

APL APOLLO

June 2021



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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 OVERVIEW



APL Apollo at a Glance

1

Leading structural steel tube brand

Core Business

14

Brands

Five Product Categories

50%

Market Share*

2.6

Million Ton

Structural Steel Capacity

8 Patents

10 Plants

2,124 Employees

800+ Distributors

1,500+ Products

*Market share is for FY21



Our Brands

Product Category*

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

*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%	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%	
Apollo Galv	4%	
Commercial Buildings	3%	Galvanized Structural, Greenhouse Structures, Plumbing, Firefighting
Industrial & agriculture	1%	
Total	100%	

50% Building Material Housing

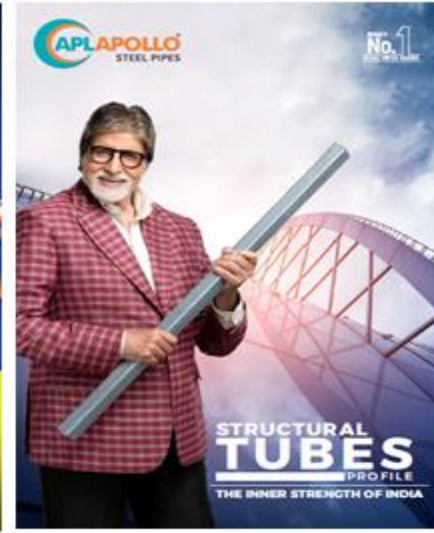
25% Building Material Commercial

20% Infrastructure

5% Others (Industrial & Agri)

*As per FY21 Sales Volume

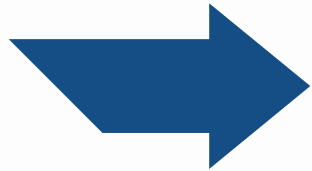
Brand Equity



Brand Equity

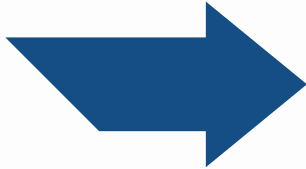


B2C Channel



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



Transformational FY21

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 decreased to 8 days from 25 days

Balance Sheet Strengthening

Net Debt decreased to Rs 1.6Bn from 7.9Bn

Value Added product expansion

Contribution from value added products increased to 57% from 45%

Financial Growth

Flat sales volume, EBITDA growth of 42%, Net profit growth of 51%, ROCE improved 850bps to 26.9%

Solid cash flow generation

Op cash flow of Rs9.9Bn and Free cash flow of Rs6.1bn

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%

PORTER'S FIVE FORCES

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 (under insolvency)
- 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

CORE COMPETENCE

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

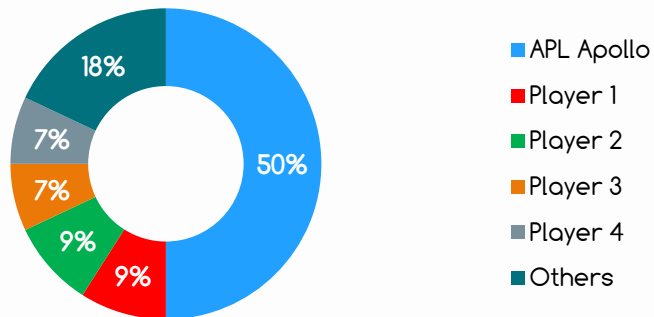
Lowest cost producer (largest buyer of HR coil)

Premium pricing to peers (brand strength)

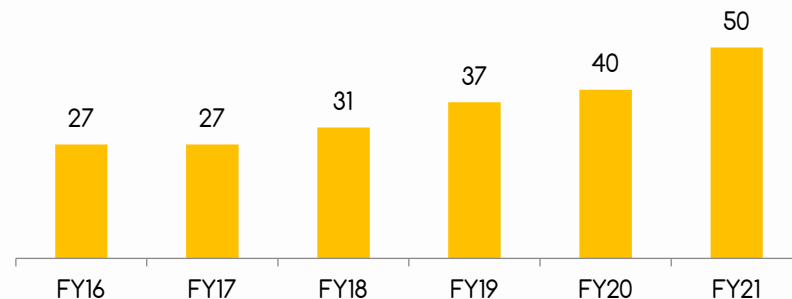
Technology edge & Innovation

Dominant Leadership

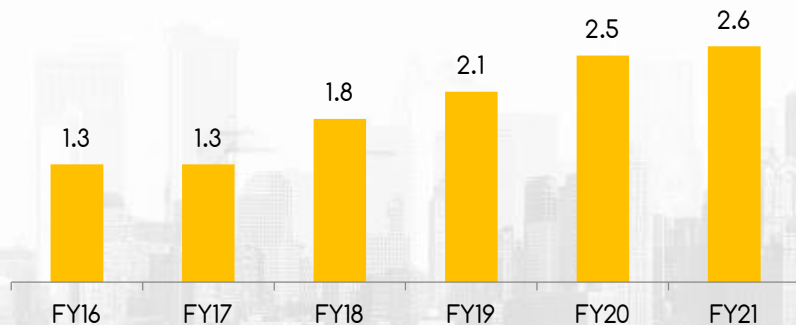
Peer Market Share FY21



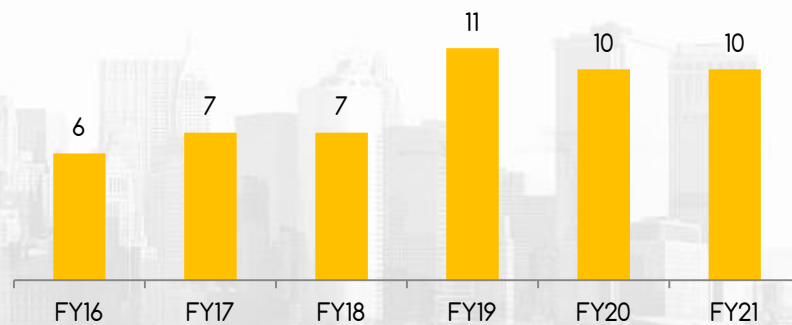
APL's Market Share (%)



Capacity (Mn Tons)



Number of Plants



Unique Capabilities



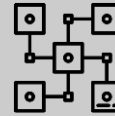
Developed structural steel market in India

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



Technology

Direct Forming Technology for big structural products
In-line Galvanizing to replace traditional products



Distribution network

B2C channel for last mile penetration



Innovative products

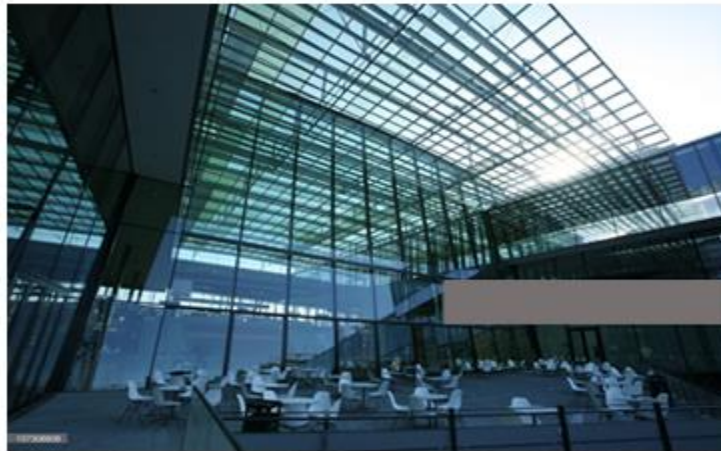
Ground breaking solutions
Roofing solutions for coastal market, door frame

STRUCTURAL **STEEL TUBES** APPLICATIONS



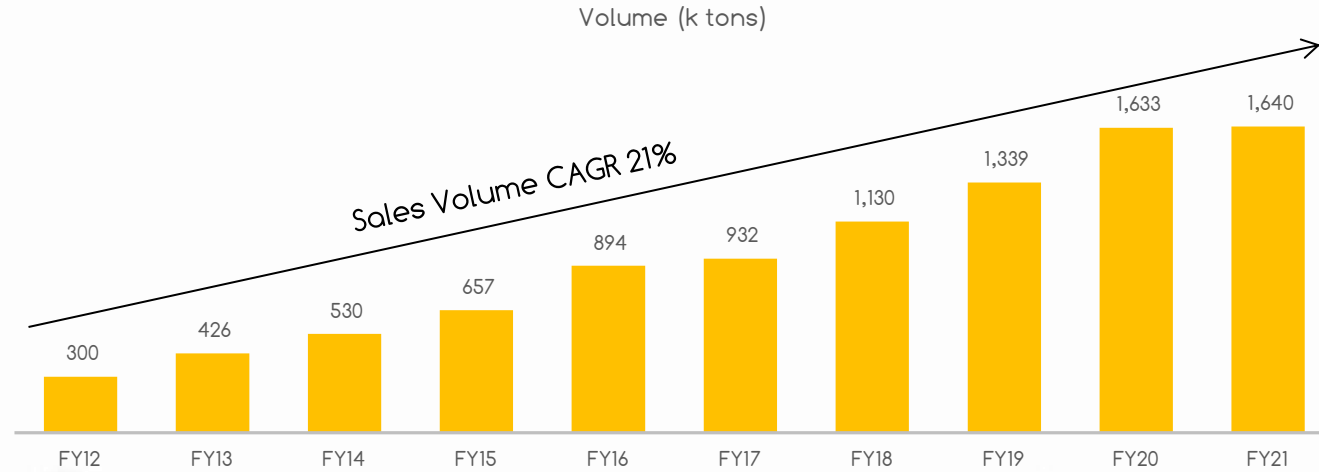


Structural Steel Tubes Applications



Market Creation

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..

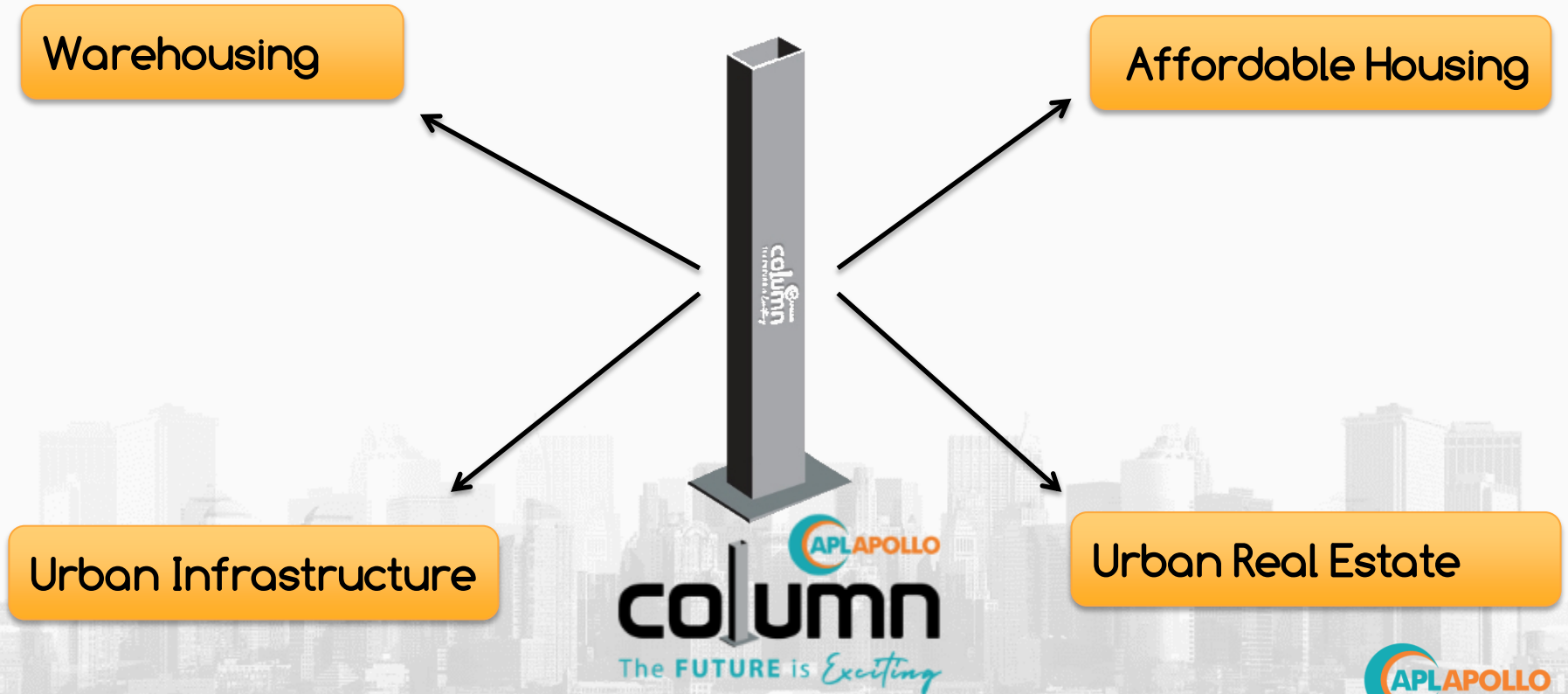
Conventional Construction Products	Applications	Why Structural Steel Tube replaces these products?
Steel Angle/Channels	Structural support, Towers infrastructure	Uniform Strength, Lower steel consumption
Wood	Furniture, Door Frames, Planks	Cost Effective, Termite Proof, Environmental Friendly
Aluminum 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



Low Diameter Steel Tubes/Low Load Bearing

High Diameter Steel Tubes/High Load Bearing

New Opportunities to revolutionise construction industry

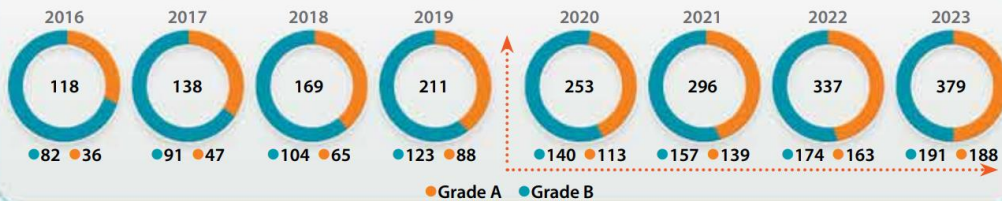


Structure Steel Tube: Revolutionise the Construction Industry

Warehousing

- JLL projects that there will be 344 mn sq. ft of warehousing space in India by 2022
- Logistics, engineering, auto and ancillaries, e-commerce, FMCG, retail and telecom, and white goods have remained the biggest demand drivers.

Indian Warehousing stock (in Mn Sqft) - Cumulative supply



India's logistics is highly inefficient - Logistics cost as % of GDP

13-14%
INDIA

10-11%
BRIC countries

9.5%
USA

8%
GERMANY

Sophisticated warehouses will help India narrow down its logistics cost closer to that of developed nations.

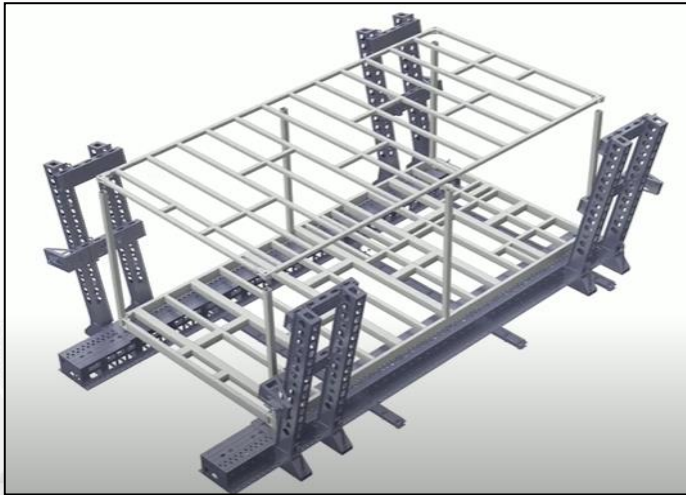
SOURCE: MINISTRY OF ROAD TRANSPORT AND HIGHWAYS



Structure Steel Tube: Revolutionise the Construction Industry

Affordable Housing

- Trends for affordable housing with low cost & faster completion is picking in India
- Modular Building will be the future construction methodology
- Modular steel structures are constructed in-house with final assembly occurring on-site, where the steel modules are stacked and connected together



Modular Building Concept

Structure Steel Tube: Revolutionise the Construction Industry

Urban Infrastructure

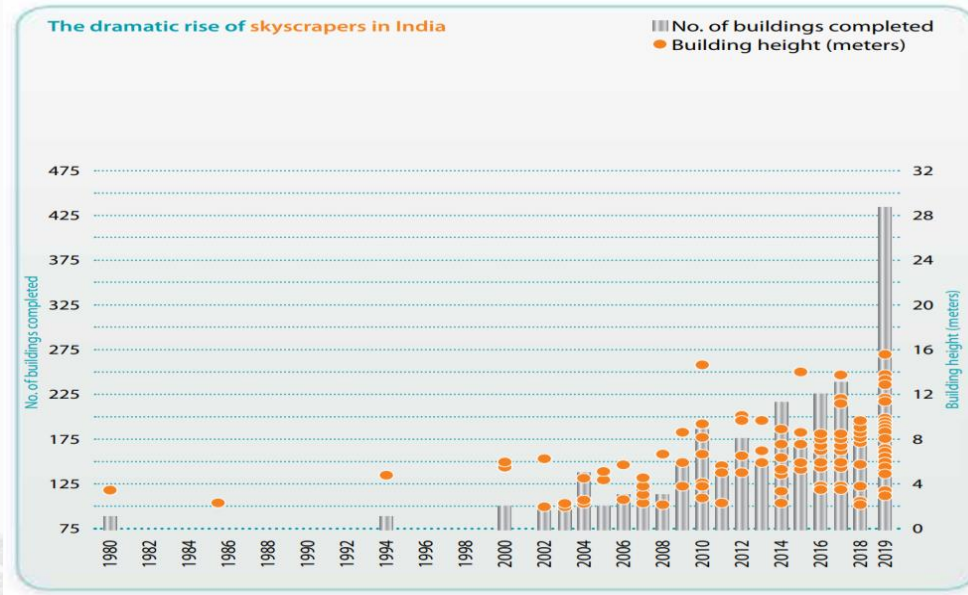
- Govt plans to start 100 additional airports by 2024
- To invest Rs19,000 crore in upgrading airport infrastructure in the country, especially in smaller cities over next three years



Structure Steel Tube: Revolutionise the Construction Industry

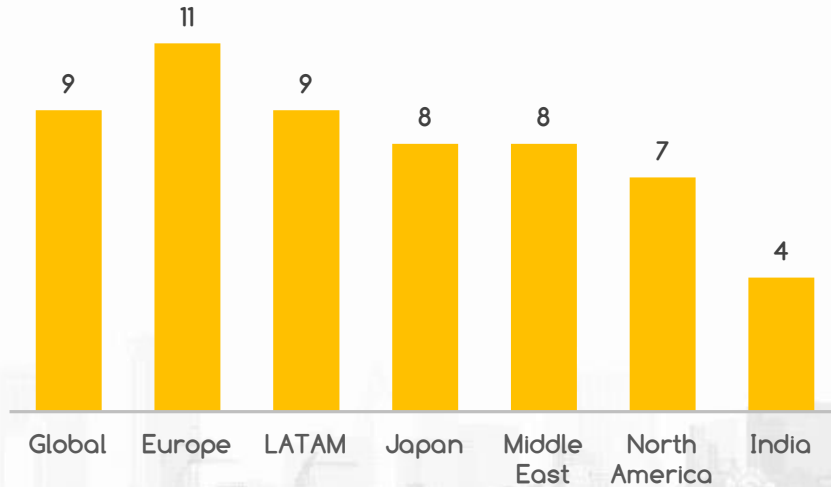
Urban Real Estate

- India's vertical growth pushed high-rises buildings with G+20 floors or more to record highs in 2019
- Government has formed a panel to look into the upward revision of FSI norms in all major cities

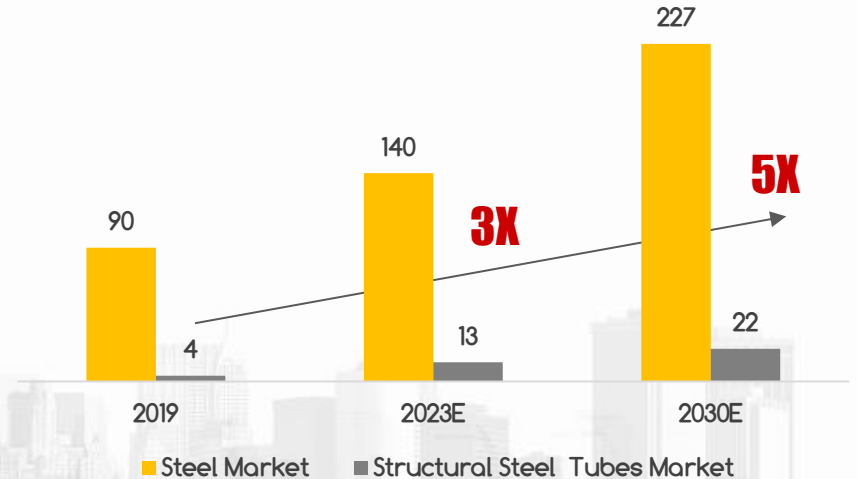


India at the start of Structural Steel Usage

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

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

Structural Steel Tubes essential for new age construction

Growth Drivers

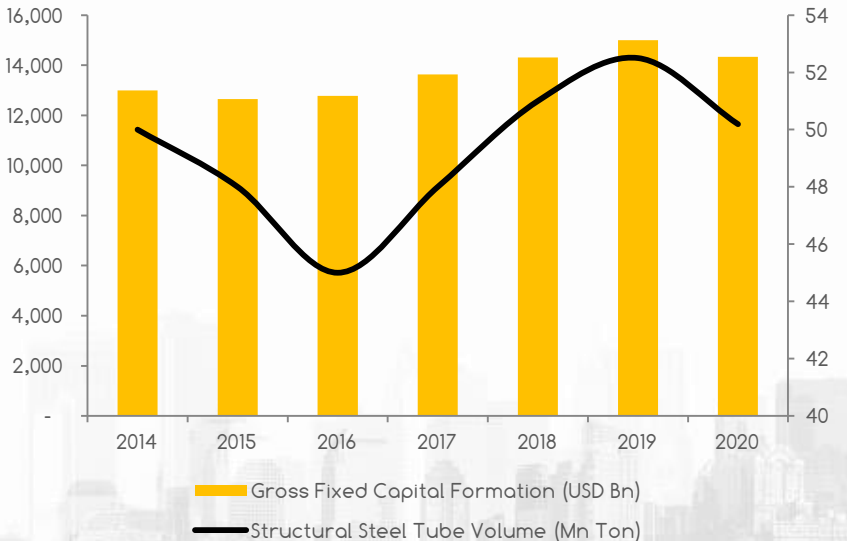
- Growing vertical model of development
 - Increased Spending on Skyscrapers
- Higher expenditure on infrastructure
 - Highways, bridges, flyovers & public utilities
- Growth in E-commerce/Warehouse construction demand
- Consumer preference for better quality residential construction
- Rising need for housing due to population explosion
- Ability to replace wood gives it an edge

Benefits

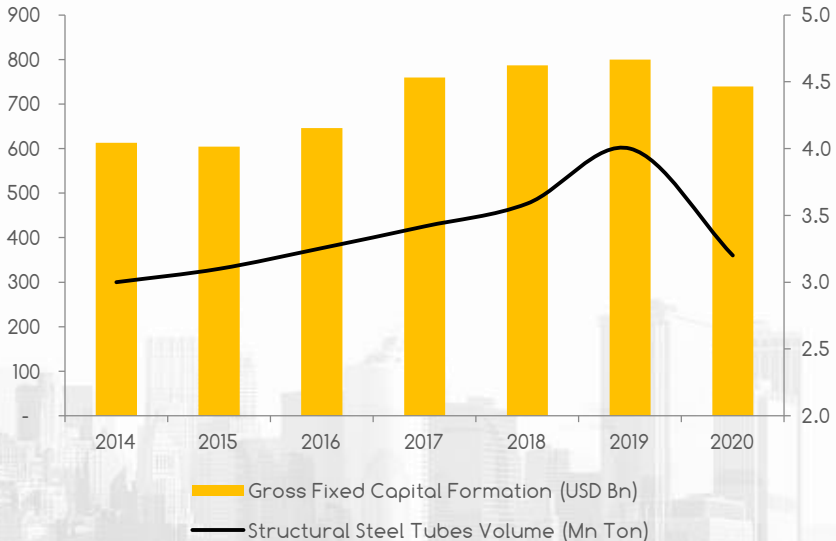
- Environmental friendly
 - Recyclable & lower greenhouse gas emission
- No underwater usage unlike conventional method
- Highly durable, sustainable, fire resistant & easy to repair
- Swift erection speed helping in lower overhead costs
- Elevated stress bearing capacity
- Excellent Strength to Weight Ratio
- Light weight

Structural Steel Tubes Market expansion linked to construction activity

Global Structural Steel Tubes Market expansion



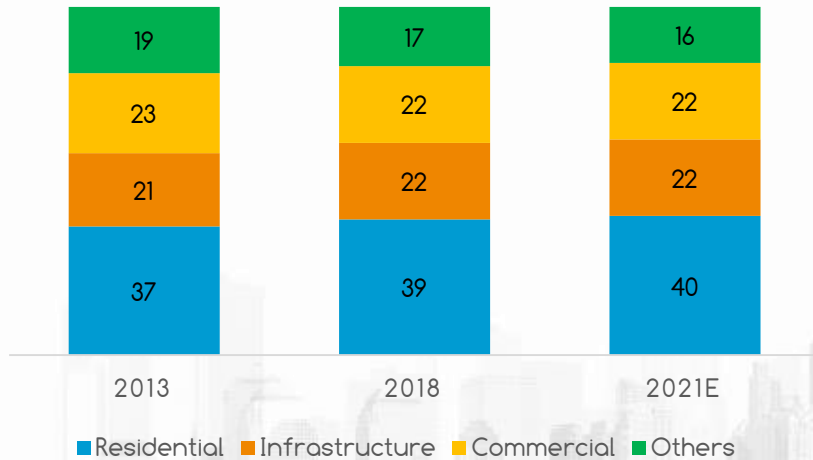
Indian Structural Steel Tubes Market expansion



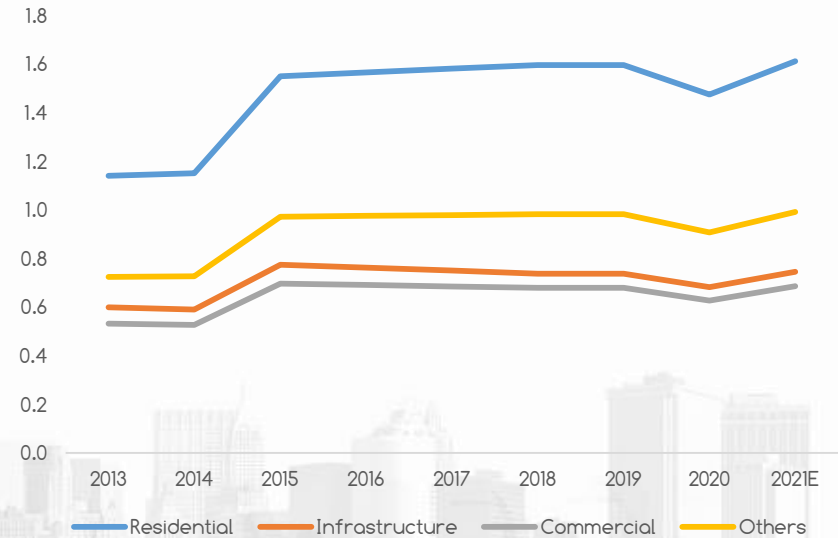
Countries included: USA, Europe, Japan, China
Source: Company data and Industry research

Structural Steel Tubes Uses

Global Structural Steel Tubes Uses - Segment wise breakup (%)

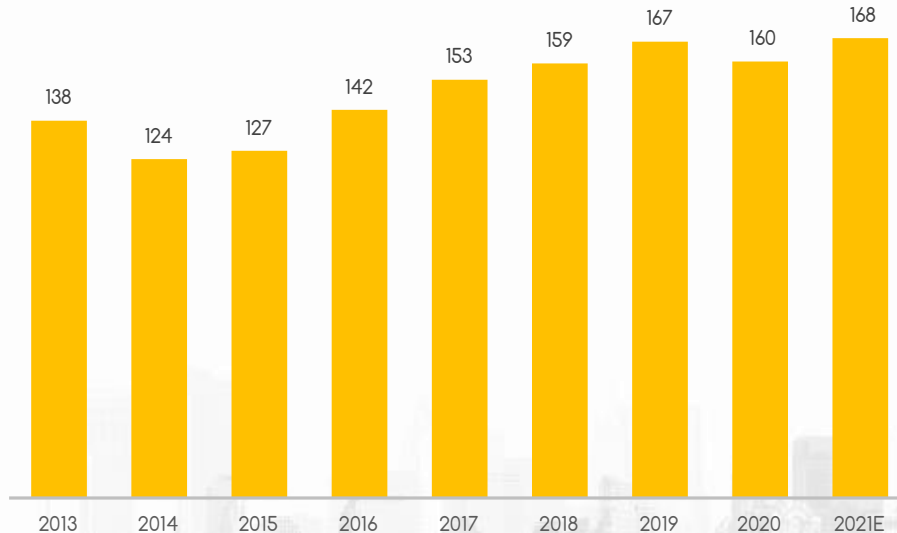


Indian market taking off in all segments (Mn ton)



Structural Steel Market Expansion

Global Structural Steel Market growth forecasts (Mn Ton)



Growth Drivers for India

Rising population accompanied with improvement in living standards

Requirement for strong, durable quality of construction for private residences

Increased spending on construction of infrastructure

Future of Construction



We are ready..

Opportunity Size..

Potential structural steel market size of:

- ✓ 13Mn ton by 2023
- ✓ 22Mn by 2030

Where we are..

- ✓ FY21 sales volume was 1.6Mn ton
- ✓ Current capacity is 2.6Mn ton
- ✓ Future capacity addition linked to market potential

Our strengths..

- ✓ New innovative products
- ✓ Branding
- ✓ Fixed costs of unutilized capacity factoring in
- ✓ Low gearing
- ✓ Solid FCF generation

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



Earnings

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

Capital Allocation

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

On path of Premiumization..

1

Moving towards solution driven offerings and heavy weight structural steel tubing products for large real estate and infra projects

2

Focusing on products which are aesthetically appealing and command premium

4

Leveraging APL Apollo brand equity

3

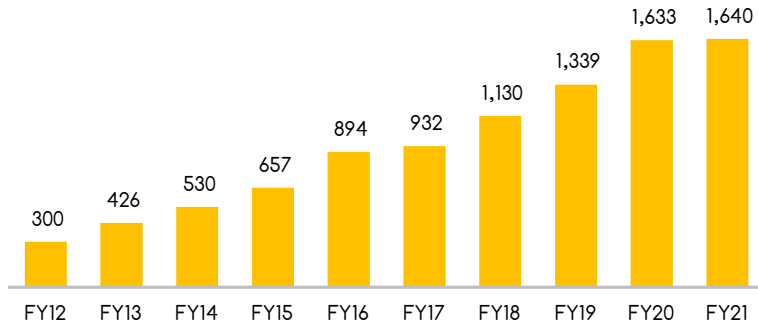
Consumer centric approach

5

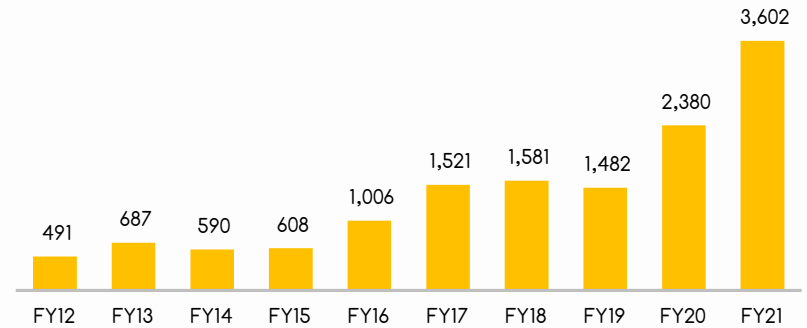
Innovative sizes/new applications where competition is behind curve

Growing Strength to Strength

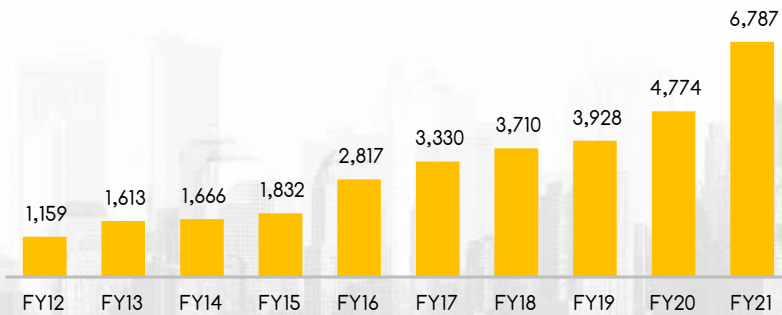
Volume (k tons)



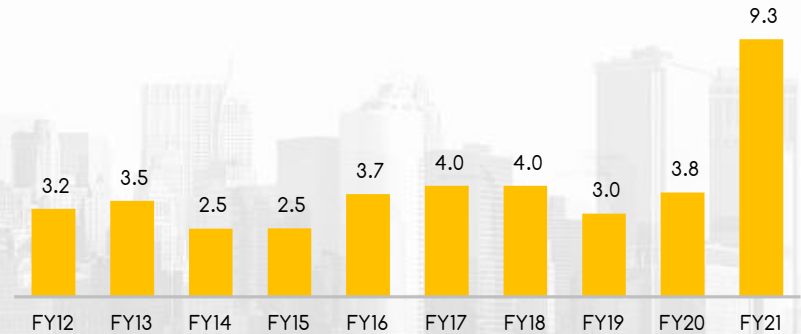
Net Profit (Rsm)



EBITDA (Rsm)



Interest Coverage Ratio (x)

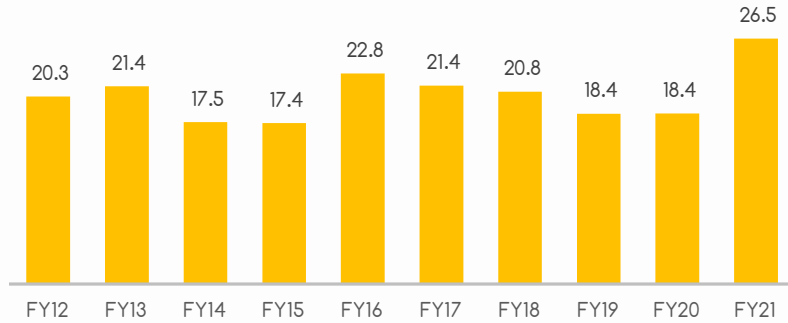


Note 1: This data is based on the Consolidated Financial data of the Company; Interest coverage is calculated on EBIT

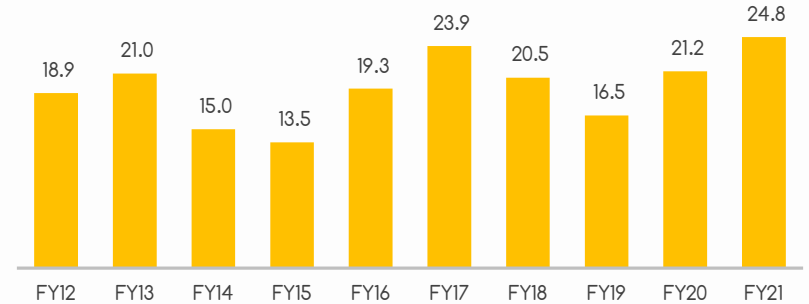
Note 2: Sales Volume and Financials are on consolidated basis and Net Profit is after Minority Interest

Growing Strength to Strength

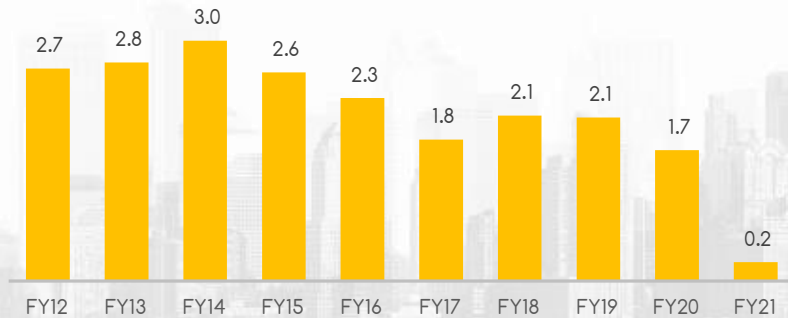
ROCE (%)



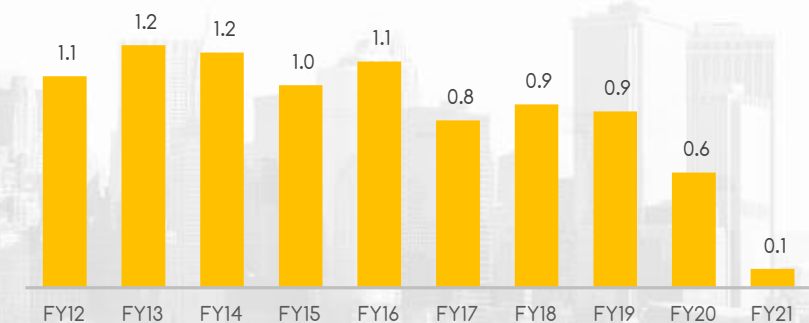
ROE (%)



Net Debt/EBITDA (x)

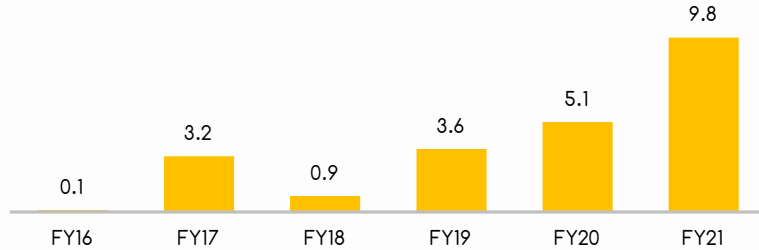


Net Debt/Equity (x)

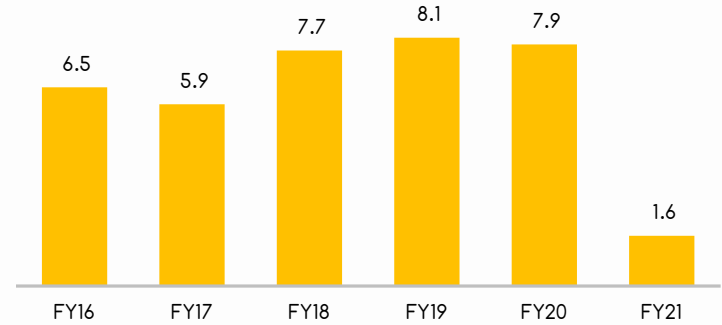


Growing Strength to Strength

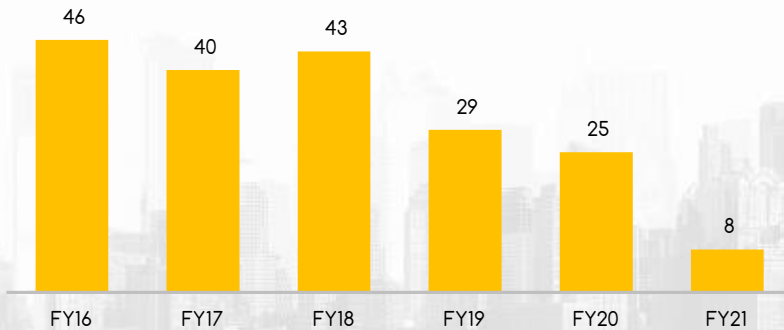
Operating Cash Flow (Rs Bn)



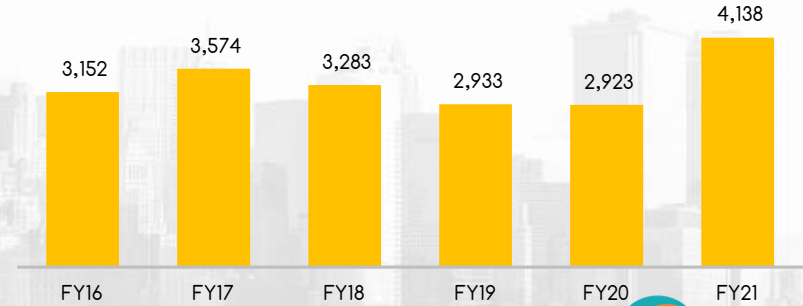
Net Debt (Rs Bn)



Net Working Capital (Days)



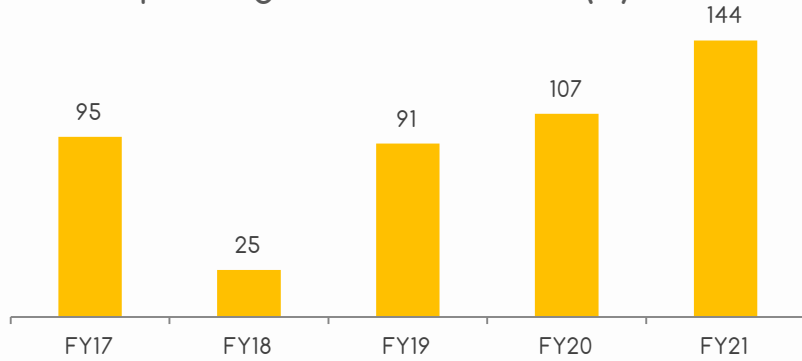
EBITDA/Ton (Rs)



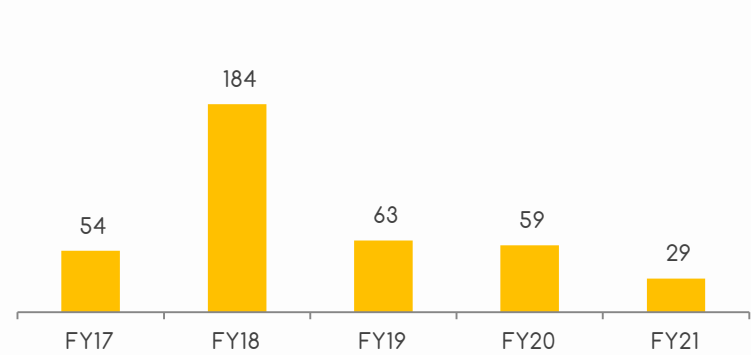
Note: This data is based on the Consolidated Financial data of the Company

Growing Strength to Strength

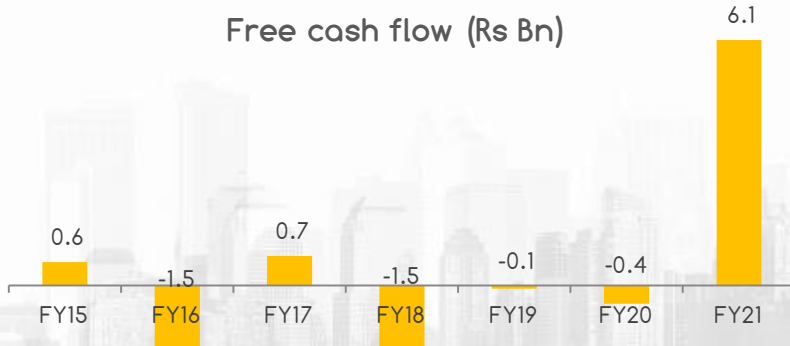
Operating cash flow to EBITDA (%)



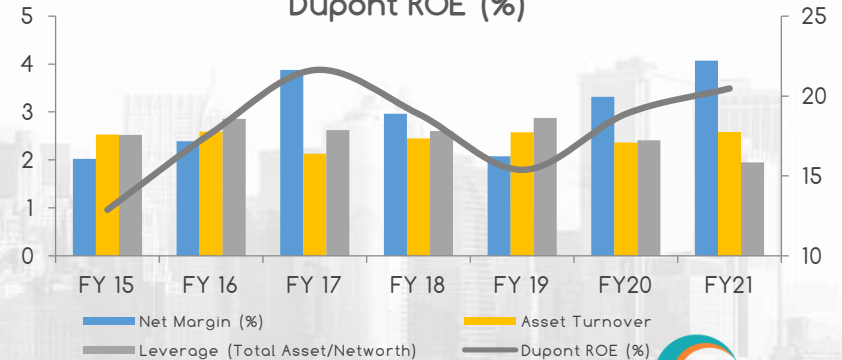
Capex to operating cash flow (%)



Free cash flow (Rs Bn)



Dupont ROE (%)



De-commoditizing Product Portfolio

Gradually improved
our value added
product contribution

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

Standard products with EBITDA
less than Rs 2,000/ Ton

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

Balance Sheet & Cash Flow Statement (Consolidated)

P&L Statement (Rsm)	FY21	FY20
Sales Volume (k Ton)	1,640	1,633
Net Revenue	84,998	77,232
Raw Material Costs	71,648	65,785
Employee Costs	1,296	1,422
Other expenses	5,266	5,251
EBITDA	6,787	4,774
EBITDA/ton (Rs)	4,138	2,923
Other Income	359	222
Interest Cost	661	1,073
Depreciation	1,028	959
PBT	5,458	2,964
Tax	1,381	403
Net Profit	4,077	2,560
Minority Interest (MI)	475	180
Net Profit (after MI)	3,602	2,380

Balance Sheet - Assets (Rsm)	FY21	FY20
Cash & Bank Balance	3,579	456
Receivables	1,306	4,764
Inventories	7,599	7,842
Other current assets	1,507	1,422
Fixed assets (net)	16,109	14,839
Right to use Assets	949	971
Investments	15	15
Other assets/goodwill	2,925	2,352
Total Assets	33,990	32,660
Balance Sheet - Liabilities (Rsm)	FY21	FY20
Trade payables	7,859	7,644
Other current liabilities	557	309
Debt	5,203	8,338
Others	2,041	1,854
Minority Interest/Provision	1,383	954
Shareholders' funds	16,947	13,562
Total Equity & Liabilities	33,990	32,660

Cash Flow Statement (Rsm)	FY21	FY20
EBITDA	6,787	4,774
Accounts receivables	3,470	846
Inventory	232	284
Other WC changes	116	-215
Tax	-1,195	-816
Other Income	359	222
Operating cash flow	9,771	5,095
Capex	-2,797	-3,014
Investments	-265	-1,335
Interest	-623	-1,193
Free cash flow	6,086	-447
Dividend payments	0	-411
Capital increase	154	1,775
Tricoat consolidation/Others	17	-694
Net change in cash flow	6,257	222
Net debt beginning	-7,881	-8,104
Net debt end	-1,624	-7,881

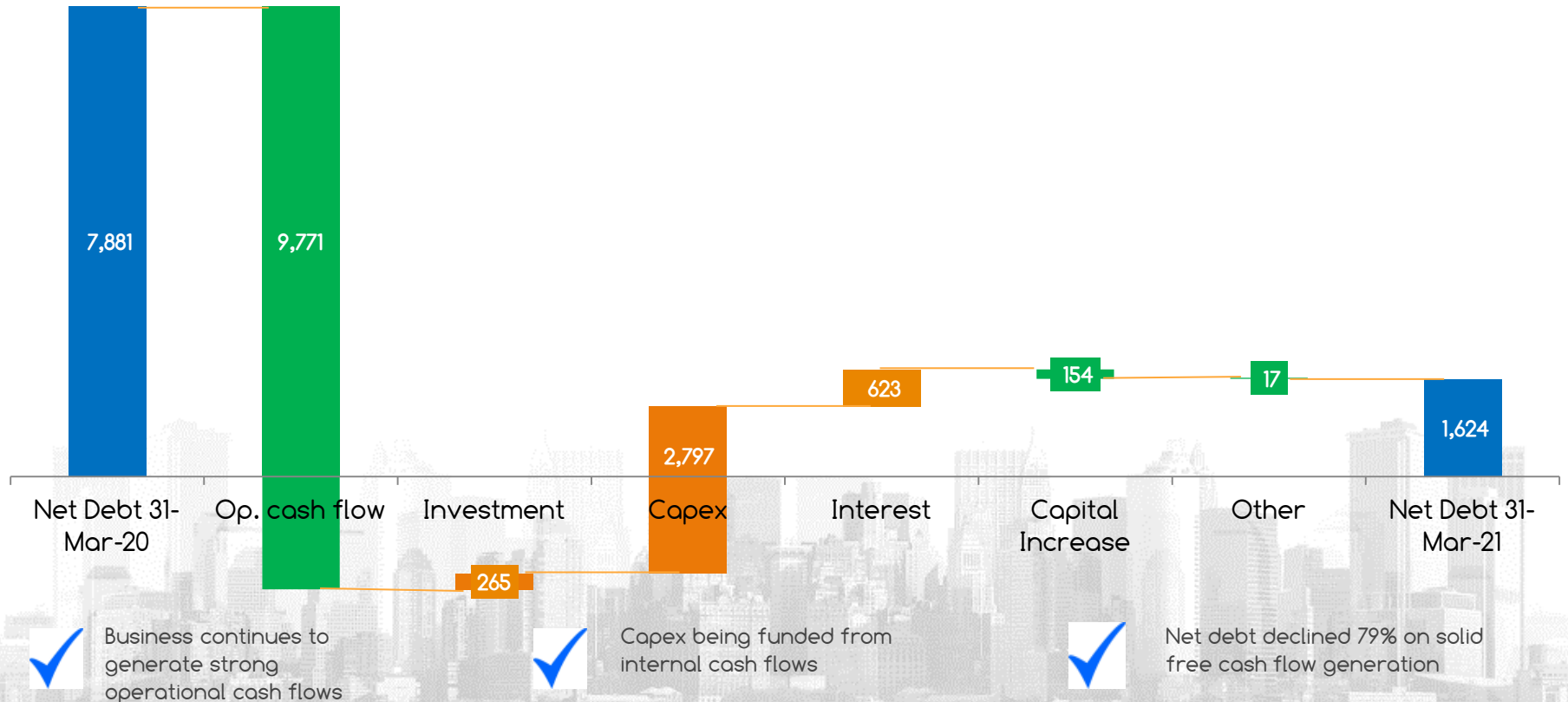
FY21 revenue is for period '22 April 2020 to 31 March 2021' as the company had shut its operations in April 2020 owing to COVID 19 pandemic

Annual EBITDA Bridge (Rs/ton)

- 1. Value Addition
- 2. Pull Demand/No Sales Discounts
- 3. Cost Control
- 4. Brand Premium



Consolidated Cash Flow Bridge (Rsm)



KEY TAKEAWAYS

Solid Future Outlook

Sufficient capacity for double digit annual sales volume growth in long term

Growth in High Diameter and High Thickness Tubes led by DFT technology based products

Three focus areas: Cash flows and profitability

- Improving EBITDA/ton
- Improving free cash flows
- ROCE enhancement

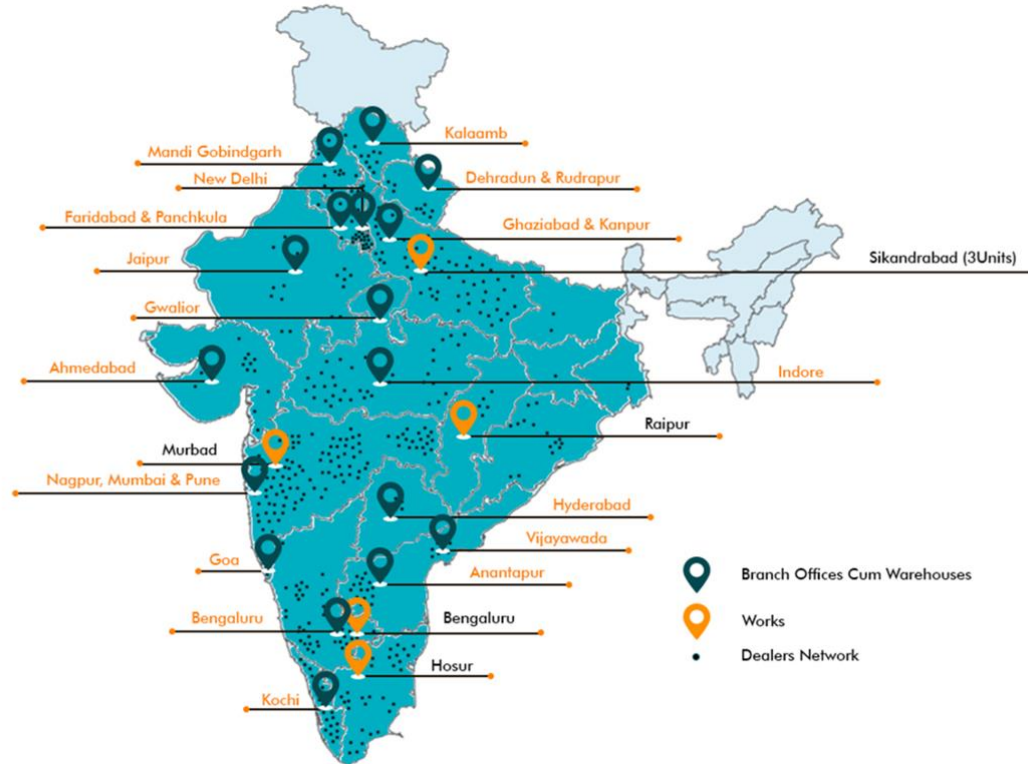
Solidifying APL Apollo brand

Launch new high-margin products

Add more distributors and penetrate into new markets

Enhancing Presence and Unlocking Opportunities

Local Market Presence aided by 3-tier Distribution and Solid Supply Chain Mechanism



800+
Distributors

50,000+
Retailers and
Fabricators

300
Towns and
Cities



APL APOLLO & APOLLO TRICOAT

Merger

Transaction Highlights

- The Board approved the merger of Shri Lakshmi Metal Udyog Limited and Apollo Tricoat Tubes Limited (Apollo Tricoat) with APL Apollo Tubes Limited (APL Apollo) on 27 February 2021
- Apollo Tricoat's minority shareholders will receive for each equity share held:
 - One equity share in APL Apollo
 - Implied premium of 16% to previous closing price for Apollo Tricoat's shareholders
 - Increase of 10.8% in APL Apollo's share capital
- Pro-forma ownership in APL Apollo:
 - Existing APL Apollo shareholders 89.2%
 - Apollo Tricoat shareholders 10.8%

Transaction Highlights

- Effected by way of a Scheme of Amalgamation
- Conditional on shareholder approval at each of APL Apollo and Apollo Tricoat, as well as regulatory approvals
- Transaction governance in line with Indian regulations and best practices
 - Big Four Accounting firm KPMG Assurance and Consulting Services LLP appointed as merger advisor
 - Renowned Firm SSPA & Co. Chartered Accountants appointed as an independent valuer
- Expected to close in FY2022
- Appointed date for merger: 1st April 2021
- Amalgamation a tax neutral transaction

Strategic Rationale

Simplification of group structure

Potential re-rating to benefit all shareholders

Cost efficiencies to boost overall margins

Stronger balance sheet lowers overall cost of capital

Strategic Rationale
APL Apollo
&
Apollo Tricoat

Creation of stronger platform for growth

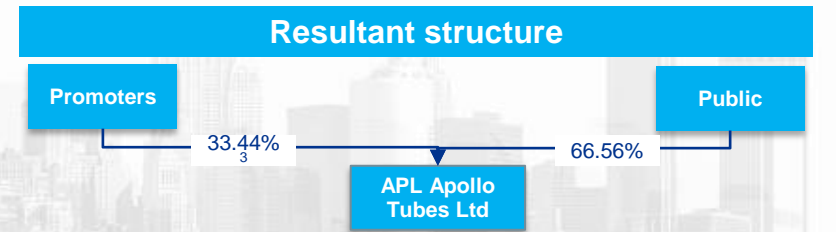
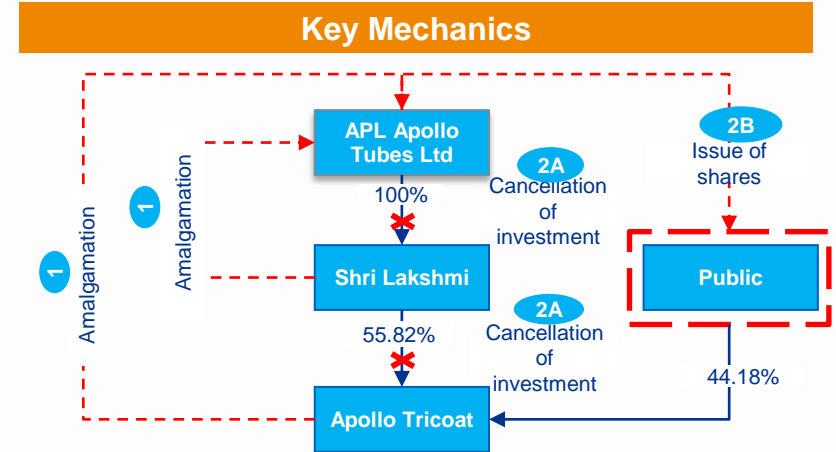
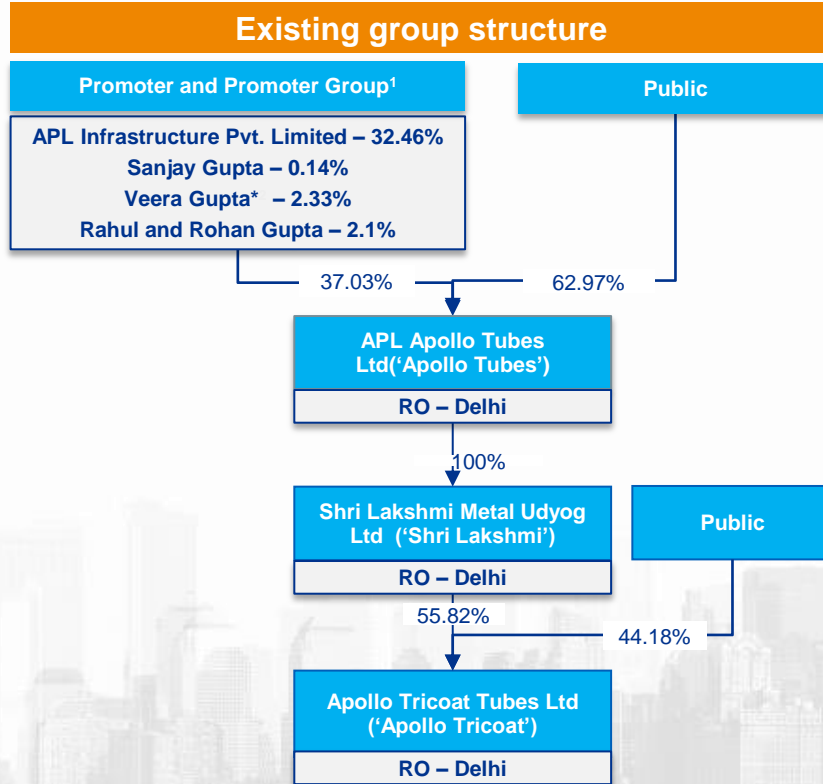
Ability to offer innovative products resulting in higher margins

Greater financial flexibility for sustained growth

Increased size: Economies of scale

Increased cross-sell opportunities

Merger Arrangements



Source: Shareholding pattern as per public announcement dated February 18, 2021

*Veera Gupta is not part of promoter family

Benefit for APL Apollo Share holders

- EPS Accretive: Net profit increase by 13.5%, Dilution of 9.7%
- ROE Accretive: 100% of Apollo's Tricoat profit to boost return profile
- Margin Accretive: Apollo Tricoat's high margin products to lift APL Apollo's profitability
- Addition of innovative value added products to APL Apollo's portfolio
- Apollo Tricoat's B2C centric approach will enhance Group's brand equity

APL APOLLO

ESG Engagement

ESG is something that

Investors are *demanding*,

Customers are *expecting*,

Shareholders are *relying*,

and

Employees are *valuing*.

Why focus on ESG?

Sudden shift in stakeholder focus areas.

Understanding ESG Drivers

ESG considerations of major stakeholders

1

Investors



Good **financial returns**, doing business efficiently according to the market **best practices, corporate governance**

2

Govt./ Regulators



Complying with **rules and regulations**, work and co-operate with regulators in a **transparent manner**

3

Sector Leaders



Working with **transparency and integrity**, making and progressing on **ESG commitments**

4

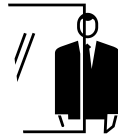
Consumers



Management of **regulatory compliance, Data Integrity and privacy, low environmental footprint**

5

Employees



Occupational health and safety, providing adequate **employee benefits and compensations, labour rights**

6

Communities

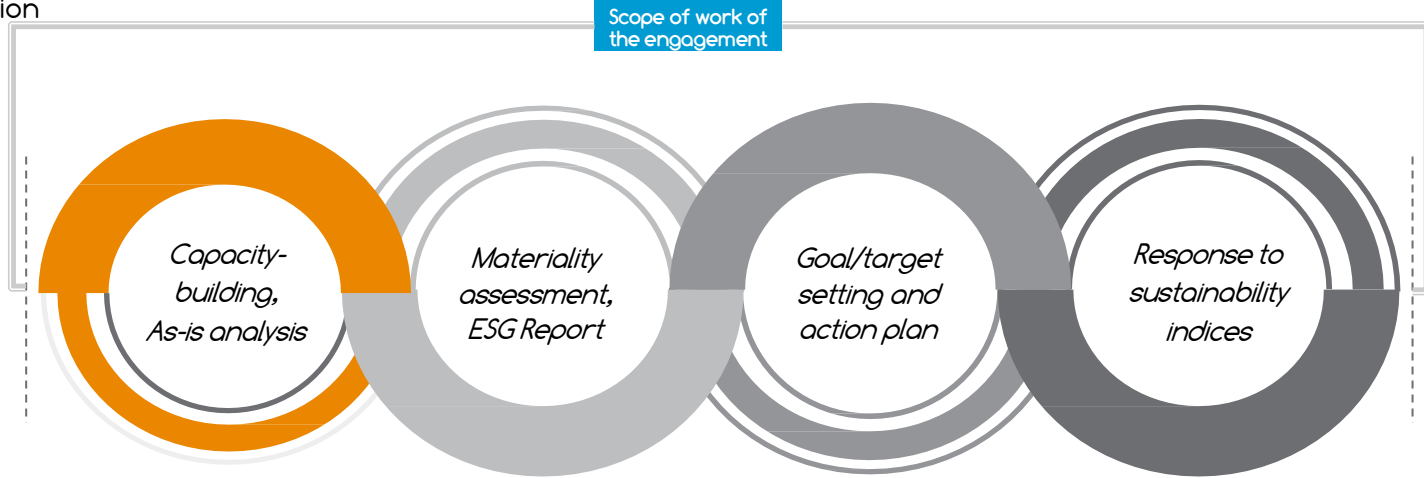


Generating **local employment, minimal impact on the surrounding environment, following compliances**

APL Apollo's approach towards ESG

Project overview

APL Apollo has engaged Big4 Consulting Group to develop ESG Strategy and Roadmap for risk mitigation



ESG Parameters

Environment

- Company/Business activities shouldn't have potential negative impact on environment
- Climate Change, Carbon Emission
- Air and Water Pollution
- Deforestation and Bio-diversity
- Waste management
- Companies affected: Sterlite Copper, Essar mahan, NTPCVindhyanchal

Social

- Relationship with Employees and Suppliers
- Customer Satisfaction- improving "Brand Loyalty"
- Employee engagement & diversity
- Community Relationship
- Protecting Human Rights
- Companies Affected: Hero Moto, M&M, Pricol, Rico India, Bosch, MRF tyre etc.

Governance

- Management- Board Composition
- Bribery and Corruption
- Executive Remunerations / Compensations
- Audit Committee structure
- Protecting Share-holder's Rights
- Donations & Political Lobbying
- Companies affected: DHFL, Yes Bank, Jet Air, CCD etc.

Current State: APL's Integrated Annual Report



APL Apollo's IAR
FY 2019-20

...by strengthening our connect

RESILIENCE

We are committed to strengthen our relationship with communities - our value chain partners, and beyond in wider society - through a meaningful and purposeful engagement.

RAVINDRA TAYARI | Head, Sales & Marketing

Interlinkage among capitals

Social & Relationship capital

Manufactured capital
Growing capacity and product basket to grow dealer business

Financial capital
Continuing investment in CSR initiatives

Human capital
Frequent interaction with the distribution network and vendor base.

Intel (IT so both)

Enhancing business value
APL Apollo's dream of a resilient tomorrow is strengthened through its strong collaboration with its 2019-20; the Company implemented a host of measures to firm up the bond and it yielded fruitful

B2C channel

- Distributors** 800+ distributors - Solid relations
- Retailers** 50,000+ retailers - Retailer bonds
- Fabricators, Architects & Steel** 2000+ fabricators, architects & Apollo Connect Programs, fabrica
- End consumer** End consumer connect - Indian Hi Anishah, Bachchan campaign, TV

Dealer & Retailer Connect: The Company continued to stretch its presence in the Indian landmarks to capitalise on multioption opportunities. The Company added more than 130 dealers in the last two years (2018-19 and 2019-20) to improve their business prospects. It introduced several steps.

Clearly delineated their catchment areas. **Emphasized** on utilizing the channel financing option which helped dealers improve their purchasing power. **Undertook** training initiatives on the ground and at dealer shops for enhancing footfall. **Provided** logistical support to dealers.

Continued to four which only enhance business prospect. **Fabricator Connect 2.0**, the Company's on building its mid-very option influ fabricator segment 200 fabricator mee covered about 40% plans to signific

...through care for the environment

RESILIENCE

At APL Apollo, we respect the environment as an important stakeholder in our progress. As such, we care the environment by adopting technologies and processes that utilize resources efficiently. We complement that by recycling of waste in everything we undertake.

JIM SINGHAL | Senior Consultant

Interlinkage among capitals

Natural capital

Human capital
Periodic awareness on Environment

Intellectual capital
Developing and launching environment-friendly products.

Social & Relationship capital
Undertaking health & hygiene initiatives for communities around us.

Intel (IT so both)

...through our people

RESILIENCE

Our workforce is the fuel that drives our value creation. Our vision and mission are brought to life through their passion and dedication.

SURESH SINGH | General Manager (Human Resources)

Interlinkage among capitals

Human capital

Financial capital ₹1.4 Mm Investment in training initiatives in 2019-20

Manufactured capital 2,124 Employees Involved in manufacturing operations

Intellectual capital 1,736 Training manhours in 2019-20

Social & Relationship capital 98% Customer satisfaction index

Natural capital 500+ Tree plantation by employees

APL Apollo's human capital is the foundation of leadership, innovation and customer engagement. The Company nurtures this capital by empowering employees, providing an environment of highest safety, striving for enhancing skills and through a process of growth and recognition.

Growing the team
APL Apollo is cognizant of the reality that people are the critical catalysts that transform board room strategies into on-ground realities. The Company continued to strengthen its team to seamlessly manage its growing operations. In 2019-20, it added 264 members to the workforce. Most of them were recruited through internal referrals.

2,124 Team on roll (March 31, 2020)

Investing in people
APL Apollo continued to invest in its people by providing them avenues to expand their knowledge capital. The Company's institutionalised training calendar comprised technical, behavioural and safety training modules which were conducted by its in-house trainers and external faculty. The training also comprised on the job knowledge sharing - primarily for freshers - by their peers. Great emphasis was laid on imparting knowledge on quality management and rejection analysis and control. During the year, the Company entered into a collaboration with IIT Roorkee for knowledge transfer, employee training and joint research. The Company launched Junoon - a sales training module - for addressing its field force on the art of marketing and the finer nuances of sales. It also sent its sales team members to attend the 'Effective Selling Skill' program conducted by IMI (Gurgaon) and to various knowledge enhancing programs covering a wide spectrum of topics. APL Apollo encouraged its team members to extensively use massive open online courses (MOOCs) and other open learning platforms to strengthen their knowledge. 6,915 hours of training was imparted by the Company during the last five years.

Acceptable level
1000 ppm
1000 ppm
100 ppm

TotCoat level
0 ppm
30 ppm
20 ppm

During the same time, we take care that success availability is not the latter to support, we need to respect the environment equally as all other stakeholders.

At APL Apollo, those are not simply high sounding words, but are reflected in our on-ground actions.

double the life compared to any other galvanneal product. The end product promises to be environment friendly as it minimises the consumption of harmful substances.

4-5 countries across the world. This cutting-edge technology manufactures Tricoat pipes - a pioneering solution that is being the 'last word' in corrosion resistance. This multi-layer coated tube (three layer coating on the outer surface and one layer on the inside) enjoys



ESG Framework : Material aspects are grouped into ESG pillars

Vision: To be high performing organisation, valuing social and environmental wellbeing, nurturing relationships and promoting innovation

Mission: To supply high-quality building materials to a worldwide client base while utilizing innovative technologies within an environment of motivated employees, focusing on continuous improvement, adhering highest business standards, ethics and corporate citizenship, for tackling the biggest impacts on environment and society

ESG Governance

ESG Focus Areas



Responsible business

- Corporate Governance
- Market Presence
- Economic Performance



Responsible Operations

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



Responsible Employment

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



Responsibility towards communities

- Local Communities

Responsible communication

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

Executive Team

Sanjay Gupta

Chairman & Managing Director

Vinay Gupta

Director

Romi Sehgal

Director

Ashok Khushu

Head – New Projects

Arun Agrawal

Chief Operating Officer

Deepak Goyal

Chief Finance Officer

Anubhav Gupta

Chief Strategy Officer

Ravindra Tiwari

Head-Sales & Marketing

Thank You

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