

Watz in the PIPELINE!

A Monthly Bulletin

Volume - III Issue - IV, October, 2012



Highlights

Cruise

Vision 2015

Joining Of Managing Director

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FROM THE CHAIRMAN'S DESK

The World is going digital at a pace that was not imaginable few years ago. India is one of the most exciting markets in the world in terms of consumers embracing new technology, experiences and the potential to connect a large part of its population with the rest of the world. We envisage that significant value will be created for consumers as well as distributors and dealers with the new services.

Over the past 5 years APL APOLLO TUBES has expanded into various outlets and distribution centres. This has helped us to bring our product within its competencies, technologies and new market. Growth through realization has been a key part of our strategy. Encouraged by our phenomenal growth in last four years, we have taken an optimistic target of achieving 1 million ton production by 2015. In order to achieve this target and to bring in system to sustain and optimize the growth, Mr. Ashok Gupta joined the team as Managing Director. I am Confident that under his leadership we will not only achieve the target of 1 million tons by 2015, but also touch higher milestones

APL APOLLO Tubes Ltd plans to invest about Rs 100 cr in a new plant in Gujrat where TATA Motors is planned to be a key customer of APL Apollo Tubes Ltd.

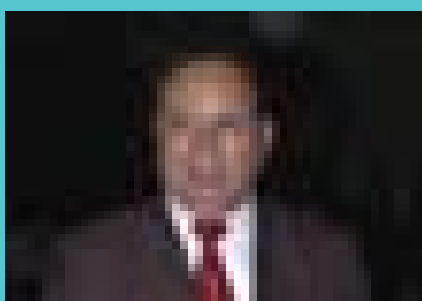
The company which clocked a turnover of Rs 1500 cr in fiscal 2011 is targeting to cross Rs 2500 cr in the current fiscal year.

The company continues to be the largest producer and supplier of ERW Pipes and Tubes in India. During the quarter, APL APOLLO has increased sales through own warehouses. In volume terms, dispatches are on rising trend. Company opened a new warehouse-cum-branches at Pant Nagar (Rudrapur) to further strengthen its own distribution network.

The company is fortunate to have been associated with dealers & distributors from the past and those who have joined us recently as a part of APL Apollo Tubes family.

Our industry has witnessed though demand conditions in the user segments and high material costs. Pursuit for growth through size and geographical presence and demand from newer segments such as solar power sector, telecom and urban infra projects should bode well for us in the current year as well.

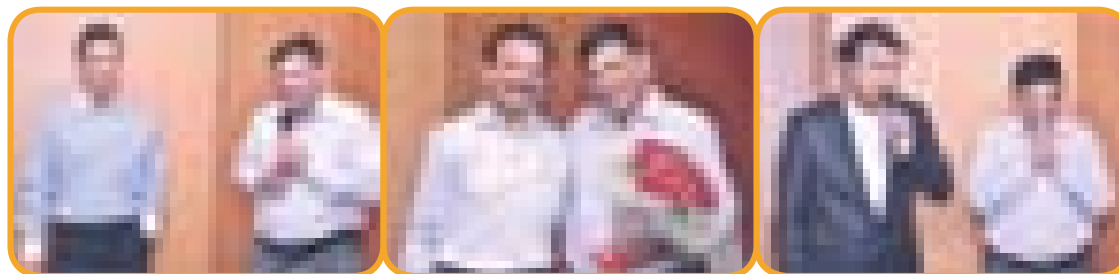
I personally welcome the new dealers and appreciate the existing dealers for their hardwork and co-operation.



TRIBUTE

APL Apollo Tubes takes great grief with heavy heart in announcing the passing away of MR J. S. Singh, who joined our company in 1986. His contribution in growth of APL Apollo Tubes will be remembered forever. We recognize his efforts towards the growth in the company. He was not only a true leader but also a great visionary. May his soul rest in peace.

APL Apollo Tubes Welcome Mr. Ashok K. Gupta. who joined us on 1st May 2012 as The Managing Director. Under his experience, guidance and leadership, we are sure that we make VISION 2015 achievable.



MR. ASHOK GUPTA
MANAGING DIRECTOR
APL APOLLO TUBES LIMITED

With Delhi University graduate and management training under Harvard University & IIM (Kolkata), APL Apollo Tubes takes pleasure in giving a warm and applauding welcome to Mr Ashok Gupta.

Mr Ashok Gupta having more than 35 years of experience with some of the eminent companies like SAIL, BHUSHAN, JINDAL. He has had a global exposure as being associated with Ispat Annaba, Algeria.

Under Mr Ashok Gupta's Experience & Leadership, APL Apollo Tube is confident to have "VISION 2015" achievable with best procedure & practices of tube manufacturing.

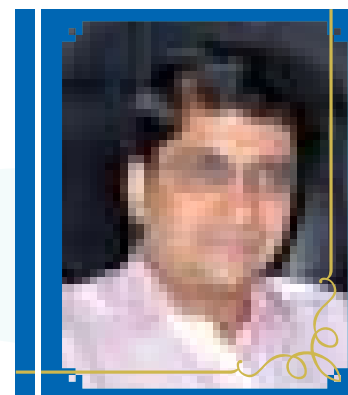


MR. SAMEER GUPTA
MANAGING DIRECTOR
APOLLO PIPES LIMITED

APL is striving to expand the production base to support the recently developed markets in the Western & Southern India & nevertheless the global markets stretching across more than 18 Countries.

"We are in the process of establishing manufacturing facility in the Southern India, which is targeted to be fully operational within the next 9-12 months, this would result in better economics for the APL's existing market share in the region & would result in a steep increase in the sales for APL, owing to the benefits better presence in the region & the considerable logistic benefits attached.

Exports would also be one of the primary focus during the next couple of years, with the warm response received from numerous locations across the globe, we are sure of beating the targets forecasted for the Exports Division."

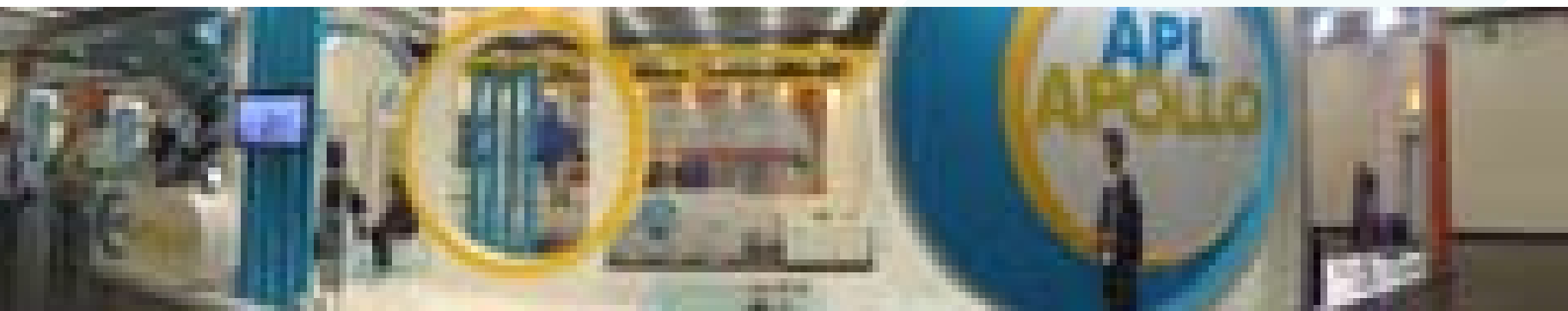


MR. VINAY GUPTA
MANAGING DIRECTOR
APOLLO METALEX PVT. LTD.

I wish to inform you that with some system improvements and plant modifications we have achieved a growth of 20% in G.P. Pipes. There has been Some modifications in regards to width capacity and coil width which is done at G.P Line by which production will increase by 15%.

Slitting line, Arbour & coiler has been replaced which has helped to increase the productivity by 15%. It can also cut light gauges and can handle coils up to 2000mm width.

We are in a process to finalizing an additional new mill of 1 1/4", which will give additional volume of 2000 MT



DUSSELDORF TUBE FAIR- 2012

Like in the past we feel proud to announce that we had participated in one of the Largest Tube Fair in Europe which was organized in Dusseldorf, Germany dated from 26.03.2012 to 30.03.2012. Our stall which is situated in Hall Number 7 was one of the largest stall having area of approximately 90sq meter. This was very well attended by old and new Clients and was very well manned by our Director Mr Vinay Gupta and CEO Mr Romi Sehgal along with the marketing team. Post this exhibition, we have been able to add new clients abroad.

CRUISE HIGHLIGHTS

APL Apollo Tubes Ltd organized an chartered **promotional cruise** which was one of the **largest incentive tour** consisting of **1000 persons** organized by any company in the world. The Group consisted of top performing distributors, retailers and employees.

The incentive tour's main focus had been the **"VISION-2015"** to achieve Target of 1 Million Ton by 2015.

Cruise had been the best place to start with the "VISION-2015".

Large Number of Dealers, Distributor and Retailers came together as one of the largest family and took an oath to make the "VISION-2015" achievable.

Some of the highlights of the chartered cruise were

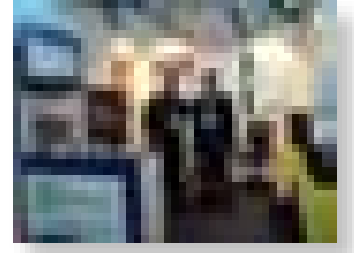
- **GHAZAL EVENING WITH ROOP KUMAR AND SONALI RATHOD**
- **EVENING WITH RAJA RANCHO**
- **APL APOLLO STAR NIGHT WITH NEETI MOHAN, RACHNA MAURYA & PARLEEN SINGH**
- **MAGIC SHOW**
- **LUCKY DIP**



VISION 2015
1 MILLION TON

INDIAN PLUMBING ASSOCIATION (IPA) - 2011

We have been actively participating in organizing plumbing meet to take our marketing/Sales to grass root level. In continuation to the same Indian Plumbing Association was organized during the month of November- 2011, which is the largest Plumbing Exhibitor in Asia. The reason to associate with IPA was to enter into the Plumbing segment. We take great pleasure to announce that we had achieved more than what we had expected in terms of growth in sales and new clientele listings.



New Branch Offices :

NAGPUR

895, Plot No 15 & 24
Near Avatar Dhaba, Amravati Road,
Wardman, NAGPUR-440023
Mobile : 09561081672
Email : nagpuraplapollo@yahoo.co.in

COCHIN (KERALA)

B.O. 33/2361- B1 (A) Chalikavattom
Near IDBI Bank, Vyttila bye pass
Ernakulam- 682019 KOCHI
Mobile : 09810075770/08129055770
Email : c.bansal@aplapollo.com

MUMBAI (MAHARASHTRA)

KWC - Plot No. 1694-95, 1697-98
Road No. 21 & 22, Steel Market
Kalamboli, Navi Mumbai,
Maharashtra
Mobile : 09029074829

AHMEDABAD (GUJARAT)

Survey No. 208, - Block, Swadeshi
Industries Compound
Sharkhej- Sanand Road, Sarkhej
Ahmedabad - 382210 (Gujarat)
Mobile : 09824272833

GOA

Sr. No 203/1, Plot No. 7, NH-17,
Highway, Mushir Wada, Colvale,
Barddez goa (N), GOA- 403513
Mobile : 07387111367/09422021411
Tel : 0832-6511995,
Email : aplapollogoa@gmail.com

RUDHRAPUR (UTTRAKHAND)

Khasra No. 194, Vill- Bhurarani
Rudrapur Distt. U. S. Nagar
(Uttarakhand-263153)
Mobile : 09690333324
Email : rudrapurapl@gmail.com

RAIPUR (CHATTISGARH)

Ring Road No. 2,
Hirapur Sandogri Lohabazar
Plot No. C-19, Raipur (Chattisgarh)
Mobile : 07387111254
Email : raipuraplapollo@gmail.com

INDORE

13A Udyog Nagar
Palda, Behind Old Lakhani Factory,
Nemawar Road
Indore

New Dealers

Dealer	Contact Person	Dealer	Contact Person	Dealer	Contact Person
Bharat Fancy Stores	Mukesh Kumar	Calcutta Pipe Fittings	Subhash Bansal	Hira Lal & SOns	Mr. Shyam Sunder
Sree Dhanalakshmi Hardware	Manjunath Shetty	Haryana Tube Syndicate	Kailashchand Mittal	R. G. Pipe	Mr Sharad Gupta
Kohinoor Hardware	Pravesh Gupta	Vinayaka Trading Corporation	Harsha Reddy	Ganpati Steel	Gaurav Kumar
Anjana Enterprises	Babu Lal	Trinity Corporation	Ramesh Jain	M. D. Sales	Rajkumar Raswant
Ravi Enterprises	Ramesh Murthy	Delhi Pipe	Mr Adarsh Arora	Trilok Singh	Raman Preet Sing
Raj Hardware & Electricals	Raghavendrashetty	Pls Tubes	Mr. Ajay	Vishambar Nath	Mr Vinod
Nidhi Steel Tubes	Pradeep Jain	Vijay Iron Store	Mr. Sachin Garg	Sri Ranga Sales Corporation	Ravi Shankar

APL Apollo Tube wishes our dealers

Happy Birthday



Dealer's Name	Name	DOB
Gupta Iron Stipre	Amit Gupta	9-Aug
Singhal Agriculture & Mill Store	Vinot Kr Agarwal	16-Aug
Rameshwar Saran Ram Bharoselal	Amit Mittal	16-Aug
Bajrang Hardware & Machinery Store	Sanjay Agrawal	20-Aug
Tribhuwan Hardware	Narayan Keshari	5-Aug
Shri Arun Sanatary & Hardwares	Arun Kr. Jaiswal	6-Aug
Shivam Sanitary	Shailesh Gupta	20-Aug
Ashish Trading Company	Ashish Bansal	15-Aug
Adarsh Pipe Store	Govind Bansal	3-Aug
Kissan Handpipes works	Naushad Ali	4-Aug
Vijay Sanitary Store	Vijay Kr Goyal	12-Aug
Kuldeep Singh & Brothers	Harmeet Singh	8-Aug
Yadav Traders	R P Yadav	7-Aug
Abhinandan Electrical Ceramic	Kamlesh Kumawat	14-Aug
Paras Pipes	Dilip M Patel	9-Aug
Sujay Traders	Kalpesh Patel	27-Aug
DM Traders	Ashok Nandkishor Khandelwal	22-Aug
V & G Pipe House	Vijay Mohan Khanduri	31-Aug
Shankara Pipes	M.P Jayagopal	20-Aug
Indusrtrial Distributors & Agency	Sudheer R Kamath	28-Aug
Jayaraj Pipes	Balasubramanium R.G	25-Aug
Gayatree Trading Corporation	Nidhish Maheshwari	6-Aug
M.B Tubes	Mada Lal Jain	15-Aug
Mosaic Enterprises	Pravin Kumar Gupta	17-Aug
Mulkh Raj & Co	Sameer Mahajan	26-Aug

APL Apollo Tube welcomes the young guns in our company

New Joinings

Name	DOJ	Department
Mr. Santosh Kumar	01.10.2011	A/c
Mr. Rahul Kumar	11.10.2011	Inv & Cost
Mr. Rohit Jha	16.11.2011	B. D. E
Mr. Priyesh Kumar	06.03.2012	Accounts
Mr. Akash Malhotra	12.12.2012	Accounts
Mr. Anoop Swarnkar	28.12.2012	Marketing
Mr. Ajit Singh	05.01.2012	Marketing
Mr. Parasar Kumar	06.01.2012	Marketing
Mr. Amarnath Singh	16.01.2012	Marketing
Mr. Abhishek Bhardwaj	27.04.2012	Accounts
Mr. Madhurendra Kumar	02.05.2012	Accounts
Mr. Vijay Kumar	26.04.2012	Gym Trainer
Mr. Romit Tola	06.06.2012	Accounts
Ms Garima Gupta	06.06.2012	Accounts
Mr. Deepak Kumar	01.07.2012	Accounts
Mr. Gurjeet Kumar	01.07.2012	Field
Mr. Vipin Rana	02.02.2012	Marketing
Mr. Sanjay Talreja	01.11.2012	Marketing
Ms Shivi Agrawal	23.07.2012	HR
Mr. Anand Kaushal	04.08.2012	Marketing
Mr. Nikky Bansal	23.07.2012	Accounts
Mr. Baljeet Sharma	18.10.2010	Accounts
Mr. Nathu Ram	01.07.2012	Clerical - Work
Mr. Mukesh Punyani	14.08.2012	Int- Audit
Ms Shruti Bhatnagar	06.08.2012	Marketing
Mr. Tarun Galhotra	15.09.2012	Marketing
Mr. Jitendra Singh Bhisht	01.09.2012	Export