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# tube & pipe INDIA

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Metals, Plastic, Rubber

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**APL Apollo:**  
Constantly Moving Up the Ladder with Innovative Products and R&D Investments



**Maharashtra Seamless:**  
Aiming for Full-Capacity Utilisation & Expanding Value-Added Products



**Venus Pipes and Tubes:**  
Aiming to Expand Existing Capacity by Manufacturing Higher Diameter Welded & Seamless Pipes

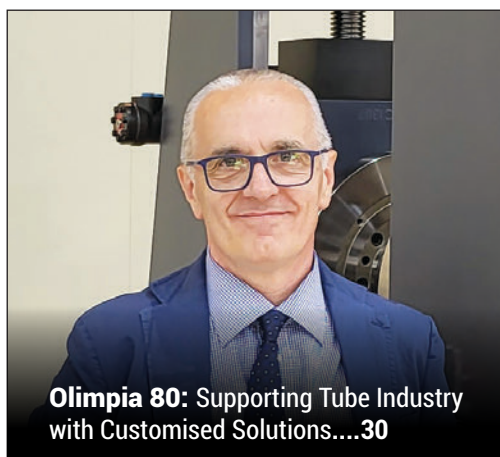
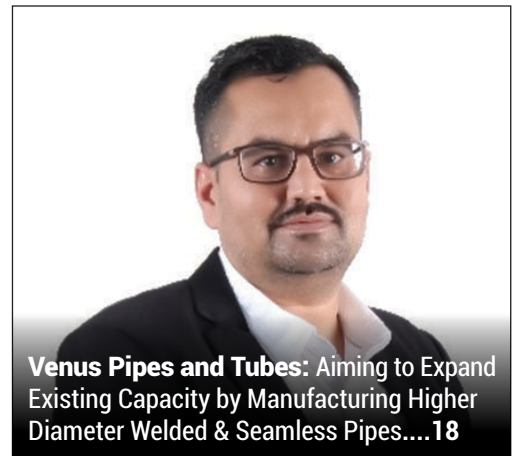


**Crippa:** Innovative Technological Solutions in Response to Dynamic Market Demands



**Olimpia 80:** Supporting Tube Industry with Customised Solutions





## **APL Apollo:** Constantly Moving Up the Ladder with Innovative Products and R&D Investments



Mr. Sanjay Gupta, CMD, APL Apollo Tubes Ltd.

With a capacity to produce 2.6 million tonnes per annum, **APL Apollo Tubes Ltd.** is the largest producer of structural steel tubes in India. The Company has an extended distribution network of warehouses and branch offices in 29 cities across the country catering to domestic as well as 20 countries worldwide. Its multi-product offerings include over 1,100 varieties of pre-galvanised tubes, structural steel tubes, galvanised tubes, MS black pipes, and hollow sections, making APL Apollo one of the leading branded steel product manufacturers in India. In an exclusive interview with Tube & Pipe India, **Mr. Sanjay Gupta, CMD, APL Apollo Tubes Ltd.** takes us through the business journey of the company, the infrastructure setup, the product range, and the way ahead.





**"APL Apollo focuses extensively on innovations... This approach has helped the Company to become the market leader in the structural steel tube industry in India, and we aim to continue to keep our market dominance"**

***Tube & Pipe India: Could you please give us a brief outline of the business journey of APL Apollo Tubes along with its crucial milestones?***

**Sanjay Gupta:** For over three decades, APL Apollo has gone from strength to strength to lead the charge in revolutionising the steel tube manufacturing industry. Since establishing its first manufacturing plant in Sikandarabad in 1986, today, the Company is the largest producer of structural steel tubes in India, with an installed capacity of 2.6 million tonnes. It has attained

pole position in all the segments of customers they cater to and excellently sums up TUBES as Tough, Utilitarian, Bold & Unbeatable, Environment Friendly and Scalable which completely showcases pillars of growth and success.

***TPI: Kindly cast some light on the infrastructure, manufacturing capabilities, and machinery installed at your facility.***

**SG:** APL Apollo has a pan-India presence with 11 manufacturing facilities – 4 in Uttar Pradesh, 2 in Karnataka, 2 in Raipur (Chhattisgarh), 1 in Tamil Nadu, Hyderabad and Maharashtra each. APL Apollo introduced Direct Forming Technology (DFT) in the Indian markets. DFT products offer undisputed advantages in terms of flexibility, production capability and cost reduction for both company and end users – these products lead to cost savings of up to 3-5 percent. Another key feature is that through this DFT technology, the Company can manufacture customised and tailor-made sizes of tubes. This acts as a very key competitive advantage for APL. So, tubes of any size specifications can be effectively made through this technology without any coil rollover change. This has resulted in increased and wide applicability of steel tubes across sectors.

***TPI: Tell us about your product portfolio along with its key strengths and applications.***

**SG:** APL Apollo Tubes' products are widely used across segments ranging from construction, building material, housing, agriculture, energy, irrigation, engineering, etc. in the Indian & global markets. APL Apollo enjoys a vast product portfolio of over 1,500 SKUs, manufactured in a wide range of types, customised shapes and sizes,





including square and rectangular hollow sections, black round tubes, galvanised tubes, pre-galvanised tubes and products manufactured through the DFT technology. India's first closed steel door and window frame "Apollo Chaukhat" is another ground-breaking creation of APL Apollo, in sync with its vision of providing quality and innovative products to its valued customers. Based on trusted Italian technology, "Apollo Chaukhat" is easy to fit, termite proof, fire resistant, environment friendly and recyclable. Building material segments, infrastructure and construction segments are the main demand drivers for the Company.

**TPI: What are the recent developments at your end? Also, what are your future plans?**

**SG:** APL Apollo started from circular tubes for water irrigation and we became the first company to introduce square and rectangular steel tubes for structural applications. At APL Apollo, we have always believed in innovation. Recently, we unveiled two new brands 'Apollo Navrang' and 'Steel Building Solutions'. Under the brand umbrella of 'Navrang', APL Apollo has come out with a wide range of colour-coated coils and sheets for PEB Purlins. APL Apollo has transformed the future of building and construction with its exclusive range of heavy structural tubular products. Now, the entire building can be built on tubular sections (hollow steel sections) which save time as the fabrication gets much easier with these structural steel tubes.

Going ahead, APL Apollo is in the process of launching several new products in the coming months. APL Apollo is the first ever company to move from commoditised products to branded products, particularly in the steel tubes segment. APL Apollo is constantly moving up the ladder with its strong pan-India network of fabricators and dealers.

**TPI: Please shed some light on the market footprint and clientele of APL Apollo along with the expansion plans.**

**SG:** We are the fastest growing structural steel tube manufacturer and exporter in India, we are the largest producer of pre-galvanised and Electric Resistance

Welded (ERW) steel tubes, exporting to over 20 countries globally. Currently, we have more than 800 dealers and distributors' network in the domestic market, which we aim to enhance even further in the coming years. APL Apollo is looking to further strengthen its global presence on the back of the growing popularity of its state-of-the-art product range.

**TPI: Share your outlook on the tube and pipe industry. How do you see the market evolving in the future?**

**SG:** The future growth of the tube and pipe industry in India is driven by the fast-growing infrastructure and real estate construction industries. Undoubtedly, in view of the government's ambitious schemes of 100 smart cities, metro projects in over 50 cities and above all, its 'Housing for All' goal are among the topmost priorities in the country. Hence there will be an impetus for structural steel tubes in the market.

**TPI: What is your technology and business roadmap?**

**SG:** Working endlessly to satisfy shifting preferences of consumer requirements and to provide high-quality products at a competitive price, APL Apollo focuses extensively on innovations. 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 their ever-growing ability to create new products, adopt new applications, strengthen processes, develop new markets, and enhance existing market share. This approach has helped the Company to become the market leader in the structural steel tube industry in India, and we aim to continue to keep our market dominance going ahead.

**TPI: Anything else you would like to add to the interview?**

**SG:** We are India's number 1 structural steel tube manufacturer in the country and the largest producer of Electric Resistance Welded (ERW) steel tubes in India and exporting to over 20 countries globally. We are the fastest growing pre-galvanised steel tube manufacturer and exporter in India. Our products have received Export House status.