109	5,494
Tax	-916	-2,161
Others/ Income	413	472
Operating cash flow	4,803	9,670
Capex	-3,564	-8,424
Investments	600	-222
Interest	-453	-602
Free cash flow	1386	423
Dividend payments	-1387	-875
Capital increase	0	27
Others	222	32
Net change in cash flow	221	-393
Net debt beginning	-2,434	-2,042
Net debt end	-2,213	-2,434

^{*} Rs 2.27bn FD is classified under Other financial Assets due to maturity of less than 365days

Consol. Cash Flow Bridge (Rs Mn.)



Board of Directors

Sanjay Gupta
Chairman & Managing Director

Steel Industry veteran with 3 decades of experience



Vinay Gupta Director

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



Rahul Gupta Director

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



Neeru Abrol Independent Director

A Chartered Accountant, having 4 decade of professional experience in various sectors | Worked for 26 Yr in SAIL



Ashok Kumar Gupta Vice Chairman

Steel industry veteran with 4 decades of experience



Abhilash Lal Independent Director

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



Anil Kumar Bansal Independent Director Former Director of NABARD,

CARE Ratings & others
4 decades of experience in
banking industry



Deepak Goyal Director-Operations

2 decades of professional experience in steel tube industry



Virendra Singh Jain Independent Director Board member of Dalmia Bharat

Ltd | Ex-Chairman of SAIL | Ex-Executive Director at IOC



H.S. Upendra Kamath Independent Director

Former CMD of Vijaya Bank. Having 4 decades experience in the Indian

Banking Industry.



Asha Anil Agarwal Independent Director

Former Principal Chief Commissioner of Income Tax . Having 4 decades of rich experience in the Indian Revenue Service.



Our Leadership



Sanjay Gupta
Chairman & Managing Director



Vinay Gupta
Director



Rahul Gupta Director



Anubhav Gupta Chief Strategy Officer



Ravindra Tiwari
Chief Sales Officer



Chetan Khandelwal
Chief Financial
Officer



CK SinghChief Operating Officer



Vaibhaav Sharma
Chief Information
Officer



Anurag Mehrotra
Chief Human Resource
Officer



Deepak C SCompany Secretary &
Chief Compliance Officer



Charu MalhotraChief Branding Officer



Amit Thakur
Chief Procurement
Officer



Utkarsh Dwivedi
CEO
International Business

APL APOLLO TUBES

Thank You

For further information, please contact:

Anubhav Gupta

APL Apollo Tubes Ltd Tel: +91 120 691 8000

Email: anubhav@aplapollo.com

Shubham Mittal

APL Apollo Tubes Ltd Tel: +91 120 691 8000

Email: shubhammittal@aplapollo.com

Deepak Goyal

APL Apollo Tubes Ltd Tel: +91 120 691 8000

Email: <u>deepakgoyal@aplapollo.com</u>

