

YOU THINK WE SUFFLY CELEBRATING NETWORK OF 800 DISTRIBUTORS

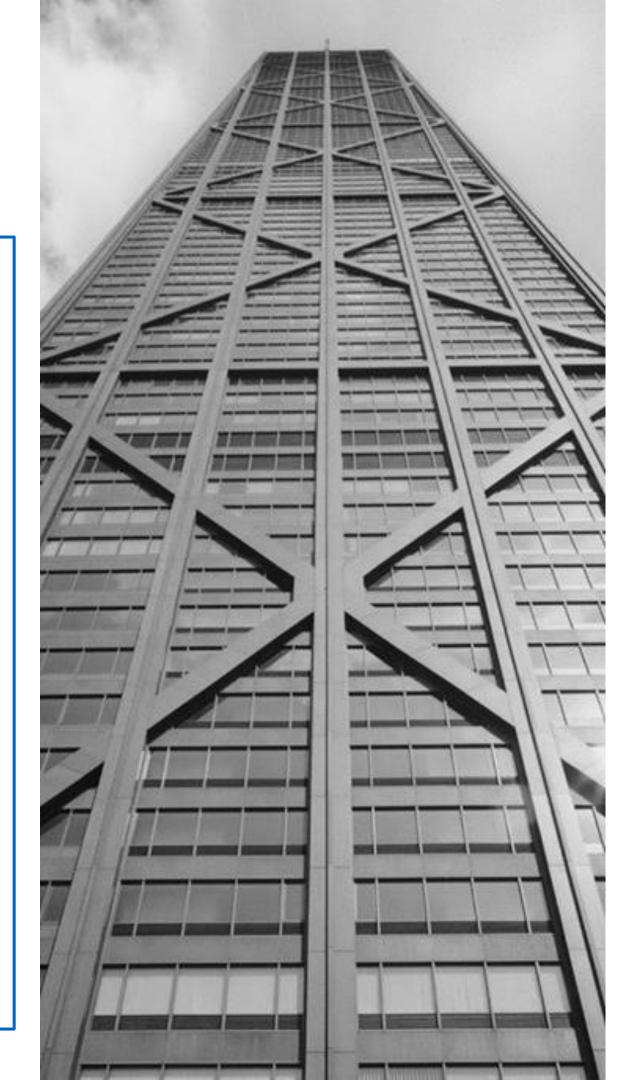
May 2022



Safe Harbour

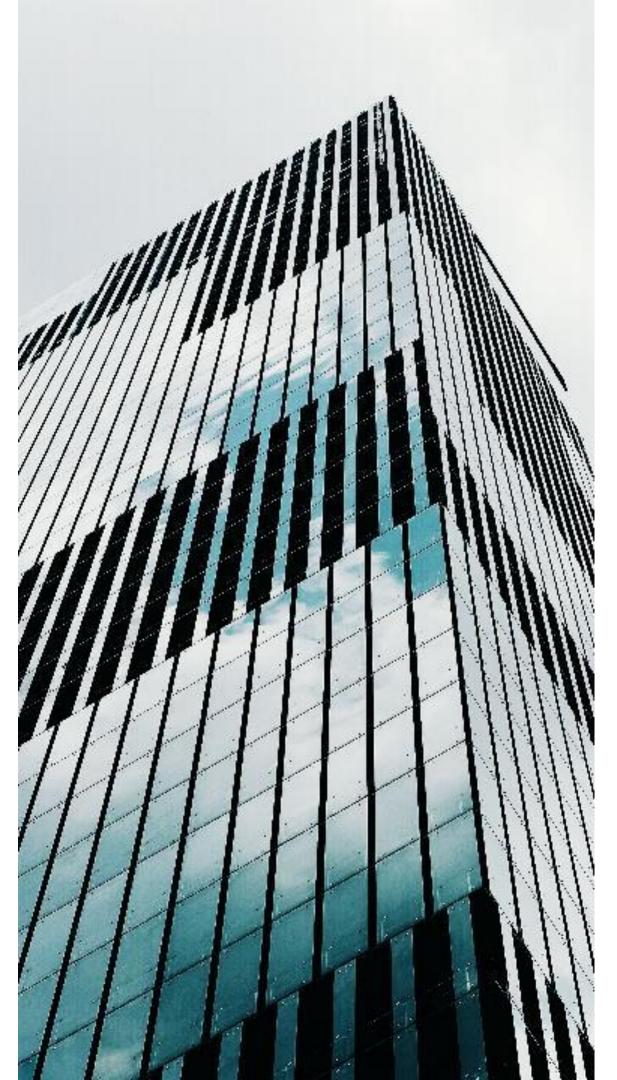
Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", 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
- Business Strategy
- New Initiatives
- ESG Engagement
- Financial Perfromance
- Team Apollo



APL APOLLO OVERVIEW



APL Apollo at a Glance

01 Leading Structural Steel Tube Brand

14 Brands, Four Product Categories

55% Market Share

2.6 Million Ton, Structural Steel Capacity



Use of our products in the building space

COLUMN

- **ALPHA**
- D SECTION
- OCTAGON
- FIRE READY
- NARROW SECTION
- SMALL SECTION
- CHAUKHAT
- WONDOOR
- **HANDRAIL**
- PLANK
- FENCE
- M BHEEM
- **SIGNATURE**
- COASTGUARD

India's Leading Building Material Brand



Our Brands

Apollo Structural

Structural steel construction material: Residential, Commercial, Infrastructure Fabritech, Build, DFT, Column, FireReady, Agri

Apollo Z

Galvanized structural steel construction material: Residential, Commercial, Infrastructure

CoastGuard

Apollo Galv

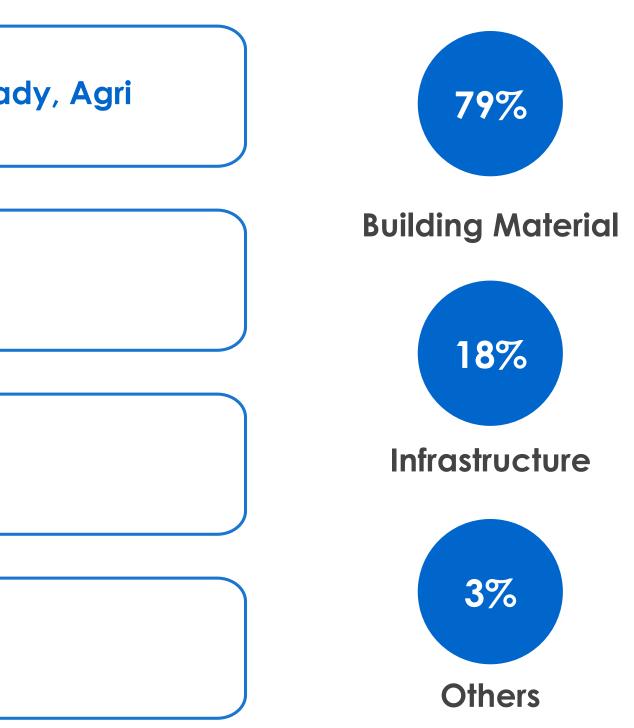
Galvanized steel tubes: Residential, Commercial, Agri, Industrial

Green, Bheem, Z+

Apollo Tricoat

Home improvement products

Plank, Signature, Elegant, Chaukhat



Product Application & Sales Mix*

Product Category	Sales Volume Mix (%)	Applications
Apollo Structural	55%	
Residential Buildings & Independent Homes	22%	Structural, Piling, Sheds, Ho
Commercial Buildings, Warehouses & Factories	13%	Grills, Staircase, Light Struc
Infrastructure	18%	Structural for Metros, Airpo
Industrial & agriculture	2%	Heavy Equipment
Apollo Z	27%	
Residential Buildings & Independent Homes	18%	
Commercial Buildings, Warehouses & Factories	9%	Galvanized structural stee
Apollo Tricoat	14%	
Residential Buildings and Independent Homes	11%	Door Frame, Staircase Ste
Commercial Buildings	3%	Fencing, Electrical Condui
Apollo Galv	4%	
Commercial Buildings	3%	Galvanized Structural, Gre Plumbing, Firefighting
Industrial & agriculture	1%	
Total	100%	

*As per FY22 Sales Volume

landrails, Gates, Fencing, Balcony ctures

orts, Stadiums, Stations etc.

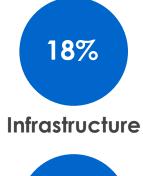
el tubes for coastal markets

eps, Furniture, Plank, Designer Tubes, Jits

reenhouse Structures,

51% **Building Material** housing 28%

Building Material Commercial



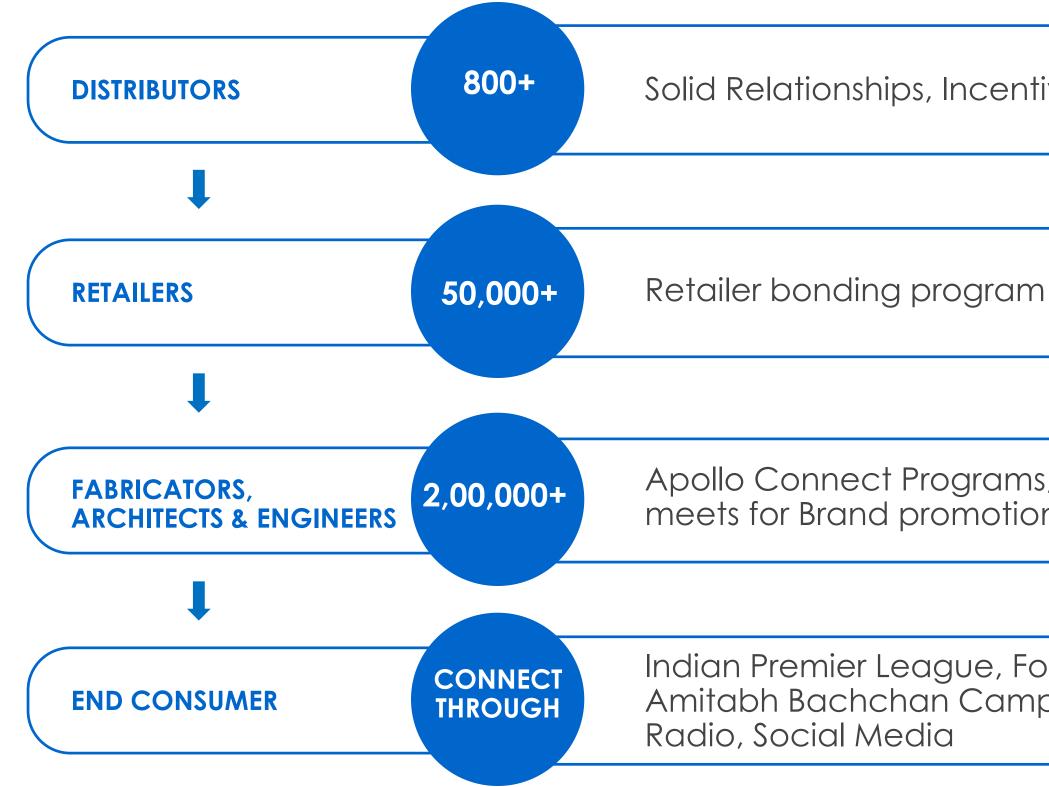


Brand Equity



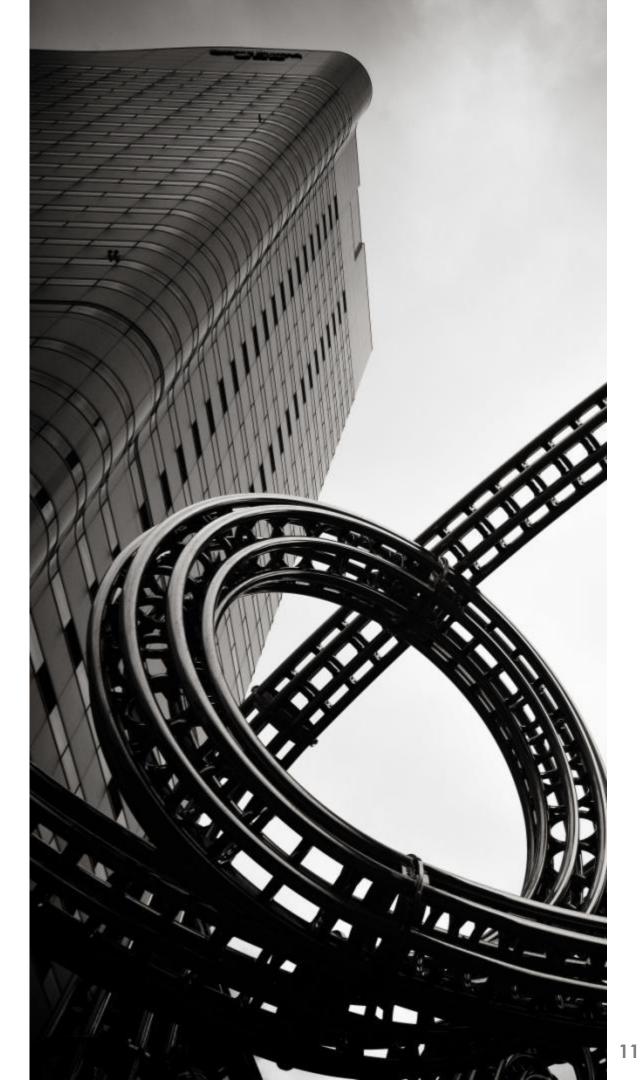


B2C Channel



ve plans	
, Fabricator/Architect n	
otball, Kabaddi League, baign, TV Commercials,	

CORE COMPETENCE



Porter's Five Forces

Threat of Entry

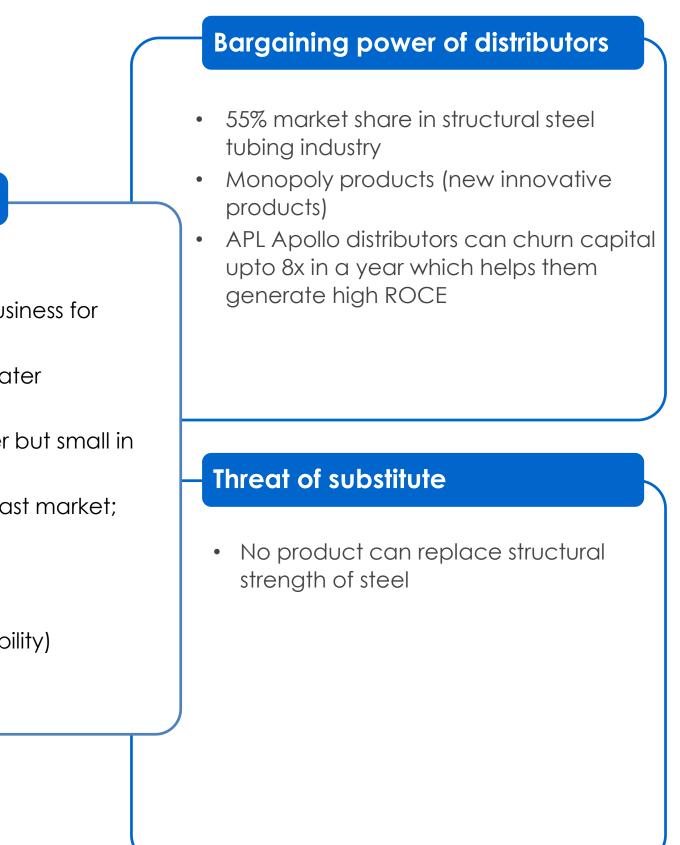
- Scale of 2.6m ton capacity; wide gap between No. 2 Player
- Vast distribution network (access to 800+ distributors, 50,000 retailers, 200k fabricators)
- Technology advantage (DFT, ILG)
- Lowest cost producer
- (highest profitability in the sector)
- Product range (1,500+ SKUs)
- Lead time to distributors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

Bargaining power of suppliers

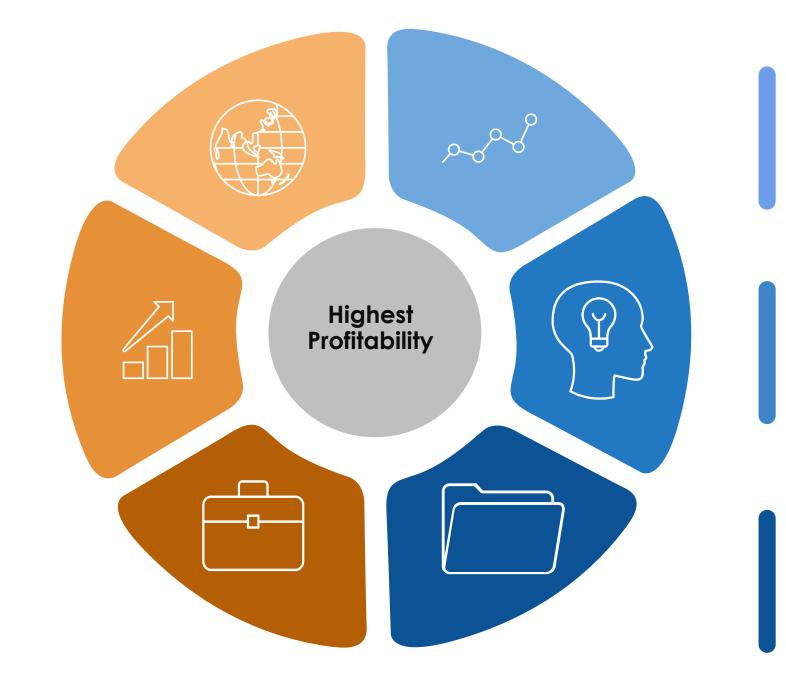
- Company buys 2% of Indian steel production and 10% of Indian HR coil production
- Amongst Top 3 customers for large steel
 producers
- Company's steel buying price is minimum in structural steel tubing industry

Industry Rivalry

- APL Apollo 55% market share
- Player 2 10% market share (ancillary business for steel producer)
- Player 3 10% 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 1%



Our Business MOAT...



Lowest lead time for delivery to distributors

Highest no. of products with 1,500 SKUs

Highest scale with 11 plants (2.6Mn ton capacity)

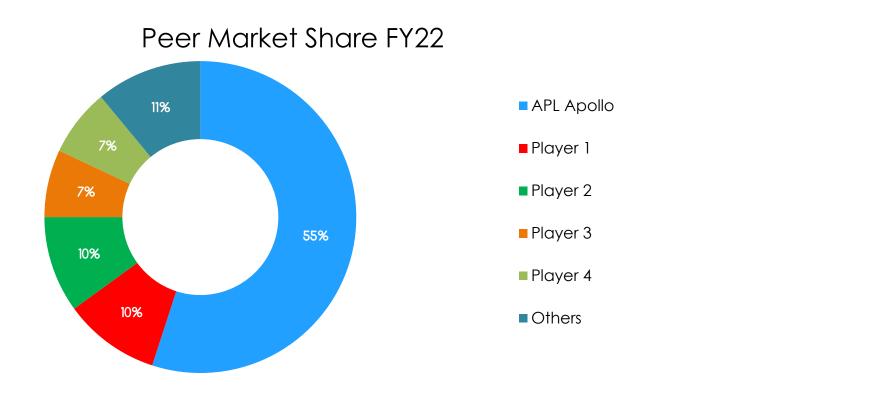
Largest sales network (800+ distributors)

Lowest cost producer (largest buyer of HR coil)

Premium pricing to peers (brand strength)

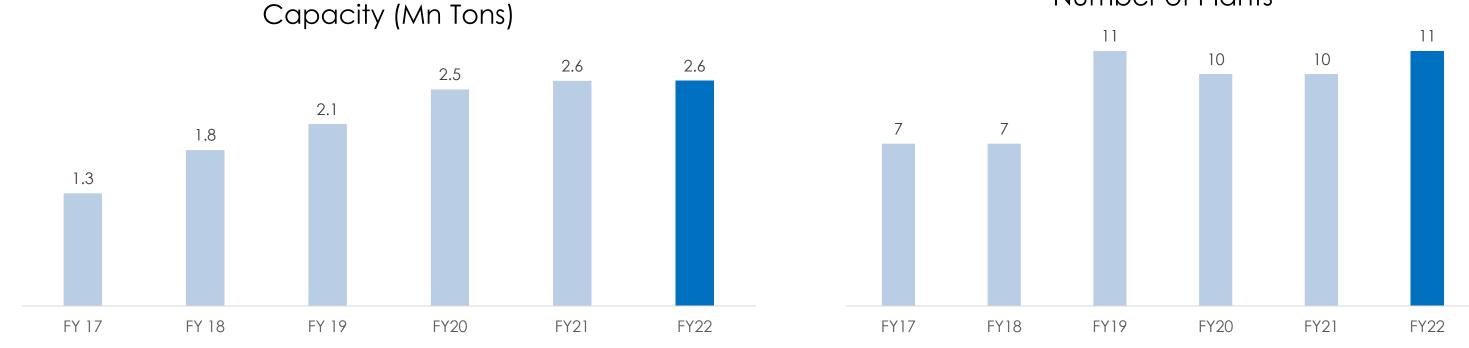
Technology edge & Innovation

Dominant Leadership



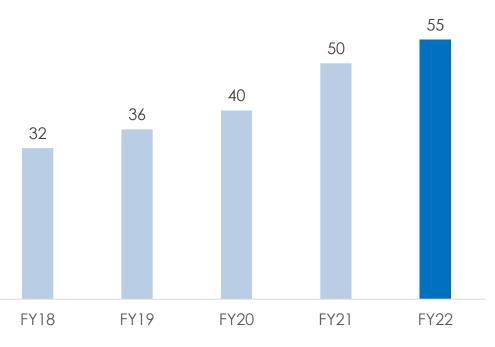
FY17

28



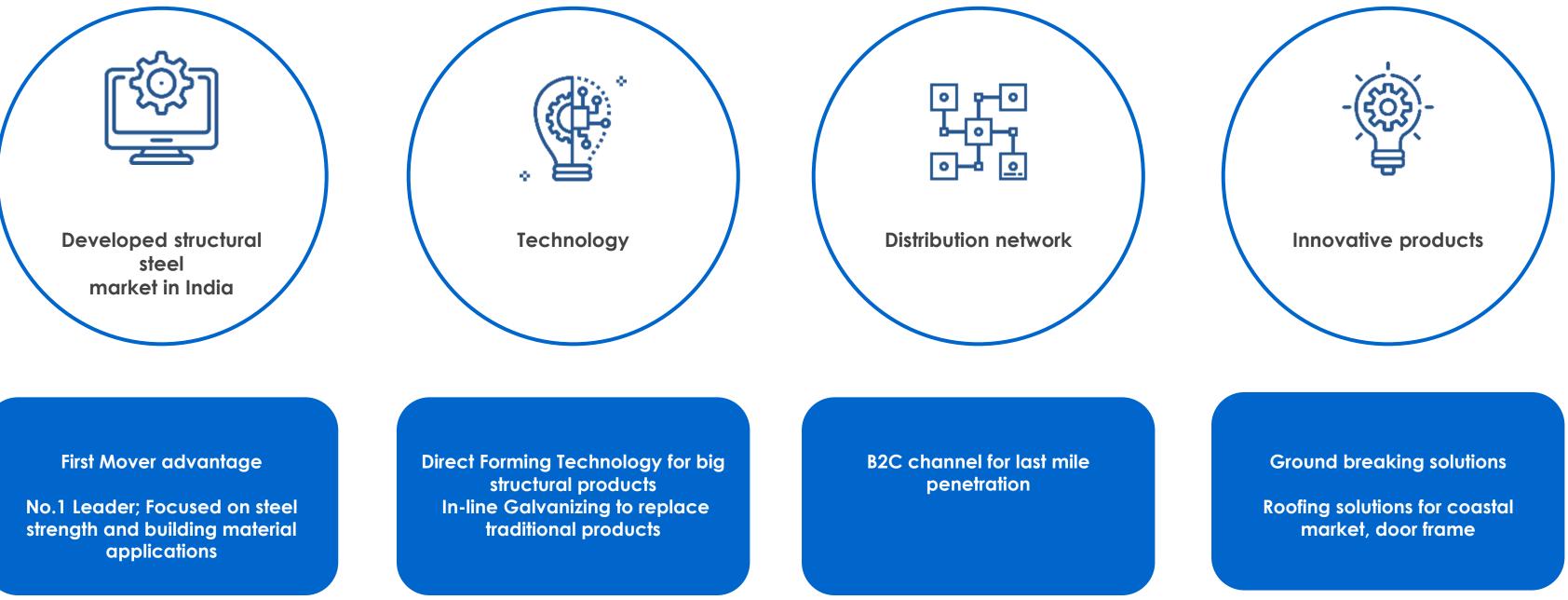
Note 1: Raipur plant to be fully commissioned in FY23 Note 2: One plant converted into warehouse for better efficiency in FY20

APL's Market Share (%)

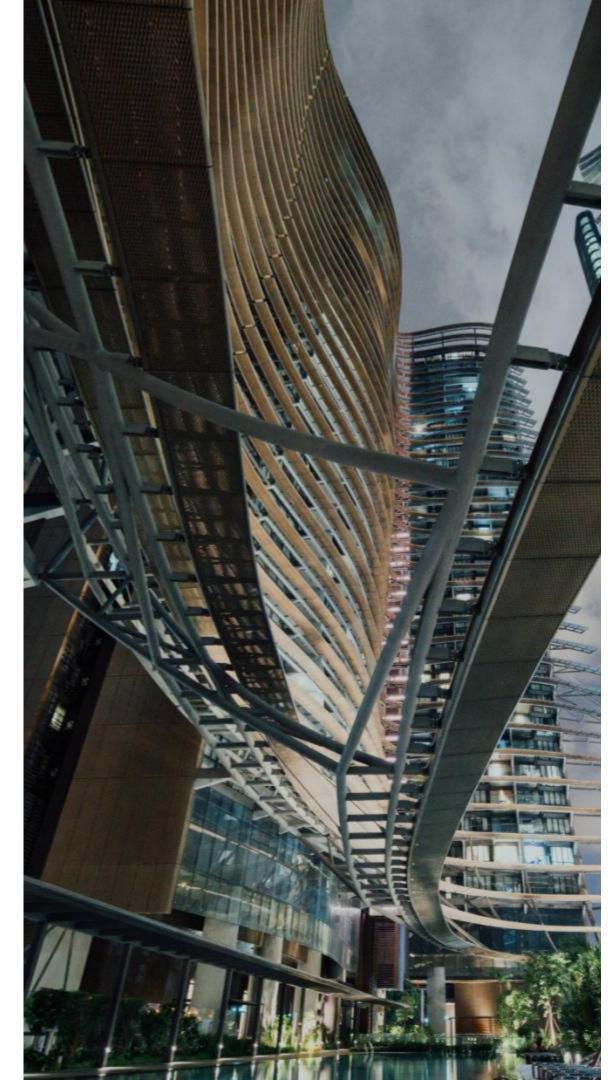


Number of Plants

Unique Capabilities



STRUCTURAL STEEL TUBES APPLICATIONS



Structural Steel Applications







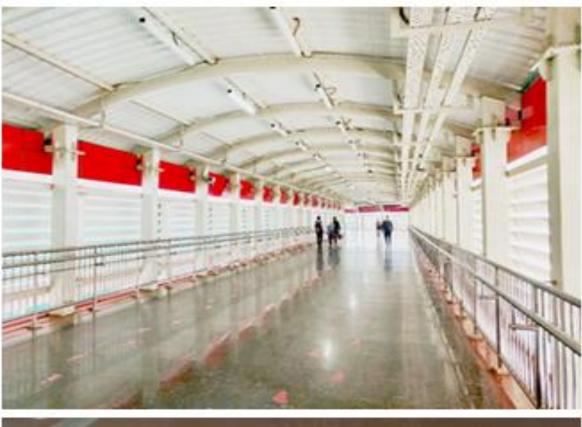








Structural Steel Applications







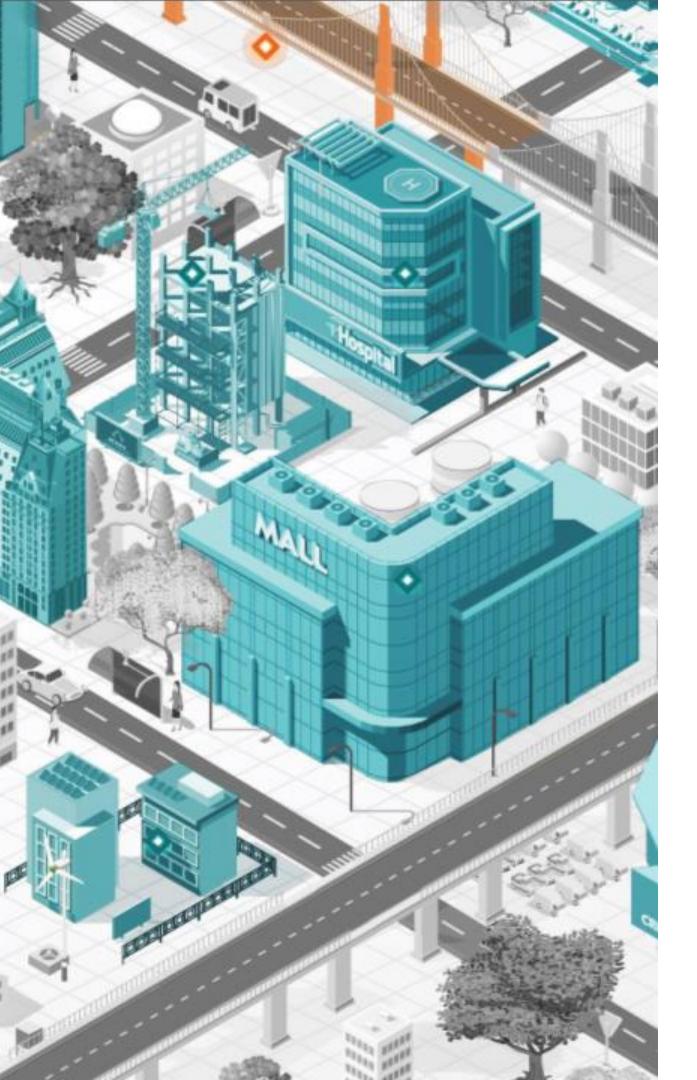








BUSINESS STRATEGY



Capex Plan for value addition

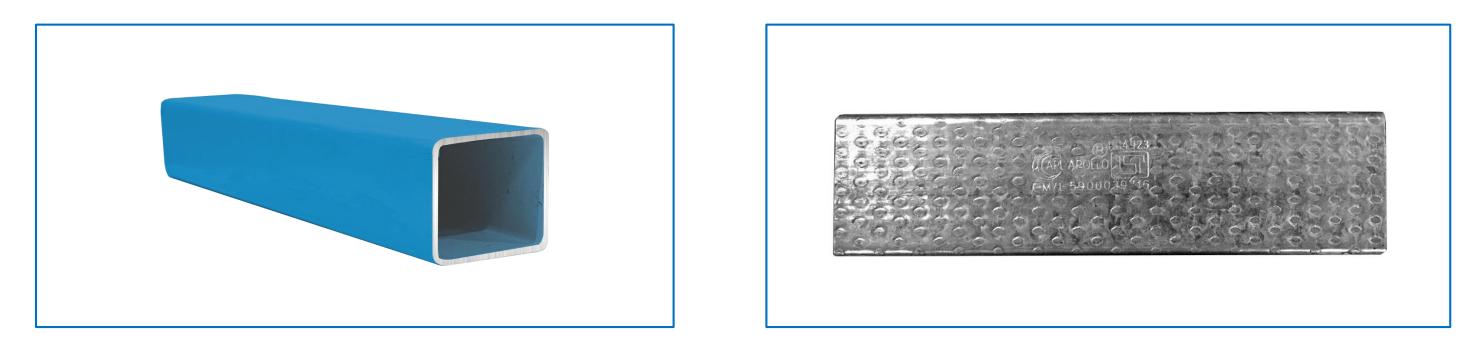
- Residual capex in Apollo Raipur **Rs 3bn**
- Value addition/backward integration in Hyderabad/Hosur plants Rs 500m
- Investment into value addition lines at other plants Rs 500mn
- Innovative galvanized lines to improve efficiency **Rs1bn**
 - To help reduce Zinc consumption by upto 4kg per steel tube ton
- 2 new plants in Kolkata/Dubai Rs 1.5bn
 - Only investments into land/building/infrastructure \bullet
 - Plant & machines to be shifted from existing facilities ullet

Total Capex of **Rs 6.5bn** to be funded from internal cash flows in FY23-24

Distribution Enhancement

- Investment in Shankara Building Products (Largest distributor) ullet
 - Shift towards sales consistency 0
 - Better pricing policy in South Market led by secured volumes 0
 - Strong launch platform for new value added products 0
 - Significant opportunity for market share expansion 0
 - Sales volume uptick already visible 0
- Started secondary sales on pilot basis in 8 states to penetrate deeper into the market ullet

Innovation



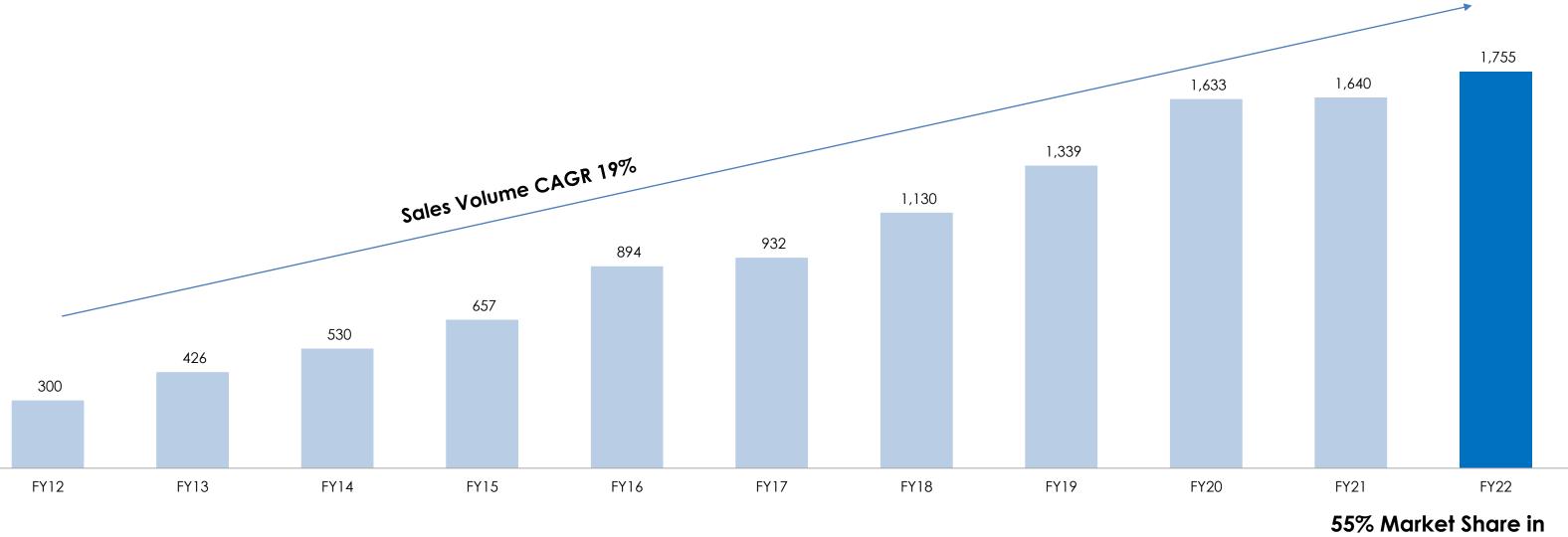
COLOUR COATED TUBES

DESIGNER TUBES

- Launched 2 innovative products color coated and designer tubes
- Target segment- Pre-engineered buildings, Doorframes, Home decor
- Good market acceptance for both Products
- Potential to become 50,000 ton market for each product

Market Creation

Sales Volume (k tons)

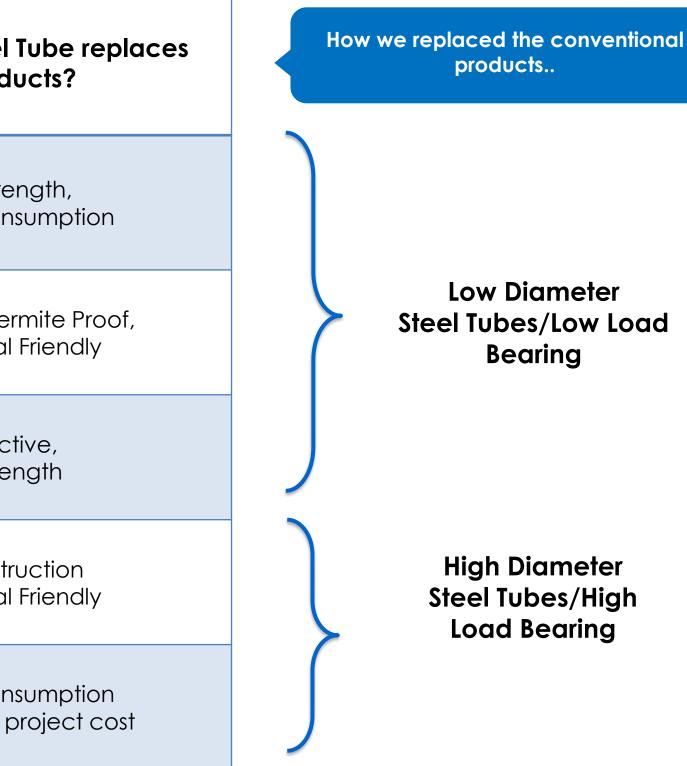


- Developed Structural steel tube market in India
- Focused on steel strength and building material application
- Innovation of new sizes and shapes
- Introduction of new applications

Structural Steel Tubes

How Have We Created Market.

Conventional Construction Products	Applications	Why Structural Steel these produ
Steel Angle/Channels	Structural support, Towers infrastructure	Uniform Strei Lower steel cons
Wood	Furniture, Door Frames, Planks	Cost Effective, Ter Environmental
Aluminum Profiles	Facades & Glazing	Cost Effect Higher Strer
Reinforced Cement Concrete	Construction of Buildings	Faster Constru Environmental
Fabricated Metal Sheet	Pre-Engineered Steel Buildings	Lower steel cons Reduces overall p



Registered Patents

Double Door Chaukhat Tube	Apollo Signature	Four Double Door Chaukhat Tube	Single Door Chaukhat Tube
all ford	T Bistor	J. Thursday	
Elliptical Tube for electric transformers	D Section for Handrail/Fence	Handrail Tube	Window Frame Tube (L)
A BOA	A REAL PROPERTY OF A REAL PROPER	The Section	
Window Frame Tube (T)	Window Frame Tube (Z)	Reflector Tube	Oval Tube for Gym equipment
		S Jacobs	
Plank Tube	Octagon Tube for Furniture	Fencing Tube	Checkered Section

Revolutionizing Construction Industry

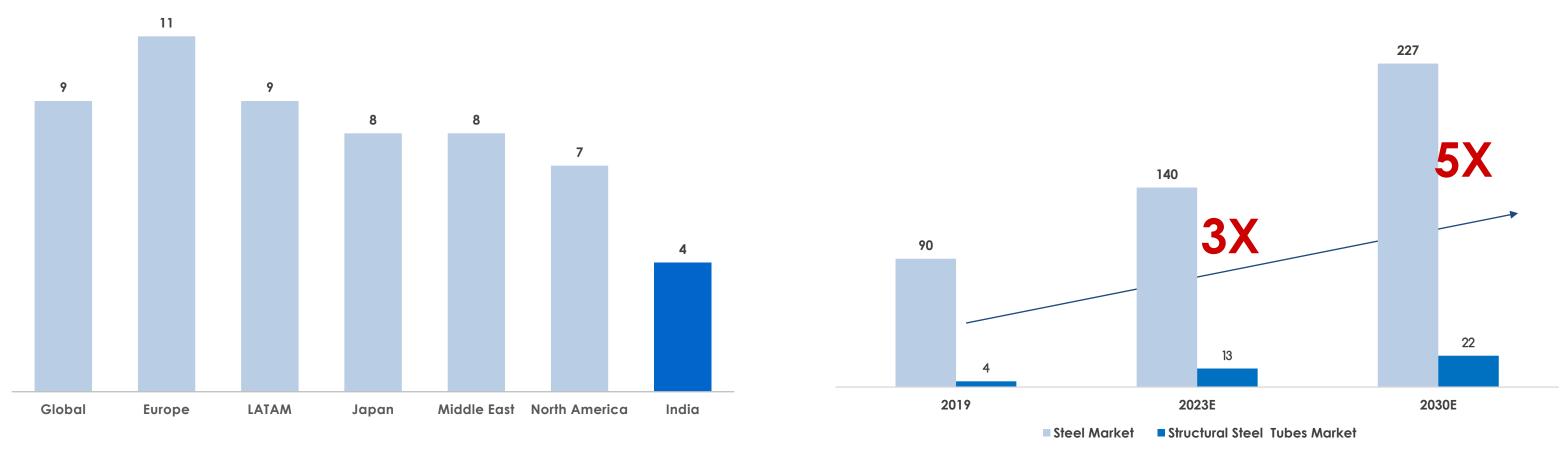


Affordable Housing



India at the Start of Structural Steel Usage

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



India has huge structural steel tubes based construction potential

Note: Structural Steel Tubes is 4Mn ton market size, out of total ERW market size of 6Mn ton (balance is water transportation) Source: Company data and Industry research

Potential Structural Steel Tubes Market in India (Mn Tons)

Ongoing 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	

Architectural view of Hospitals





Geeta Colony

Sultanpuri



GTB Hospital

Sarita Vihar



Shalimar Bagh



Kirari

Hospital Work in Full Swing - Delhi



Geeta Colony

Sultanpuri

Fabrication & Erection 1,000 ton

Fabrication & Erection 600 ton



GTB Hospital

Fabrication & Erection 1,800 ton



Sarita Vihar

Fabrication & Erection 900 ton



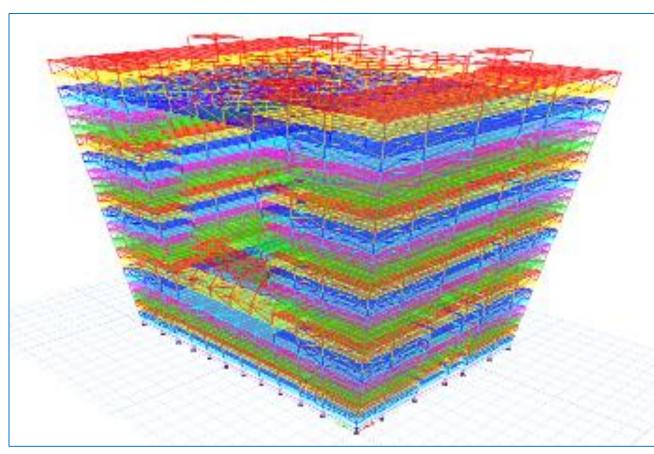


Shalimar Bagh

Fabrication & Erection 3,300 ton



Future of construction



G+32 Hotel, Bengaluru

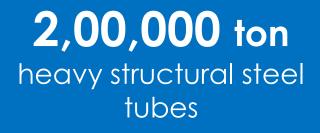


Ongoing enquiries

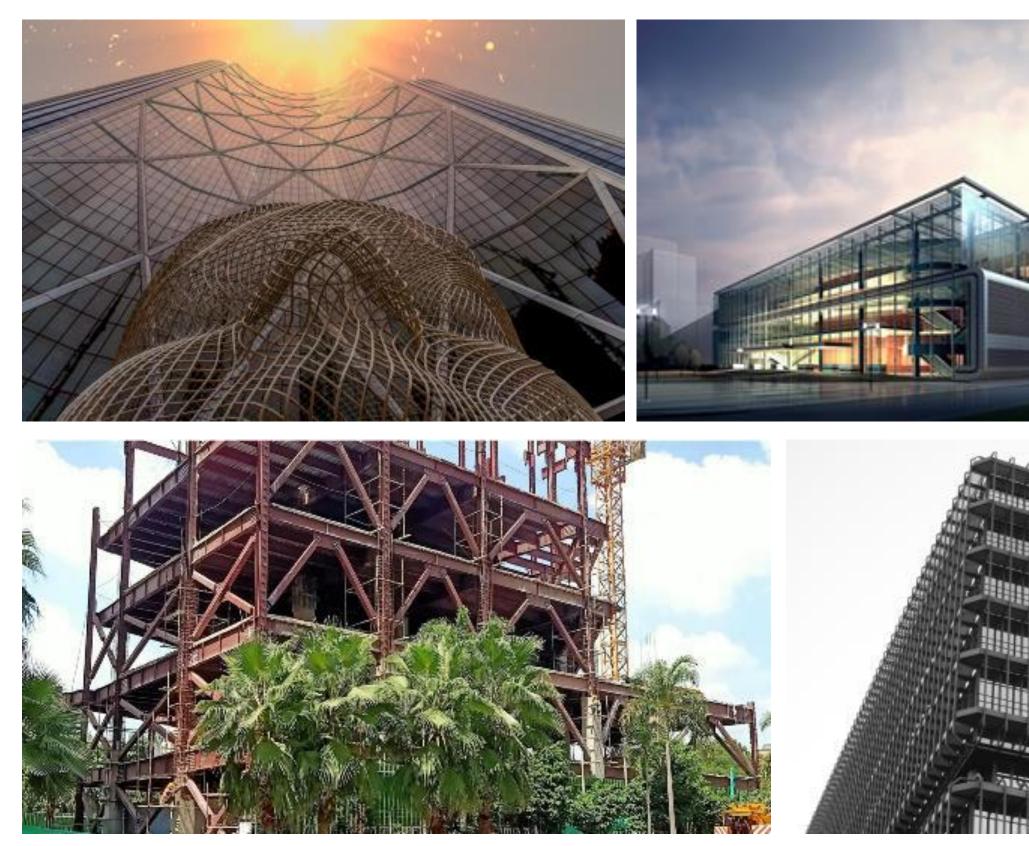
30 projects

40mn sq. ft. Visibility

Night Shelter, Delhi



Future of Construction













New Initiatives



Raipur Plant Update



- Upcoming 400 Acre Raipur plant
- Project to commence in phases

- Total Capacity 1.5mn ton
- 100% value added products
- Total capex **Rs8 bn; c60%** already

APL APOLLO TUBES

HIGHLIGHTS

starting H1FY23

incurred

Raipur Plant Update



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

B2C Tech App



APL APOLLO TUBES



16 Patents registered

Brand Ambassador

APL APOLLO TUBES

Tiger Appointed Brand Ambassador

Social Media campaign launched in Q3FY22

Apollo Column TVC (On Apollo Tubes Platform)

- (0) (f) (*)
 - 1 Million Views
 - 1.2 Million Views
 - 1.9 Million Views
 - 1 Million Views

TV commercial campaign launched on business channels in Q3FY22

Watch the commercial

<u>Link</u>

MEMBER OF **Dow Jones**

APL APOLLO TUBES

OF GLOBAL COMPANIES)

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

ເຕີ້ອ

Social Dimension

APL APOLLO ESG ENGAGEMENT

APL APOLLO TUBES





DJSI FY2021 SCORE



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

DISTRIBUTORS

ESG Framework

ESG Vision & Mission









ESG Performance Indicators and Targets





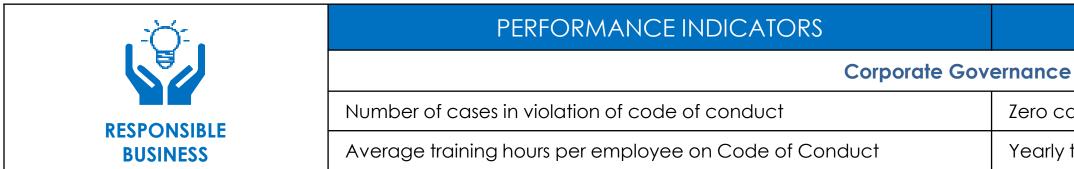
ESG Focus Areas





Responsible Communication

ESG Performance Indicators & Targets



PERFORMANCE INDICATORS						
Energy Mana	gen					
Number of units used from renewable energy sources (solar, wind)	Α					
Water & Eff	lluer					
Number of sites where Rainwater Water Harvesting facility have been installed	R					
Number of sites where Zero Liquid Discharge (ZLD) facilities have been installed						
Emissions						
GHG Emissions (Scope 3)	St					
Air Emissions	N					
Environmental Complia	nce					
Number of cases in violation of environment regulations	Ze					
	Energy Mana Number of units used from renewable energy sources (solar, wind) Water & Eff Number of sites where Rainwater Water Harvesting facility have been installed Number of sites where Zero Liquid Discharge (ZLD) facilities have been installed Emission GHG Emissions (Scope 3) Air Emissions					

TARGETS

Zero cases of violation of code of conduct

Yearly training on Code of Conduct for all employees

TARGETS

ment

All plants to have access to renewable energy by 2025

ent

Rainwater harvesting to be installed at all units by 2025

All units to be ZLD facilities by 2025

Start monitoring Scope 3 emissions by 2022

Maintain SOx, NOx and PM within permissible limits

e Management

Zero incidents of non-compliance

ESG Performance Indicators & Targets

-										
ſ		PERFORMANCE INDICATORS								
		Health & S	Safety							
		Lost time Injuries	Acł							
		Average training hours per employee to site employees on health and safety	Prov em							
	• ### •	Average training hours per employee to corporate employees on health and safety	Prov em							
		Labour Relations and Hu								
		Regulatory compliance of labour laws	100							
	RESPONSIBLE EMPLOYEMENT	Average training hours per employee on human rights	Pro							
		Employee attrition	Mai							
		Training and I	Educo							
		Average trainings hours per employee on behavioral and technical aspects	Pro							
		Diversity and Eque	al Op							
		Female to Male Ratio in permanent employee	Fen em							
ſ		PERFORMANCE INDICATORS								
		Energy Mana	gem							
	RESPONSIBILITY TOWARDS COMMUNITIES	Number of units used from renewable energy sources	All p							

TARGETS

ty

chieving Zero Incident and Zero Harm by 2025

ovide 4 hours of safety training (per site employee) to site mployees

ovide 2 hours of safety training (per employee) to corporate mployees

uman Rights

00% compliance to all labour legal requirements

ovide1 hours of training per employee on human rights

aintain attrition rate below 5%

cation

ovide 4 hours of training to permanent employees

pportunity

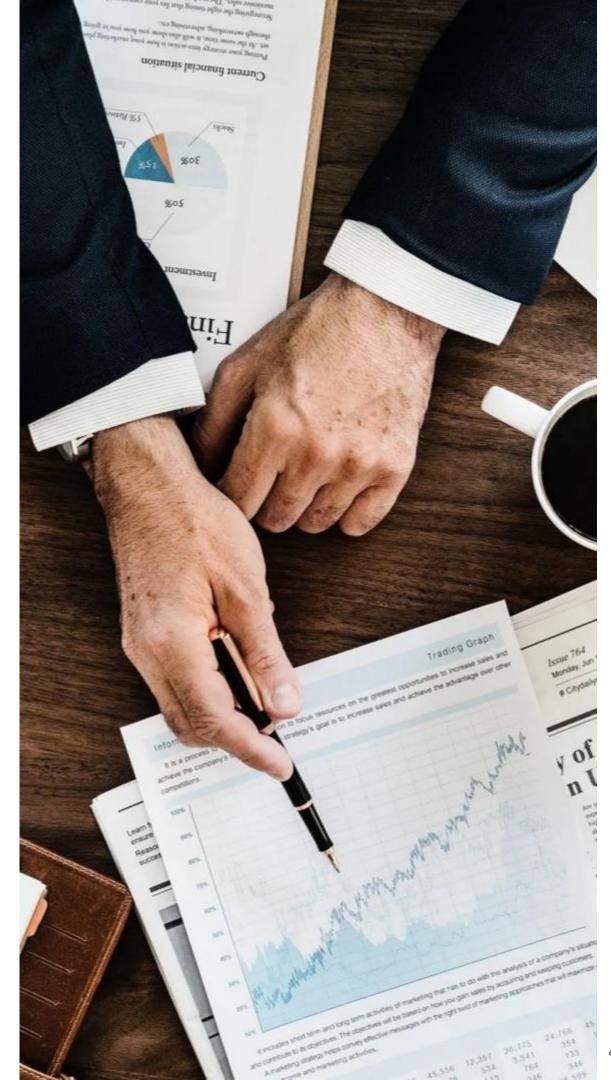
emale workforce to be increase by 1% in the permanent mployee category by 2025

TARGETS

ment

Il 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

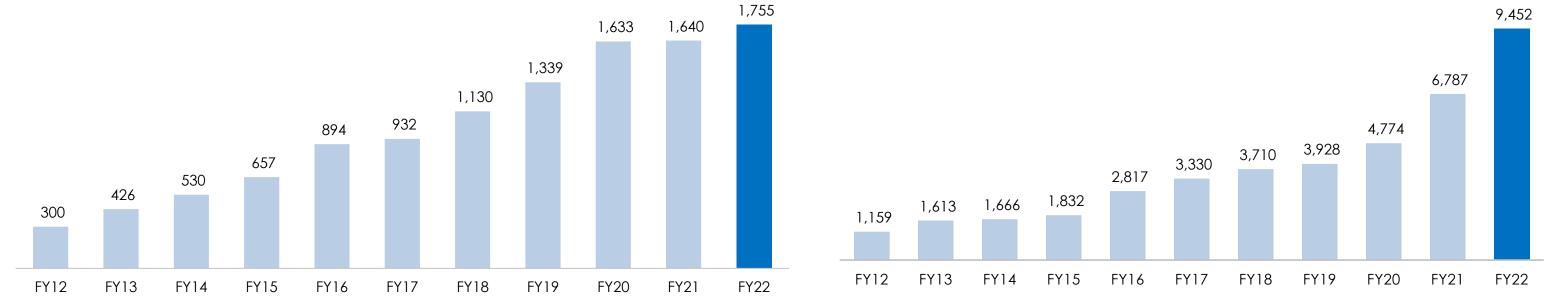
- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles
- Achieve ROCE \geq 30%

Earnings

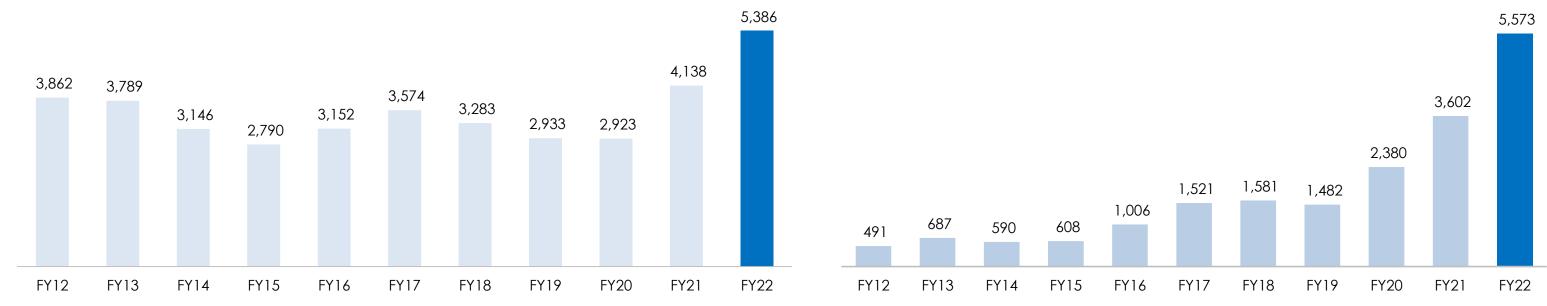
- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles
- Achieve ROCE \geq 30%

Growing Strength to Strength

Sales Volume (k tons)



EBITDA/Ton (Rs)



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

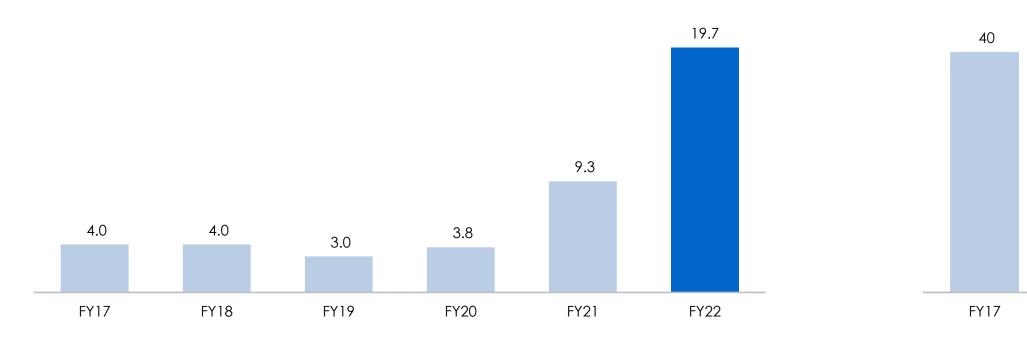
EBITDA (Rsm)

Net Profit (Rsm)

Growing Strength to Strength **ROE (%)**



Interest Coverage Ratio (x)



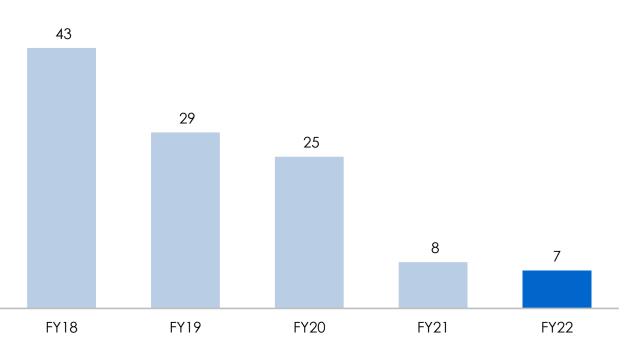
Note: Capital employed for ROCE is computed as Total assets less Current Liabilities & Cash

APL APOLLO TUBES

ROCE (%)

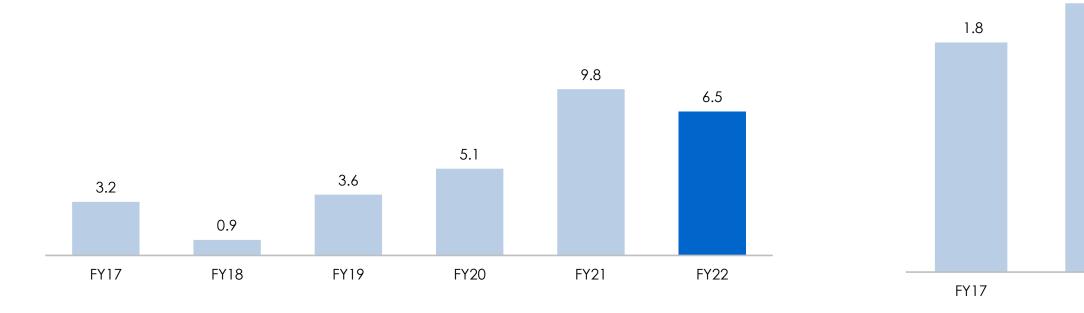


Net Working Capital Days

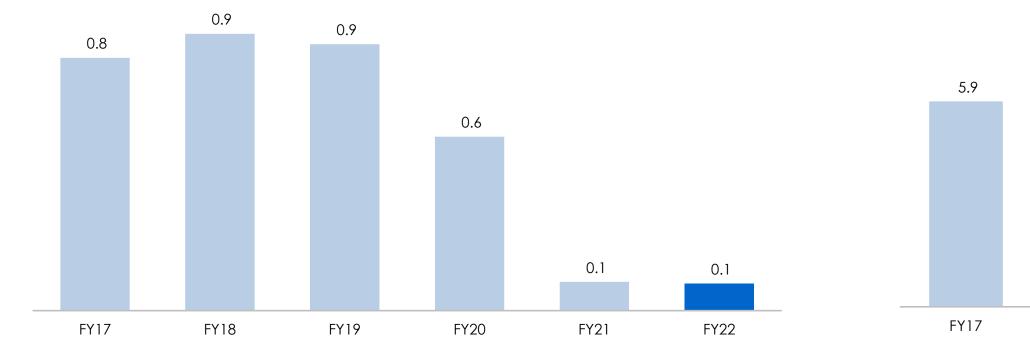


Growing Strength to Strength

Operating Cash Flow (Rs Bn)

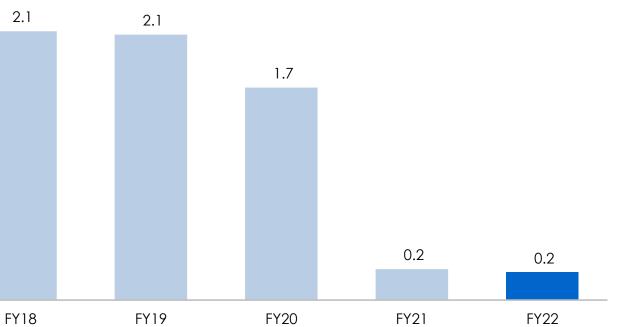


Net Debt/ Equity (x)

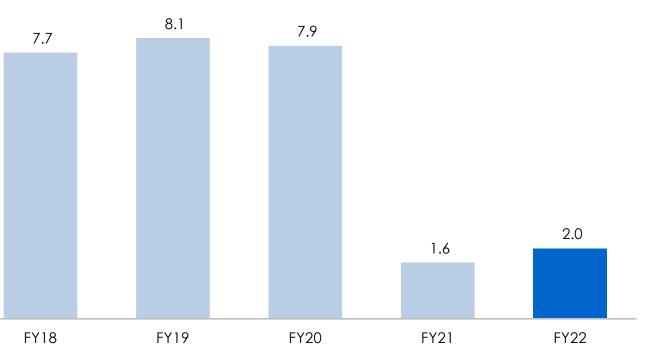


APL APOLLO TUBES

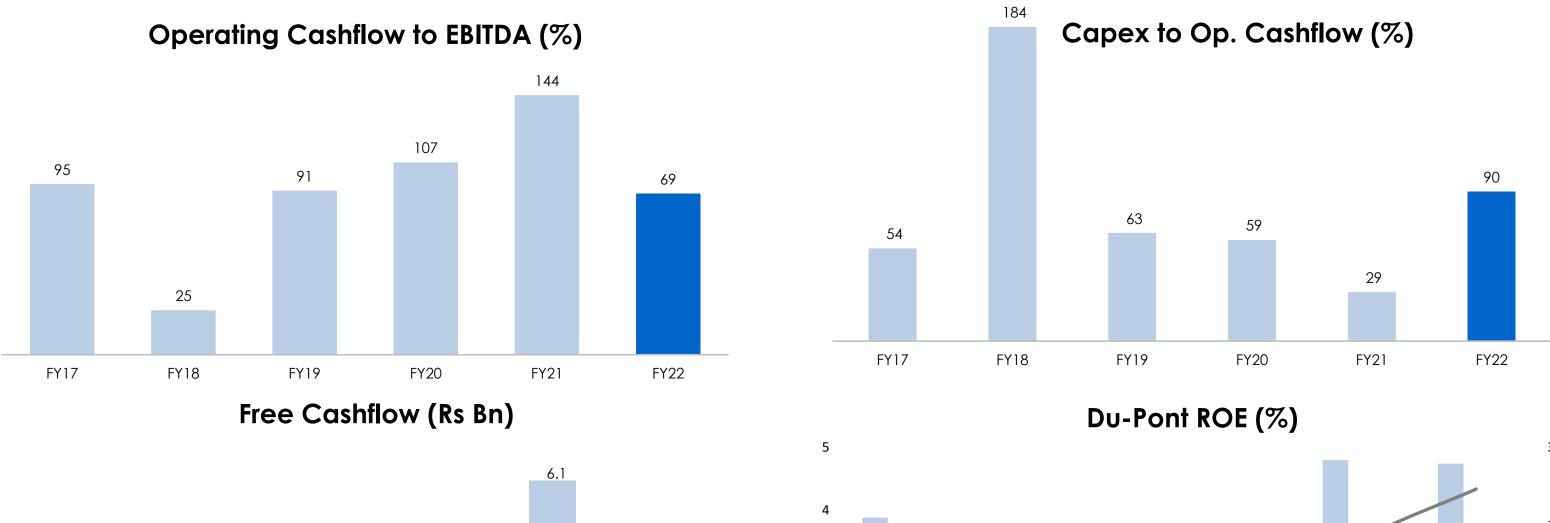




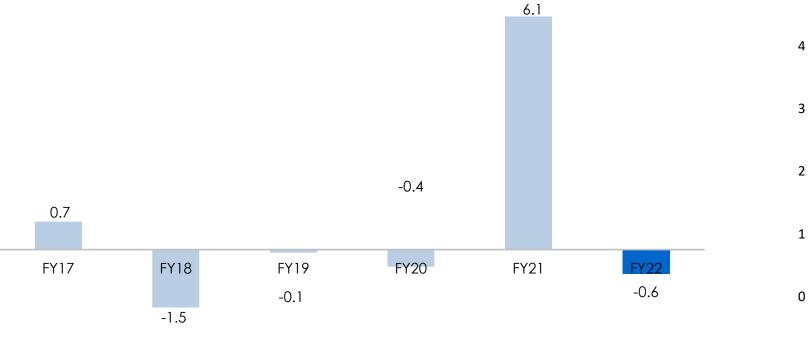
Net Debt (Rs Bn)



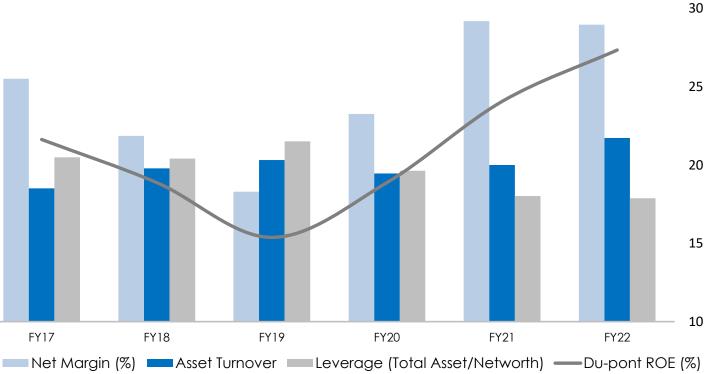
Growing Strength to Strength







FY17 FY18



De-commodifizing Product Portfolio

		Q4FY21			Q1FY22			Q2FY22				Q3FY22		Q4FY22		
Product Category	Application	Sales Mix	Volume	EBITDA /Ton	Sales Mix	Volume	EBITDA /Ton	Sales Mix	Volume	EBITDA/ Ton	Sales Mix	Volume	EBITDA/ Ton	Sales Mix	Volume	EBITDA /Ton
		(%)	(KTon)	(Rs)												
	Heavy Structures	9	38	5,012	5	19	8,000	6	26	6,240	9	35	7,531	7	40	7,835
Apollo Structural	Light Structures	13	58	5,106	11	40	6,300	12	51	5,137	12	47	4,721	11	60	5,074
	General Products	40	173	1,996	33	124	3,125	38	161	2,194	35	139	1,524	40	223	1,955
A to all a 7	Rust-proof structures	16	70	7,708	23	85	8,990	21	90	8,083	23	91	7,714	19	103	7,942
Apollo Z	Rust-proof sheet	2	10	4,804	8	30	6,000	5	21	5,136	5	19	4,554	6	35	4,746
Apollo Tricoat	Home Improvement	15	66	7,672	16	59	11,716	14	61	8,172	13	54	7,999	12	65	7,149
Apollo Galv	Agri/Industrial	4	19	6,981	4	17	7,257	4	16	6,353	4	17	6,051	5	26	6,230
Apollo Build/ New Raipur	Coated Products													0	0	5,040
Total		100	435	4,742	100	373	6,825	100	427	5,199	100	403	5,023	100	552	4,823

EBIIDA dround KS 2,000/ Ion

Value added products contributed 60% of total sales in Q4

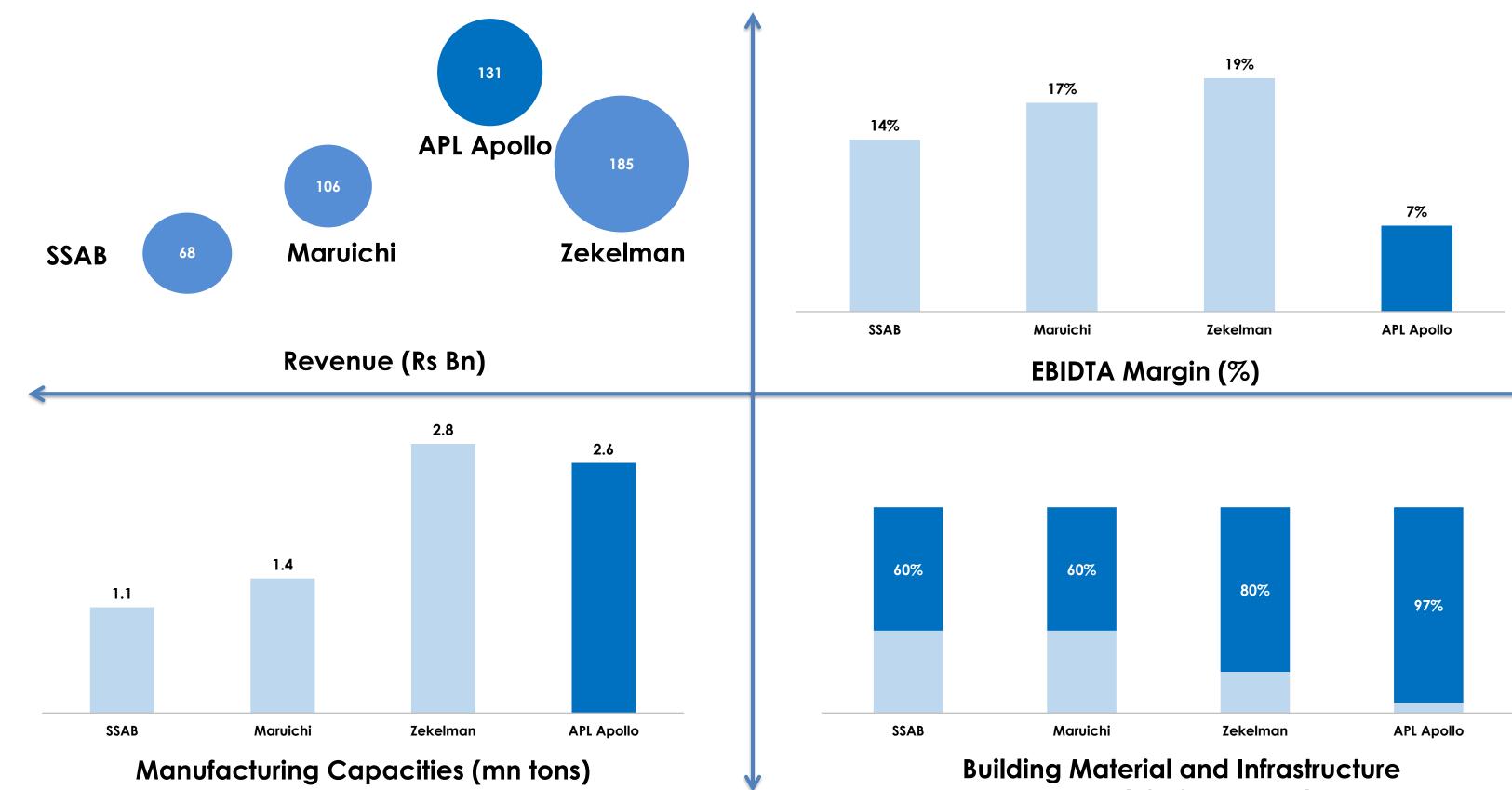
De-commodifizing Product Portfolio

			FY18			FY19)		FY20)		FY2	1		FY22	2	Annual
Product Category	Application	Sales Mix	Volume	EBITDA/To n	Sales Mix	Volume	EBITDA/Ton	Capacity									
		(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(%)	(KTon)	(Rs)	(KTon)
	Heavy Structures	5	52	3,707	6	80	3,775	6	101	4,000	6	95	4,721	7	121	7,422	200
Apollo Structural	Light Structures	6	70	3,658	8	108	3,707	5	87	3,800	13	213	4,717	11	198	5,253	430
	General Products	58	656	2,052	58	777	1,615	55	898	1,361	43	713	1,658	37	647	2,145	1,000
Apollo Z	Rust-proof structures	21	241	5,691	21	279	5,568	20	333	5,021	18	294	6,728	21	369	8,161	450
	Rust-proof sheet	-	0	4,704	-	3	4,703	0	2	5,000	1	23	4,720	6	105	5,146	50
Apollo Tricoat	Home Improvement	-	-	-	-	-	-	7	113	6,589	14	231	7,072	14	239	8,737	350
Apollo Galv	Agri/Industrial	10	111	4,880	7	92	4,362	6	99	3,952	4	71	6,040	4	76	6,442	120
Apollo Build/ New Raipur	Coated Products	_	_	-	_	-	-	_	-	-	-	_	-	0.0	0.4	5,040	-
Total		100	1,130	3,283	100	1,339	2,933	100	1,633	2,923	100	1,640	4,138	100	1,755	5,386	2,600

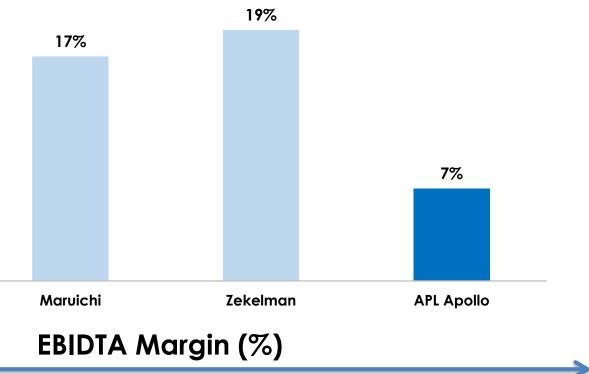
Standard products with EBITDA around Rs 2,000/ Ton Value added products contributed 63% of total sales in FY22 vs 42% in FY18

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

Global Peer Benchmarking



Based on latest financial data available



Sales (% of Revenue)

Profit & Loss Statement (Consol.)

Particulars (Rsm)	Q4 FY21	Q1 FY22	Q2FY22	Q3FY22	Q4FY22	FY22	FY21
Sales Volume (k Ton)	435	373	427	403	552	1,755	1,640
Net Revenue	25,870	25,343	30,839	32,304	42,147	1,30,633	84,998
Raw Material Costs	21,993	20,771	26,534	28,097	36,829	1,12,231	71,648
Employee Costs	317	359	373	389	410	1,530	1,296
Other expenses	1,495	1,666	1,711	1,795	2,247	7,419	5,266
EBITDA	2,064	2,547	2,222	2,023	2,661	9,452	6,787
EBITDA/ton (Rs)	4,742	6,825	5,199	5,023	4,823	5,386	4,138
Other Income	126	102	114	79	110	405	359
Interest Cost	143	128	107	109	101	445	661
Depreciation	275	265	273	272	279	1,090	1,028
Tax	428	572	495	442	625	2,133	1,381
Net Profit	1,344	1,684	1,461	1,279	1,766	6,190	4,077
Minority Interest (MI)	152	211	148	123	136	617	475
Net Profit (after MI)	1,192	1,473	1,313	1,156	1,630	5,573	3,602

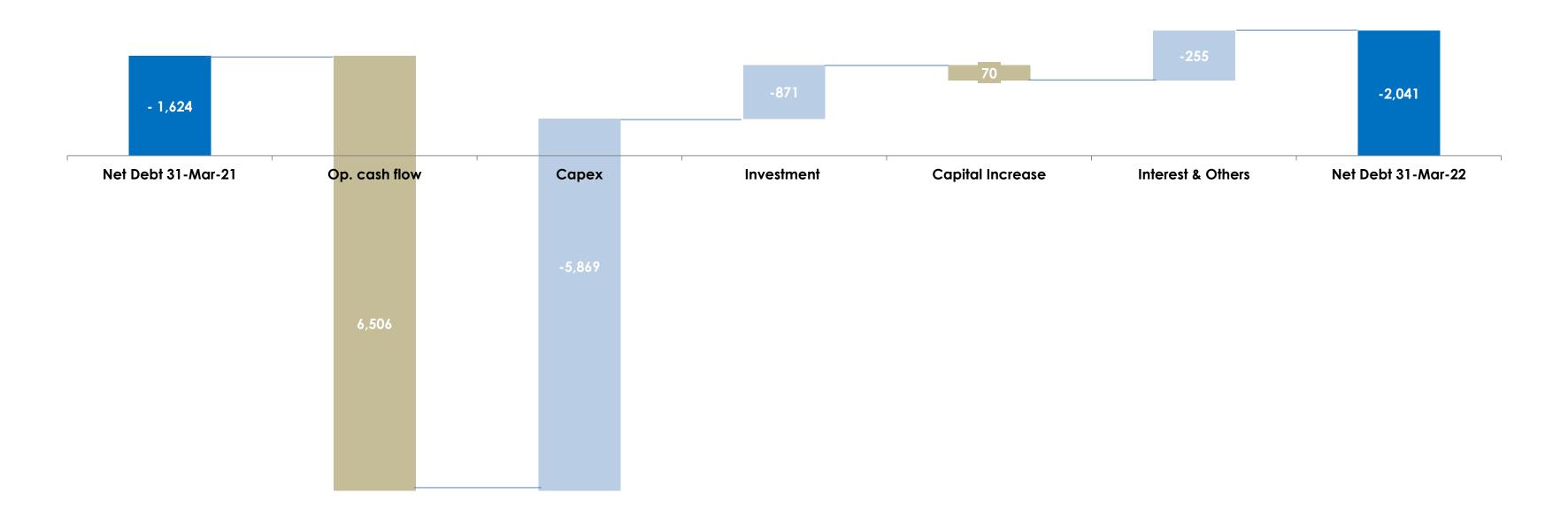
Note 1: Sales Volume and Financials are on consolidated basis and Net Profit is after Minority Interest

Balance Sheet & Cash flow(Consol.)

Balance Sheet - Assets (Rs mn)	FY22	FY21	Cashflow Statem
Cash & Bank Balance	3,764	3,579	EBITDA
Receivables	3,417	1,306	Accounts receive
Inventories	8,472	7,599	Inventory
Other current assets	2,617	1,507	Other WC chang
Fixed assets (net)	21,078	16,091	Тах
Right to use Assets	946	949	Other Income
Investments	863	15	Operating cash fl
Other assets/goodwill	3,367	2,943	Capex
Total Assets	44,524	33,990	Investments
Balance Sheet - Liabilities (Rs mn)	FY22	FY21	Interest
Trade payables	10,594	7,859	Free cash flow
Other current liabilities	1,365	557	Dividend paymer
Debt	5,806	5,203	Capital increase
Others	2,119	2,041	Tricoat consolida
Minority Interest/Provision	2,000	1,383	Net change in co
Shareholders' funds	22,640	16,947	Net debt beginni
Total Equity & Liabilities	44,524	33,990	Net debt end

atement (Rs mn)	FY22	FY21
	9,452	6,787
ceivables	-2,108	3,470
	-887	232
hanges	1,638	117
	-1,993	-1,195
ne	405	359
ash flow	6,506	9,771
	-5,869	-2,798
	-871	-265
	-407	-623
w	-640	6,086
lyments	0	0
ease	70	154
olidation/Others	152	18
in cash flow	-418	6,258
ginning	-1,624	-7,882
d	-2,041	-1,624

Consol. Cash Flow Bridge (Rs mn)





Capex being funded from internal cash flows



Team Apollo

DIRECTORS (NON EXECUTIVE)

Neeru Abrol

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

Sanjay Gupta

CMD

Abhilash Lal

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

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

EXECUTIVE TEAM

Arun Agrawal Chief Operating Officer Vinay Gupta Director

Anubhav Gupta

Chief Strategy Officer

Anurag Mehrotra Chief Human Resource Officer

Ravindra Tiwari Head-Sales & Marketing



Thank You

For further information, please contact:

Deepak Goyal

APL Apollo Tubes Ltd Tel: +91 120 404 1400 Email: deepakgoyal@aplapollo.com

Anubhav Gupta

APL Apollo Tubes Ltd Tel: +91 120 404 1452 Email: anubhav@aplapollo.com



APL Apollo new Corporate office (Work in progress)



APL Apollo new Corporate office to be operational by H2CY22

APL APOLLO TUBES