



### 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.



# APL Apollo at a Glance



Core Business

Leading structural steel tube brand

14 Brands

Four Product Categories

50%

Market Share\*

2.6
Million Ton

Structural Steel Capacity

16 Patents

10 Plants

2,124 Employees

800+ Distributors

1,500+ Products

### APLAPOLLO STEEL PIPES

### 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

75% Building Material

20% Infrastructure

5% Others

<sup>\*</sup>Apollo Structural -Hollow Section & Black Round, Apollo Z-Pre Galvanized (GP), Apollo Galv – Galvanized (GI)



# Product Category – Application & Sales Mix\*

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

50% Building Material Housing

25% Building Material Commercial

20% Infrastructure

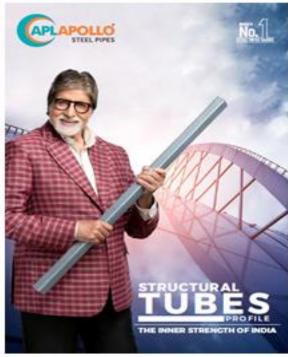
5% Others (Industrial & Agri)



# Brand Equity









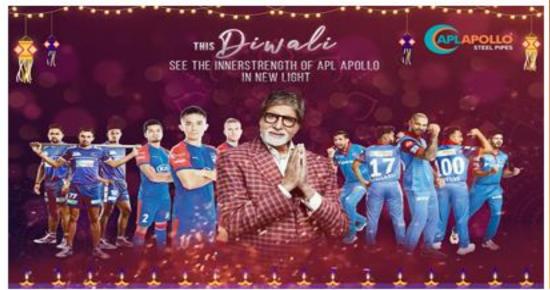




















### **B2C Channel**



### Distributors

800+ Distributors – Solid Relationships, Incentive plans



### Retailers

50,000+ Retailers – Retailer bonding program





### Fabricators, Architects & Structural Engineers

200,000+ Fabricators, Architects, Structural Engineers & Developers – Apollo Connect Programs, Fabricator/Architect meets for Brand promotion



### **End Consumer**

End Customer Connect – Indian Premier League, Football, Kabaddi League, Amitabh Bachchan Campaign, TV Commercials, Radio, Social Media





# FY21 - Converted crisis into opportunity

### Market Share Gains

Gained market share to 50% from 40% in structural tubes in India

### Cash and Carry model

Net Working capital maintained below 10 Days

### Balance Sheet Strengthening

Net Debt decreased to Rs 1.3Bn from 1.6Bn

### Value Added product expansion

Contribution from value added products increased to 62% from 53% in H1FY21

#### Financial Growth

Revenue growth of 40%, EBITDA growth of 31%, Net profit growth of 43%, ROCE improved 1,576bps to 36.3%

### Solid cash flow generation

Op cash flow of Rs2.6Bn and Free cash flow of Rs0.3bn

### Market Expansion

Started capex to produce 500x500mm dia structural tubes and color coated tubes

### Brand Equity Strengthening

Indian Premier League Sponsorship, Amitabh Bachchan TV Campaign

### Sustainability

Heading towards becoming an ESG focused company

### Foreign Institutional Holding

Increased to 24% from 11%





### 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

# Porter's Five Forces

#### Industry Rivalry

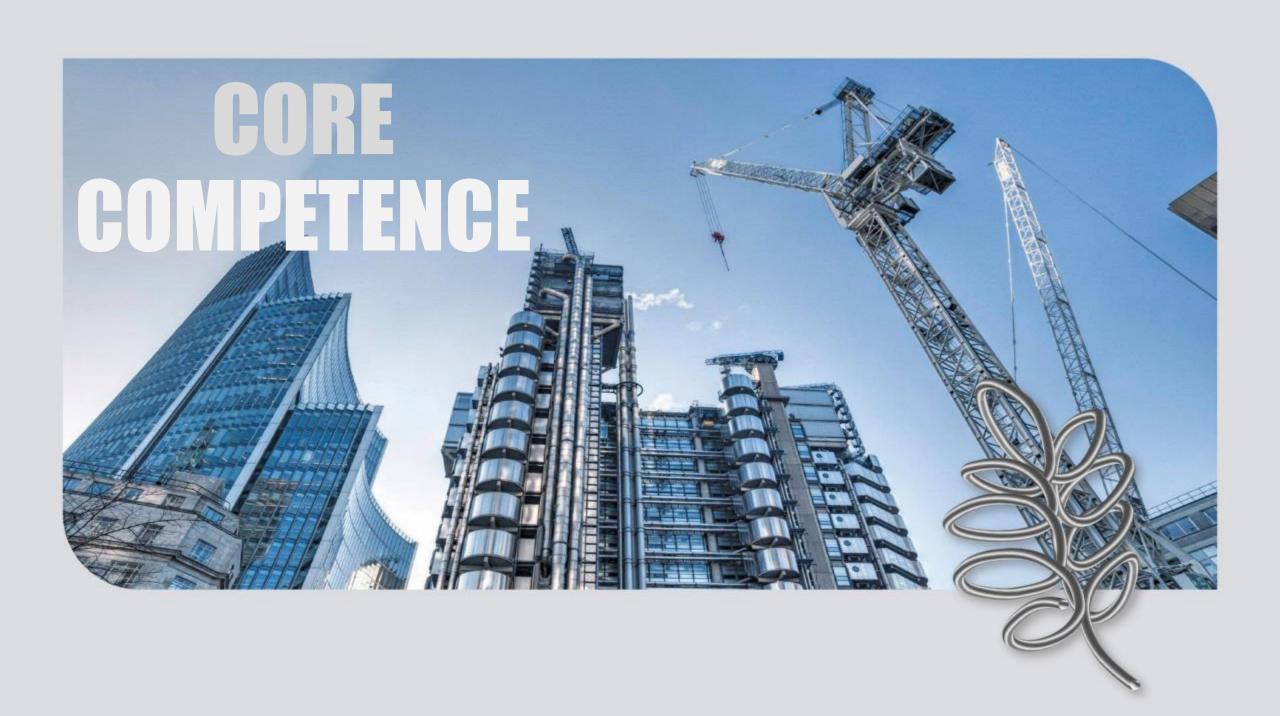
- APL Apollo 50% market share
- Player 2 9% market share (ancillary business for steel producer)
- Player 3 9% market share (focus on water transportation products)
- Player 4 7% market share (strong player but small in Parent's overall scheme of things)
- Player 5 7% market share (focused in East market; 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 lead time for delivery to distributors

Lowest cost producer (largest buyer of HR coil)

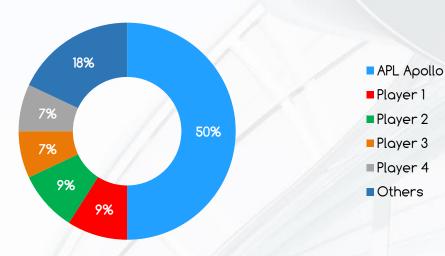
Premium pricing to peers (brand strength)

Technology edge & Innovation

# Dominant Leadership







### Capacity (Mn Tons)



### APL's Market Share (%)



### Number of Plants







# Unique Capabilities



Developed structural steel market in India



Technology



Distribution network



Innovative products

First Mover advantage

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

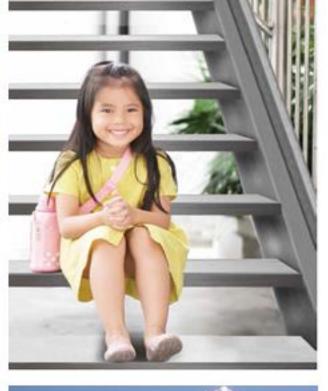








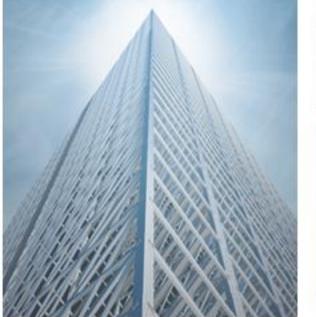








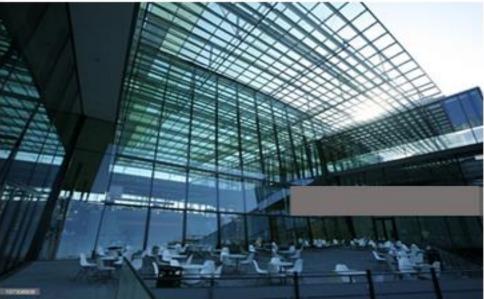


















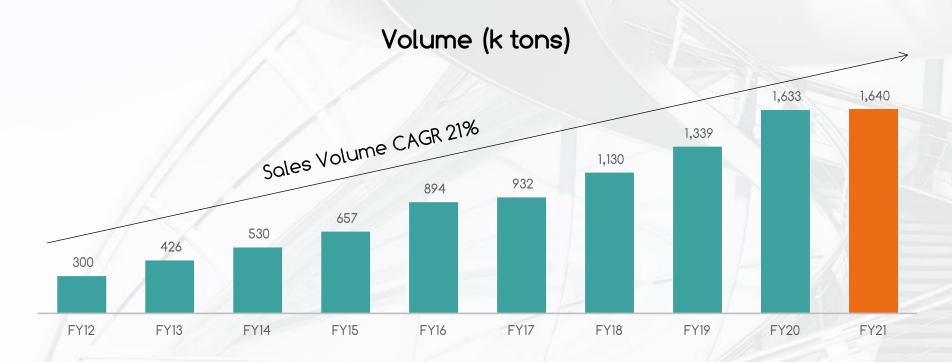








# Growing Strength to Strength



50% Market Share in Structural Steel Tubes

- 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



### How have we created market...

Conventional Construction Products	Applications	Why Structural Steel Tube replaces these products?	
Steel Angle/Channels	Structural support, Towers Infrastructure  Structural support, Uniform Strength, Lower steel consumptio		
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

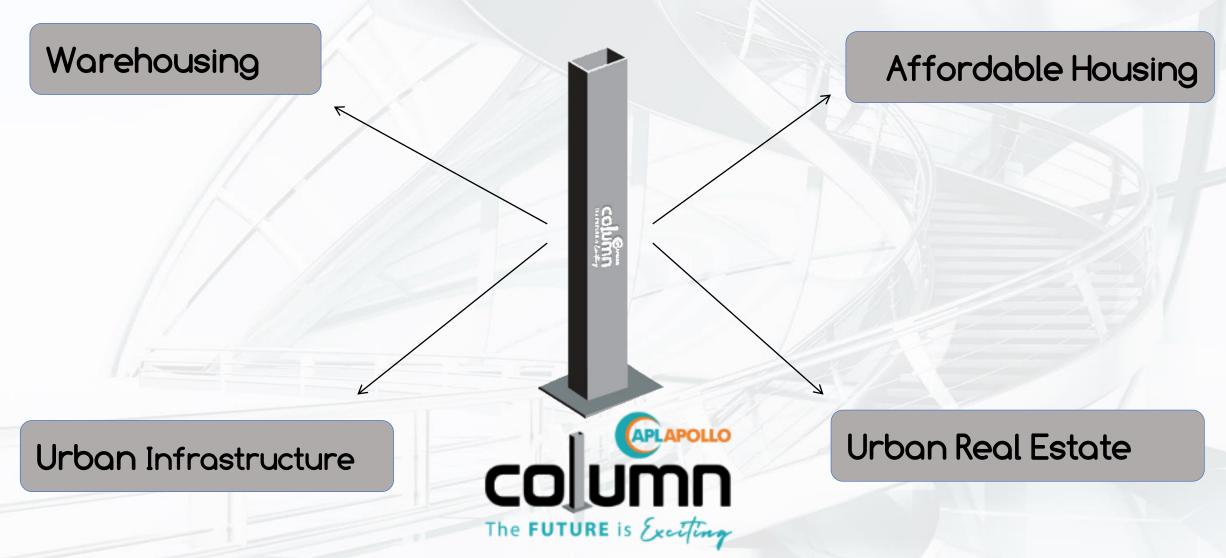
High Diameter Steel Tubes/High Load Bearing

# Registered Patents

Double Door Chaukhat Tube	Apollo Signature	Four Double Door Chaukhat Tube	Single Door Chaukhat Tube
diffrical	Section	tijänudiaan.	A.G. A.
Elliptical Tube for electric transformers	D Section for Handrail/Fence	Handrail Tube	Window Frame Tube (L)
ALGHA	ALPHA T	Reflector	Control of the second of the s
Window Frame Tube (T)	Window Frame Tube (Z)	Reflector Tube	Oval Tube for Gym equipment
	GSTEGGN	SEE NOWE	
Plank Tube	Octagon Tube for Furniture	Fencing Tube	Checkered Section



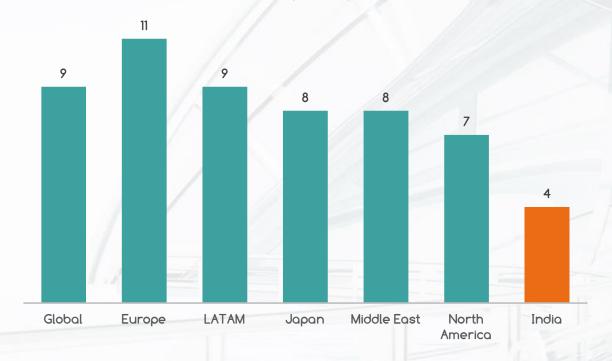
# New Opportunities to revolutionise construction industry



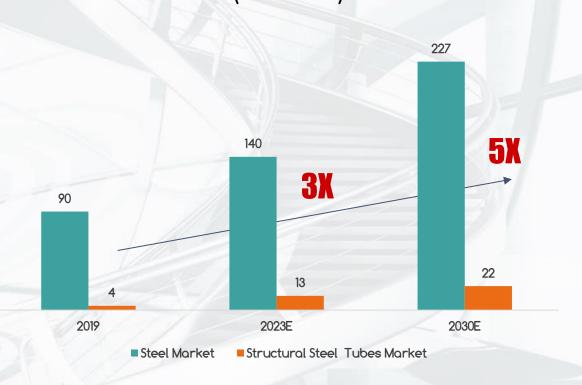


# India at the start of Structural Steel Usage

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











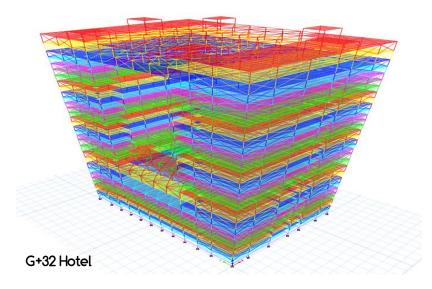




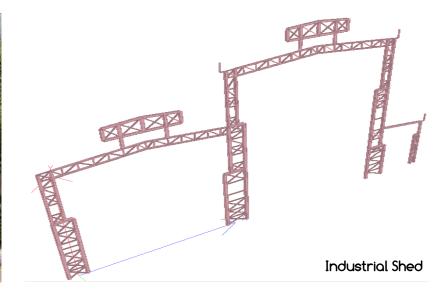


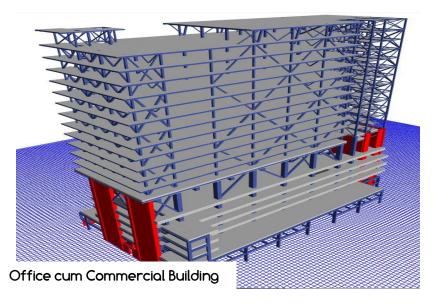
### Future of Construction



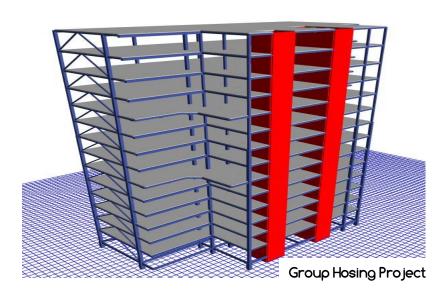






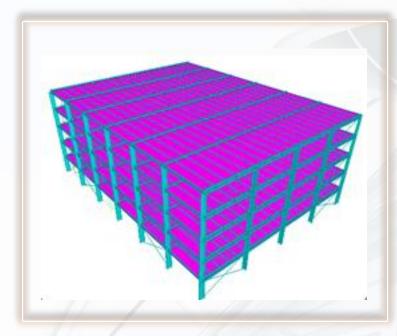






## **On-Going Projects**





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
- Faster project completion

- 10% savings in total project cost
- Environment friendly construction

# **Oxygen Plant Delhi**









Weight of the steel structure completely made of steel tube ranges in 3 to 4 kg/sq ft. which is lower than weight of conventional steel building

All components of oxygen plant's steel structure are made up of APL Apollo steel tube

# **Hospitals Project - 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		

# **Tubular Structure in 50 Days (Process flow)**



Tube Manufacturing
Production of 6,000 ton ERW tubes
per day



### Fabrication

Tubes are sand blasted, then connected using connectors



#### Civil Foundation

Civil Foundation & Arrangement of anchor bolts at site to install tube columns

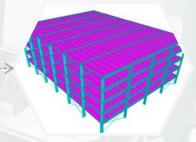


Hospital Building
Structure







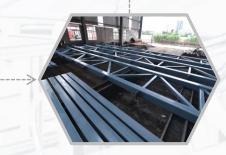




Transfer of cut to length tubes to Fabricator's workshop



Transfer of structure parts to the site







#### CTL Line

Cutting of tubes into desired length at APL Apollo plant to minimise wastages



Painting

Connected structures are painted

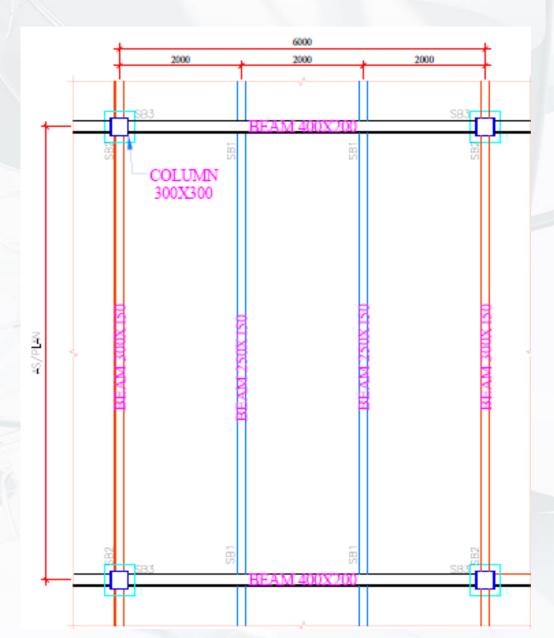


#### Site Errection

Zero on-site fabrication/Welding; Erection using bolting connections

# **Design Features -> Faster Construction/Low Cost**

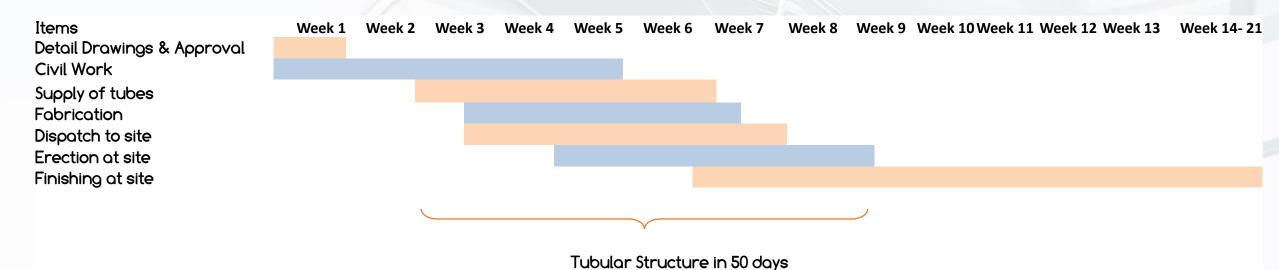
- Minimum no. of Sections: Main Skelton built using 4 Sizes of Structure Steel Tubes Tube Sizes are 300X300mm, 400X200mm, 300X150mm & 250X150mm
  - Benefit 1: Fabricator can order tubes without any MOQ constraint
  - **Benefit 2:** No need for fabricator to maintain inventory levels
  - Benefit 3: Ease in fabrication
- 2. Standardization: Standard grid size of 6.0m X7.5mtr for wards
  - Benefit 1: Time saving in Detailing, Fabrication & Erection
  - Benefit 2: Ease in Erection
- 3. No Wastage: Tubes to be delivered with cut-to-length sizes (as per actual design)
  - Benefit 1: Reduce time as well as wastage



# **Tentative Construction Schedule - 50 Days**



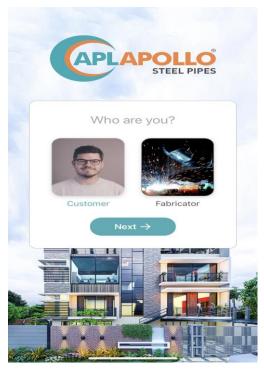
Area 2.2mn sq ft



# B2C APP (Consumer facing)



### APL Apollo Mobile-Application Launched













300+ Designs

16 Patents registered



# Furniture Retail Format (started by distributor)











B2C Retail Store for steel tube furniture Distributor opened 5,500 sq ft store in Dehradun











#### Financial Priorities under Strong Governance

#### Growth

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



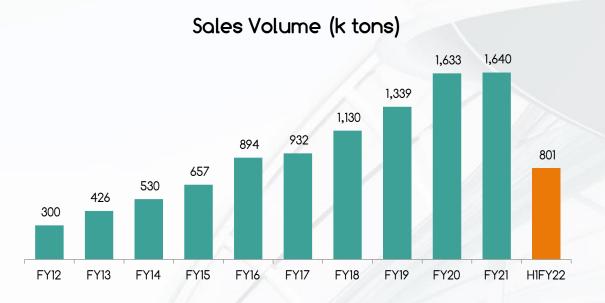
#### Earnings

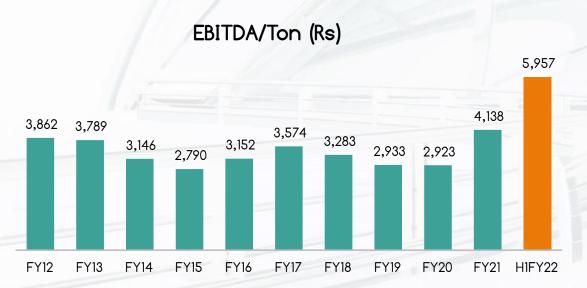
- Drive sustainable EPS growth
- Attain earnings objectives across economic cycles
- Achieve ROCE ≥ 30%

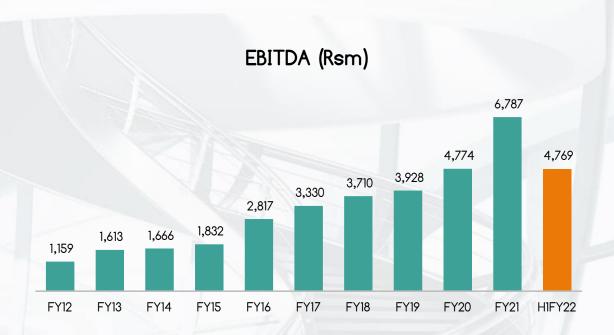
#### Capital Allocation

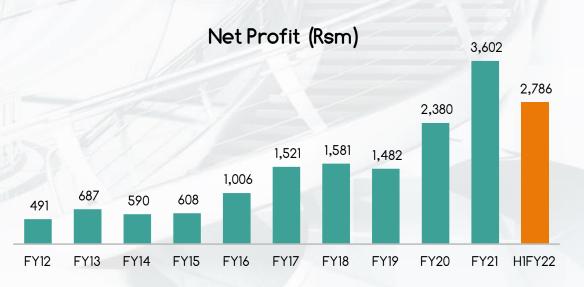
- Focus on Free Cash Flow Generation
- Sound Leverage and Working Capital Ratio
- Consistent dividend payouts to shareholders

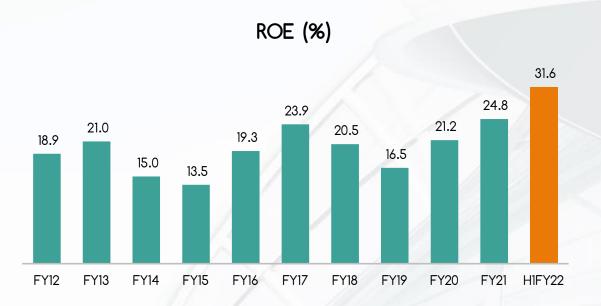






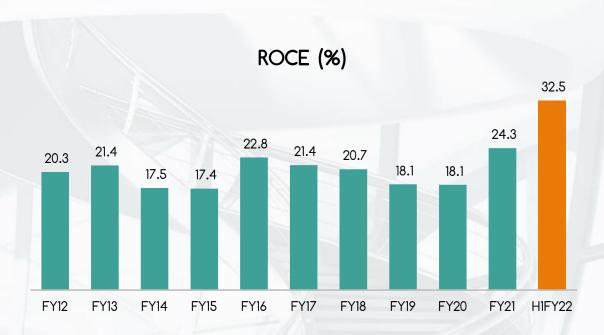




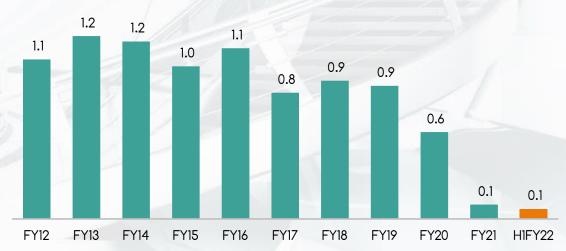








#### Net Debt/ Equity (x)

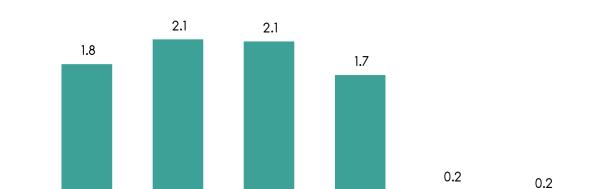




H1FY22

#### Operating Cash Flow (Rs Bn)





FY20

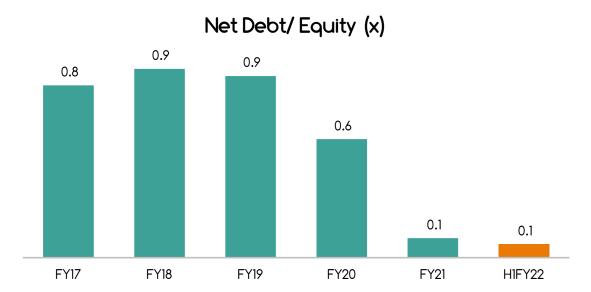
FY21

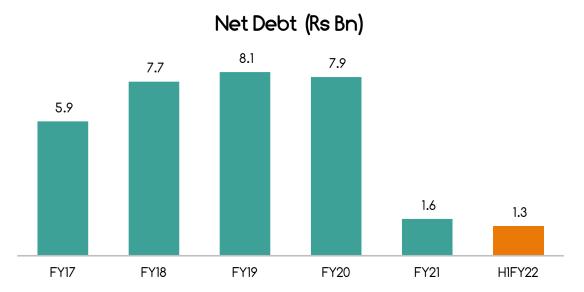
FY19

FY17

FY18

Net Debt/EBITDA (x)









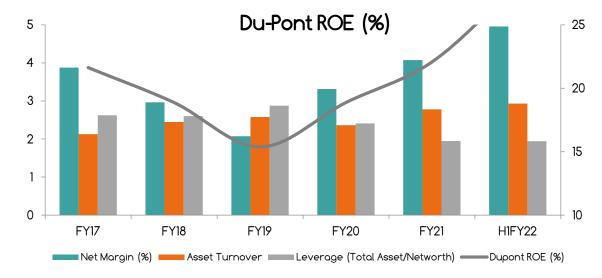


Capex to Op. Cash flow (%)











### De-commoditizing Product Portfolio

Value added products contributed 62% of total sales in Q2

Bradust Catacony	Application		Q2FY21			Q3FY21			Q4FY21			Q1FY22			Q2FY22	
Product Category	• •	Sales Mix (%)	Volume (KTon)	EBITDA/Ton (Rs)												
	Heavy Structures	4	2	1 4,200	6	27	5,000	9	38	3 5,012	5	19	8,000	6	26	6,240
Apollo Structural	Light Structures	13	60	3 4,000	17	83	5,100	13	58	3 5,106	11	40	6,300	12	51	5,137
	General Structures	47	220	3 1,380	40	194	1,993	40	17:	3 1,996	33	124	3,125	38	161	2,194
Apollo Z	Rust-proof structures		85	5 6,236	17	82	7,654	16	70	7,708	23	85	8,990	21	90	8,083
	Rust-proof sheet	1	(	4,556	1	6	4,760	2	10	4,804	8	30	6,000	5	21	5,136
Apollo Tricoat	Home improvement	13	6	1 6,137	15	73	7,872	15	6	5 7,671	16	59	11,716	14	61	8,172
Apollo Galv	Agri/Industrial	4	18	3 5,655	4	21	6,950	4	19	9 6,981	4	17	7,257	4	16	6,353
Total		100	48	1 3,514	100	486	4,780	100	43!	5 4,742	100	373	3 6,825	100	427	5,199

Standard products with EBITDA around Rs 2,000/ Ton

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



### De-commoditizing Product Portfolio

#### Gradually improved our value added product contribution

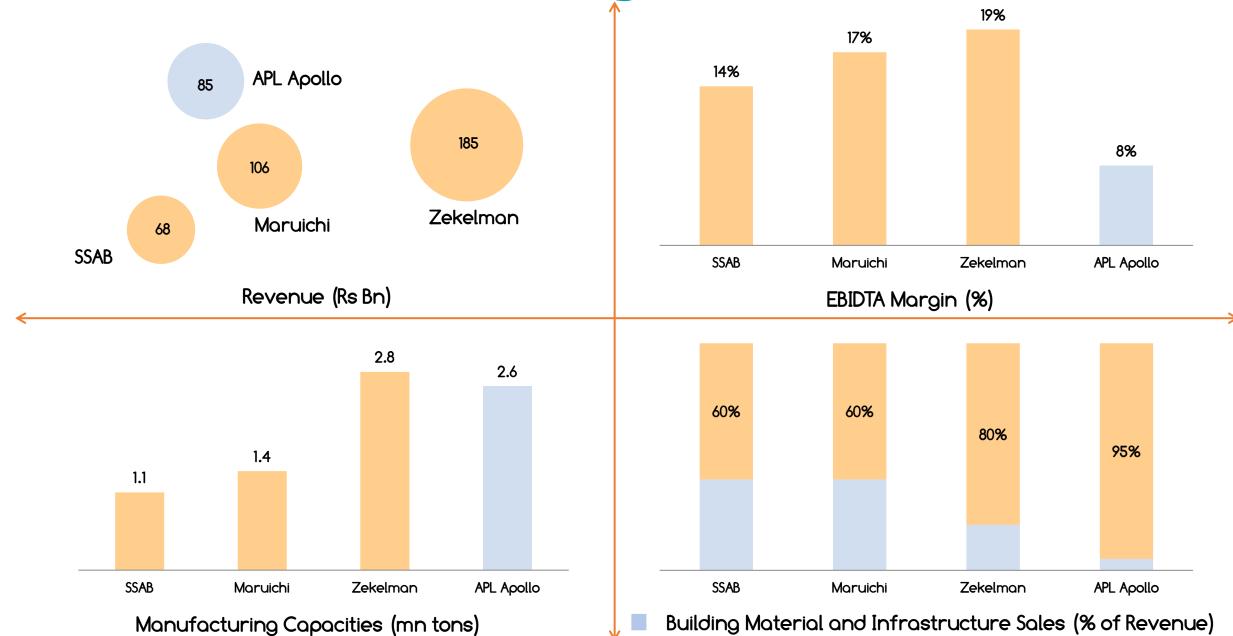
			FY17			FY18			FY19			FY20			FY21		Annual
Product Category	Application	Sales Mix (%)	Volume (KTon)	EBITDA/Ton (Rs)	Capacity (KTon)												
	Heavy Structures		5	, ,	V7	52	<u> </u>	6		· · · ·		10		\\			
Apollo Structural	Light Structures	5	43	3,800	6	70	3,658	8	108	3,707	5	87	7 3,800	13	213	4,717	430
	General Structures	57	53	1 2,471	58	656	5 2,052	58	777	' 1,615	55	898	3 1,361	43	713	1,658	1,000
Apollo Z	Rust-proof structures		183	3 5,722	21	24	1 5,691	21	279	5,568	20	330	3 5,021	18	294	6,728	400
	Rust-proof sheet	1	ć	5,000	-	(	4,704	-	3	4,703	0		2 5,000	1	23	4,720	100
Apollo Tricoat	Home improvement			- <b>-</b>	-			-	-		7	113	3 6,589	14	231	7,072	350
Apollo Galv	Agri/Industrial	13	117	' 4,925	10	11	1 4,880	7	92	4,362	6	99	3,952	4	<i>7</i> 1	6,040	120
Total		100	932	2 3,574	100	1,130	3,283	100	1,339	2,933	100	1,63	3 2,923	100	1,640	4,138	2,600

Standard products with EBITDA around Rs 2,000/ Ton

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

#### **Global Peer Benchmarking**







# Profit & Loss Statement (Consolidated)

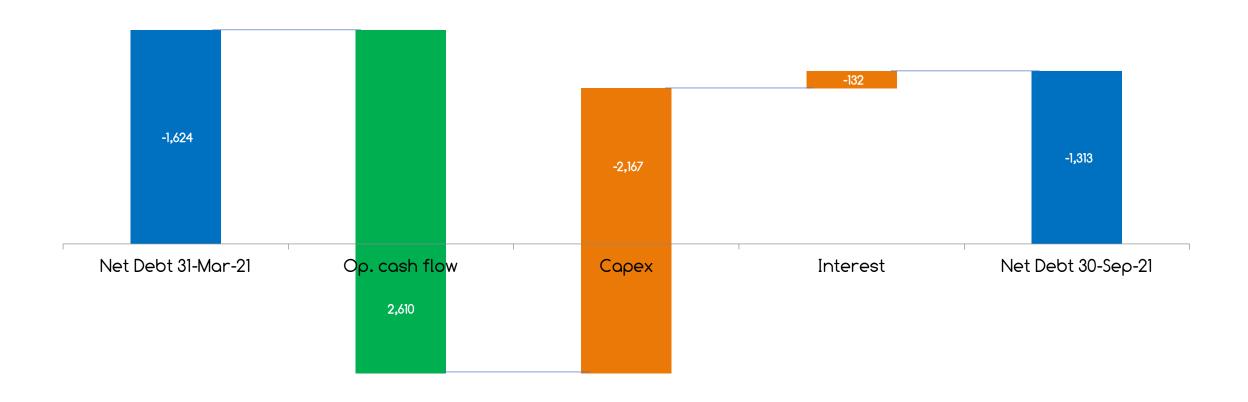
Particulars (Rs mn)	Q1 FY21	Q2 FY21	Q3 FY21	Q4 FY21	Q1 FY22	Q2FY22	H1FY22	FY21
Sales Volume (k Ton)	238	481	486	435	373	427	801	1,633
Net Revenue	11,098	22,021	26,009	25,870	25,343	30,839	56,182	77,232
Raw Material Costs	9,308	18,477	21,871	21,993	20,771	26,534	47,305	65,785
Employee Costs	287	334	358	317	359	373	731	1,422
Other expenses	793	1,518	1,459	1,495	1,666	1,711	3,377	5,251
EBITDA	<i>7</i> 11	1,691	2,321	2,064	2,547	2,222	4,769	4,774
EBITDA/ton (Rs)	2,982	3,514	4,780	4,742	6,825	5,199	5,957	2,923
Other Income	49	101	83	126	102	114	216	222
Interest Cost	212	159	147	143	128	107	235	1073
Depreciation	239	251	262	275	265	273	538	959
Tax	90	356	507	428	572	495	1,067	403
Net Profit	219	1,026	1,488	1,344	1,684	1,461	3,145	2,560
Minorty Interest (MI)	51	105	167	152	211	148	358	180
Net Profit (after MI)	168	921	1,320	1,192	1,473	1,313	2,786	2,380



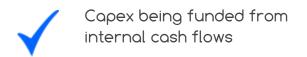
# Balance Sheet & Cash Flow Statement (Consolidated)

Balance Sheet - Assets (Rs mn)	H1FY22	FY21	Cash Flow Statement (Rs mn)	H1FY22	FY21
Cash & Bank Balance	4,202	3,579	EBITDA	4,769	6,787
Receivables	1,866	1,306	Accounts receivables	-492	3,470
Inventories	9,182	7,599	Inventory	-1,589	232
Other current assets	1,353	1,507	Other WC changes	414	117
Fixed assets (net)	16,678	16,091	Tax	-632	-1,195
Right to use Assets	954	949	Other Income	140	359
Investments	669	15	Operating cash flow	2,610	9,771
Other assets/goodwill	3,429	2,943	Сарех	-2,167	-2,798
Total Assets	38,335	33,990	Investments	0	-265
Balance Sheet - Liabilities (Rs mn)	HIFY22	FY21	Interest	-132	-623
Trade payables	8,219	7,859	Free cash flow	311	6,086
Other current liabilities	1,012	557	Dividend payments	0	0
Debt	5,515	5,203	Capital increase	0	154
Others	2,099	2,041	Tricoat consolidation/Others	0	18
Minority Interest/Provision	1,741	1,383	Net change in cash flow	311	6,258
Shareholders' funds	19,750	16,947	Net debt beginning	-1,624	-7,882
Total Equity & Liabilities	38,335	33,990	Net debt end	-1,313	-1,624

### Consolidated Cash Flow Bridge (Rs mn)









Net debt declined 19% on solid free cash flow generation



# **Materiality Assessment**

### RESPONSIBLE BUSINESS

Corporate Governance | Market Presence | Economic Performance

# RESPONSIBLE EMPLOYEMENT

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

### RESPONSIBLE OPERATIONS

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

#### RESPONSIBILITY TOWARDS COMMUNITIES

Local Communities



**Stakeholder Dialogue** 

### **ESG Framework**



# **ESG Performance Indicators and Targets**



PERFORMANCE INDICATORS	TARGETS				
Corporate Go	overnance				
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 Mo	nagement				
Number of units used from renewable energy sources (solar, wind)	All plants to have access to renewable energy by 2025				
Water &	Effluent				
Number of sites where Rainwater Water Harvesting facility have been installed	Rainwater harvesting to be installed at all units by 2025				
Number of sites where Zero Liquid Discharge (ZLD) facilities have been installed	All units to be ZLD facilities by 2025				
Emis	sions				
GHG Emissions (Scope 3)	Start monitoring Scope 3 emissions by 2022				
Air Emissions	Maintain SOx, NOx and PM within permissible limits				
Environmental Comp	bliance Management				
Number of cases in violation of environment regulations	Zero incidents of non-compliance				

# **ESG Performance Indicators and Targets**

PERFORMANCE INDICATORS	TARGETS				
Health 8	x 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 of	and Human Rights				
Regulatory compliance of labour laws	100% compliance to all labour legal requirements				
Average training hours per employee on human rights	Provide1 hours of training per employee on human rights				
Employee attrition	Maintain attrition rate below 5%				
Training and	d Education				
Average trainings hours per employee on behavioral and technical aspects	Provide 4 hours of training to permanent employees				
Diversity and Eq	ual Opportunity				
Female to Male Ratio in permanent employee	Female workforce to be increase by 1% in the permanent employee category by 2025				



RESPONSIBLE EMPLOYEMENT

PERFORMANCE INDICATORS	TARGETS					
Energy Management						
Number of units used from renewable energy sources	All plants to have access to renewable energy by 2025					



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 Chairman & Managing Director

> Vinay Gupta Director

Romi Sehgal Director

Arun Agrawal
Chief Operating Officer

Deepak Goyal
Chief Finance Officer

Anubhav Gupta Chief Strategy 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

