



# APL Apollo Tubes Limited

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## APL Apollo's Q2 FY20 Sales Performance


The Company registers a strong growth of 20 % in sales volume to  
**3,63,994 MTPA**





**APL Apollo signs Mr. Amitabh Bachchan as brand Ambassador**

**New Delhi, October 1, 2019:** APL Apollo Tubes Limited (APL Apollo), India's leading branded building material steel products company, today announced its sales volume performance for the quarter and half year ending September 30, 2019. The Company registered a strong sales volume of 3,63,994 MTPA in Q2 FY20, higher by 20% Y-o-Y from 3,04,058 MTPA in Q2 FY19. The growth was led by strong demand in following product categories: Apollo Structural and Apollo Z. Q2 FY20 was Apollo Tricoat's first quarter of full operations. The volumes from Apollo Tricoat stood strong at 27,529 MTPA, which further assisted overall volume growth during the quarter.

On a H1 FY20 basis, sales volumes stood at 7,52,505 MTPA, higher by 24% from 6,06,112 MTPA in H1 FY19.

The sales summary is as below:

Product Category*	Product & uses	Sample	Q2 FY20	Q2 FY19	Y-o-Y growth (%)
<b>Apollo Structural</b>	Structural steel construction material - Residential, Commercial, Infrastructure		2,07,526	1,77,229	17%

<b>Apollo Z</b>	Galvanized structural steel construction material -Residential, Commercial, Infrastructure		63,034	62,497	1%
<b>Apollo Build</b>	Galvanized products for industrial and agricultural uses		17,716	19,996	-11%
<b>Apollo Tricoat</b>	Home Improvement applications		27,529	-	
<b>Apollo Standard</b>	Construction material, Industrial, Agriculture		48,189	44,336	9%

\* Apollo Structural - Hollow Section, Apollo Z – Pre Galvanized (GP), Apollo Build - Galvanized (GI), Apollo Standard – Black Pipes

In a key development, APL Apollo, recently, signed the prolific and unanimous mega-star of Bollywood, Mr. Amitabh Bachchan as the brand ambassador for 'APL Apollo'. Mr. Bachchan will be featured as the face of the brand in print, outdoor, digital and in communication campaigns. With his rising and massive fan-following and recognition in the domestic and international markets, the Company hopes to further widen APL Apollo's brand appeal and strengthen its brand recognition and reach in India and export markets.

## About APL Apollo Tubes Limited

APL Apollo Tubes Limited (APL Apollo) BSE: 533758, NSE: APLAPOLLO+ is one of India's leading branded building material steel products manufacturer. Headquartered at Delhi NCR, the Company operates 8 manufacturing facilities with a total capacity of 2.55 Million MTPA. It has a PAN-Indian presence with units strategically located in Sikandarabad (4 units), Hyderabad, Bangalore, Hosur, Raipur and Murbad. APL Apollo's multi-product offerings include over 1,100 varieties for multiple building material applications.

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 790 Distributors dealers is spread all across India, with warehouses cum- branch offices in over 29 cities.

*For more information about us, please visit [www.aplapollo.com](http://www.aplapollo.com) or contact:*

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