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Network 18

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STEEL PIPES COMPANY



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* India's No.1 by market share

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OVERVIEW

Role models worth emulating

2021 has commenced and COVID-19 continues to impact our lives in more ways than one. The transition from survival to revival during a crisis of global proportions has not been easy for any of us. A four-letter word enabled us to cope with the pandemic throughout 2020 and it will sustain us going forward as well: Hope.

This is precisely why the Forbes India Marquee Edition - Icons of Inspiration 2021 is so important. The success stories of these role models whom we can all look up to and emulate, give a much-needed glimmer of hope and the confidence that we too can overcome herculean challenges.

Reading their tales of overcoming the odds and emerging triumphant will motivate us to raise our aspirations and contemplate taking similar leaps of faith. The 'new normal' presents complex challenges; this publication provides you tools and management mantras to transcend them and emerge victorious.

VRPandya

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SANJAY GUPTA: LEVERAGING INNOVATION AND TECHNOLOGY

APL APOLLO TUBES LIMITED HAS BEEN A PIONEER AND GAME-CHANGER IN THE STRUCTURAL STEEL TUBE SEGMENT UNDER HIS ASTUTE STEWARDSHIP

The structural steel tube segment has witnessed a major metamorphosis during the past three decades and the key driver of this change has been the market leader APL Apollo Tubes Limited. Under the stewardship of its Chairman, Sanjay Gupta, the company approached the business with a completely fresh outlook and the results have been tangible as well as impressive.

Previously, the main applications for round shaped steel tubes included transportation of water, oil and gas with production being limited to a few big players in the market. When APL Apollo entered the fray, instead of following the prevailing trend, it transformed the entire scenario. Introducing square and rectangular tubes, which have a better load-bearing capacity even for huge structures, thereby replacing the

“*I take great pride in sharing that most of our products today are compatible for large structural, infrastructural projects and buildings such as airports, metros, convention centres, etc. As the demand has risen sharply on the back of growing usage of steel tubes in all these projects, we have also grown our capacities extensively as a company.*”

— SANJAY GUPTA
Chairman
APL Apollo Tubes Ltd.

conventional construction products; the company completely rewrote the rules of the game.

APL Apollo has strongly focused on innovation, working tirelessly to fulfil the shifting preferences based on evolving consumer requirements and providing high-quality products at competitive prices. Be it instilling the latest technology or optimum utilisation of resources, the company never hesitates in investing more in R&D, which works as a driving force behind its ever-growing ability to create new products, adopt new applications, strengthen processes, develop new markets and enhance existing market share.



THE MARKET LEADER

With over thirty years of operations, APL Apollo Tubes Ltd. has created a remarkable brand presence. The largest producer of structural steel tubes in the country, it has managed to wrest 50 per cent of the market share. Its vast distribution network across India includes a cavalcade of warehouses and branch offices in 29 cities to support its business interests at home as well as across a string of 30 countries across the globe.



Commenting on the changes that have taken place in the industry following APL Apollo's pioneering initiatives, Sanjay Gupta, says, "I take great pride in sharing that most of our products today are compatible for large structural, infrastructural projects and buildings such as airports, metros, convention centres, etc. As the demand has risen sharply on the back of growing usage of steel tubes in all these projects, we have also grown our capacities extensively as a company."

As a market leader in structural steel tube segment, APL Apollo has high stakes in India's \$200 billion construction industry. In the future, APL Apollo may explore various diversified segments in the building material category as well. The specific quantum of investment involved and the size of projects would be shared at a later date. However, its focus will remain intact on the structural steel tube segment where it foresees abundant

growth to be capitalized upon over the next 10 years.

The company is already engaged in developing high diameter, high thickness steel tubes that will instantly replace concrete RCC, metal plates and various other steel products being used currently in the construction process of high-rises and other heavy infrastructure construction.

Innovation is the key to APL Apollo's dynamic growth and Gupta emphasises upon it as an inextricable part of the company's DNA. No wonder that the firm has been successfully replacing the five conventional structural products such as steel angle channels, wood, aluminium, concrete RCC and long steel products including metal plates with its extraordinary products in this segment – which gives it an edge over its counterparts.

BUILT TO LAST

APL Apollo Tubes Limited is India's largest structural steel tubing company with an extremely strong local presence, built on its philosophy of Make in India, an extensive distribution network and world-class quality.

Headquartered at Delhi-NCR, with its world-class facilities, widely spread 3-tier distribution network, and over 800 dealers, APL Apollo is committed to strengthening India's infrastructural backbone with its structural tubes and hollow sections.

The company has the capacity to produce 2.6 million tonnes (MT) per annum and an extended distribution network of warehouses and branch offices in 29 cities across the country catering to domestic as well as 20 plus countries worldwide.

Their multi-product offerings include over 1,500 varieties of structural steel tubes, making APL Apollo one of the leading brand in India.

APL Apollo has been a pioneer in contemplating, researching, producing and then taking a lead in the market by launching a wide range of futuristic products. Surpassing the competition, APL Apollo is ruling the market as single largest company, having captured a major market share in the structural steel tubes industry.