

Target Price ₹ 2647.6
CMP ₹ 1525
12x FY20 EV/EBIDTA
Index Details

Sensex	31048
Nifty	9528
Industry	Steel Pipes

APL Apollo is India's largest player in the ERW structural pipes space. Despite having the largest market share and product basket which is 2x more than its near peer, we expect gains in market share to continue given that:

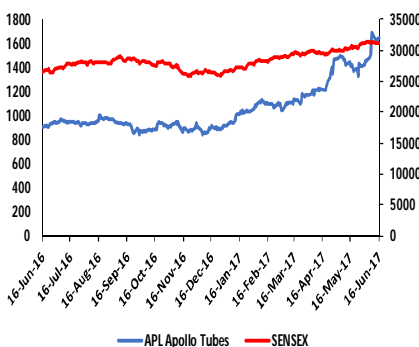
Scrip Details

MktCap (cr)	3599.00
BVPS (₹)	305.34
O/s Shares (Cr)	2.36
AvVol	14979.5
52 Week H/L	1727.5/814.0
Div Yield (%)	1.0
FVPS (₹)	10.0

- introduction of new pioneering manufacturing technology would mean faster production process.
- introduction of GST to further improve share of organized sector and hence APL Apollo (being the largest player).
- Pan India manufacturing facility to help maintain cost competitiveness, vis a vis the industry.
- Strong growth prospects of the steel tubes and pipes industry.

Shareholding Pattern

Shareholders	%
Promoters	37.5
Public	62.5
Total	100.0

APL Apollo vs. Sensex


We expect revenues to grow at at CAGR of 19.2 % to Rs 7700.4 crore by FY20 resulting in a CAGR of 19.4% in EBIDTA to Rs 552.7 crore in FY20. This should help earnings grow at a CAGR of 25.9% to Rs 291.2 crore over the same period. Margins are expected to soften in the near term before rallying back up to steady state. We initiate with a BUY for a price target of Rs 2647.6 (12x FY20 EV/EBIDTA) over the CMP of Rs 1525 representing an upside of 73.6% over the next 27 months.

Our optimism stems from the following:

1. Company has undertaken significant expansion to increase its capacity to 2MTPA by FY18. Further, company is introd-

Key Financials (Rs in cr) except EPS

Y/E Mar	Net Revenue	EBITDA	Adj. PAT	EPS	EPS Growth (%)	RONW (%)	ROCE (%)	P/E (x)	EV / EBITDA (x)
2017	4545.0	324.4	145.9	61.8	44.1	22.7	22.5	24.7	12.8
2018E	5468.3	371.1	161.5	68.5	10.7	20.2	21.7	22.3	11.7
2019E	6642.3	474.8	229.4	97.2	42.0	23.0	24.6	15.7	8.8
2020E	7700.4	552.7	291.2	123.4	27.0	23.2	27.3	12.4	7.2

ucing DFT technology and Inline galvanizing in India which will help the company to reduce production time and result in direct savings.

2. The EBIDTA of the company is expected to grow at a CAGR of 19.4% to Rs 552.7 crore in FY20 from Rs 324.4 crore in FY17. The margins are expected to fall initially, due to commissioning costs of new facilities. However, better product mix will aid the company in increasing its EBIDTA per tonne. Overall, we expect EBIDTA margins to stabilize by FY20.

3. The company's management is actively working with a reputed marketing consultant to launch new brands under 'APL Apollo' to cover the company's unique & innovative product portfolio.

4. APL Apollo has partnered with NEXTracker to source highest quality steel products for solar parks and power plants in India. The tie-up allows APL Apollo to rapidly penetrate the growing renewable energy market in India that seeks to have 100 GW of solar power by 2022.

5. Its strategically located plants enable APL Apollo to have a pan India presence and gain an unfair advantage in logistics costs vis-à-vis its competitors.

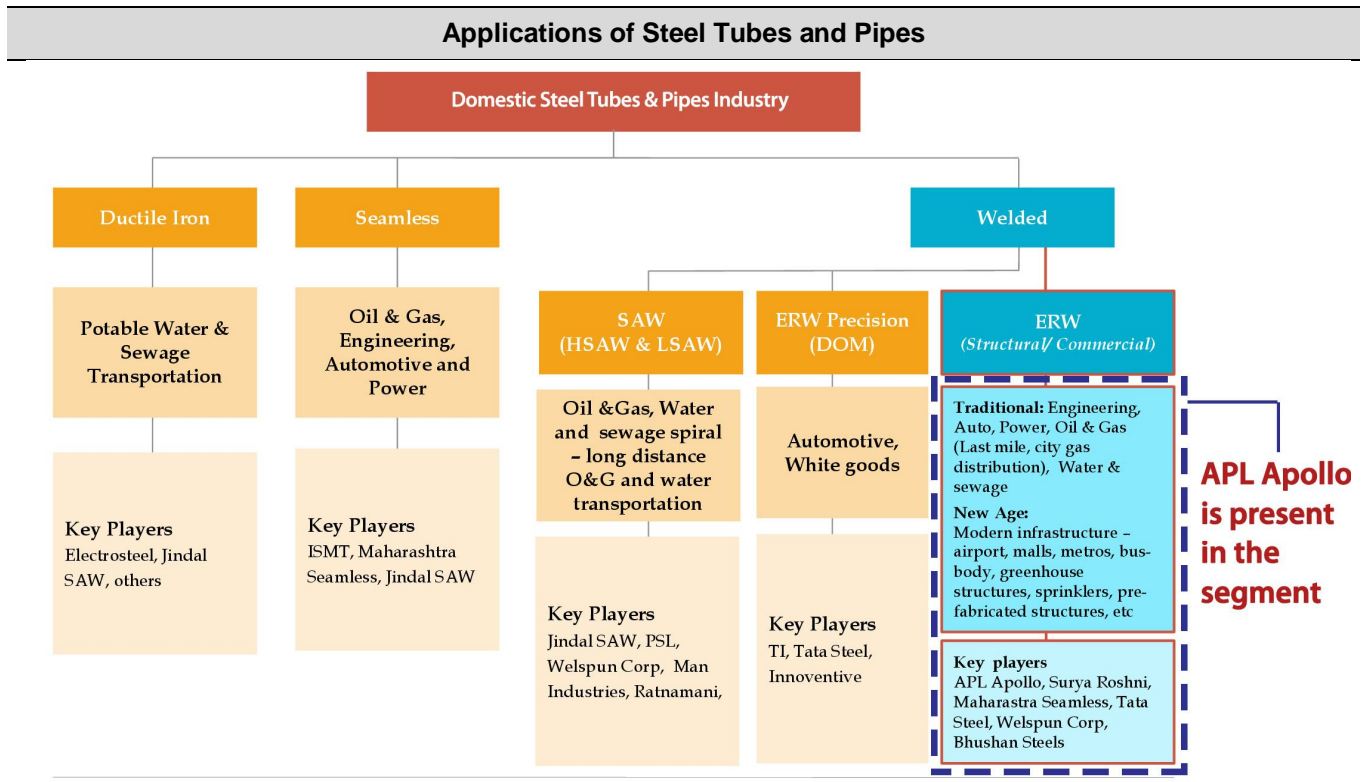
❖ Company Background

APL Apollo is the fastest growing steel tube manufacturer in India and has six manufacturing facilities that are located in Sikandrabad (3 units) (Uttar Pradesh), Bangalore (Karnataka), Hosur (Tamil Nadu) and Murbad (Maharashtra). The Company's vast distribution network is spread across 20 cities.

The company's product basket today boasts of over 400 products which is 2x that of the closest competitor.

APL Apollo's products find widespread use in structural applications in urban infrastructures, housing, irrigation, solar plants, greenhouses and engineering applications.

The company is first to introduce pre-galvanized pipes in the domestic markets and also in adopting latest global technologies such as DFT and In-line Galvanizing in India.



Source: APL Apollo Tubes Ltd, Ventura Research

❖ Key Investment Highlights

➤ Global steel tubes and Pipes industry set to grow at a CAGR of 6% by 2020

As per Technavio's market research report, the size of the global steel tubes market is expected to grow at a CAGR of more than 6% by 2020, driven by:

- Increasing adoption for horizontal drilling in oil & gas exploration.
- Increasing usage of galvanized pipes in infrastructure, construction & widespread industrial usage.

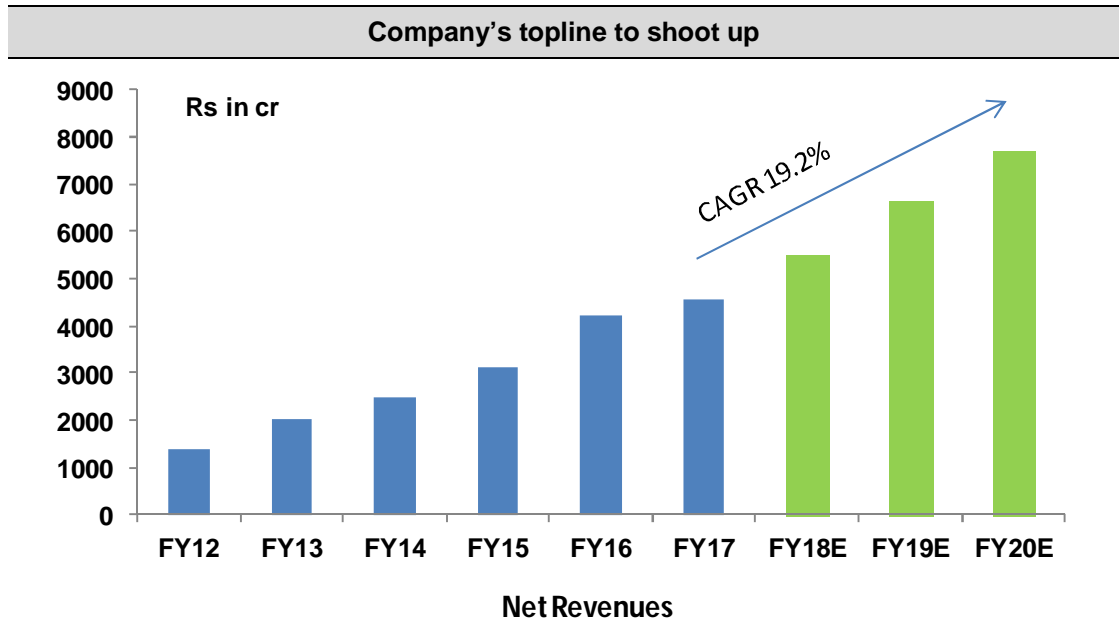
Further, Asia Pacific is the largest revenue contributing region in the steel tubes market and is anticipated to account for more than 77% of the overall market revenue by 2020. High demand for steel tubes in the construction, transmission and distribution sectors will also be a major contributing factor in the growth of this market in the coming years.

The domestic ERW steel pipes & tubes (to which APL Apollo Tubes Ltd caters) find widespread usage across industries and fields and is expected to grow at a CAGR of 9% through FY19 to Rs 30,000 crore. In addition to various engineering industries, they are used for oil and gas distribution, line pipes, fencing, agricultural purposes, drinking water supply, thermal power, for hand pumps for deep boring wells and also as protection for cables (telecom), among others. Depending on the requirement of the end user industry, ERW steel pipes & tubes are available in various wall thicknesses, diameters, and qualities.

➤ **Enhanced capacities & new product innovation to propel revenue growth**

Over the period FY14-17, the company’s revenues have grown at a CAGR of 22.1% to Rs 4,545 crore. We expect the net revenues of the company to grow to Rs 7,700.4 crore in FY20 driven by

- Capacity expansion to 2MTPA by FY18
- New DFT Technology and In line galvanizing to boost productivity and result in cost savings
- Change in product mix towards high value added products
- Recent branding initiatives being taken up by the company
- Benefits of market share gains from GST

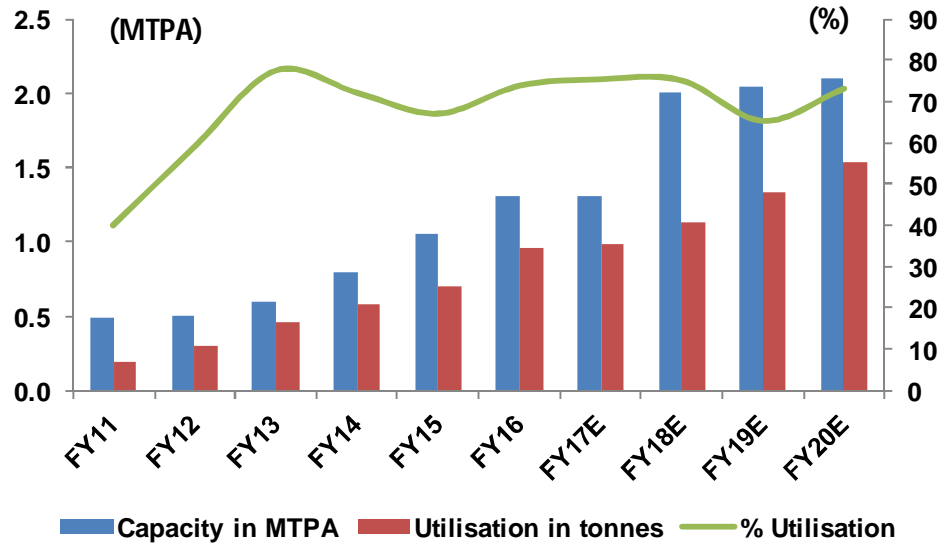


Source: APL Apollo Tubes Ltd, Ventura Research

New capacities to be completely commissioned by FY18

APL Apollo has a current production capacity of 1.3 million tonnes per annum. The nearest competitor in the Indian market is nearly half this size. Further, the company is scaling up its capacity to 2 million tonnes per annum by adding 0.5 MTPA capacity with DFT technology. Another 0.2MTPA plant is being added in Raipur to tap eastern markets, which would use conventional technology. The company expects to commission all the production lines of the Raipur facility by Q3FY18. Further, the company has rolled out its VISION2020 plan to become the largest ERW player in the world, with a production of 2.5 million tonnes in 2020. However, we believe that the board plans would fructify only post FY20.

APL Apollo Tubes Ltd capacity, utilization tend

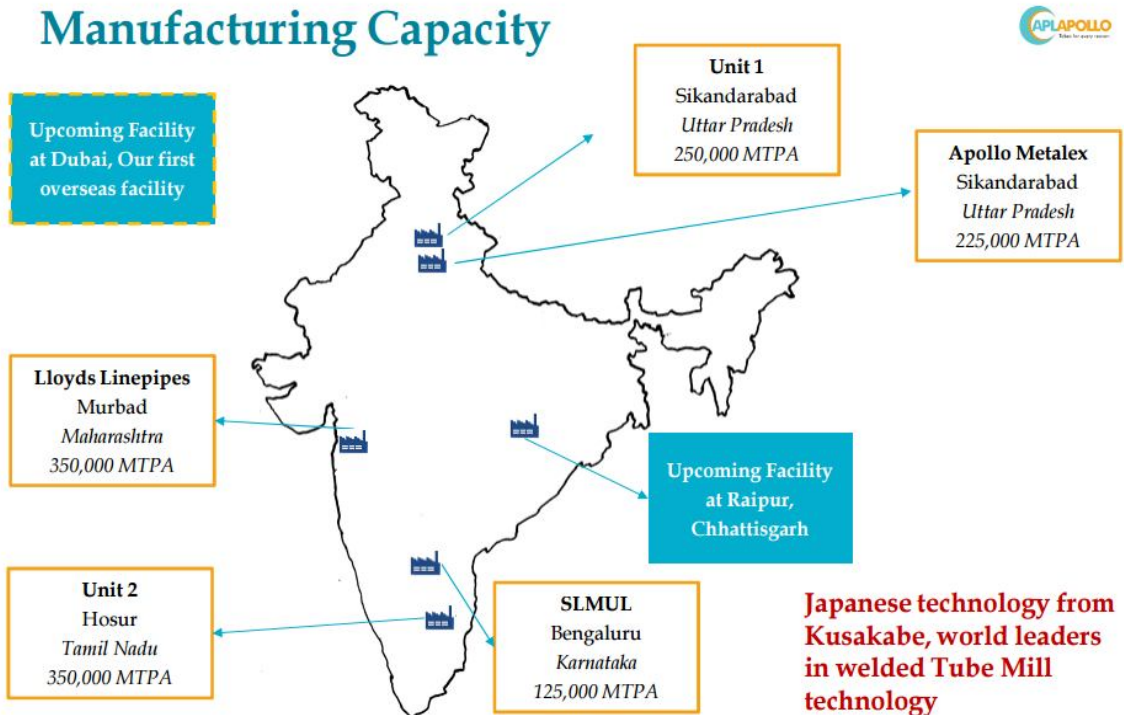


Source: APL Apollo Tubes Ltd, Ventura Research

Further, its strategically located plants enable APL Apollo to have a pan India presence and gain an unfair advantage in logistics costs vis-à-vis its competitors.

APL Apollo Tubes Ltd pan India presence

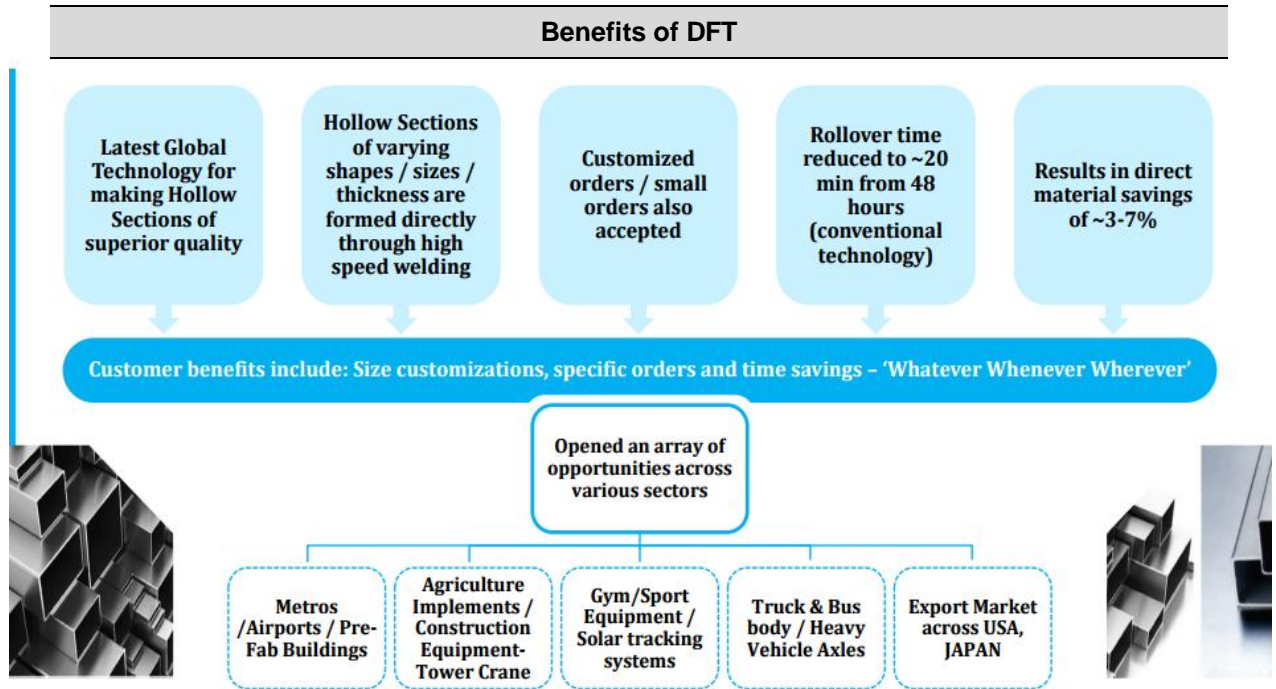
Manufacturing Capacity



Source: APL Apollo Tubes Ltd, Ventura Research

Direct Forming Technology to boost revenue growth

Bringing in revolutionary changes in galvanized steel pipes production, APL Apollo Tubes has lined up investments of close to ₹125 crore for Direct Forming Technology (DFT), a value addition in steel pipes manufacturing. Globally, DFT is the latest technology and is preferred in advanced economies, such as the US, Europe, South Korea and Japan.



Source: APL Apollo Tubes Ltd, Ventura Research

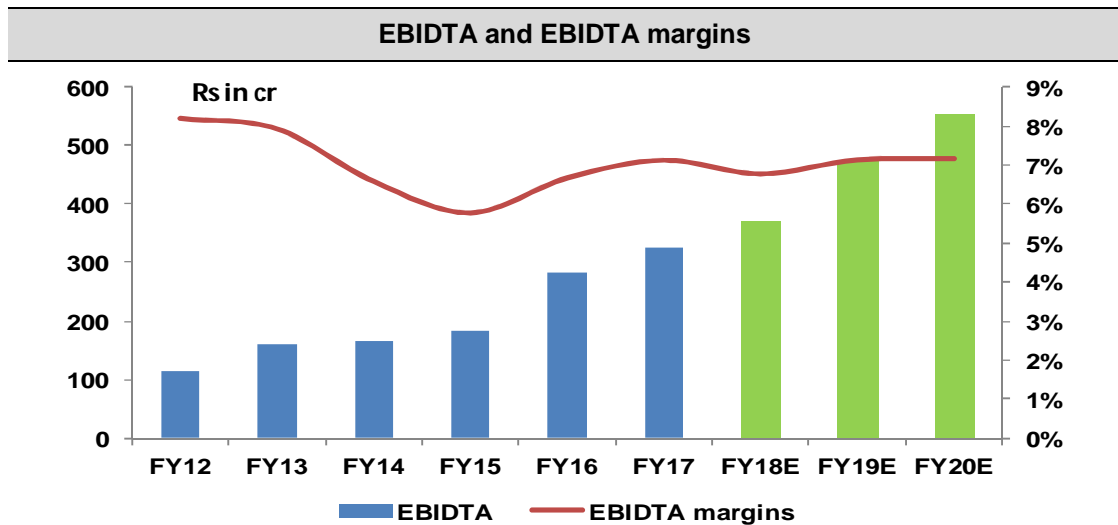
DFT enables forming universal hollow shapes of pipes to fit customer requirements. This technology drives multiple benefits as the company can form square and rectangular cross section pipes directly, without first making them round, which will help the company in the following ways:

- Reduce rollover time from 48 hours to ~20 minutes (which would result in direct material savings of 3-7%).
- Cater to customized orders which are small in size but are high in margins.

The technology will play a major role, given the fast growing construction and infrastructure sectors in the country.

EBIDTA to match revenue growth

The EBIDTA of the company is expected to grow at a CAGR of 19.4% to Rs 552.7 crore in FY20 from Rs 324.4 crore in FY17. The margins are expected to fall initially, due to commissioning costs of new facilities, concentration of management to increase volumes and initial reluctance of customers to pay a high price for DFT technology. However, going forward, a better product mix will aid the company in increasing its EBIDTA per tonne. Overall, we expect EBIDTA margins to stabilize by FY20.

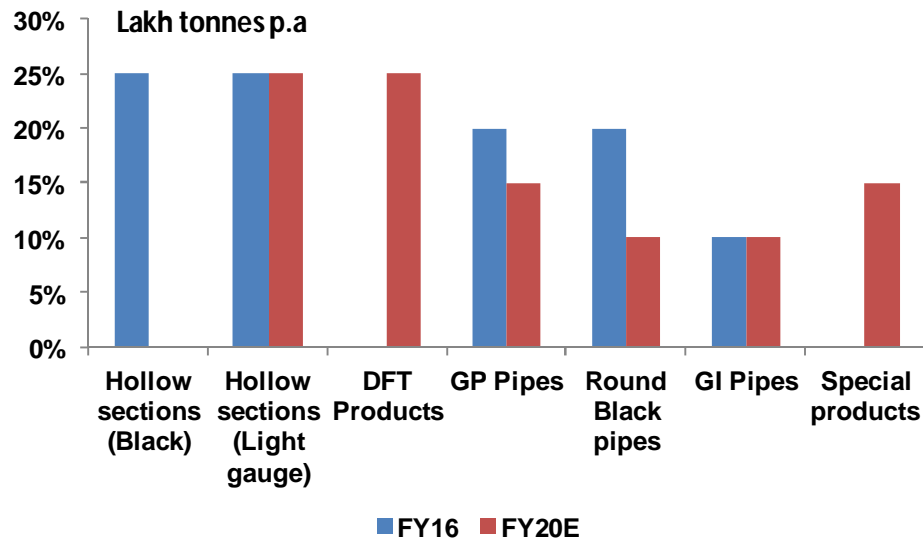


Source: APL Apollo Tubes Ltd, Ventura Research

We expect EBIDTA margins to decline by 35bps in FY18 as volumes pick up but a better product mix will stabilize margins by FY20 to 7.2%.

Change in product mix of the company to support EBIDTA margins.

The company's current product margins across various products are in the range of 4-15%. The black round pipes, which constituted 22% of revenues in FY14, enjoyed the lowest gross margin share of ~4-5%. The hollow section pipes, which have a margin of 7-8%, have a revenue contribution of 32% in FY14. However, since then, the company has changed the product mix to increase sales of high margin hollow pipe product to 48% in FY17. In contrast, low margin black pipes contributed only 15% to FY17 revenues. The company has embarked on a strategy to increase the share of value added products to 90% by FY20, which should help it to improve average realizations and support EBIDTA margins. While there is scope for further improvement in margins, we await traction in acceptance of the high margin DFT pipes before raising margin estimates.

APL Apollo Tubes Ltd manufacturing capacity


Source: APL Apollo Tubes Ltd, Ventura Research

➤ **Company is undertaking branding activities to build solid visibility for the ‘APL Apollo’ brand**

The company’s management is actively working with a reputed marketing consultant to launch new brands under ‘APL Apollo’ to cover the company’s unique & innovative product portfolio. The company has an expansive distribution network, reaching to 600 direct distributors and 40,000 retailers.

Further, the company has also launched ‘Apollo Coastguard’ branded products to tap growing consumption of galvanized steel tubes in the coastal regions. The product is made of special galvanized steel, which will provide excellent corrosion resistance against wind, water and road salts, making the pipes 100% rust proof. The pipes are primarily used for the purpose of roofing structures that provide shelter from rains and sunlight.

➤ **Company has announced a strategic tie-up with NEXTracker to manufacture a key structural component of its solar tracking**

APL Apollo has partnered with NEXTracker to source highest quality steel products for solar parks and power plants in India. The tie-up allows APL Apollo to rapidly penetrate the growing renewable energy market in India that seeks to have 100 GW of solar power by 2022, which can create demand for more than 1 million tons of premium pre-galvanized hollow section tubes.

➤ **Company to benefit from the implementation of GST**

GST will result in a shift of consumer preferences towards branded pipes, which in turn is shifting market shares from unorganized players to organized players. Also, smaller players would face issues like increased working capital, low capacity utilization and old technology, which would make them less competitive.

➤ **Company first in India to adopt In-line galvanizing technology**

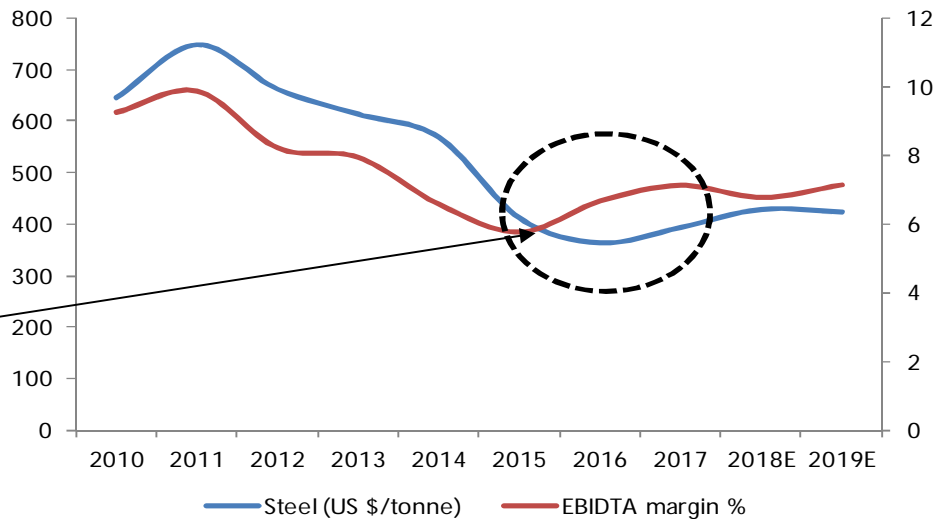
With the adoption of In-line galvanizing technology, tube making and zinc plating is simultaneously performed because of which secondary operations of hot-dip galvanizing after the tube is formed, is not required. This minimizes human error, leads to time and cost savings for the company.

❖ **Key Risks**

➤ **Volatility in steel prices can affect EBIDTA margins**

Steel prices have been increasing and are expected to rise further. Although there is scope to pass the prices to the consumer, it can only be done with a lag. Also, for high value added products, the company may not be able to pass on the increase in prices. This can impact the EBIDTA margins of the company. However, in the past, the company has shown its ability to maintain the EBIDTA per tonne and margins despite a fall in the steel price.

Steel prices have been increasing consistently and are expected to rise further

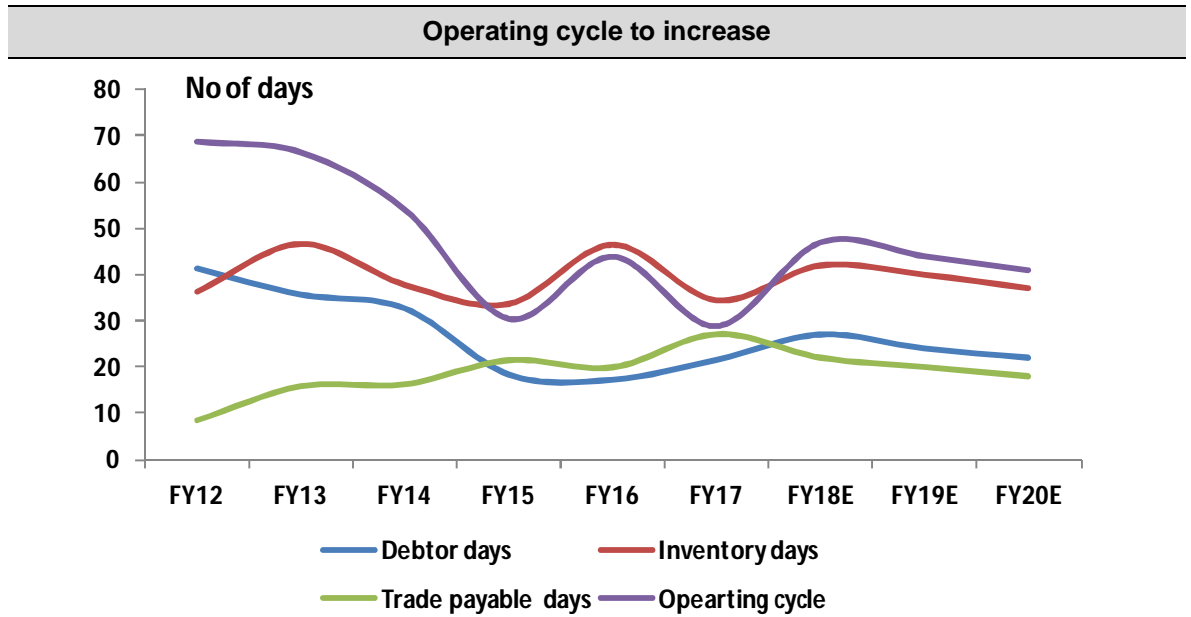


EBIDTA margins fall with the fall in steel prices. However, when steel prices were lowest in FY2016, the company was able to increase its margins by increasing EBIDTA per tonne (due to a better product mix). This represents the company's ability to maintain EBIDTA per tonne despite the fall in steel prices.

Source: APL Apollo Tubes Ltd, Ventura Research

➤ **Working capital to remain under pressure and at elevated levels**

The working capital cycle of the company will be enhanced as the company adds new capacity due to an increase in debtor and inventory days. However, once the industry starts accepting DFT products, the working capital cycle will start normalizing.



Source: APL Apollo Tubes Ltd, Ventura Research

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❖ Financial Performance

APL Apollo's consolidated gross topline grew by 9.6% to Rs 1,439.3 crore in Q4FY17. However, volume growth (2.6 lakh tones v/s 2.34 lakh tones) was slower than expected owing to external market challenges, including demonetization and volatile steel prices. The EBIDTA stood at Rs 74.6 crore v/s Rs 85.5 crore in the same quarter of the previous year. The EBIDTA margin contracted by 132 bps to 5.2%. The company posted a PAT of Rs 41.2 crore as against Rs 27.5 crore in Q4FY16.

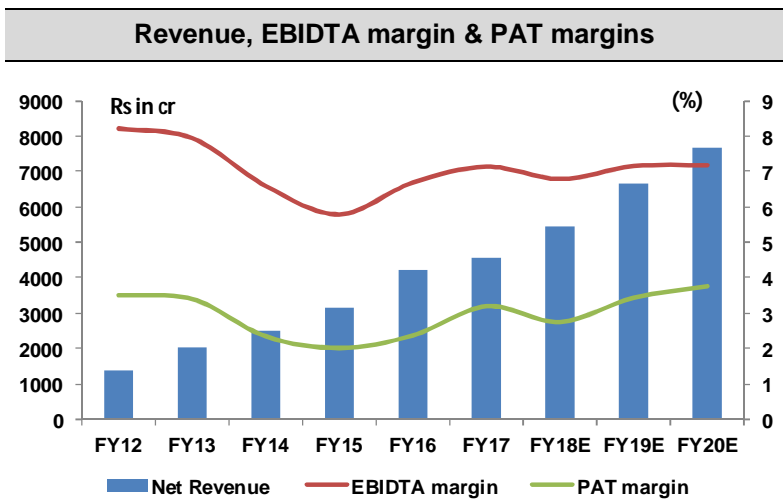
Overall the consolidated gross revenue for FY17 stood at Rs 4,996.8 crore as against Rs 4,656.4 crore in FY16. The company registered a 4% increase in volumes in FY17 to 9.31 lakh tones. The EBIDTA of the company stood at Rs 324.4 crore (EBIDTA margin of 6.5%) as against EBIDTA of Rs 281.7 crore (EBIDTA margin of 6.0%) as realizations across product categories witnessed improvement, owing to higher steel prices. The company registered a PAT of Rs 145.9 crore in FY17 as against Rs 100.6 crore in FY16.

Financial Performance (Rs in crores)				
Description (Rs in cr)	Q4FY17	Q4FY16	FY17	FY16
Profit & Loss Statement				
Gross Sales	1439.3	1313.4	4996.8	4656.4
<i>Growth(%)</i>	<i>9.6%</i>		<i>7.3%</i>	
Total Expenditure	1364.7	1227.9	4672.4	4374.7
<i>% of sales</i>	<i>94.8%</i>	<i>93.5%</i>	<i>93.5%</i>	<i>94.0%</i>
EBDITA	74.6	85.5	324.4	281.7
<i>EBDITA Margin %</i>	<i>5.2%</i>	<i>6.5%</i>	<i>6.5%</i>	<i>6.0%</i>
Other Income	1.7	4.3	3.8	10.3
PBDIT	76.3	89.8	328.2	291.9
Depreciation	13.2	11.0	51.2	34.1
Interest	16.4	18.2	68.3	69.5
Exceptional items	0.0	-7.7	0.0	-25.3
PBT	46.7	52.8	208.6	163.0
<i>Margin %</i>	<i>3.2%</i>	<i>4.0%</i>	<i>4.2%</i>	<i>3.5%</i>
Tax Provisions	5.5	25.3	62.7	62.4
Reported PAT	41.2	27.5	145.9	100.6
Minority Interest	0.0	0.0	0.0	0.0
Share of Associate	0.0	0.0	0.0	0.0
PAT	41.2	27.5	145.9	100.6
<i>Margin %</i>	<i>2.86%</i>	<i>2.09%</i>	<i>2.92%</i>	<i>2.16%</i>

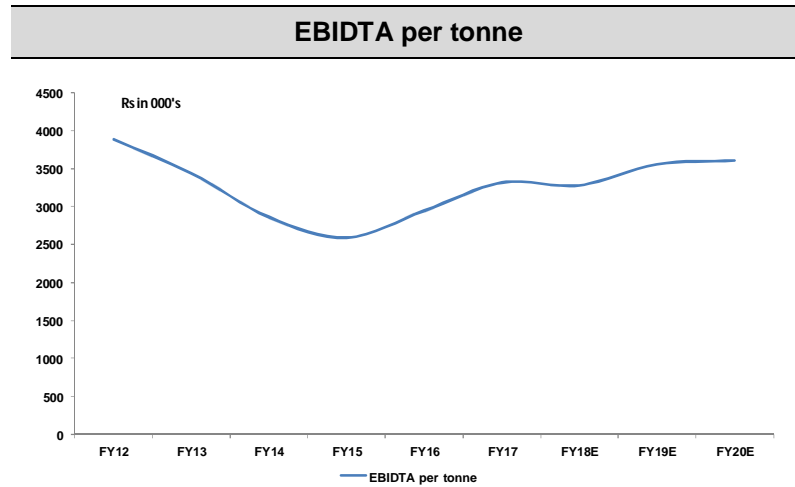
Source: APL Apollo Tubes Ltd, Ventura Research

❖ Financial Outlook

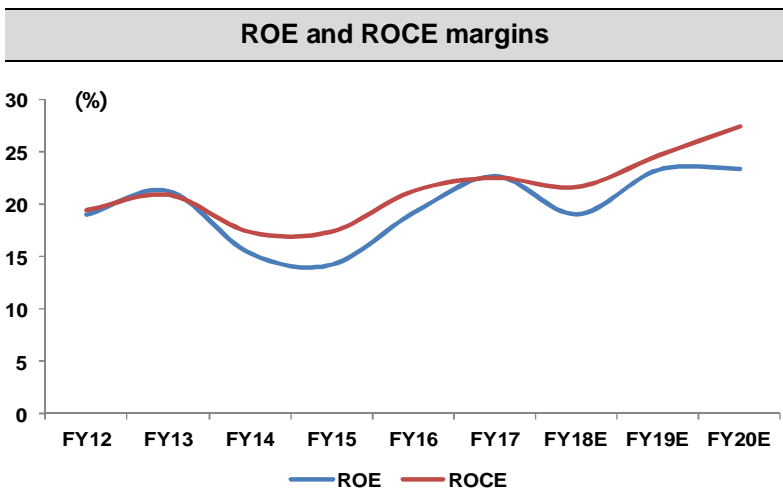
We expect APL Apollo’s consolidated net revenues to grow from Rs 4,545.0 crore in FY17 to Rs 7,700.4 crore in FY20, at a CAGR of 19.2%, due to capacity expansion of 0.7 MTPA & adoption of DFT Technology and inline galvanizing. The EBIDTA of the company is expected to grow from Rs 324.4 crore in FY17 to Rs 552.7 crore in FY20, registering a CAGR of 19.4%. The margins are expected to contract initially from 7.1% in FY17 to 6.8% in FY18 but will start moving upwards to 7.2% in FY20. The company’s PAT in FY17 stood at Rs 145.9 crore and is expected to grow at a CAGR of 25.9% to Rs 291.2 crore by FY20.



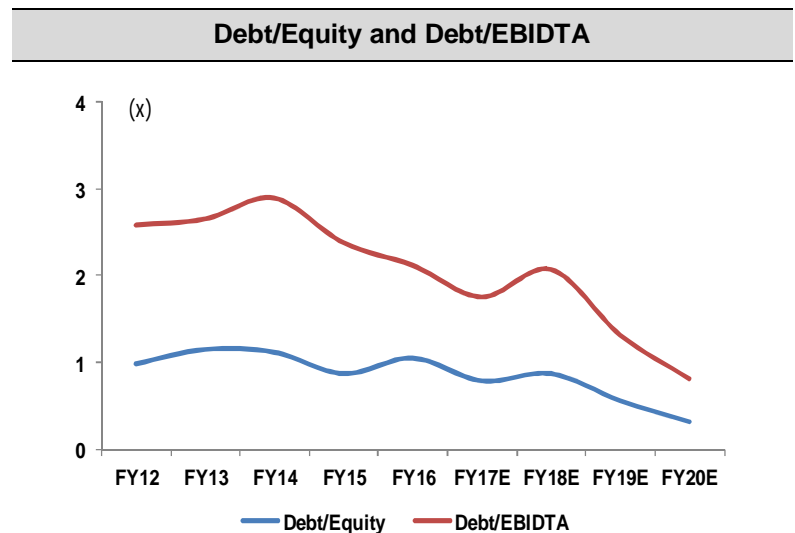
Source: APL Apollo Tubes Ltd, Ventura Research



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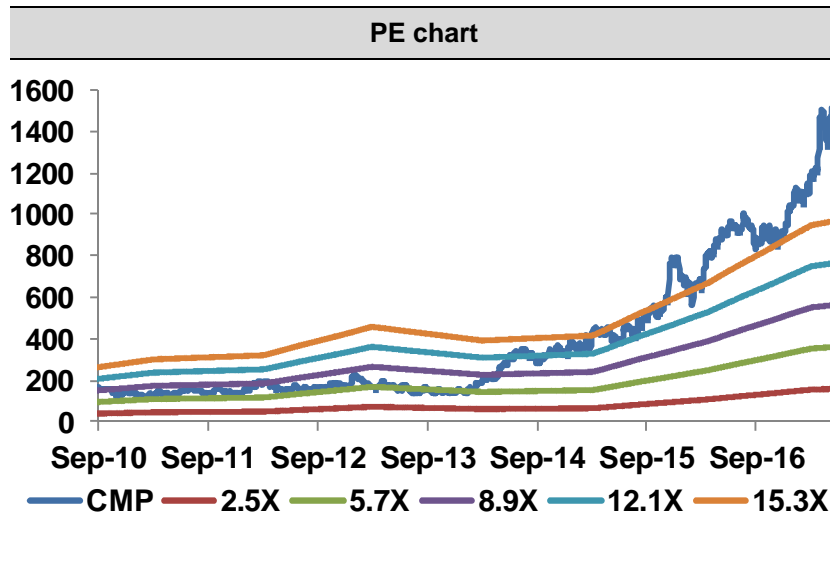


Source: APL Apollo Tubes Ltd, Ventura Research

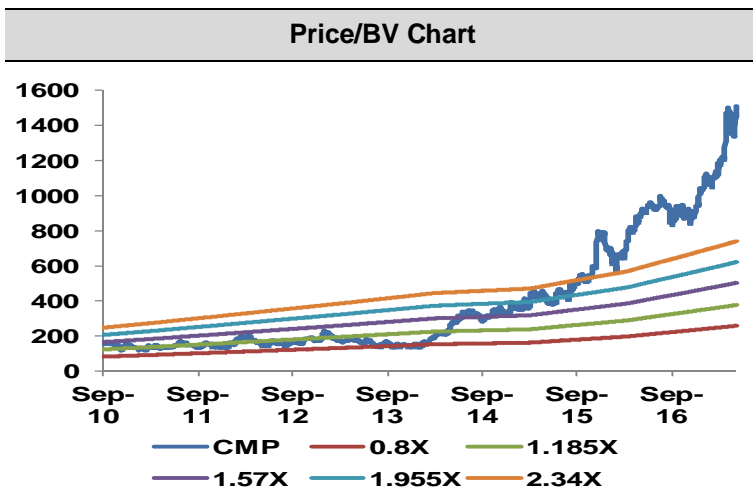
➤ Valuation

We initiate coverage on APL Apollo with a BUY, with a price objective of Rs 2647.6, which represents a potential upside of 73.6% over the CMP of Rs 1525. Our optimism stems from the following:

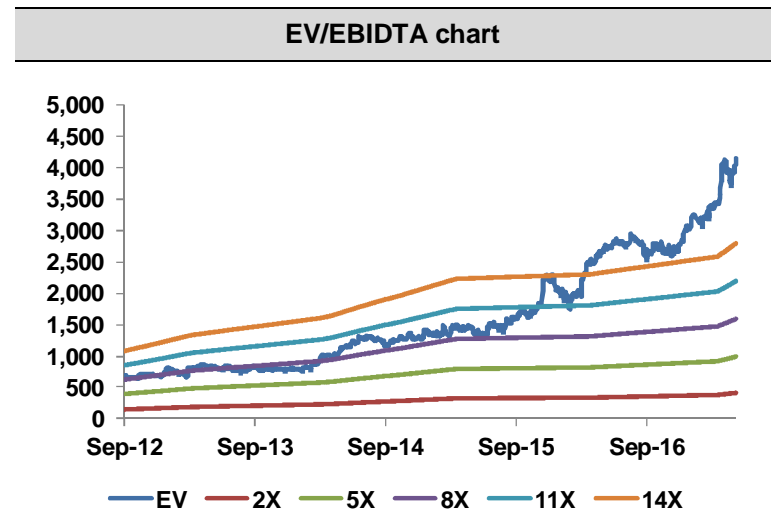
- Capacity expansion and DFT (due to cost savings, reduced rollover time), partnership with NEXTracker to help company to boost revenues.
- Concentration on high end products will help to keep EBIDTA margin in check in case of a fall in steel prices.
- Company has been a consistent performer, unlike its peers and hence, we believe that it will continue to be valued highly due to its consistence in performance in a volatile industry.



Source: APL Apollo Tubes Ltd , Ventura Research



Source: APL Apollo Tubes Ltd , Ventura Research



Source: APL Apollo Tubes Ltd , Ventura Research

➤ Peer comparison

Peer comparison (Rs in crores)										
Y/E March	Sales	EBITDA	PAT	EBITDA Margin (%)	PAT Margin (%)	ROE(%)	ROCE(%)	P/E	P/BV	EV/ EBITDA
APL Apollo										
2015	3138.3	181.6	63.8	5.8	2.0	14.2	17.4	14.7	2.0	7.5
2016	4213.6	281.7	100.6	6.7	2.4	19.1	21.3	15.5	2.8	7.6
2017	4545.0	324.4	145.9	7.1	3.2	22.7	22.5	24.7	5.0	12.8
2018E	5468.3	371.1	161.5	6.8	3.0	20.2	21.7	22.3	4.1	11.7
Surya Roshni										
2015	2857.1	223.5	54.1	7.8	1.9	7.8	11.1	9.1	0.6	6.3
2016	3674.1	286.1	75.0	7.8	2.0	9.9	10.9	18.9	1.8	7.4
2017	4141.0	320.1	99.3	7.7	2.4	10.9	11.5	14.9	1.6	6.6
2018E	5075.3	390.8	138.3	7.7	2.7	13.3	11.2	11.4	1.4	5.4
Ratnamani Metals & Tubes										
2015	1688.5	300.4	173.5	17.8	10.3	16.9	14.1	18.5	3.5	10.5
2016	1484.0	259.5	147.1	17.5	9.9	13.0	16.3	23.2	2.9	12.7
2017	1670.7	311.1	176.1	18.6	10.5	13.8	12.9	19.3	2.6	10.6
2018E	1952.2	363.2	212.3	18.6	10.9	15.0	14.5	16.0	2.3	9.1
Maharashtra Seamless										
2015	1354.7	121.1	117.6	8.9	8.7	4.1	5.2	11.2	0.5	14.5
2016	1484.0	259.8	152.1	17.5	10.2	5.7	0.6	15.0	0.9	10.3
2017	1809.0	318.8	178.1	17.6	9.8	6.4	2.9	12.8	0.8	8.4
2018E	2119.6	329.5	199.3	15.5	9.4	6.3	2.9	11.5	0.7	8.1
Jindal Saw										
2015	8207.8	1009.1	-73.5	12.3	-0.9	-0.3	-10.0	NA	0.4	8.9
2016	5827.2	1076.6	296.4	18.5	5.1	5.3	5.0	7.8	0.4	7.0
2017	6409.9	1183.1	338.4	18.5	5.3	5.7	na	6.9	0.4	6.4
2018E	6,815.0	1,089.6	187.1	16.4	3.2	3.6	-2.5	7.4	0.4	7.4

Source: APL Apollo Tubes Ltd , Ventura Research

Financials & Projections

Y/E March, Fig in ` Cr	FY17	FY18E	FY19E	FY20E	Y/E March, Fig in ` Cr	FY17	FY18E	FY19E	FY20E
Profit & Loss Statement					Per Share Data (Rs)				
Net Sales	4545.0	5468.3	6642.3	7700.4	Adj. EPS	61.8	68.5	97.2	123.4
% Chg.	3.0	20.3	21.5	15.9	Cash EPS	83.6	92.7	124.9	154.9
Total Expenditure	4220.6	5097.1	6167.4	7147.6	Book Value	305.3	373.8	471.0	594.5
% Chg.	13.3	20.8	21.0	15.9	DPS	12	12	12	12
EBDITA	324.4	371.1	474.8	552.7	Capital, Liquidity, Returns Ratio				
EBDITA Margin %	7.1	6.8	7.1	7.2	Debt / Equity (x)	0.8	0.9	0.6	0.3
Other Income	3.8	5.5	8.0	11.6	Current Ratio (x)	1.0	1.0	1.2	1.5
PBDIT	328.2	376.6	482.8	564.3	ROE (%)	22.7	20.2	23.0	23.2
Depreciation	51.2	57.2	65.2	74.1	ROCE (%)	22.5	21.7	24.6	27.3
Interest	68.3	88.7	70.6	49.6	Dividend Yield	1%	1%	1%	1%
Exceptional items	0.0	0.0	0.0	0.0	Valuation Ratio (x)				
PBT	208.6	230.7	347.0	440.6	P/E	24.7	22.3	15.7	12.4
Tax Provisions	62.7	69.2	117.6	149.4	P/BV	5.0	4.1	3.2	2.6
Reported PAT	145.9	161.5	229.4	291.2	EV/Sales	0.9	0.8	0.6	0.5
Minority Interest	0.0	0.0	0.0	0.0	EV/EBIDTA	12.8	11.7	8.8	7.2
Share of Associate	0.0	0.0	0.0	0.0	Efficiency Ratio (x)				
PAT	145.9	161.5	229.4	291.2	Inventory (days)	34	42	40	37
PBDIT Margin (%)	7.2	6.9	7.3	7.3	Debtors (days)	22	27	24	22
PAT Margin (%)	3.2	3.0	3.5	3.8	Creditors (days)	27	22	20	18
Tax Rate (%)	30.1	30.0	33.9	33.9	Cash Flow Statement				
Balance Sheet					Profit Before Tax	208.6	230.7	347.0	440.6
Share Capital	23.6	23.6	23.6	23.6	Depreciation	51.2	57.2	65.2	74.1
Minority Interest	0.0	0.0	0.0	0.0	Working Capital Changes	29.2	(282.9)	(66.6)	(112.1)
Reserves & Surplus	696.7	858.2	1087.6	1378.8	Interest expenses	68.3	88.7	70.6	49.6
Borrowings	104.9	94.9	79.9	69.9	Others	(55.2)	(74.7)	(125.6)	(160.9)
Deferred Tax liability	90.5	90.5	90.5	90.5	Operating Cash Flow	302.1	19.0	290.6	291.3
Long Term Provision	7.2	9.4	9.3	9.1	Capital Expenditure	(210.0)	(125.0)	(50.0)	(50.0)
Other Non Current Liabilities	1.0	1.0	1.0	1.0	Other Investment Activities	4.2	3.2	6.0	8.6
Total Liabilities	924.0	1077.6	1291.9	1572.9	Cash Flow from Investing	(205.8)	(121.8)	(44.0)	(41.4)
Gross Block	1014.0	1139.0	1189.0	1239.0	Changes in Share Capital	-	-	-	-
Less: Acc. Depreciation	157.0	214.2	279.4	353.5	Changes in Borrowings	(27.6)	200.5	(143.6)	(176.7)
Net Block	857.0	924.8	909.6	885.5	Dividend and Interest	(68.3)	(88.7)	(70.6)	(49.6)
Non current Investments	12.7	15.0	17.0	20.0	Cash Flow from Financing	(96.0)	111.8	(214.2)	(226.3)
Other Non Current assets	1.7	2.0	3.0	4.0	Net Change in Cash	0.3	9.0	32.3	23.5
Long term Loans & Advances	77.8	109.4	93.0	130.9	Opening Cash Balance	1.4	1.7	10.7	43.0
Net Current assets	-25.2	26.5	269.3	532.5	Closing Cash Balance	1.7	10.7	43.0	66.5
Total Assets	924.0	1077.6	1291.9	1572.9					

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