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BT 4000



“The Company is working on development of interesting products like Colour Coated Tubes and 500x500 Sq dia columns.

Sanjay Gupta

Chairman, APL Apollo Tubes Limited

How did the COVID-19 Pandemic affect the ongoing work of your various projects being executed under your Leadership?

APL Apollo's stellar FY21 performance was primarily owing to its people who braved the challenges of the prevailing pandemic to come to work and deliver on the Company's commitment to its customers. India was again hit hard by the 2nd wave of COVID – 19 pandemic in April 2021. The state governments started announcing simultaneous lockdowns across the country. Major impact of Covid-19 has been felt in the first quarter with revenue being affected. With opening of domestic market post lockdown, we expect business to improve gradually and that business will start moving upwards from 2nd quarter of FY22.

What are your key priorities as a Managing Director?

I look into the future with optimism. We will bring in the power of creativity to find newer ways to grow. And then seize these opportunities with disciplined determination. Our mission is to achieve an annual capacity of 4 mn tonnes of structural steel tubes in next 3-4 years. To achieve this, my key priorities are: 1) new market creation, 2) cost control measures, 3) improving sales mix for value added products,

4) distribution expansion and, 5) brand equity enhancement. These are our clear strategy goals for next 2-3 years.

What are your future plans in terms of product development and expanding your market reach?

The Company is working on development of interesting products like Colour Coated Tubes and 500x500 Sq dia columns. 1) Color coated Tubes will be used for home décor in offices, eateries, restaurants, high-street retail shops and even residences. APL Apollo will be the first in India to cater to this market segment. 2) India is increasingly adopting the verticalisation model. This demand the higher size steel columns, which are light-weight yet very strong to take the additional load. APL Apollo will emerge as the first to capitalise on this opportunity. In addition to products, the Company is also leveraging its expertise to launch comprehensive solutions. The success of door frames have strengthened the Company's resolve to move a notch higher. It plans to launch ready-steel door solutions aligned to global standards. These smart moves promise to expand the structural steel tubes market size, and APL Apollo's market share in it.



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"APL Apollo Tubes Ltd. will not be responsible for the erection of the PEB Structures. Any relations undertaken with PEB Manufacturer(s) in pursuance of this shall not be deemed to result in any relations created with APL Apollo Tubes Ltd. and APL Apollo Tubes Ltd. shall not be responsible for any service provided by such PEB Manufacturer(s) in any manner whatsoever."

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