



APL APOLLO TUBES LTD.

Investor Presentation

March 2018

Construction &
Building
Material

Infrastructure

Energy &
Engineering

Automobiles

Agriculture

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.

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APL Apollo Business Overview



Construction &
Building
Material

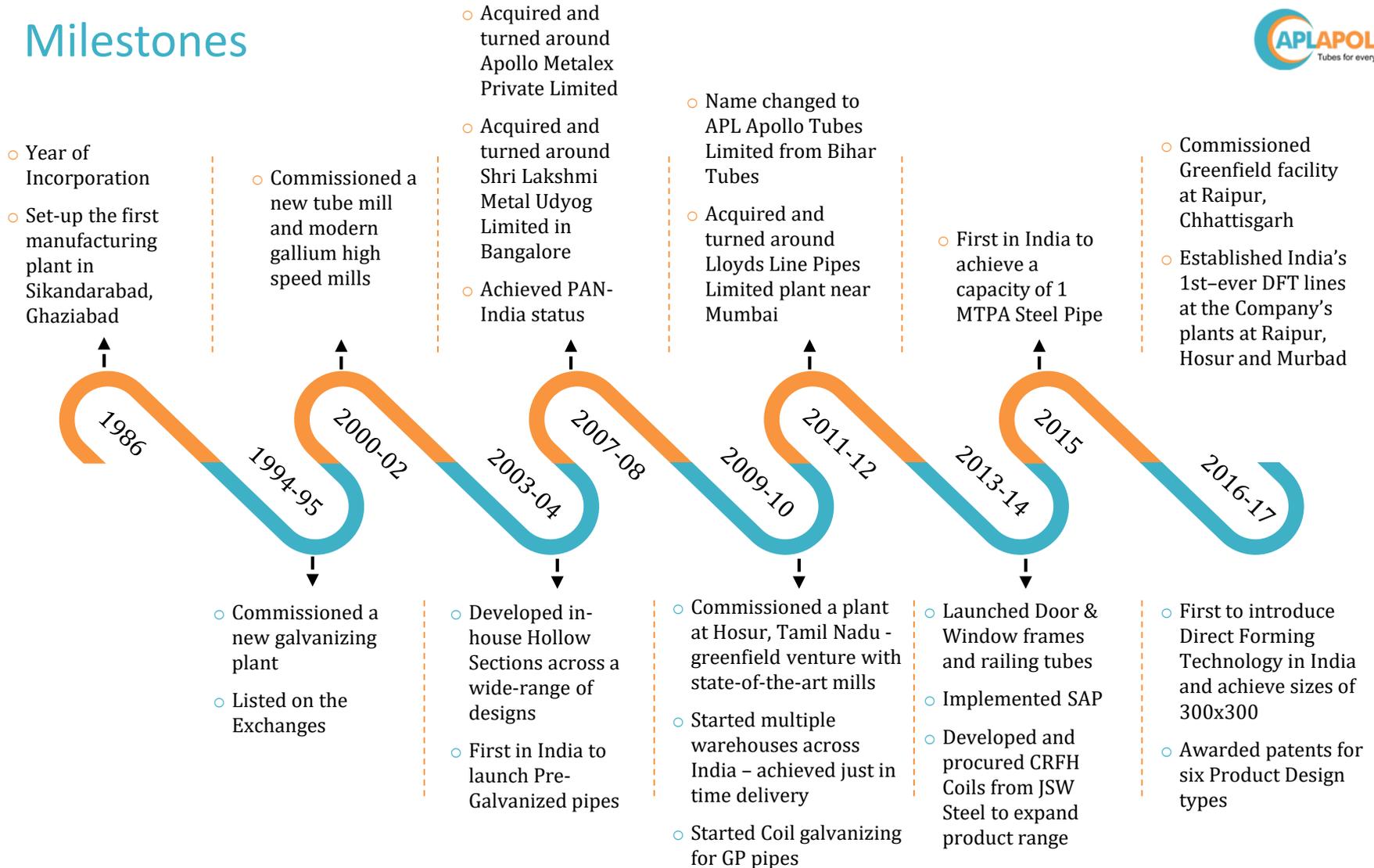
Infrastructure

Energy &
Engineering

Automobiles

Agriculture

Milestones



India's Leading Branded Steel Tubes Manufacturer



Technology-focused Company – at the forefront of launching innovative product offerings

Catering to an array of sectors – Construction & Building Material, Infrastructure, Energy & Engineering
Automobile, Agriculture, etc.

Close-to-Demand Pan-India Presence – only player with facilities across North, South, West and East India

Leading the Shift from a Commodity to a Value-Added Branded product

Lowest cost producer in the country – Latest Technology | Economies of Scale | Optimally Utilizing key resources | Management expertise

2

MILLION MTPA STEEL
PRODUCTION
CAPACITY*

32%

SALES (VOL)
11 YR CAGR

INR
4,997
CRORE

FY17 SALES

7

MANUFACTURING
UNITS

1,000+

DIVERSIFIED
PRODUCT
PORTFOLIO
(SKUs)

600+

DISTRIBUTORS
ACROSS INDIA

'One-stop shop' for steel structural products: Catering to key sectors of the Indian economy



Construction & Building Material

- Green Construction
- Buildings / Smart Cities
- Structural steel
- Fencing
- Hand railing
- Roofing
- Scaffolding
- Window/Door frame
- Ducting
- Furniture
- Fire fighting



Infrastructure

- Metros
- Airports
- Ports
- Prefabricated
- Gas Pipelines
- Telcom Towers
- Poles
- Stadiums



Energy & Engineering

- Solar plants
- Power plants
- Cranes
- Gym equipment
- Heavy engineering goods



Automobiles

- Truck & Bus body
- Heavy Vehicle Axles



Agriculture

- Agriculture Implements
- Drip Irrigation
- Water Distributor
- Pump & Water Conveyance
- Greenhouses



Continuous focus on New Age Industry Applications across high-potential business segments

Strong Government impetus, increasing purchasing power, improving lifestyle dynamics, etc provide a boost to all key sectors of the Indian economy

With enormous untapped potential across all major sectors and new age applications, APL Apollo's business model is well-positioned to capitalize on all emerging sectoral trends

Growth potential

Tapping the Building Material space



1	Structural steel
2	Fencing
3	Hand railing
4	Roofing
5	Scaffolding
6	Door frame
7	Window frame
8	Ducting
9	Furniture
10	Fire fighting

**Array of products
catering to multiple
segments of the High
Potential industry**

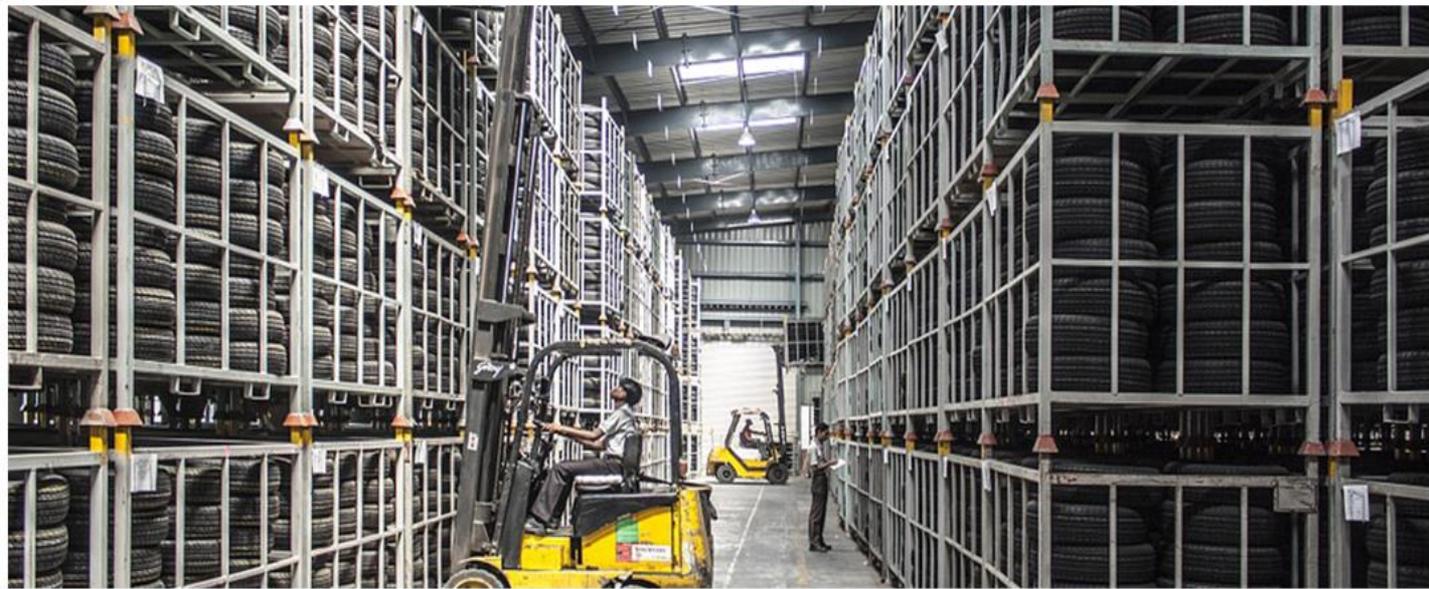
Infrastructural Applications



Engineering Applications



Automotive Applications



Agricultural Applications



Industry Parameters

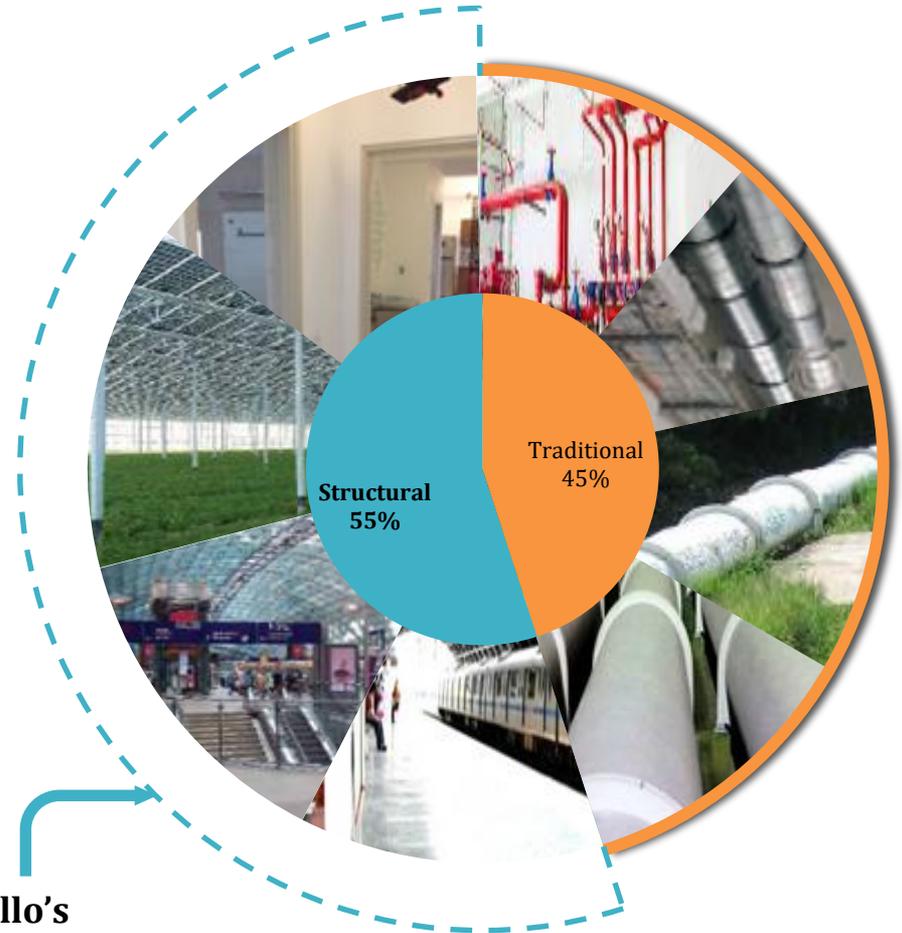
Steel pipes and tube manufacturing among the fastest growing industries across the globe

India is one of the leading ERW steel tubes manufacturing hubs in the world

Ever-increasing pent-up demand led by increased infrastructure construction, thriving automobile and refining sectors

ERW pipe industry to grow at ~10-12% CAGR - Domestic demand at ~10 million TPA*

Domestic ERW Steel tubes market size at ~\$5 bn/ Rs. 30,000 crore)



**APL Apollo's
Focus Area**

Strong demand for Steel pipe consumption*



	Steel consumption	Pipe Consumption	Pipe consumption as a % of steel	Per Capita Consumption	
	Mn ton	Mn ton	%	Steel Kg	Pipe Kg
Global	1,573	156	10%	208	21
China	800	80	10%	568	57
India	105	10	10%	75	6
Rest of the World	673	68	10%	140	14

- **Steel pipe consumption is directly linked to the country's GDP growth**
- **Steel demand expected to grow at ~6-8% through FY21**
 - **Pipe demand will form ~10-12% of the total steel demand, thereby providing a huge opportunity for steel pipe consumption**

* 1. Research reports / Company estimates. 2. Including Oil and Gas segment

Growth Drivers



Construction &
Building
Material

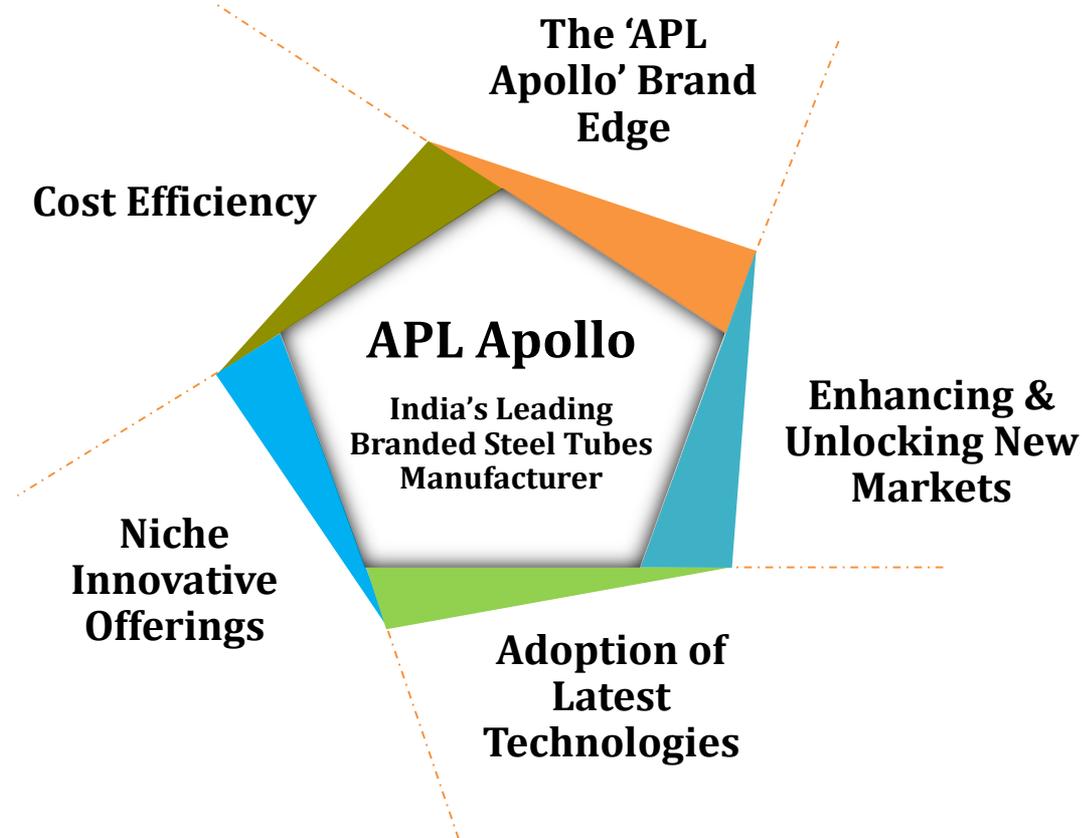
Infrastructure

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Pillars of Growth



APL Apollo Brand – Leading the Shift from a Commodity to a Value-Added Branded product



- Developed a focused Branding Strategy in the year 2013, serving a two-fold objective:
 - Creating awareness and visibility of the brand
 - Providing consumers a first-hand feel of products
- Strength, quality and competitive pricing of products strengthening brand value
- Appointed Marketing Consultant in FY2017 to drive the Company's overall Branding strategy
- Targeting about 30,000 signage boards across the country for higher visibility
- Introduced innovative incentive schemes for dealers
 - Star Cruise for 4 days organized for over 1,000 dealers and distributors in Singapore and Malaysia
- Over the next few years, allocated budget of Rs. 15- 20 crore towards brand building activities



Strong brand awareness and widened distribution network to help diversify the 'APL Apollo' brand reach and drive higher growth

Changing consumer perceptions at the right touchpoints

Engaging customers via two pronged approach



Brand Led

PUSH

Strategy

- Focus on engagements activities like Fabricators meets, Architect meets, Chai pe Charcha to continue
- Participation in International & National exhibitions

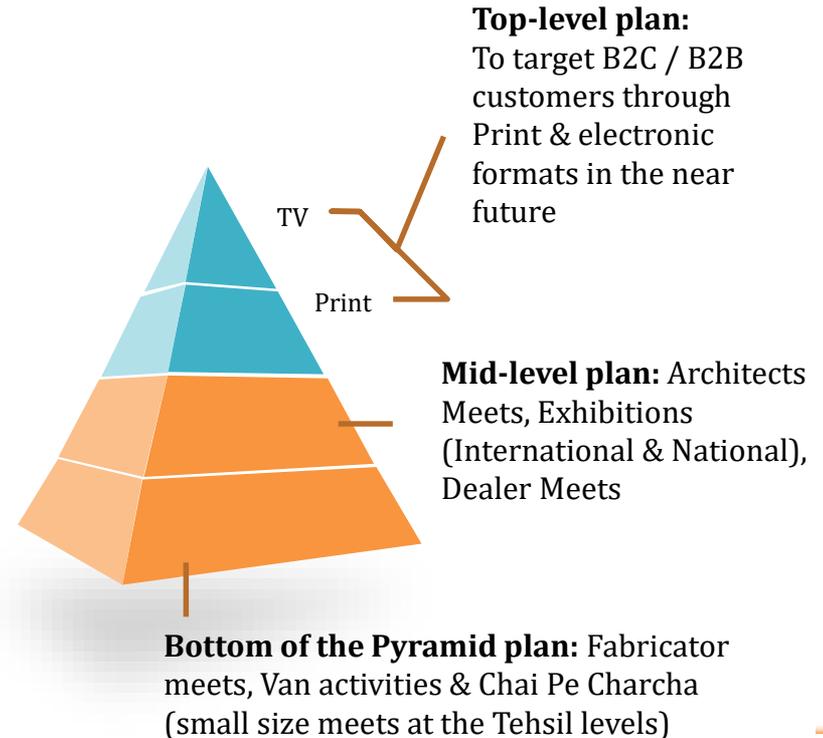
Customer Led

PULL

Strategy

- Creating awareness and visibility of the brand APL Apollo
- Driving brand awareness to increase Top-of-Mind-Awareness via different formats such as Print, Electronic, Social, Outdoor, etc.

APL Apollo's Brand Awareness Outline



Strong Focus towards Building Brand Visibility through New Product Launches



Apollo Coastguard

'Apollo Coastguard' branded products to tap growing consumption of galvanized steel tubes in the Coastal Regions

Apollo Fabritech

'Apollo Fabritech', hollow sections made with latest DFT technology results in customized sizes, great cost savings, faster deliveries and more precise finishes

Apollo Agritech

'Apollo Agritech', hollow section products to tap the buoyant agriculture segment

Apollo Bheem

'Apollo Bheem' pipes are made of special galvanized steel to provide corrosion resistance; the pipes are long-lasting, even in rocky terrains



International & National Participation



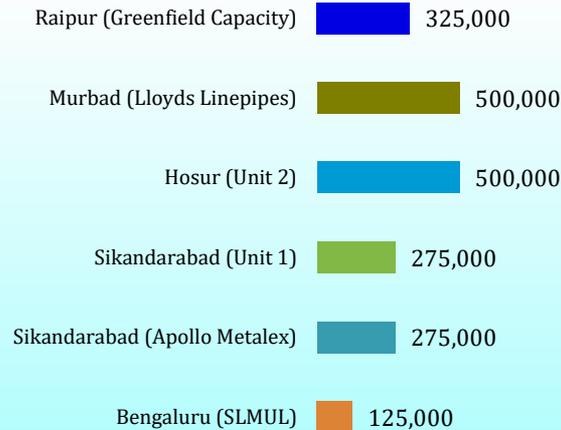
Engagement Activities



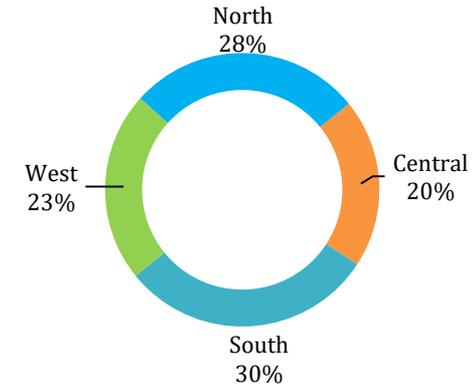
Expanding Manufacturing Footprint

Close-to-Demand Pan-India Footprint – localized supply to fast-track growth

2.0 MTPA capacity across plants by April 2018



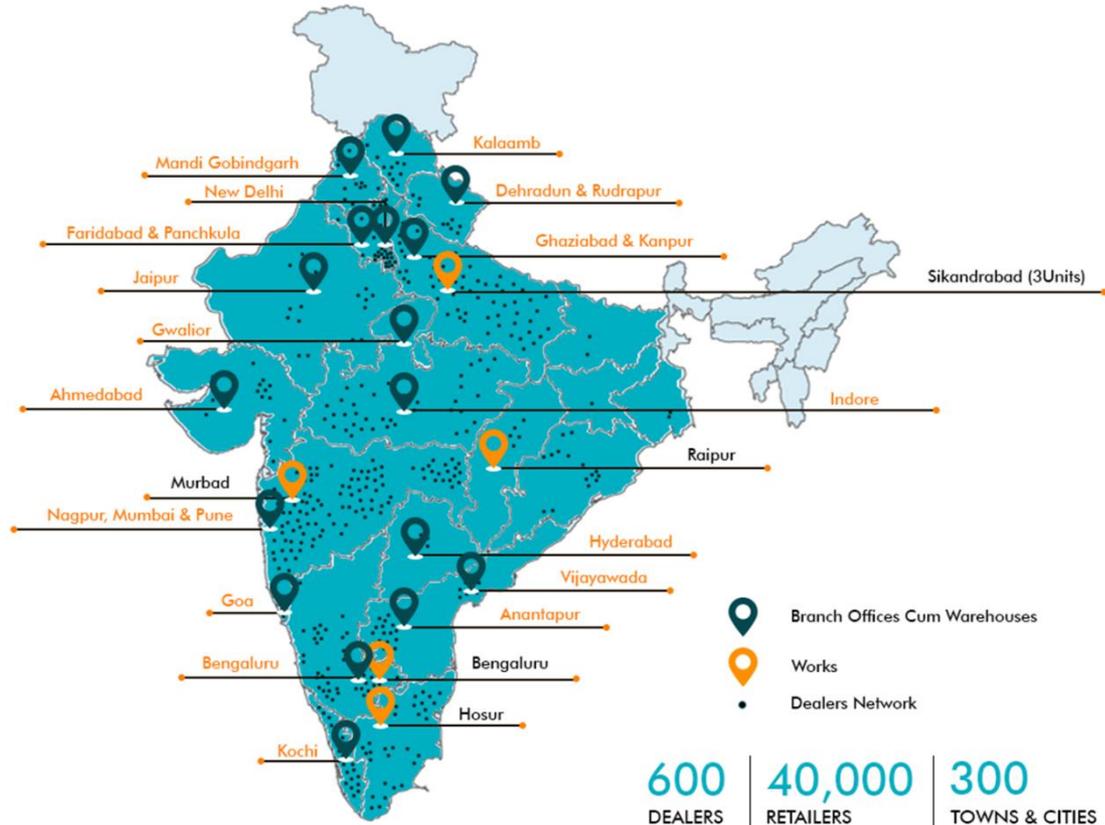
Target Capacity Distribution



~14-15% Market share across geographies

The only branded domestic steel tubes manufacturer with a pan-India presence – 2.0 MTPA capacity to make the Company one of the largest players in the world

Local Market Presence aided by 3-tier Distribution and Solid Supply Chain Mechanism



Unlocking Opportunities – OEMs, Exports & Untapped markets

- Tapping potential across newer areas such as Original Equipment Manufacturers (OEMs), Export Markets & Untapped markets – key for driving value growth across business
- **Focus on OEMs & Export Markets**
 - Introduction of latest technologies, especially DFT, to unlock vast potential across OEM and Export markets
 - OEM contribution expected to increase significantly in next 2 years from the current 3%
 - High quality customized shapes and sizes of products, achieved through DFT, to help penetrate OEMs and export markets
- **Strengthening Domestic Foothold**
 - Targeting the underpenetrated East and Central markets through Greenfield plant in Raipur



Capitalizing on opportunities across high potential growth areas to help accomplish long-term growth objectives

Pioneer in Instituting the Latest Technology

- Leader in adopting the latest technology from around the globe
 - **Introduced latest technologies** – High speed mills from Europe (increased speed by 5x), Strip Galvanizing lines, and the unique Rotary Sizing Mills
 - In 2016, the Company introduced the latest global **‘Direct Forming Technology’** in India
- High-end R&D capabilities to help address elevated standards and ever-changing requirements of customers



Direct Forming Technology

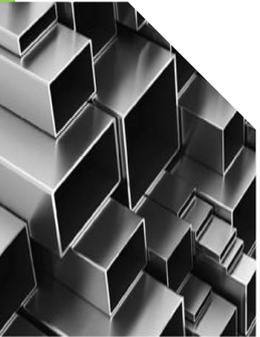
Establishing latest technology to improve productivity, enable cost savings, while driving growth by expanding addressable markets

Direct Forming Technology



Customer benefits include: Size customizations, specific orders and time savings – ‘Whatever Whenever Wherever’

Opened an array of opportunities across various sectors



Path-breaking Product Offerings

- Product portfolio at ~3-4x the product basket of the closest competitor
- First to introduce
 - Colour coated pipes in India
 - Pre-galvanized pipes in the domestic market
 - Latest global technologies such as DFT in India
- Awarded patents for never-seen-before designs for 6 products
- Adopting latest imported packaging technology to improve aesthetics of the product range

Products Portfolio	9M FY18 APL Volumes (MTPA)	~APL Market Share* (%)	~ Product Margins (%)
Hollow Section 	449,578	18%	7-8%
Pre-Galvanized 	178,594	24%	12-14%
Galvanized 	84,623	11%	9-10%
Black Round 	116,680	6%	4-5%
APL Apollo's Total market share in India*		14%	

*Company estimates

Continuous product innovations has expanded addressable market

Robust Product Offerings

Continuously augmenting the product basket

At least 30% savings as compared to Normal wood

Double Door Frame Section 

Single Door Frame Section 

Paint Coated 

Narrow Sections

Pipe Dimensions 

New Patented Designs

D Shape 

Hand Rail 

Z Shape 

L Section 

T Shape 

Elliptical tube 

- **70% of the Company's product portfolio have limited competition**
- **On the back of DFT:**
 - Developed over **150 new customizable sizes**
 - Total product offerings jump to **1,000+ varieties**

Deploying cost-effective strategy across business model

Lowest cost producer in the country – endeavor to become the lowest cost producer across the globe

Higher emphasis on channel financing to improve purchasing power of dealers, while also enhancing working capital cycle

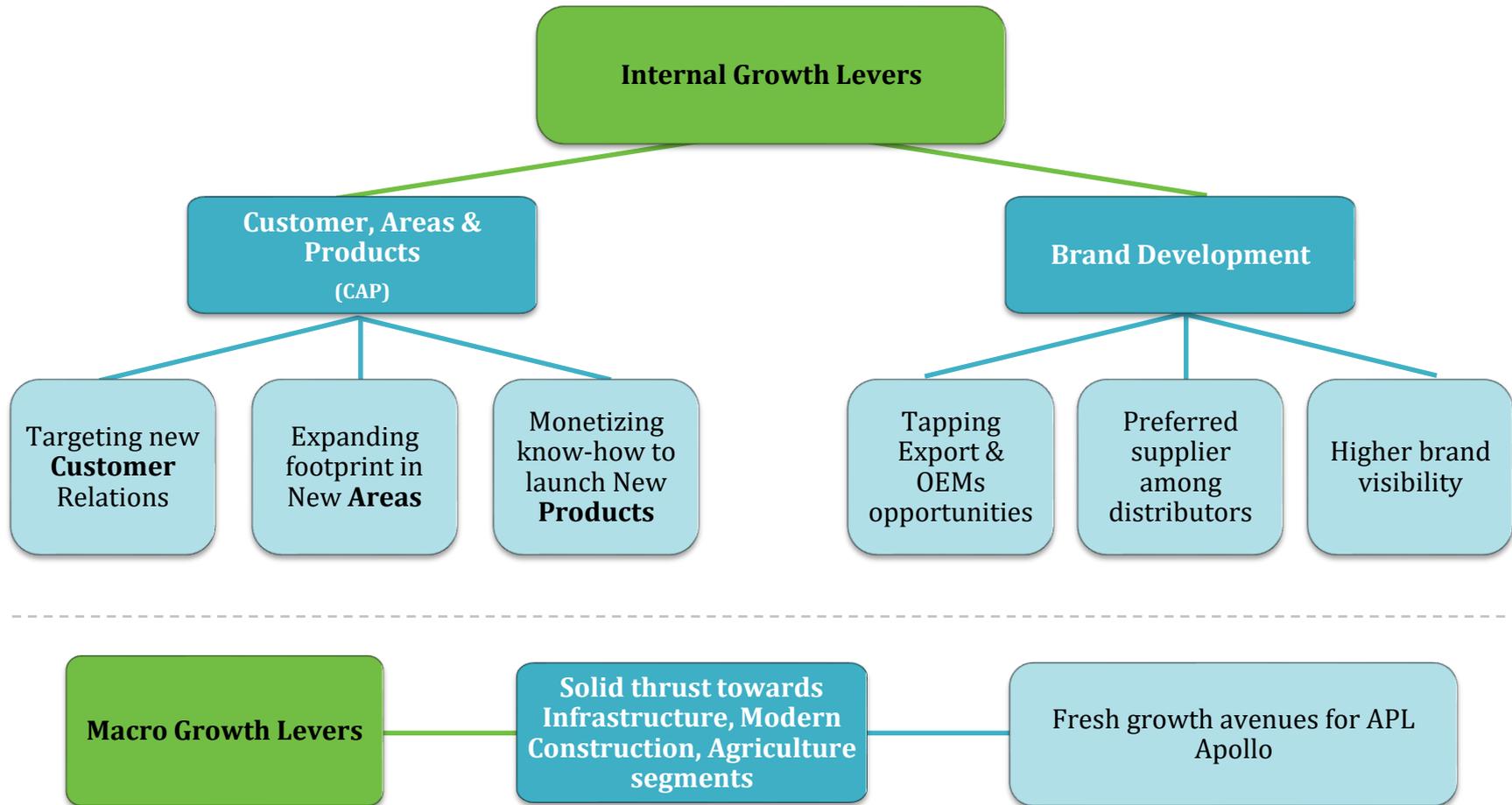
Continue to focus on the cost-effective product profile in future

Increasing usage of renewable (solar + wind) energy to help reduce electricity and maintenance costs

Offers a very large product portfolio in low prices via retailer strength and higher volumes



Growth Strategy



Way Forward



Construction &
Building
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Infrastructure

Energy &
Engineering

Automobiles

Agriculture

Well-defined strategy with tangible targets

2.5 million ton sales

Targeting above industry average growth rates / Roadmap for capacity expansion in place

Strong Balance-Sheet

To become debt-free and reduced Working Capital cycle

Margin accretive

Targeting higher EBITDA per ton margins and enhanced return ratios

Strengthen product and corporate branding activities

To double the marketing & sales team

Enhance Corporate Governance

Improving board mix to facilitate higher level of transparency

Expand contribution from Value-added products

Innovation center to be set-up: focus on continuously launching new products

To become a Global Branded Steel Tubes Company

Financial Highlights



Construction &
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Consistently Delivering Strong Performance

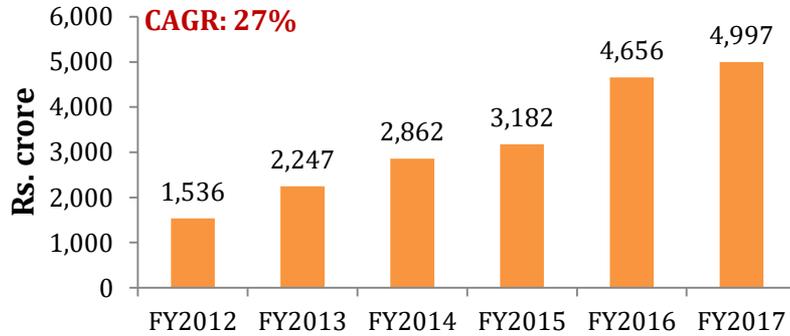


Particulars	2007	2010	2012	2015	2016	2017	CAGR	9MFY18
Sales (Rs. Crore)	230	666	1,536	3,482	4,656	4,997	36%	3,815
EBITDA (Rs. Crore)	15	66	115	186	292	328	36%	275
PAT (Rs. Crore)	7	30	49	64	101	146	35%	115
Net Worth (Rs. Crore)	16	191	299	495	568	720	46%	-
EPS (Rs.)	21	15	23	27	43	62	-	48
Ratios								
ROCE (%)	55	17	20	18	26	23	-	-
RONW (%)	33	16	18	14	21	22	-	-
Production								
Capacity MTPA	80,000	274,000	500,000	1,050,000	1,300,000	1,300,000	36%	1,750,000
Production MTPA	59,000	165,000	294,300	682,193	893,666	931,535	32%	829,475
Distribution								
No of Distributors	100	150	200	375	600	600	-	600
No of Plants	2	4	5	6	6	6	-	7

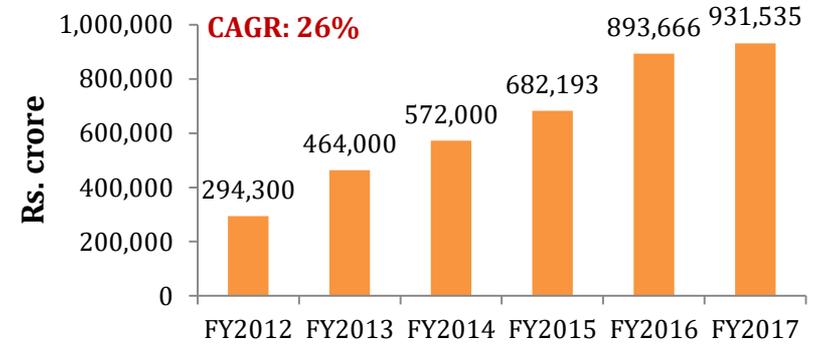
Strong Financial Track-record



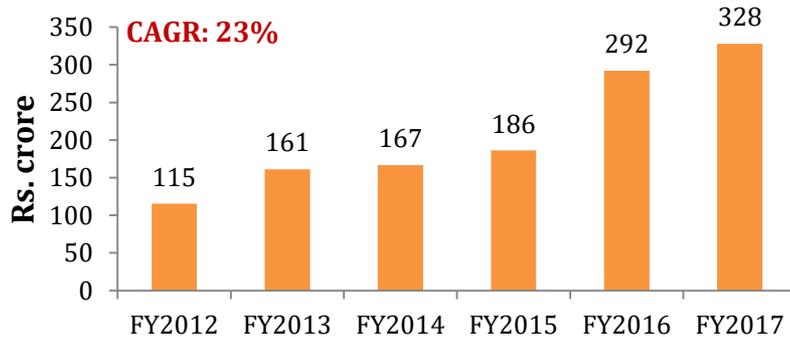
Revenues



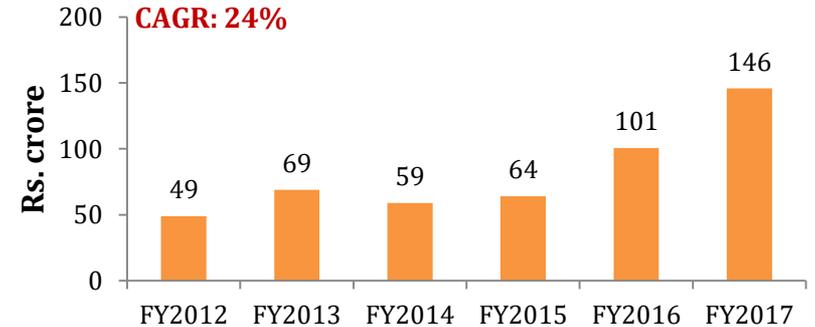
Sales (MTPA)



EBITDA



PAT

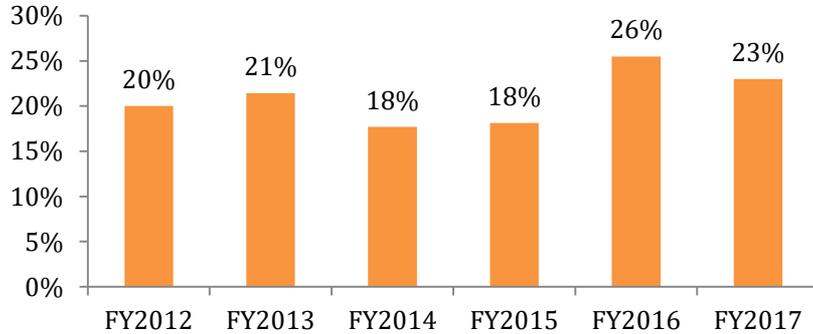


Volume Breakup

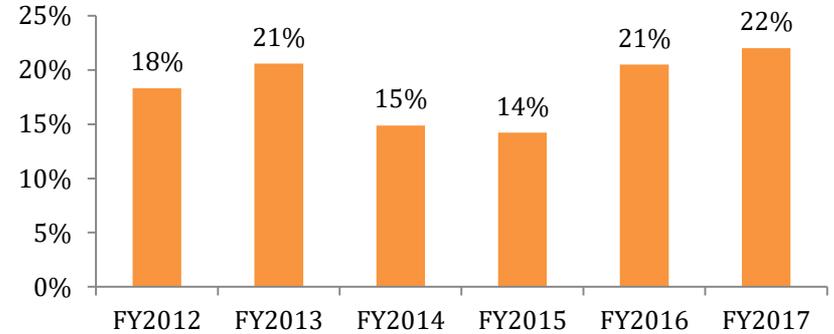
Products	Volume Contributi on FY 15 (MTPA)	Volume Contributi on FY 15 (%)	Volume Contributi on FY 16 (MTPA)	Volume Contributi on FY 16 (%)	Volume Contributi on FY 17 (MTPA)	Volume Contributi on FY17 (%)	9MFY 18 (MTPA)	9MFY 18 (%)
Hollow Sections	247,844	38	425,513	48	474,851	51	449,578	54
Round Pipes (Black)	169,532	26	194,031	22	150,760	16	116,680	14
Pre-galvanized Tubes (GP)	148,191	23	159,457	18	188,534	20	178,594	22
Galvanized Tubes (GI)	90,993	14	114,665	13	117,390	13	84,623	10

Financial Parameters

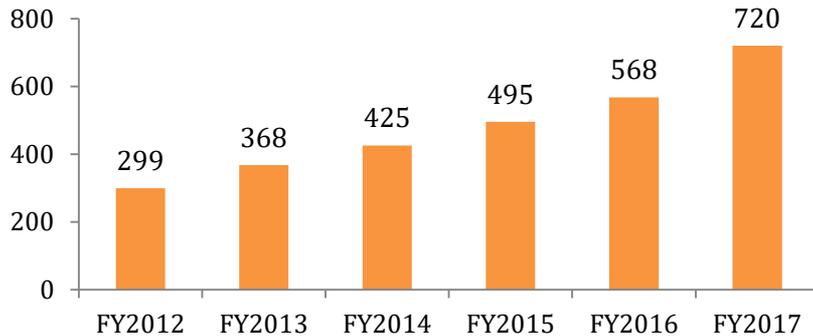
ROCE (%)



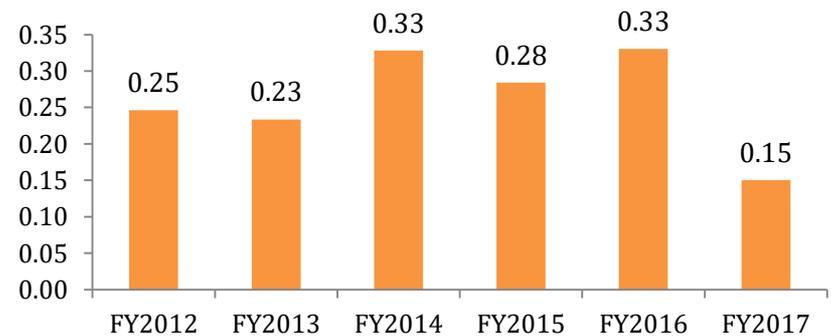
RONW (%)



Networth (Rs. Crore)



Long-term Debt-Equity Ratio



Conclusion



Construction &
Building
Material

Infrastructure

Energy &
Engineering

Automobiles

Agriculture

Competitive Advantage

Largest manufacturer of ERW steel tubes in India, touching a capacity of 2 million tons by 2020

- *Just to share a perspective : competition is selling half as compared to APL Apollo Tubes Ltd.*

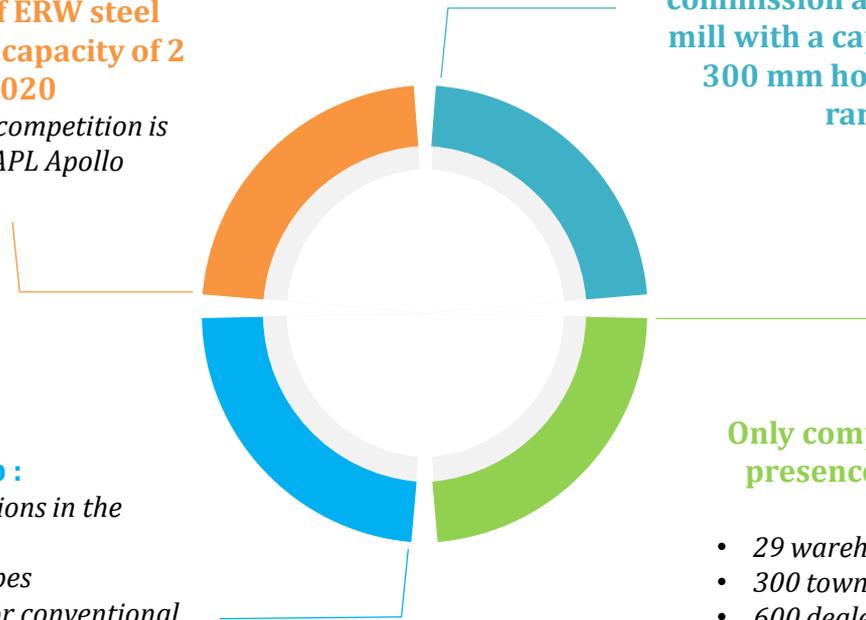
An innovation hub :

- *The first to introduce Hollow Sections in the country*
- *Pioneers in introducing the GP tubes*
- *Precision Mills were introduced for conventional tube manufacturing*
- *Introduction of Direct Forming Technology*

The first company in the world to commission a fully automated direct forming mill with a capability of producing 300 mm x 300 mm hollow section with a thickness range of 1 mm - 12 mm

Only company to have a PAN India presence with 7 manufacturing facilities

- *29 warehouses*
- *300 towns & cities*
- *600 dealers*
- *40,000 retailers*
- *50,000 + Fabricators*



Annexure



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Building A Sustainable World Through Efficient Energy Consumption and Optimum Utilization of Natural Resources

SOLAR POWER

- Company targets to equip all the units and buildings of APL Apollo with rooftop solar panels
- Usage of solar power will help reduce energy loss, electricity bills and maintenance costs due to minimum breakdowns



WIND ENERGY

- Entered into the arrangements with Clover energy to utilize energy generated from windmills for its business operations



COIL STACKING SYSTEM

- Coil stacking system to enhance safety guidelines and flexibility of operations

Pollution Control

- Company focuses on maintaining a clean and green environment in and around its plants
- Effluent treatment plants (ETP) have been installed across all the units for the prevention of water pollution



Key Market Statistics

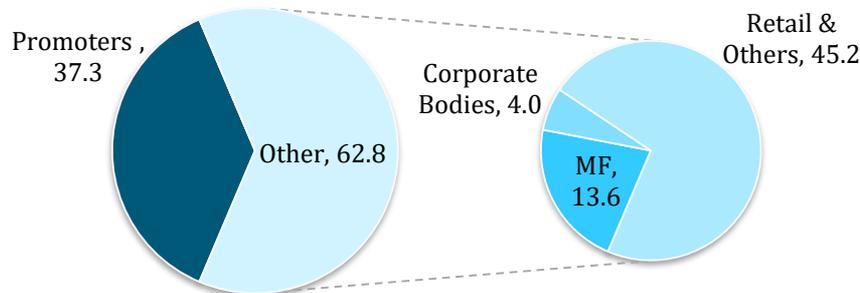
Key Market Statistics	As on March 20, 2018
BSE/NSE Ticker	533758 / APLAPOLLO
Industry	Building Materials / Infrastructure
CMP (Rs.)	1,936.8
Market Cap (Rs. Crore)	4,595.9
Number of outstanding shares (Crore)	2.37
Face Value	10.00
52-week High / Low (Rs.)	2,529/1,102

Top Public Shareholders (more than 1%)

- Kitara**
- IDFC**
- HDFC Trustee Fund**
- DSP Blackrock**
- Emblem FII**
- Goldman Sachs**
- Sameer Mahendra Sampat**
- Ashish Kacholia**
- Suresh Kumar Agarwal**

As on Dec 31, 2017

Break-up of Floating Stock (%)



Board of Directors

Executive / Promoter Directors

Mr. Sanjay Gupta
Executive Chairman

Mr. Ashok K. Gupta
Managing Director

Vinay Gupta
Director

Romi Sehgal
Director

Independent Directors

Anil Kumar Bansal
Independent Director

Abhilash Lal
Independent Director

S. T. Gerela
Independent Director

Neeru Abrol
Independent Director

V S Jain
Independent Director

Focus on strengthening the Board of Directors

Management Team

Mr. Sanjay Gupta
Executive Chairman

Mr. Ashok K. Gupta
Managing Director

Romi Sehgal
Director

Deepak Goyal
CFO

Arun Agrawal
VP Operations

Ajay Garg
VP Operations

Shiv Kumar Bansal
VP Sales

J P Singh
HRD Head

Dinesh Talniya
IT Head

Amit Kapoor
RM South

Building a Strong Management Team comprising promoters with solid experience and senior professionals who possess vast experience in the industry

APL Apollo Tubes Limited (APL Apollo) [BSE: 533758, NSE: APLAPOLLO] is one of India's leading branded steel products manufacturers. Headquartered at Delhi NCR, the Company operates 7 manufacturing facilities with a total capacity of 2 Million MTPA*. It has a PAN-Indian presence with units strategically located in Sikandarabad (3 units), Bangalore, Raipur, Hosur and Murbad. APL Apollo's multi-product offerings include over 1,000 varieties of MS Black pipes, Galvanized Tubes, Pre-Galvanized Tubes, Structural ERW Steel tubes and Hollow Sections.

With state-of-the-art-manufacturing facilities, APL Apollo serves as a 'one-stop shop' for a wide spectrum of steel products, catering to an array of industry applications such as urban infrastructures, housing, irrigation, solar plants, greenhouses and engineering. The Company's vast 3-tier distribution network of over 600 dealers is spread all across India, with warehouses cum- branch offices in over 20 cities

*As of April 2018

For further information, please contact:

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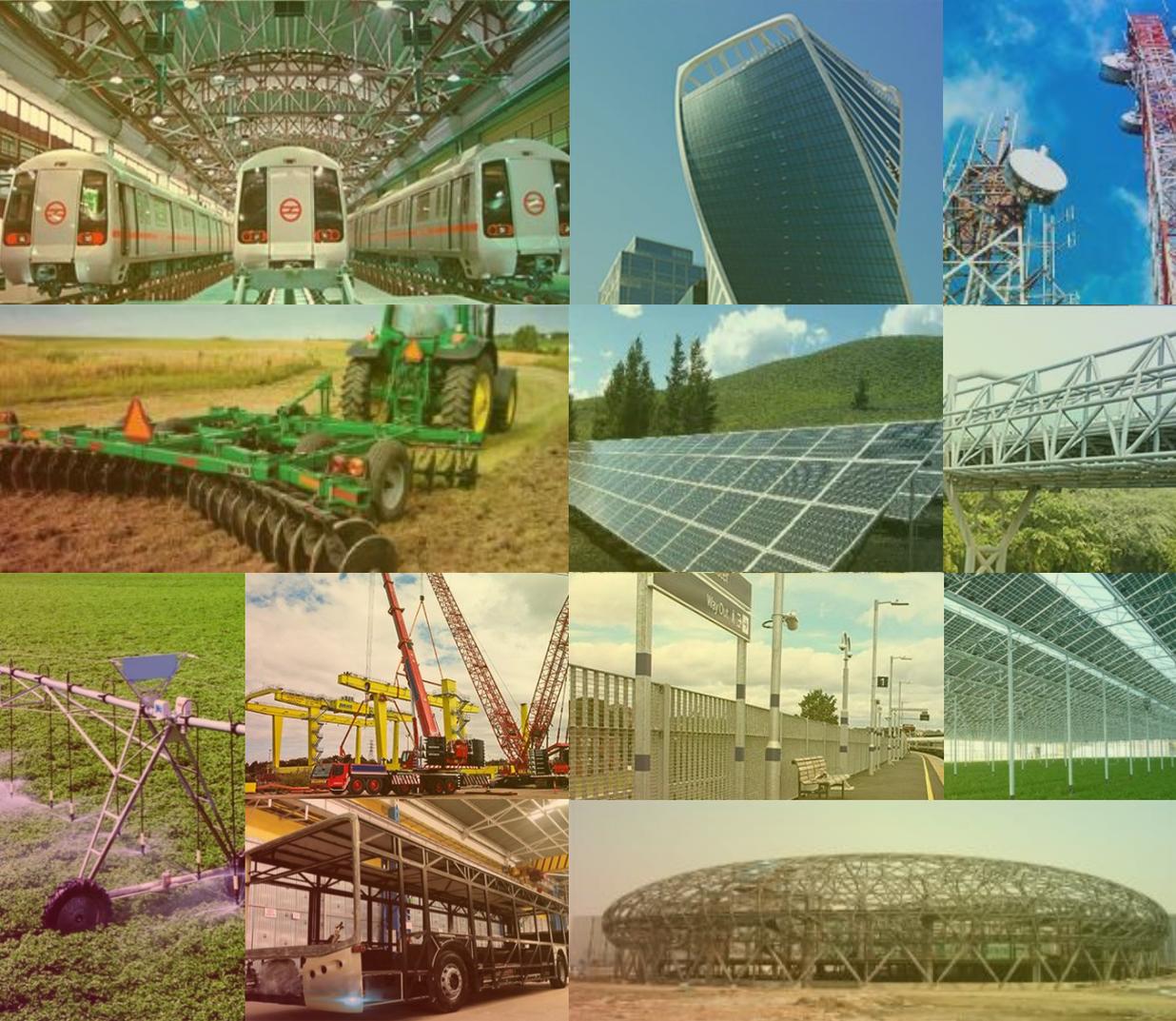
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Thank You