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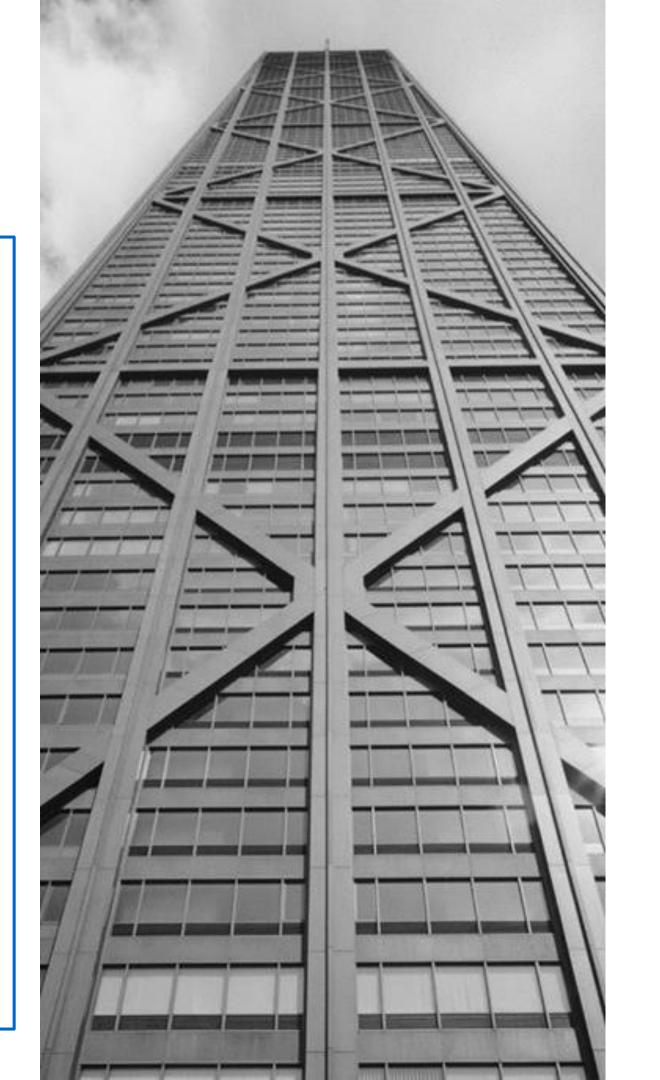
CELEBRATING NETWORK OF 800 DISTRIBUTORS



January 2022

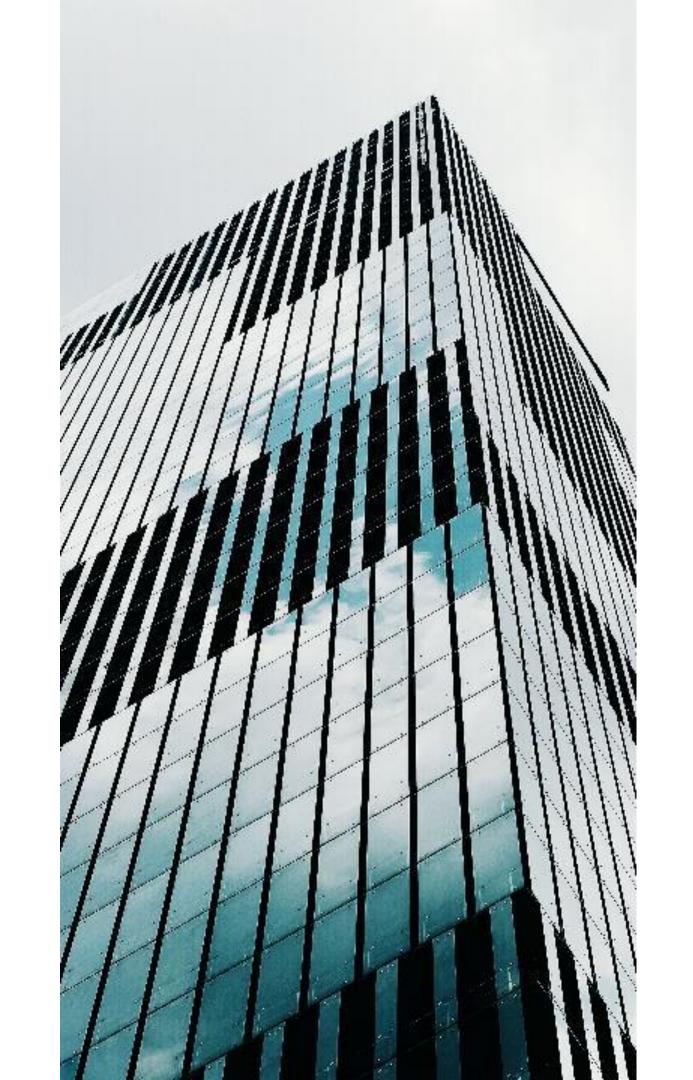
Safe Harbour

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.

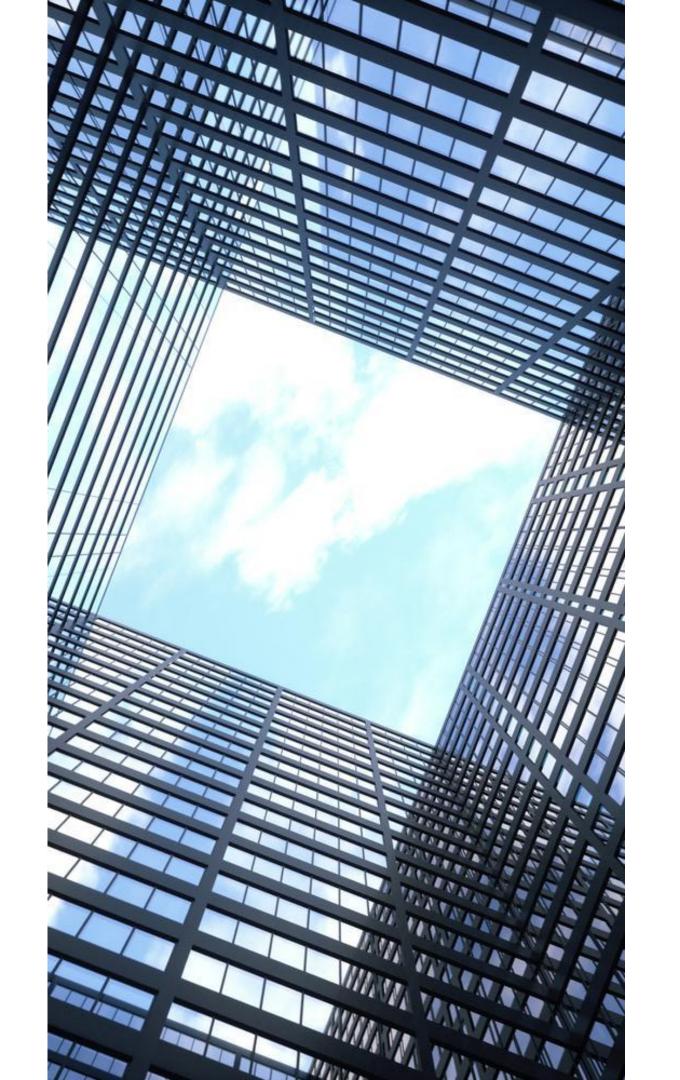


Contents

- APL Apollo Overview
- Core Competence
- Structural Steel Tubes Applications
- Market Creation
- New Initiatives
- ESG Engagement
- Financial Perfromance
- Management Structure



APLAPOLLO OVERVIEW



APL Apollo at a Glance

01 Leading Structural Steel Tube Brand

14 Brands, Four Product Categories

50% Market Share

2.6 Million Ton, Structural Steel Capacity



16 Patents





2,124 Employees



Distributors



1,500+ Products



Our Brands



Structural steel construction material: Residential, Commercial, Infrastructure

Fabritech, Build, DFT, Column, FireReady, Agri

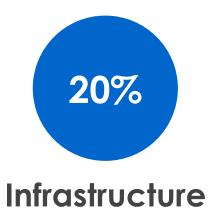


Building Material

Apollo Z

Galvanized structural steel construction material: Residential, Commercial, Infrastructure

CoastGuard



Apollo Galv

Galvanized steel tubes: Residential, Commercial, Agri, Industrial Green, Bheem, Z+



Apollo Tricoat

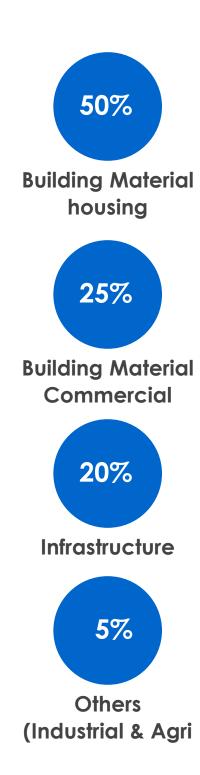
Home improvement products

Plank, Signature, Elegant, Chaukhat

^{*}Apollo Structural - Hollow Section & Black Round, Apollo Z - Pre Galvanized (GP), Apollo Galv – Galvanized (GI)

Product Application & Sales Mix*

Product Category	Sales Volume Mix (%)	Applications	
Apollo Structural	63%		
Residential Buildings & Independent Homes	25%	Structural, Piling, Sheds, Handrails, Gates, Fencing, Balcony	
Commercial Buildings, Warehouses & Factories	14%	Grills, Staircase, Light Structures	
Infrastructure	20%	Structural for Metros, Airports, Stadiums, Stations etc	
Industrial & agriculture	4%	Heavy Equipment	
Apollo Z	19%		
Residential Buildings & Independent Homes	14%	Galvanized structural steel tubes for coastal markets	
Commercial Buildings, Warehouses & Factories	5%		
Apollo Tricoat	14%		
Residential Buildings and Independent Homes	11%	Door Frame, Staircase Steps, Furniture, Plank, Designer Tubes Fencing, Electrical Conduits	
Commercial Buildings	3%	r cheing, Licemedi Condons	
Apollo Galv	4%		
Commercial Buildings	3%	Galvanized Structural, Greenhouse Structures, Plumbing, Firefighting	
Industrial & agriculture	1%		
Total	100%		



^{*}As per FY21 Sales Volume

Brand Equity





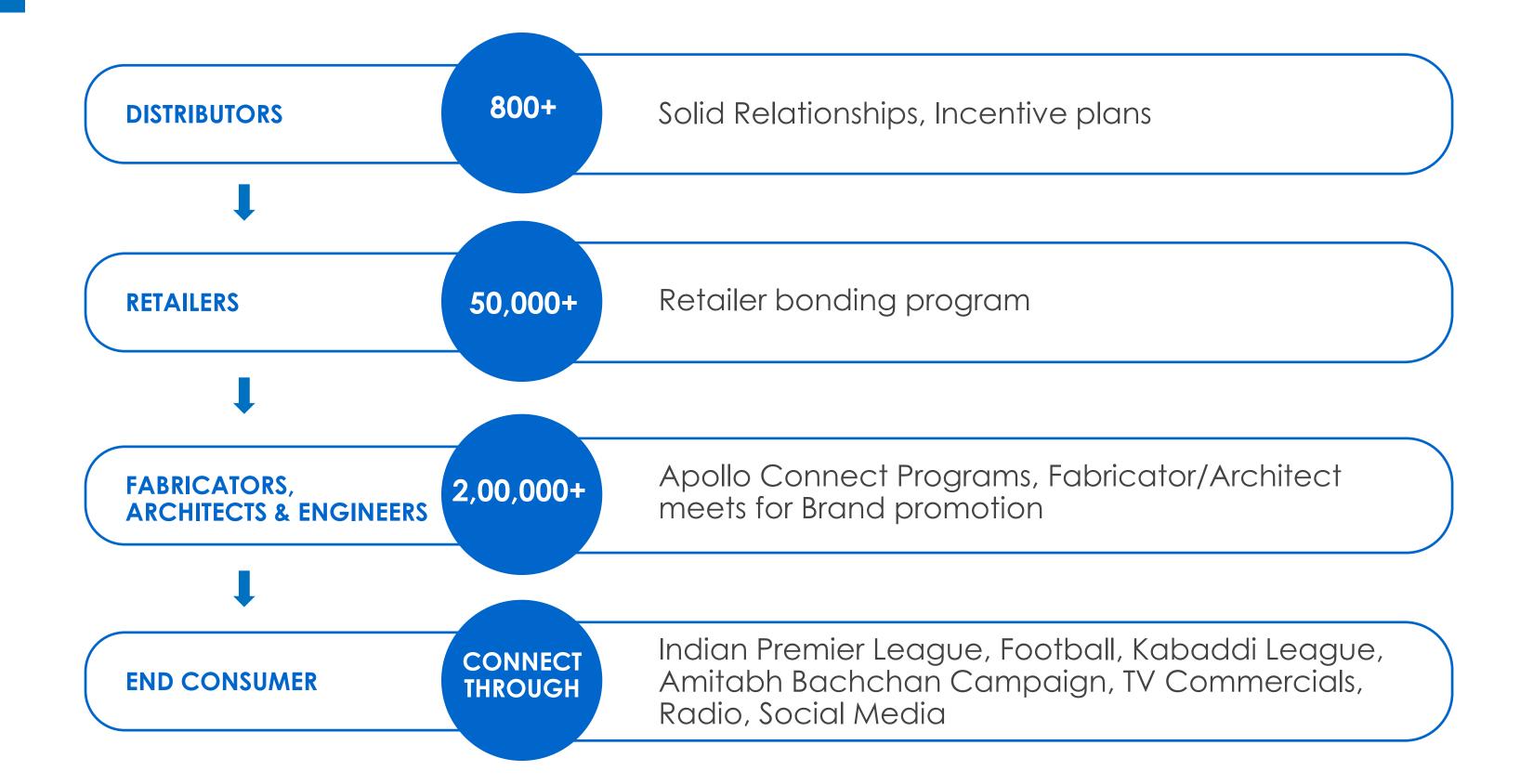








B2C Channel



CORE COMPETENCE



Porter's Five Forces

Threat of Entry

- Scale of 2.6m ton capacity; wide gap between No. 2 Player
- Vast distribution network (access to 800+ distributors, 50,000 retailers, 200k fabricators)
- Technology advantage (DFT, ILG)
- Lowest cost producer
- (highest profitability in the sector)
- Product range (1,500+ SKUs)
- Lead time to distributors (48hrs delivery)
- Financial strength (doubling capacity every 3rd year without debt)
- Unmatched brand strength

Bargaining power of suppliers

- Company buys 2% of Indian steel production and 10% of Indian HR coil production
- Amongst Top 3 customers for large steel producers
- Company's steel buying price is minimum in structural steel tubing industry

Industry Rivalry

- APL Apollo 50% market share
- Player 2 9% market share (ancillary business for steel producer)
- Player 3 9% market share (focus on water transportation and Oil &Gas tubes)
- Player 4 7% market share (strong player but small in Parent's overall scheme of things)
- Player 5 7% market share (focused in East market; regional player)
- Player 6 6% market share (high debt)
- Player 7 3% market share (high debt)
- Player 8 2% market share (poor profitability)
- Others 7%

Bargaining power of distributors

- 50% market share in structural steel tubing industry
- Monopoly products (new innovative products)
- APL Apollo distributors can churn capital upto 8x in a year which helps them generate high ROCE

Threat of substitute

 No product can replace structural strength of steel

Our Business MOAT...

Highest no. of products with 1,500 SKUs

Highest scale with 10 plants (2.6Mn ton capacity)

Largest sales network (800+ distributors)



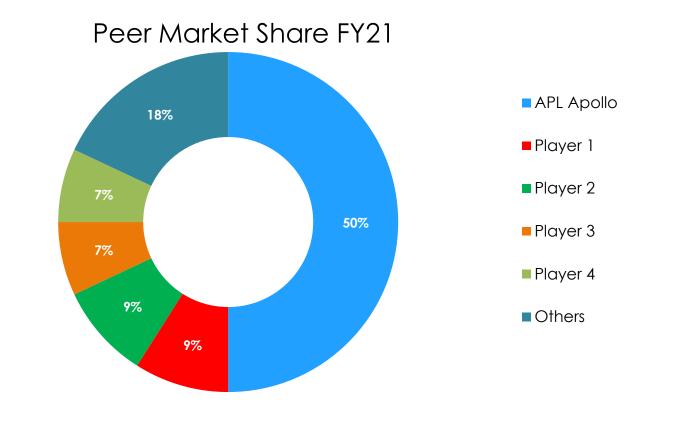
Lowest cost producer (largest buyer of HR coil)

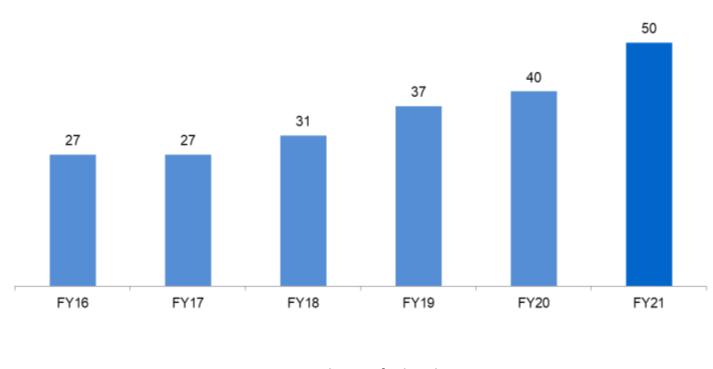
Premium pricing to peers (brand strength)

Technology edge & Innovation

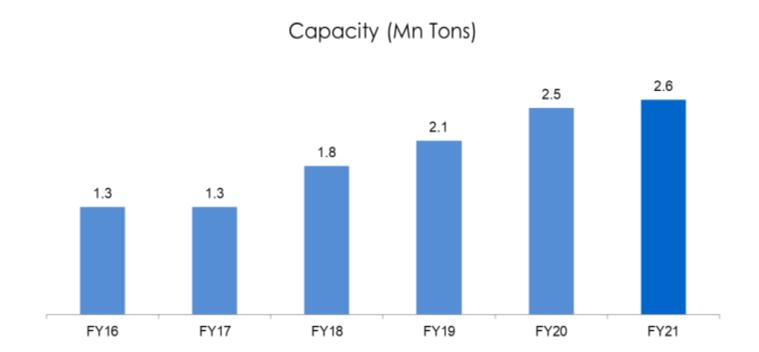
Lowest lead time for delivery to distributors

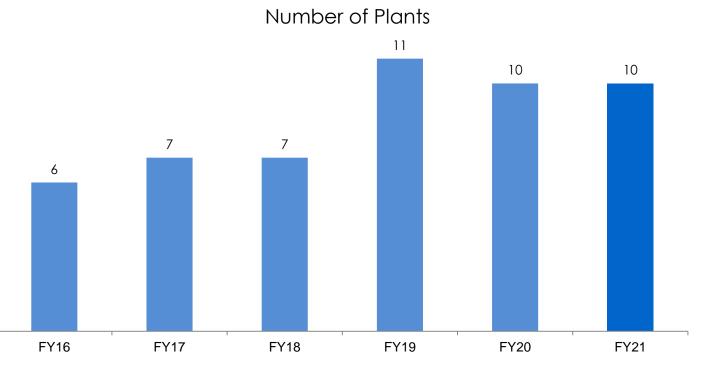
Dominant Leadership





APL's Market Share (%)

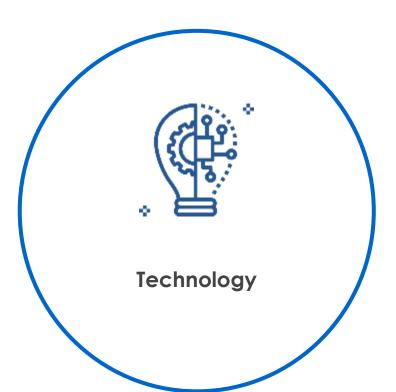




Unique Capabilities



Developed structural steel market in India

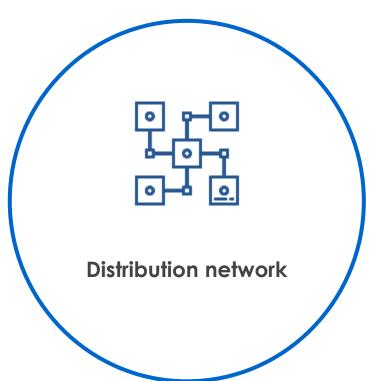


Direct Forming Technology for big

structural products

In-line Galvanizing to replace

traditional products



B2C channel for last mile penetration



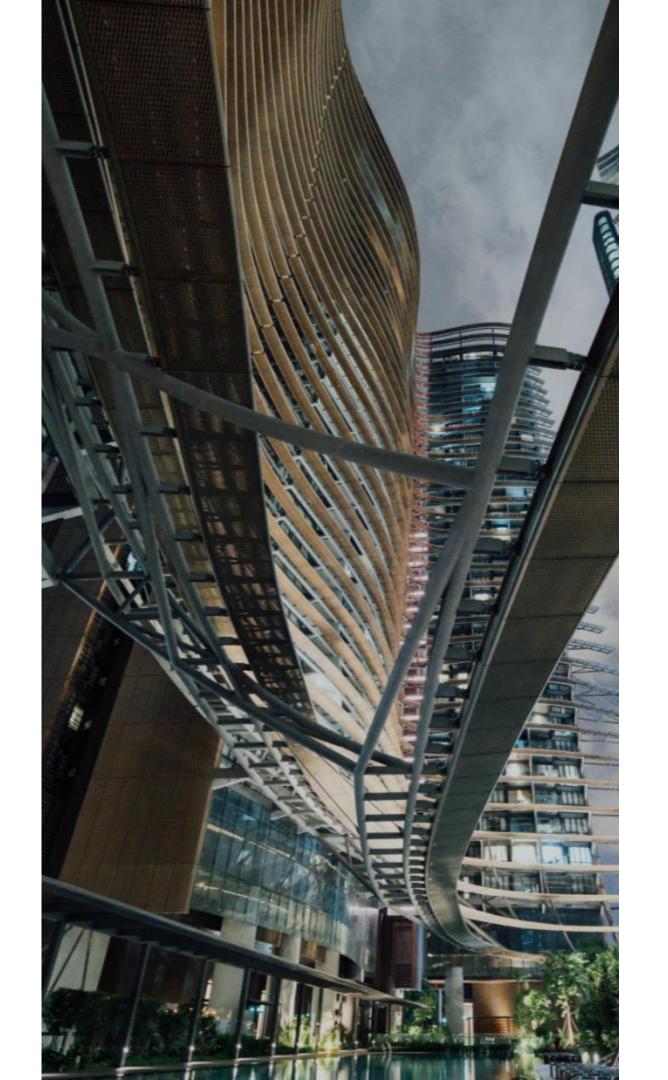
Ground breaking solutions

Roofing solutions for coastal market, door frame

First Mover advantage

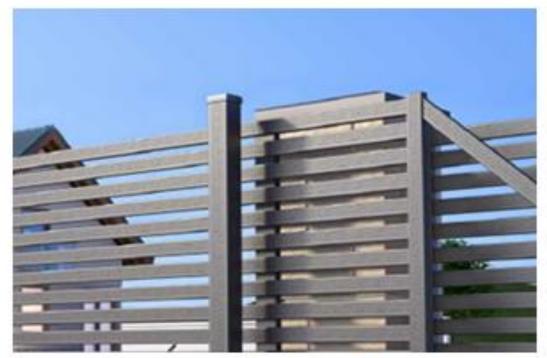
No.1 Leader; Focused on steel strength and building material applications

STRUCTURAL STEEL TUBES APPLICATIONS



Structural Steel Application

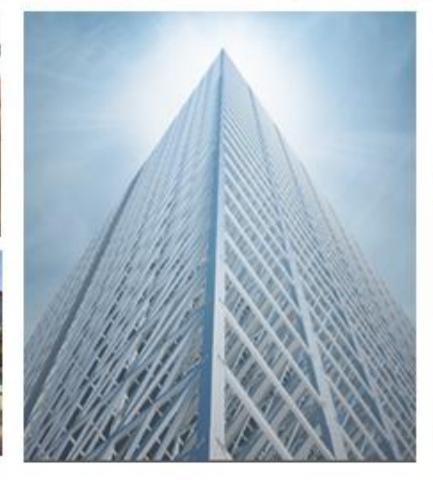


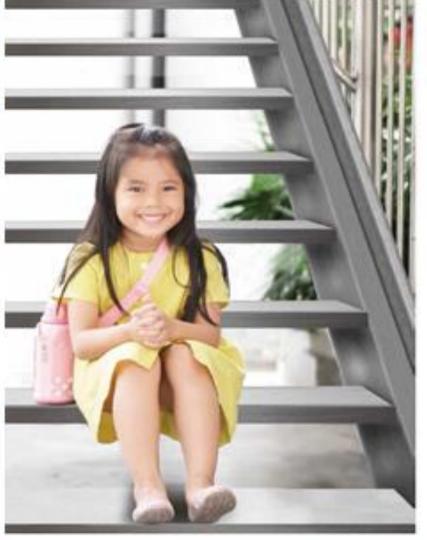














Structural Steel Applications







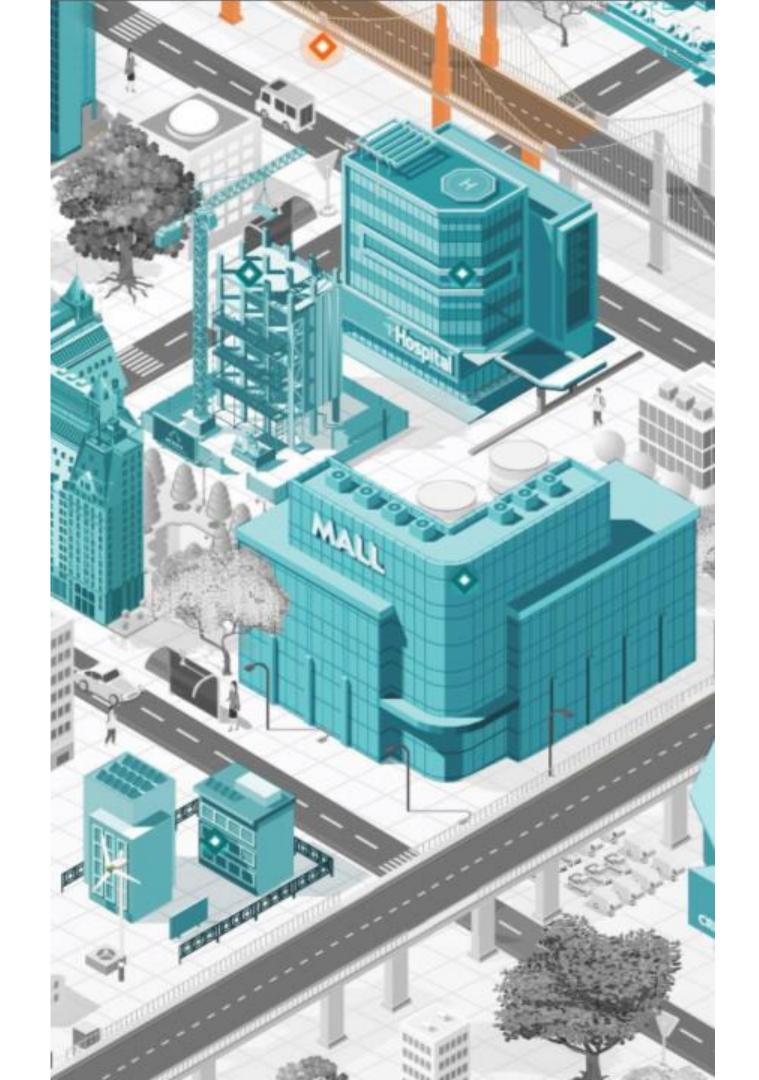




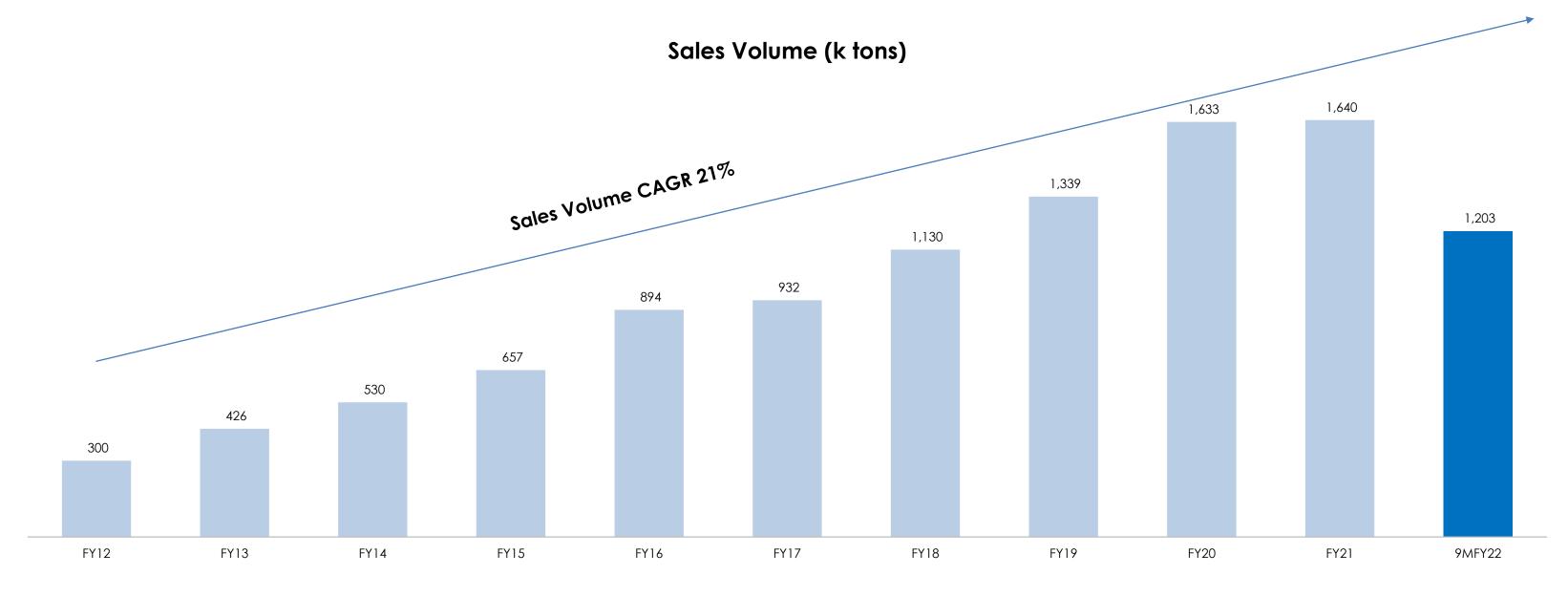




MARKET CREATION



Growing Strength to Strength



- Developed Structural steel tube market in India
- Focused on steel strength and building material application
- Innovation of new sizes and shapes
- Introduction of new applications

50% Market Share in Structural Steel Tubes

How Have We Created Market..

Conventional Construction Products	Applications	Why Structural Steel Tube replaces these products?
Steel Angle/Channels	Structural support, Towers infrastructure	Uniform Strength, Lower steel consumption
Wood	Furniture, Door Frames, Planks	Cost Effective, Termite Proof, Environmental Friendly
Aluminum Profiles	Facades & Glazing	Cost Effective, Higher Strength
Reinforced Cement Concrete	Construction of Buildings	Faster Construction Environmental Friendly
Fabricated Metal Sheet	Pre-Engineered Steel Buildings	Lower steel consumption Reduces overall project cost

How to replace the conventional products??

Low Diameter Steel Tubes/Low Load Bearing

> High Diameter Steel Tubes/High Load Bearing

Registered Patents

Double Door Chaukhat Tube	Apollo Signature	Four Double Door Chaukhat Tube	Single Door Chaukhat Tube
di Filiand	Biscone .	To the second se	
Elliptical Tube for electric transformers	D Section for Handrail/Fence	Handrail Tube	Window Frame Tube (L)
	ALLEN TO	Sector 1	
Window Frame Tube (T)	Window Frame Tube (Z)	Reflector Tube	Oval Tube for Gym equipment
		Species	
Plank Tube	Octagon Tube for Furniture	Fencing Tube	Checkered Section

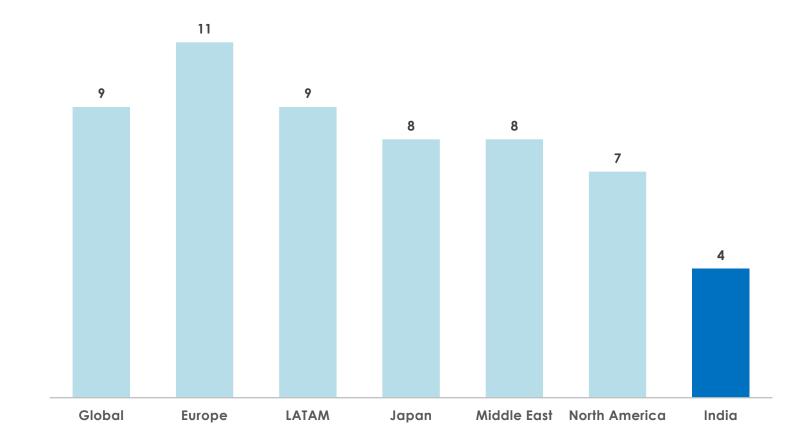
Revolutionizing Construction Industry

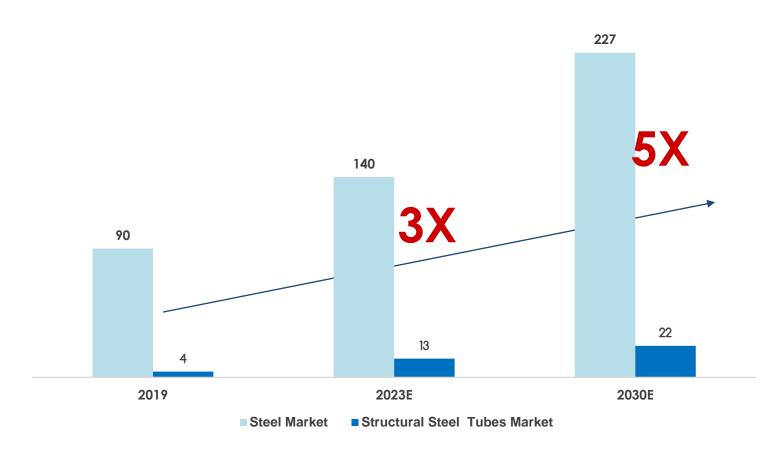


India at the Start of Structural Steel Usage

Structural Steel Tubes Market as % of Steel Market (2020)

Potential Structural Steel Tubes Market in India (Mn Tons)





India has huge structural steel tubes based construction potential

Future of Construction







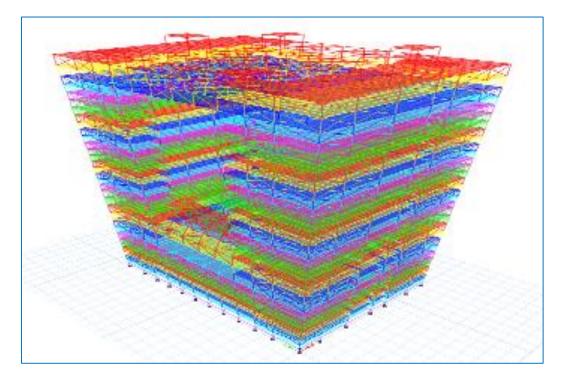








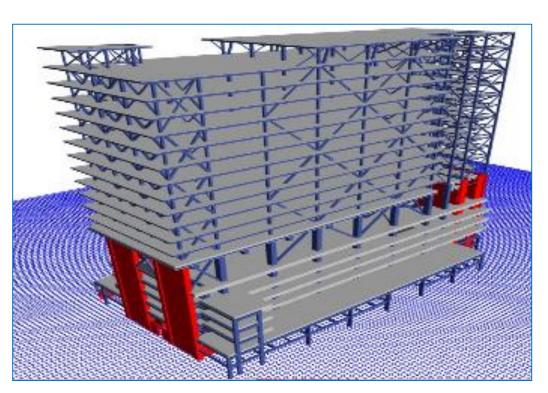
Future of Construction



G+32 Hotel, Bengaluru



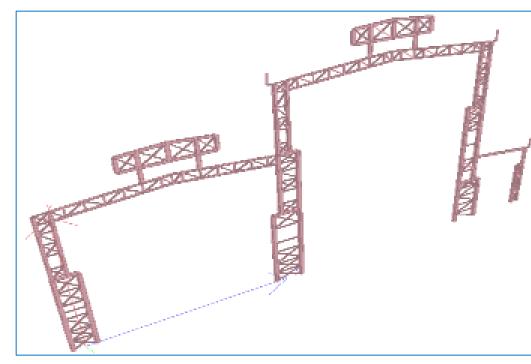
Night Shelter, Delhi



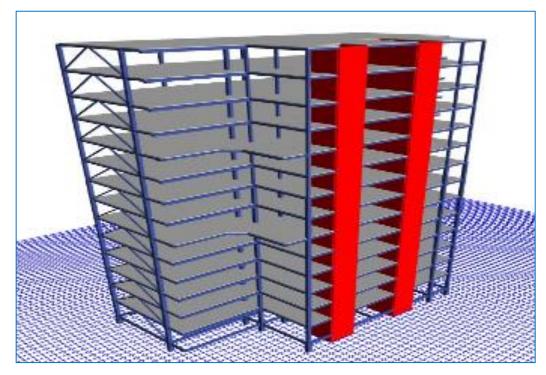
Office cum Commercial Building



Hospital, Delhi

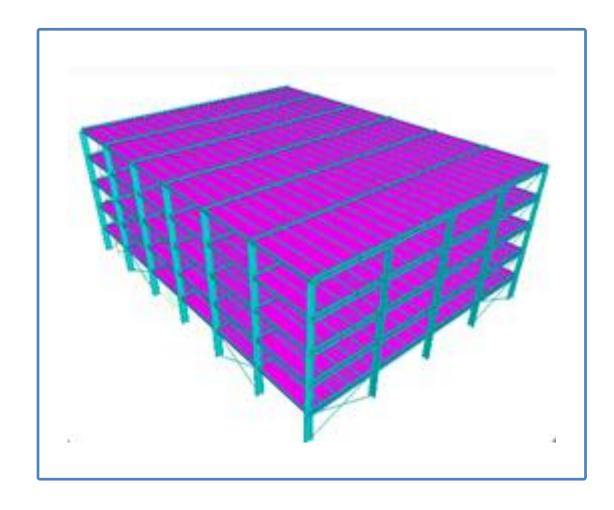


JSW Industrial Shed, Karnataka



Group Hosing Project, Faridabad

On-going Projects



Hospital (2mn sqft)
To be completed within 6 months
Structure to be completed within 50 days



Oxygen Plant (0.1mn sqft)
Structured completed in 15 days
More enquiries inline

Benefits of using APL Apollo tubes in above steel structures		
20% less steel consumption in structure	10% savings in total project cost	
Faster project completion	Environment friendly construction	

Hospital Projects – Delhi

- Multiple Hospitals to be constructed in 150 days (Tender out)
- 2.2mn sq ft Built-up area to be construct using Tubular Technology
- Dry Wall will be erected on Tubular Steel Structure
- Deck Slab will cast on Tubular Steel structure
- All Steel Fabrication work will take place at Fabrication Shop
- Only Assembly of structure will take place at site (Zero On-site welding)

Project Details			
Total Build up Area	2,211,434	Sq ft	
Steel Tube Consumption	4.5	kg/sqft	
Steel Tube Quantity	10,000	Ton	
Fabricators Capacity	480	Ton/Day	
Steel Supply to 7 fabricator	480	Ton/Day	
Supply Completion	30	days	
Dispatch Completion	4th-8th	Weeks	
Erection Completion	5th-9th	Weeks	

Hospital Work in Full Swing - Delhi

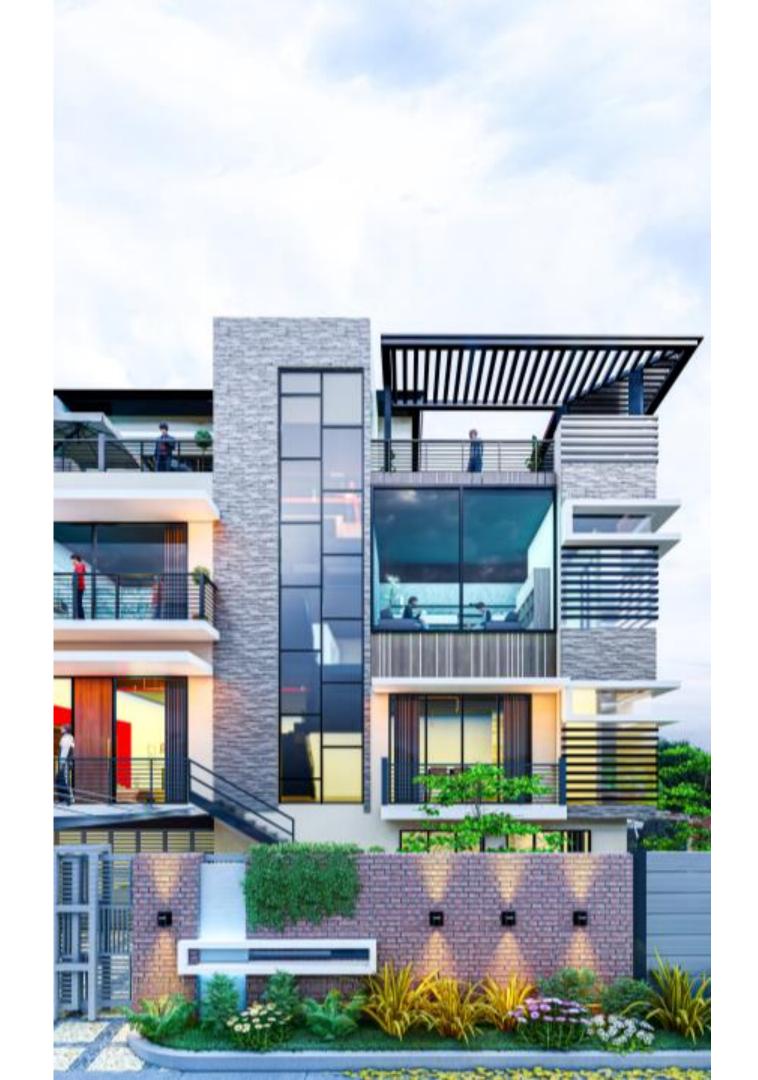


Hospital structure put in place in 6 weeks



Final view of the hospital

New Initiatives



Raipur Plant Update





HIGHLIGHTS

- Upcoming 400 Acre Raipur plant
- Project to commence in phases
 starting H1FY23
- Total Capacity 1.5mn ton
- 100% value added products
- Total capex Rs8 bn; c50% already incurred

Raipur Plant Update

3 Products:

- Apollo Column 0.5mn ton capacity with high Dia and high thickness sizes upto 500mm X 500 mm
- Coated tubes 0.5mn ton capacity
- Coated products 0.5mn ton capacity







Raipur Plant Update









Area of 1.5mn square feet being built using 100% Apollo Column Tubes

APOLLO MART

Strategic Rationale

- To become India's largest market platform for steel building materials
- To leverage Apollo Brand and enhance the distribution network
- 100% subsidiary of APL Apollo Tubes

Tech enabled trading platform for Steel building material products

Products other than steel tubes	Market size (Rs bn)
Tmt bars	1,480
Structural sections	228
Metal sheets	325
Welding rods	46
Mesh net steel	40
Binding wire	80
Potential addressable market size	2,200

To start with existing distribution network and expand reach in untapped markets

- Reach expansion will boost penetration for APL's products
- Pan-India warehousing infrastructure with initial 4 locations
- Outsource newer products from local manufacturers
- Introduction of private labels wherever applicable











APOLLO MART

Strategic Rationale & Steps

- FOCUS & LEARN: A separate sales & service team will provide increased focus on and learning from our smaller retailers, dealers and their end customers
- BRAND: Leverage the APOLLO brand to build market share & margin with our dealer base by adding highly adjacent materials in Steel (white label)
- DIGITIZE: Use the dealer base & increased market presence to develop a full tech & logistics platform for the existing business first
- PLATFORM: Offer the platform to a large set of customers and suppliers to become India's largest full-stack marketplace for steel building materials



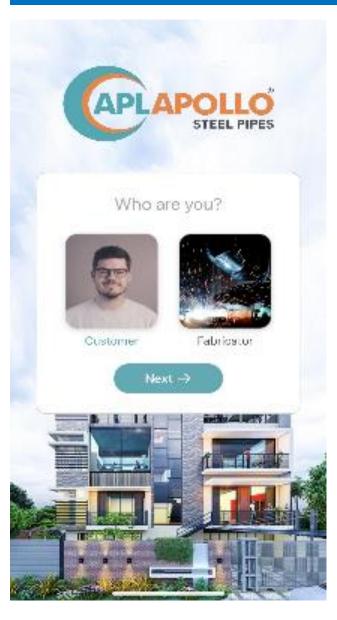






B2C APP (Consumer Facing)

APL APOLLO MOBILE - APPLICATION LAUNCHED











25,000+ Fabricators enrolled

300+ Designs

16 Patents registered

B2C APP (Consumer Facing)





















Brand Ambassador



APL APOLLO ESG ENGAGEMENT

Dow Jones
Sustainability Indices
In Collaboration with RobecoSAM 60



DJSI FY2021 SCORE

STANDS AT

(IN THE PEER INDUSTRY COMPRISING OF GLOBAL COMPANIES)

SCORE REACHED A HIGH OF 25 POINTS, NEARING THE INDUSTRY AVERAGE OF 29, FROM 5 POINTS IN ONE YEAR





IMPROVEMENT ACROSS AREAS



Social Dimension



Governance 8 Economic Dimension



Environmental Dimension

Materiality Assessment

RESPONSIBLE BUSINESS

Corporate Governance | Market Presence | Economic Performance

RESPONSIBLE OPERATIONS

Energy Management |
Water and Effluent Management |
Emissions Management |
Waste Management |
Environmental Compliance

RESPONSIBILITY TOWARDS COMMUNITIES

Local Communities

RESPONSIBLE EMPLOYEMENT

Health and Safety | Labour Relations and | Human Rights | Training and Education | Diversity and Equal Opportunity



STAKEHOLDER DIALOGUE

ESG Vision & Mission



ESG Governance



ESG Focus Areas













ESG Performance Indicators and Targets



Responsible Communication

ESG Performance Indicators & Targets



PERFORMANCE INDICATORS	TARGETS
Corporate Gov	ernance
Number of cases in violation of code of conduct	Zero cases of violation of code of conduct
Average training hours per employee on Code of Conduct	Yearly training on Code of Conduct for all employees

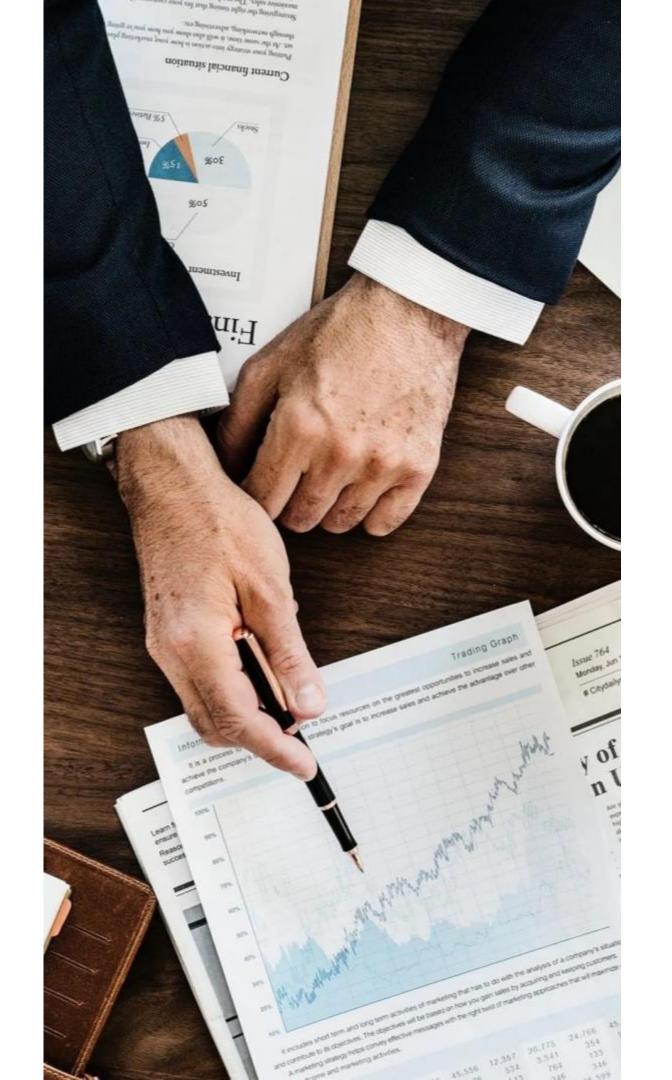


	PERFORMANCE INDICATORS	TARGETS					
	Energy Manag	gement					
Number o	of units used from renewable energy sources (solar, wind)	All plants to have access to renewable energy by 2025					
	Water & Effl	uent					
Number of installed	of sites where Rainwater Water Harvesting facility have been	Rainwater harvesting to be installed at all units by 2025					
Number of been inst	of sites where Zero Liquid Discharge (ZLD) facilities have alled	All units to be ZLD facilities by 2025					
	Emission	ıs					
GHG Emi	ssions (Scope 3)	Start monitoring Scope 3 emissions by 2022					
Air Emissio	ons	Maintain SOx, NOx and PM within permissible limits					
Environmental Compliance Management							
Number o	of cases in violation of environment regulations	Zero incidents of non-compliance					

ESG Performance Indicators and Targets

	PERFORMANCE INDICATORS	TARGETS							
	Health & Safety								
	Lost time Injuries	Achieving Zero Incident and Zero Harm by 2025							
	Average training hours per employee to site employees on health and safety	Provide 4 hours of safety training (per site employee) to site employees							
	Average training hours per employee to corporate employees on health and safety	Provide 2 hours of safety training (per employee) to corporate employees							
	Labour Relations and Human Rights								
DESPONSIBLE	Regulatory compliance of labour laws	100% compliance to all labour legal requirements							
RESPONSIBLE EMPLOYEMENT	Average training hours per employee on human rights	Provide 1 hours of training per employee on human rights							
	Employee attrition	Maintain attrition rate below 5%							
	Training and Education								
	Average trainings hours per employee on behavioral and technical aspects	Provide 4 hours of training to permanent employees							
	Diversity and Equal Opportunity								
	Female to Male Ratio in permanent employee	Female workforce to be increase by 1% in the permanent employee category by 2025							
	PERFORMANCE INDICATORS	TARGETS							
	Energy Management								
RESPONSIBILITY TOWARDS COMMUNITIES	Number of units used from renewable energy sources	All plants to have access to renewable energy by 2025							

FINANCIAL PRIORITIES & PERFORMANCE



Financial Priorities Under Strong Governance

Growth

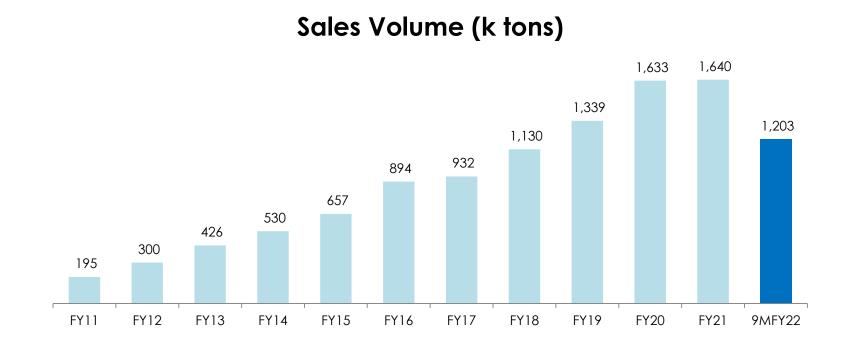
- Profitable Organic Growth
- Commitment to R&D and Talent
- Innovate products to replace conventional construction methods

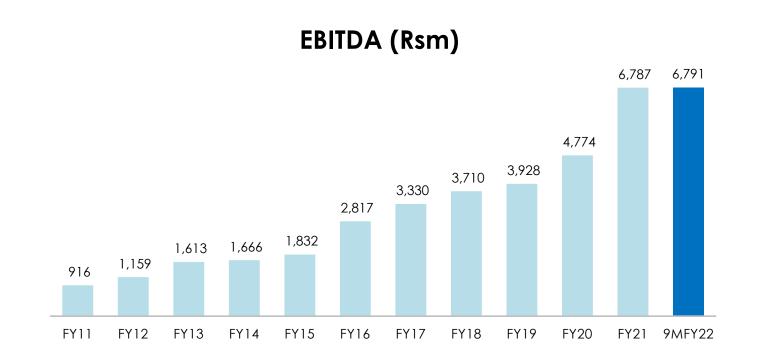


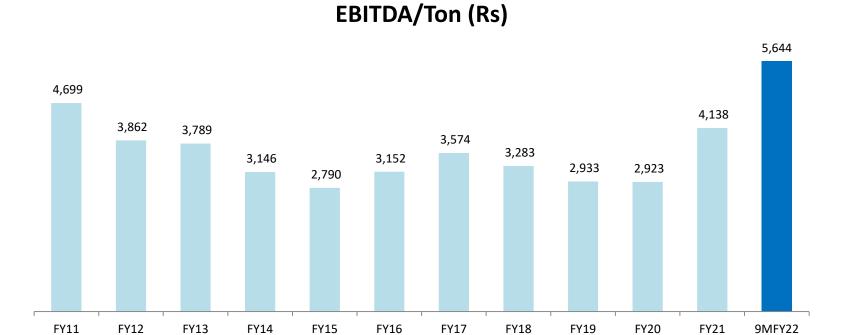
Capital Allocation

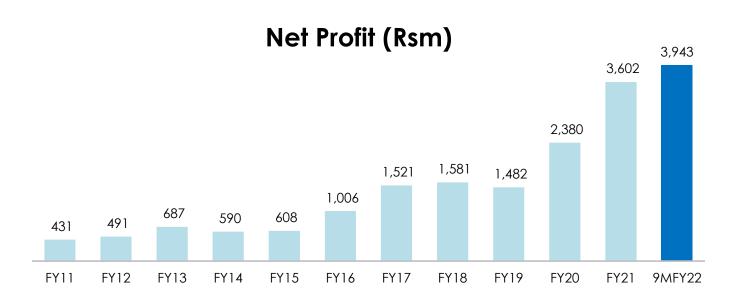
- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles
- Achieve ROCE ≥ 30%

Growing Strength to Strength







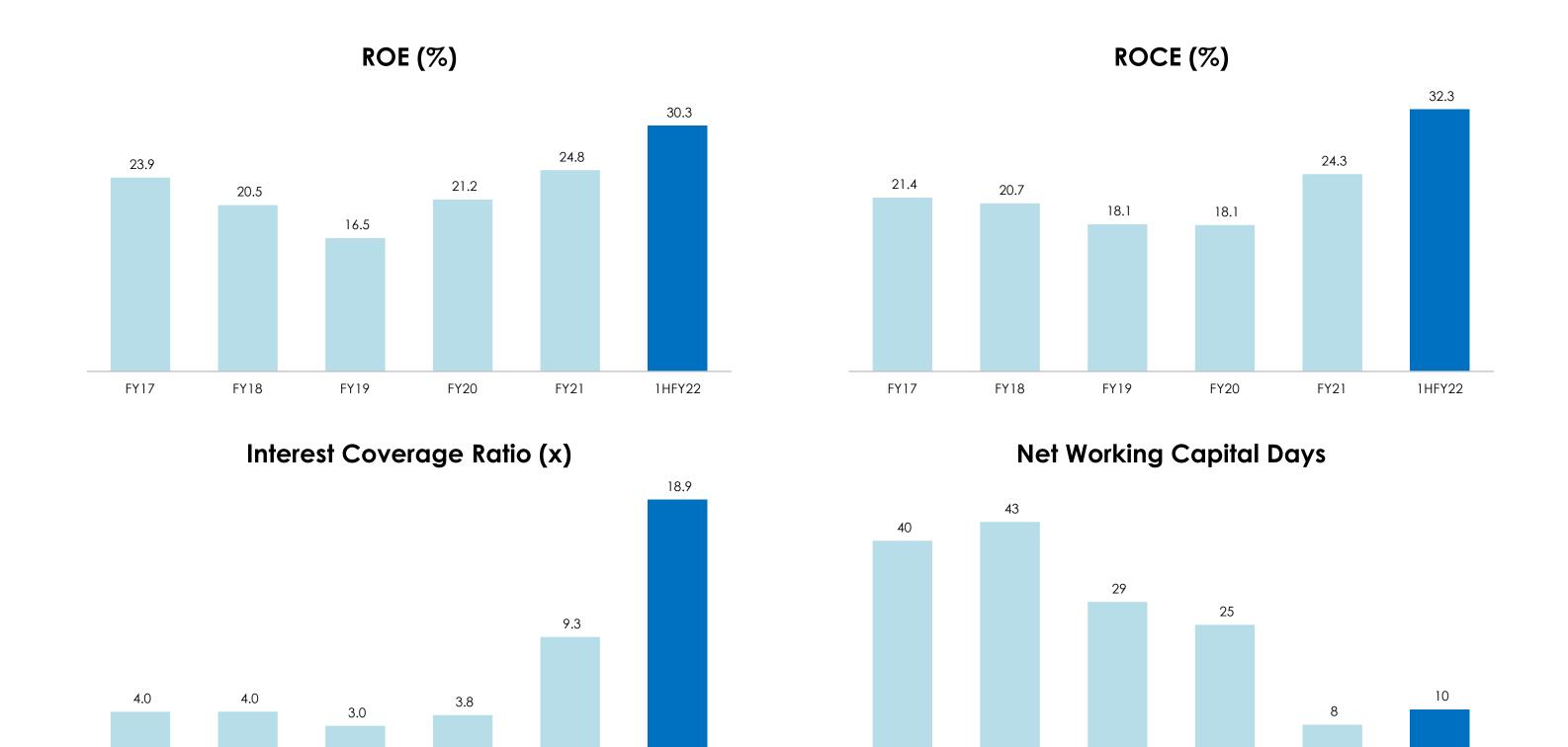


Note 1: This data is based on the Consolidated Financial data of the Company; Interest coverage is calculated on EBIT Note 2: Sales Volume and Financials are on consolidated basis and Net Profit is after Minority Interest

FY17

FY18

Growing Strength to Strength



FY17

FY18

FY19

FY20

FY21

9MFY22

Note: Capital employed for ROCE is computed as Total assets less Current Liabilities

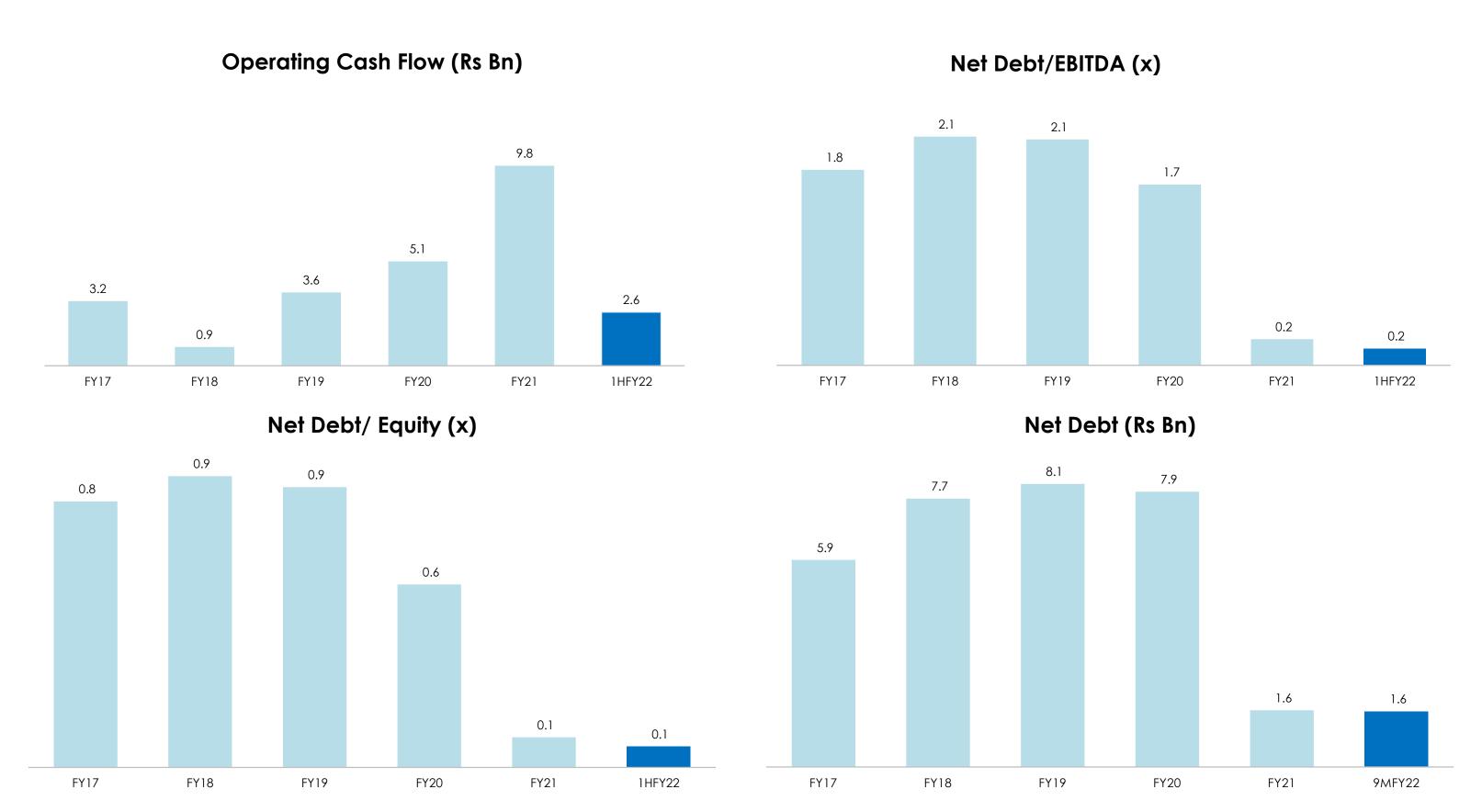
FY20

FY21

1HFY22

FY19

Growing Strength to Strength

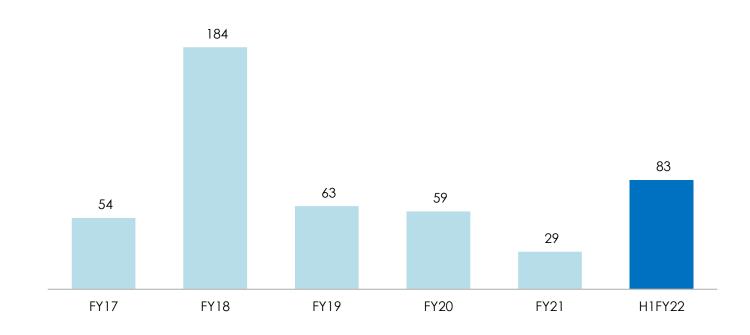


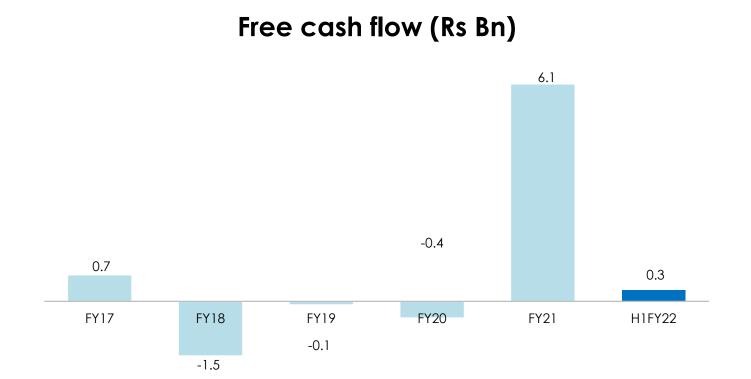
Growing Strength to Strength

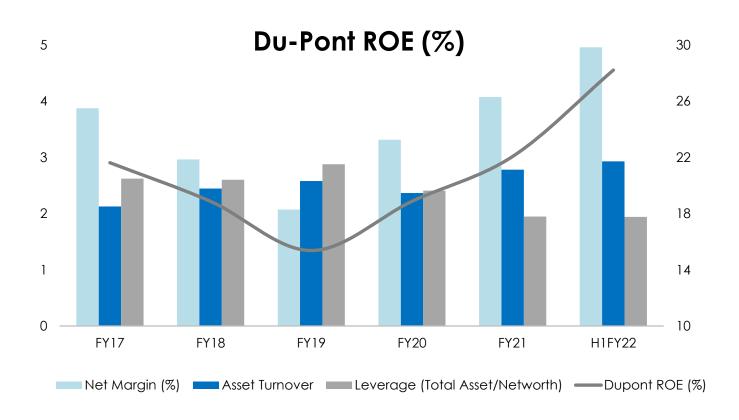
Operating cash flow to EBITDA(%)



Capex to Op. Cash flow (%)







De-commoditizing Product Portfolio

Value added products contributed 65% of total sales in Q3

		Q3FY21			Q4FY21			Q1FY22				Q2FY2	22	Q3FY22		
Product Category	Application	Sales Mix	Volume	EBITDA/Ton	Sales Mix	Volum e	EBITDA/Ton									
		(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)									
	Heavy Structure	6	27	5,000	9	38	5,012	5	19	8,000	6	26	6,240	9	35	7,531
Apollo Structural	Light Structure	17	83	5,100	13	58	5,106	11	40	6,300	12	51	5,137	12	47	4,721
	General Structure	40	194	1,993	40	173	1,996	33	124	3,125	38	161	2,194	35	139	1,524
Apollo Z	Rust-proof Structure	17	82	7,654	16	70	7,708	23	85	8,990	21	90	8,083	23	91	7,714
·	Rust-proof sheet	1	6	4,760	2	10	4,804	8	30	6,000	5	21	5,136	5	19	4,554
Apollo Tricoat	Home improvement	15	73	7,872	15	66	7,671	16	59	11,716	14	61	8,172	13	54	7,999
Apollo Galv	Agri/Industrial	4	21	7,118	4	19	6,981	4	17	7,257	4	16	6,353	4	17	6,051
	Total	100	486	4,780	100	435	4,742	100	373	6,825	100	427	5,199	100	403	5,023

Standard products with EBITDA around Rs 2,000/ Ton

Value added products with EBITDA more than Rs 4,000/Ton

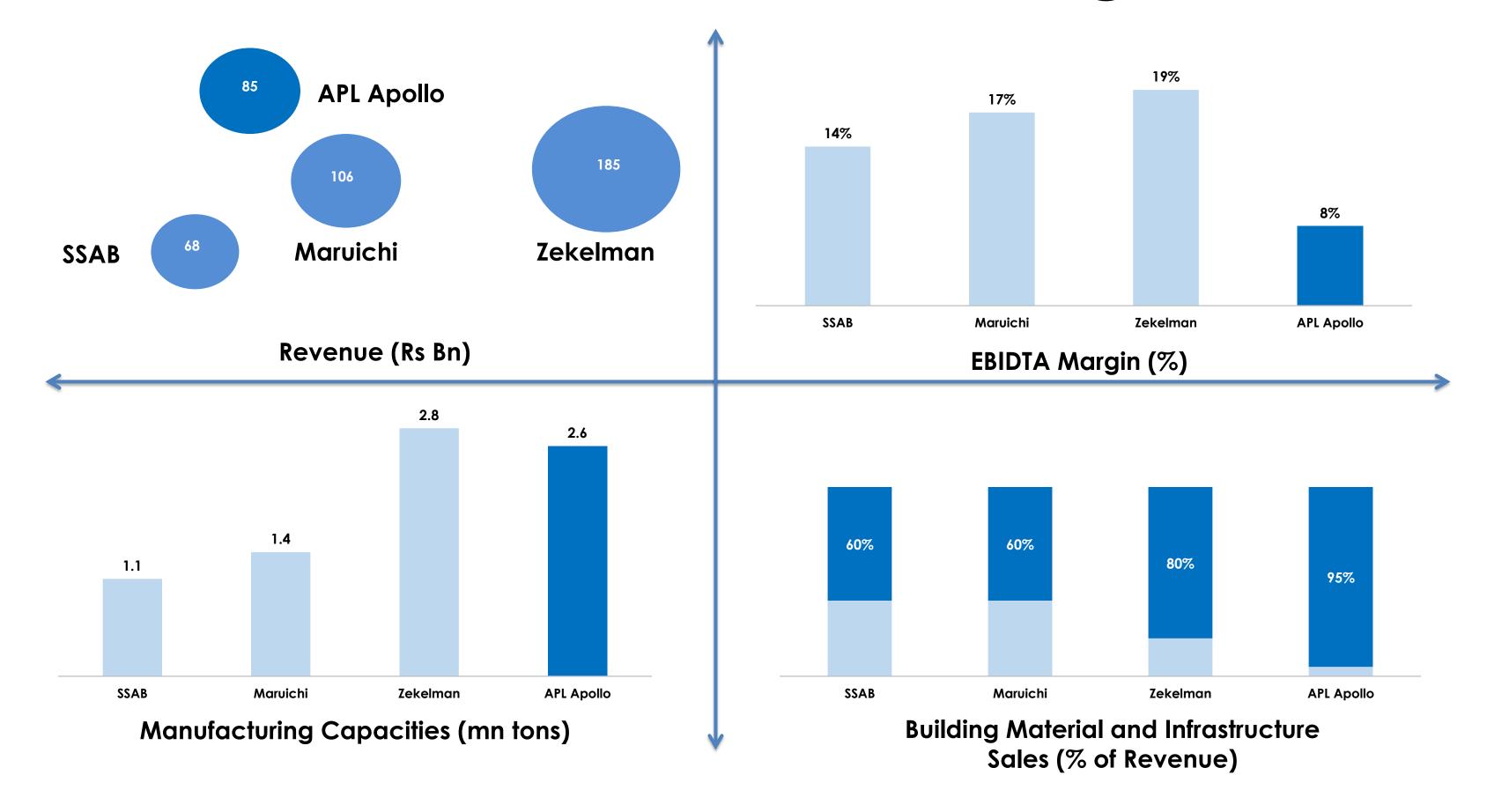
De-commoditizing Product Portfolio

Value added products contributed 65% of total sales in 9MFY22 vs 42% in FY18

			FY18			FY19			FY20			FY21			9MFY22		Annual
Product Category	Application	Sales Mix	Volume	EBITDA/Ton	Sales Mix	Volume I	EBITDA/Ton	Sales Mix	Volume	EBITDA/Ton	Sales Mix	Volume E	BITDA/Ton	Sales Mix	Volume	EBITDA/Ton	Capacity
		(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(KTon)
	Heavy Structure	5	52	3,707	6	80	3,775	6	101	4,000	6	95	4,721	7	81	7,217	200
Apollo Structural	Light Structure	6	70	3,658	8	108	3,707	5	87	3,800	13	213	4,717	12	139	5,330	430
	General Structure	58	656	2,052	58	777	1,615	55	898	1,361	43	713	1,658	35	424	2,246	1,000
Apollo Z	Rust-proof Structure	21	241	5,691	21	279	5,568	20	333	5,021	18	294	6,728	22	266	8,246	450
	Rust-proof sheet	-	0	4,704	-	3	4,703	0	2	5,000	1	23	4,720	6	70	5,345	50
Apollo Tricoat	Home improvement	-	-	-	-	-	-	7	113	6,589	14	231	7,072	14	174	9,327	350
Apollo Galv	Agri/Industrial	10	111	4,880	7	92	4,362	6	99	3,952	4	71	6,040	4	50	6,552	120
Total		100	1,130	3,283	100	1,339	2,933	100	1,633	2,923	100	1,640	4,138	100	1,203	5,644	2,600

Standard products with EBITDA around Rs 2,000/ Ton

Global Peer Benchmarking



Profit & Loss Statement (Consol.)

Particulars (Rsm)	Q1 FY22	Q2FY22	Q3FY22	9MFY22	9MFY21	FY21
Sales Volume (k Ton)	373	427	403	1,203	1,205	1,640
Net Revenue	25,343	30,839	32,304	88,486	59,128	84,998
Raw Material Costs	20,771	26,534	28,097	75,402	49,656	71,648
Employee Costs	359	373	389	1,120	979	1,296
Other expenses	1,666	1,711	1,795	5,172	3,770	5,266
EBITDA	2,547	2,222	2,023	6,791	4,723	6,787
EBITDA/ton (Rs)	6,825	5,199	5,023	5,644	3,921	4,138
Other Income	102	114	79	295	233	359
Interest Cost	128	107	109	344	518	661
Depreciation	265	273	272	810	752	1028
Tax	572	495	442	1,508	953	1,381
Net Profit	1,684	1,461	1,279	4,424	2,733	4,077
Minority Interest (MI)	211	148	123	481	323	475
Net Profit (after MI)	1,473	1,313	1,156	3,943	2,409	3,602

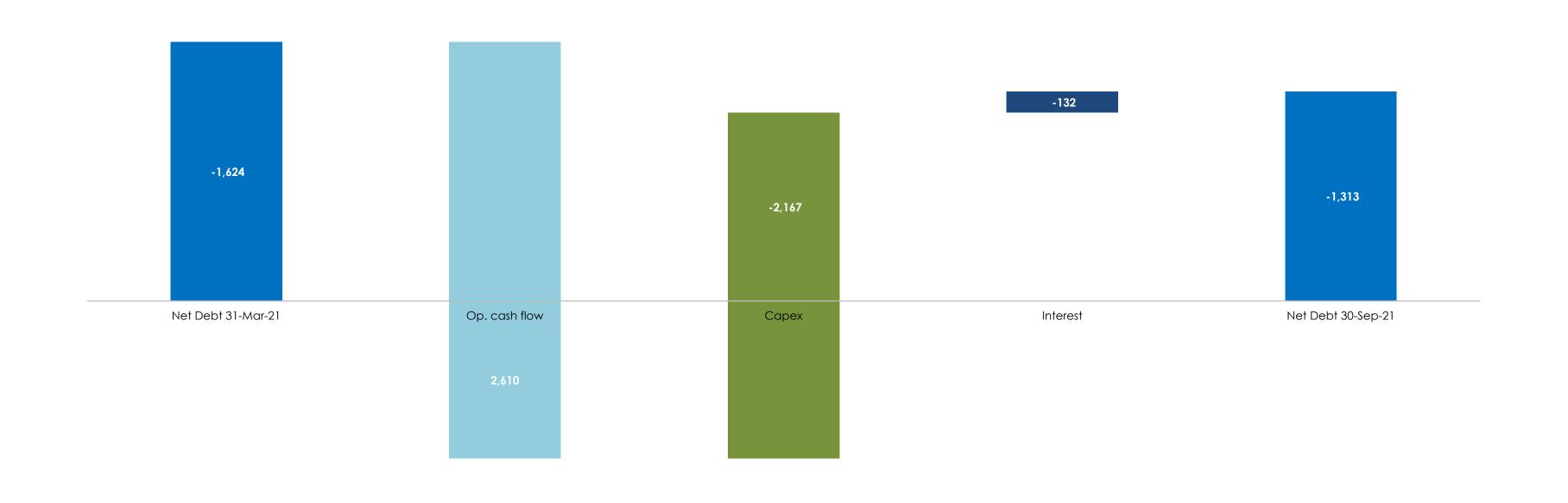
Note 1: Sales Volume and Financials are on consolidated basis and Net Profit is after Minority Interest

Balance Sheet & Cash Flow(Consol)

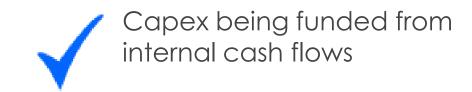
Balance Sheet - Assets (Rs mn)	H1FY22	FY21
Cash & Bank Balance	4,202	3,579
Receivables	1,866	1,306
Inventories	9,182	7,599
Other current assets	1,353	1,507
Fixed assets (net)	16,678	16,091
Right to use Assets	954	949
Investments	669	15
Other assets/goodwill	3,429	2,943
Total Assets	38,335	33,990
Balance Sheet - Liabilities (Rs mn)	H1FY22	FY21
Trade payables	8,219	7,859
Other current liabilities	1,012	557
Debt	5,515	5,203
Others	2,099	2,041
Minority Interest/Provision	1,741	1,383
Shareholders' funds	19,750	16,947
Total Equity & Liabilities	38,335	33,990

Cash Flow Statement (Rs mn)	H1FY22	FY21
EBITDA	4,769	6,787
Accounts receivables	-492	3,470
Inventory	-1,589	232
Other WC changes	414	117
Tax	-632	-1,195
Other Income	140	359
Operating cash flow	2,610	9,771
Capex	-2,167	-2,798
Investments	0	-265
Interest	-132	-623
Free cash flow	311	6,086
Dividend payments	0	0
Capital increase	0	154
Tricoat consolidation/Others	0	18
Net change in cash flow	311	6,258
Net debt beginning	-1,624	-7,882
Net debt end	-1,313	-1,624

Consol. Cash Flow Bridge (Rs mn)









Net debt declined 19% on solid free cash flow generation

Strong Management

DIRECTORS (NON EXECUTIVE)

Neeru Abrol

Director at TCNS Clothing Co Limited & others | Awarded best achiever by ICAI | 26 Yr experience in SAIL

Abhilash Lal

3 decades of professional experience in senior roles across financial services including banking, PE & others

Anil Kumar Bansal

Director of NABARD, Rockland Finesto Ltd & others 4 decades of experience in banking industry

Virendra Singh Jain

Board member of Dalmia Bharat Ltd | Ex-Chairman of SAIL | Ex-Executive Director at IOC

Ashok Kumar Gupta

Steel industry veteran with 4 decades of experience Worked as MD in APL Apollo in the past

Ameet Gupta

Wholetime Director at Havells India, India's largest electrical goods manufacturer

Rahul Gupta

A promising entrepreneur with an experience of around 5 years in Steel Tubes Manufacturing, currently MD of Apollo Tricoat Tubes Ltd.

EXECUTIVE TEAM

Sanjay Gupta

Arun AgrawalChief Operating Officer

Vinay Gupta
Director

Deepak GoyalChief Finance Officer

Romi Sehgal
Director

Anubhav GuptaChief Strategy Officer

Anurag Mehrotra
Chief Human Resource
Officer

Ravindra Tiwari

Head-Sales & Marketing

Ajay GargVP - Procurement

APL APOLLO TUBES

Thank You

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APL Apollo new Corporate office (Work in progress)



APL Apollo new Corporate office to be operational by H2CY22