

# Watz in the PIPELINE!

A Monthly Bulletin

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## 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.*